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CONTENTS

Reconsideration on the Diversified Method of Assessment on Ideological and Political Course in Colleges and Universities

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Abstract: The traditional assessment methods have gone farther and farther away from the demands of cultivation of talents with multi-competence. Therefore, it is an inevitable trend in the current course reform that the appraisal methods should be regarded as an important part of education and teaching activities and taken into the field of teaching reform to examine and that a wide range of assessment methods should be implemented. Whether the evaluation method is scientific and reasonable enough is directly related to the effect of ideological and political teaching.

Key words: ideological and political teaching; the appraisal methods;diversification

At present, various evaluation methods are available, but a number of colleges and universities still rely on the form of examination, most of which are closed-book exams. Examination is not only the end of a teaching process, but also an important measure and sign of teachers ' teaching capacity and students' learning outcome and cognitive ability.Besides, it represents an important guide to teaching and learning. Whether the appraisal method is reasonable or not is of great significance to improve the teaching effect of Ideological and Political courses in colleges and universities.

1. DEFECTS OF TRADITIONAL ASSESSMENT METHODS

In recent years, despite the useful attempts by many colleges and universities in the examination reform ,there are still some problems, mainly in the following aspects:

1.1 Judging from the forms of examinations, the traditional examination evaluation method is still relatively simple and obsolete, roughly divided into closed-book examination and open-book examination or the combined form.There is the prevalence of "open-book test is more than closed-book one and written examination is more than comprehensive evaluation ",which is likely to cause a strange phenomenon among students .They take notes in class, copy notes after class, recite notes for test, and completely forget about them after test. Final exam scores tend to have a large proportion of students' assessment .This rigid way of coping with the examination results in students' stiff behavior and lack of vitality and enthusiasm; it also forces teachers to pursuit a mile wide but a inch deep teaching style.In short, it has impeded the creativity of teachers and students .

1.2 Judging from the examination content, the traditional evaluation methods used focus on the assessment of knowledge points rather than the ability of students. The phenomenon of " knowledge outweighs ability and memory exceeds creativity" is prevalent in examination. The content of the examination is limited to the basic knowledge and basic theory of the teaching materials. Take for example the subjective questions. They are designed to test the memory capability of students. The answers can be found in the textbook without any student's creativity, which is likely to cause a "defining the scope of test and underlining the key points" phenomenon. Therefore, some students who usually do not seriously study and are even absent from class can achieve relatively high scores through cramming for examination. This assessment method has greatly hindered the students 'enthusiasm and initiative of learning, and weakened the evaluation of students' ability to think, analyze and solve practical problems.

1.3 From the examination scoring point of view, ideological and political examination basically adopts the hundred-mark system, focuses on scoring, and even each point is excessively refined. A large number of single-choice or multiple choice questions basically test some stiff knowledge points. This type of examination that easily makes college students bored is similar to that of the middle school. At present, most of the college curriculum assessment methods merely depend on a one-time written examination after the end of the course, such as closed-book tests, open-book tests or paper writing. In the final course results, the final score outweighs that of in-class quizzes.Generally, the final exam score determines the results of ideological and political course.

1.4 Judging from the form of evaluation, the traditional assessment and evaluation of the score is superficial and single, paying little,or, even no attention to in-class scores and conduct performance. As long as students pass the written examinations, everything will be fine. Their daily performance,

learning attitude, sense of organization and discipline are not fully integrated into the teaching effect evaluation system. Therefore, it is difficult to promote and develop   students' character.

2. THE BASIC PRINCIPLES OF REFORMING THE APPRAISAL METHODS OF IDEOLOGICAL AND POLITICAL COURSE

The evaluation method(examination) used in the ideological and political class which is mentioned above determines that the function of this examination is not sound. Ideological and Political course in colleges and universities must change this traditional assessment and evaluation methods to improve its teaching effectiveness . But in any case, the reform should conform to the following basic principles:

2.1 Adhere to the student-oriented principle. Ideological and political examination should continue taking students as the center and design examination mode which centers on the health and comprehensive growth of students and aims to improve the overall quality and ability of students in accordance with the actual situation of college students. Therefore, the teachers need to understand students through examination so as to be close to students, love students, respect students and take care of students; they need to stimulate autonomy, enthusiasm and creativity of students.The teachers should fulfil their duty with love and responsibility in line with the spirit of cultivating qualified talents and successors for the society.

2.2 Adhere to the principle of achieving teaching objectives. The reform of the ideological and political examination should always follow this principle and promote teaching and learning through taking examination . That is to say, the examination method can fully mobilize the enthusiasm and initiative of students to learn, improve their ability of independent learning,and can better encourage teachers to improve teaching quality and effectiveness. Only in this way   can the value of the examination be fully reflected and teaching and educational goals be achieved in a better way.

2.3 Adhere to the principle of unifying the process and the results of assessment. Assessment should be an organic part of the teaching system and an indispensable link to achieve the teaching objectives.In an effort to achieve the purpose of promoting learning through examination, attention should be paid to the daily study assessment of students besides the traditional final examinations,which is equal to the unity of the process and the results of assessment . Ideological and political quality of college students does not take shape overnight. instead,it requires a long time.

2.4 Adhere to the principle of unity of knowledge and practice. One of the most distinctive features of today's college students is that what they do go far away from what they know. Knowledge is the

necessary prerequisite for the development of education and the transfer of valuation.Knowledge should serve as the carrier for realization of the education goal , which is both the requirements of teaching itself and one of objects of relevant assessment. Practice represents the vitality of Ideological and Political Theory course, so the ideological and political examination should focus on the combination of theory and practice.On the one hand ,it need examine students' ability to analyze the practical problems via theory and inspire them to pay attention to the reality;on the other hand, it need test whether students translate the ideological and moral quality into actual performance. After all,theory and practice complements each other.

3. SOME THOUGHTS ON THE DIVERSIFICATION OF APPRAISAL METHODS

Although many colleges and universities have conducted meaningful reform in examination, they still can neither fully inspect the comprehensive generalization ability of students, nor examine students' ability to analyze and solve problems. Therefore, it is the inevitable trend of ideological and political course reform to evaluate students from several dimensions and implement a wide range of assessment and evaluation methods instead of a single test model.

3.1   The contents of the examination are diversified and practical.

First, the examination assignment cannot be limited to classroom lectures and textbooks' content; the content could be expanded.In addition to the basic knowledge and theory of the syllabus,   students' ability to analyze social hot spots and social phenomena should also be taken into consideration and tested.

Second, the branches of ideological and political course   are   closely   linked   and interdependent.Therefore, the examination content can break the boundaries between the curriculum,and examine students' capacity of integrating knowledge different fields and their grasp of overall knowledge system .Third, focus should be put to test the ideological and political quality of the students and innovate the examination assignment types. Teachers should select examination content focusing on subjective questions and increase scores and the proportion of the material title, case analysis, comprehensive discussion of questions, proposition writing, curriculum papers and other item types, focusing on examining students' ability to analyze and generalize problem.

3.2   Examinations   are   diversified   and process-oriented.

Change the old assessment methods which depend on conclusive close-book and written test, combining closed and open book tests , written and oral examination, defense, theoretical examination and practice ,which means taking a variety of assessment

forms.In terms of examination form,closed book and open book examination ,and written and oral examination will be combined.In teaching, a dynamic process, assessment is used as a means of teaching quality evaluation, which pervades the entire teaching process.Strengthen the assessment of usual teaching process. The attendance, classroom questioning, group discussions, regular quiz, mini papers, writing reflections, skills training, and research information at all stages will be recorded in the usual score. Increase the proportion of usual results in the total score to stimulate student' learning motivation and interest, and foster students' application ability and creativity.

3.3 Appraisal methods should be diversified and effective and should be the unification of diversities.

First, the evaluation content is diversified. Combine scoring and personal performance, and student class learning and extra-curricular participation in activities. The form can be eclectic and the content lively and interesting, including such activities as explanation, discussion, watching video, playing drama, singing and debating. The teachers can encourage students to actively participate in the discussion, lectures, debates, case analysis, and make rational evaluation according to the performance and the number of times that students participate in the activities. Teachers can also Increase the proportion of the results of the assessment at ordinary times and implement assessment methods which focus on improving capability. Next, subjects of evaluation should be diversified. Combine examination conducted by teachers and counselor evaluation, class evaluation and students' self evaluation to evaluate students' score across the board. According to their classroom performance, daily operation, social survey capacity, coordination of social relations and other abilities, conduct a comprehensive evaluation and putting the focus of the evaluation on the process. Pay attention to more profound factors like the ideological dynamics, behavioral characteristics, assessment of ideological and political quality, outlook on world, on life and on values reflected in every teaching links and stage. The implementation of this innovative evaluation mechanism will mobilize students' enthusiasm and initiative in taking the ideological and political lessons , shift the focus on the final academic performance to the whole learning process , and combine the results with the process organically.

3.4 Practical teaching forms should be diversified and targeted.

Social practice is an important part of ideological and political education for college students. It is an irreplaceable role in promoting college students' understanding of society and national reality, enhancing their ability, increasing their contribution to society, strengthening their perseverance, fostering their characters and social responsibility. Since social practice is an indispensable part of the teaching of ideological and political theory, social practice and social practice research report will be an important part of the assessment. Colleges and universities should make full use of social resources, establish social practice bases, and according to the characteristics of the curriculum, take full advantage of the winter and summer holidays to organize social surveys, social visits, youth volunteer activities for students. Besides, students should be organized to conduct visit and exploration through in-depth experience of social practice base. Social practice can cultivate students' practical ability and work style of merging with the masse and doing research or investigation, improve students' understanding of the society, and observation of the masse. Different majors and disciplines can take a variety of practical teaching modes and assessment methods.

In short, the diversified assessment methods need focus on students' master of knowledge and cultivation of students' ability on one hand; it is necessary to reflect students' position as the main part in the learning process and encourage their awareness of innovation. Teachers should adhere to the combination of teaching and cultivation of students, and strive to address the long-term issue in ideological and political assessment model, which means that focus should not only be put on the knowledge level assessment but also on the comprehensive, diverse, reasonable and scientific new model of assessment which makes horizontal and vertical evaluation with a unification of knowledge objectives, competency goals and quality objectives.

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An analysis of the importantposition of MAYA in the teaching of animation

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Abstract: In today's film and television works, simulation results of MAYA software, has completely replaced the past difficult many difficult shooting film and television work, and through the software involved in the film and television works, can let the audience experience the visual dynamic effect is more sophisticated, more perfect performance to the film and television works, make special size or special morphological characters (animal) the emergence of true difficult interpretation in the film, instead of looking for the real prototype in the film to show. The production of some unreal and dreamy scenes in film and television works has solved a lot of problems. Nowadays, the major arts colleges and universities also use the software operation and use of MAYA as the essential teaching content in the animation course class. More and more students in the animation major also use MAYA as the main carrier software of their own graduation works.
Key words: Animation MAYA film and television 3D

1.INTRODUCTION

Autodesk company Autodesk Maya is a three-dimensional animation software. Though the birth of software in February 1998 has only been 20 years in recent years, MAYA has become an indispensable and important technology in film animation production because of its unique charm. MAYA can become a modern television animation favorite, not only because it can provide a perfect three-dimensional realistic virtual character. By using MAYA software technology, the operation cannot be completed in real life fantasy, illusory effect can also be an easy job to do, so as to enhance the absolute artistic effect of film and television works. In the background of the rapid development of science and technology, China animation is gradually completed from the traditional two-dimensional animation 3D animation to change evolution, promote the development of the times under the action of MAYA as the main means of making animation will be in today's film industry is playing a more and more important role. Although the 3D software MAYA can't completely replace the traditional two-dimensional animation, it can combine organically with 2D animation, complement each other, and make the animation effect grow deeper. It can be said that MAYA is now the most popular focus in the current film and television animation industry,

and is a completely completely new and comprehensive software. It is clear from the name of the software that ----MAYA has a software that contains unlimited potential and has a great sense of energy and mystery.

2.THE PASSION OF MAYA IN MODERN ANIMATION WITH TRADITIONAL ANIMATION

MAYA animation is the true is not beyond the effect of two-dimensional animation, in the past, 2D animation, painting techniques and superb for objects and characters expression is also very limited, looks not very true, only 2 dimensional relationship between light and background plane processing.And MAYA animation has a strong sense of true existence.It can even be true to make it impossible to distinguish between the real scene role and the MAYA making model when watching the film.The symbol of the film has the final fantasy,In this film, the accuracy of the MAYA software has reached a peak in this film, to the extent of the hair and eyelashes of the animated characters.

Since we can't substitute or choose 2D animation and 3D animation, can the two animation themes work together to achieve a better result?The answer is yes, and the style has been reused in film and television animation. But how is the two-dimensional animation of the plane and the 3 dimensional animation of the three dimensions unifying? What kind of method do they use to achieve a perfect fit?

First, we understand the drawbacks of two-dimensional animation is a transform footage scene requires a conversion, the conversion is not only the location of the mobile so simple, it also has an objective perspective change, if only using 2D animation production then we need to frame the change by drawing,This drawing work can be said to be quite huge, but in 3D animation scene, only a single texture modeling we have made a scene all need in the use process we can generate different angles through the camera scene to meet the script, and it can be used repeatedly,Such a combination can solve the complicated situation of two-dimensional animation and save the cost.

Of course, the 2D and 3D combination is good, but the coordination between them after the combination has become a challenge for us, if we want to use three-dimensional forms of two-dimensional content, can not let the audience see the flaws, which we need

to work on the map, 3D animation in software to built the scene or the character of the model, and then the 2D software (for example, graphic drawing software PHOTOSHOP) to map to the effect of the realization of two-dimensional hand-painted in 3D model making. According to the actual situation, it is decided that we should first draw two-dimensional content, and then do three-dimensional modeling. First, we should first do the three-dimensional content and do the 2D animation rendering. All of these need to be considered in the actual operation.

A representative work, such as Mulan, has a scene of the Hun's troops rushing down from the snow mountain. In this scenario, the image of the Huns is built on a three-dimensional model, and because of a common problem of two-dimensional rendering,Similar role is easy to generate class similarity, and it is not easy to make difference in role design. So when using 3D software, we use computer's calculus function to make modeling automatically and randomly, avoiding the most easily generated problems of two-dimensional animation. For example, if we want to draw two-dimensional parts first, and then establish three-dimensional effect according to the location effect of two-dimensional parts, in order to achieve a very reasonable convergence between 2D and 3D animation.The Disney animated film "Star Silver Island" in the application of this method, a seaman on Brokeback cartoon, making the mechanical arm is to use the 3D animation of the seaman. The precision of this application requires drawing two-dimensional animation first and then aligning the position in a two-dimensional animated cartoon.

Two dimensional and three-dimensional animation production complement each other, the production process is complementary, the friction is bright, sparks, and illuminates the way of movie and TV animation heading for the front.

This can be seen from the computer "animation" role and the close contact with the film and television impact of a rich film and television animation visual "feast".

3.MOST ANIMATION MAJORS CHOOSE MAYA AS THE MAIN TEACHING AND USING SOFTWARE

The MAYA software is irreplaceable in animation teaching, most students choose MAYA as the design of learning production software from MAYA software from 1998 02 to 2018 the birth of the MAYA1.0 version of MAYA2018, MAYA in the comprehensive function of large and excellent performance has been a favorite. The application of this software in the animation characters, more suitable for the performance of the animation effect of the film and television class. Most of the students' graduation works will have a lot of fantastic scenes and roles. The volume of rendering part is large in two-dimensional way, so the use of MAYA software

as the carrier is the best way to express.

In graduation design, choosing three dimensions as the way of making animation can not only apply the new technology that is different from the traditional animation in this graduation work, but also the application of MAYA can be more specific and complete.

The use of MAYA software as a software for graduation works also complies with the high use rate of MAYA software in modern film and television, and is a trend of modern film and television animation. Even if the animation market is now unbeaten in 2D animation special effects but of a space for one person, two in some of the movies and animation effect cannot fully explain the work, especially in some of the film in the perfect virtual reality and the real image fusion technology, the MAYA has a more broad, the use of more space to play. From MAYA to date, software updates the version and content rapidly, making software production more and more convenient, and the effect produced by software is getting better and better.

Animation design is a comprehensive art that integrates culture, art and technology. Under the impetus of the globalization of the world, the communication channels of animation works have been widened and developed. In the development of cultural creativity, animation is the first reform product of the current entertainment culture products. With the rapid development of network technology and the reform and breakthroughs in digital visualization technology, the worldwide animation design industry has made new breakthroughs. The appearance of 3D animation and 4D animated films has been attracting worldwide attention and love. At present, the industry of global animation design has not only been widened, but also its artistic expression and the level of science and technology are different from the previous major breakthroughs. Small books and manga manuals begin to appear with new faces, as DVD and cassette tapes, which store animations, are also replaced by CD-ROM, U disk and so on. The continuous development of animation design reflects not only the progress of technology and technology in the world, but also the development and globalization of the world[1].The continuous development of change in the era of science and technology level, 4D films are generally, two-dimensional animation has a lot of shortcomings is that we need to continuously adjust and explore new roads, leading the students to keep up with the development of the times, more can quickly adapt to the environment, let them move quickly into the work environment to. In the past few years, the development of animation majors in Colleges and universities has developed rapidly, which has adapted to the rapid development of the animation industry. University teaching can produce applied talents for production, focus on the imparting and application of re technology, cultivate students'

practical ability and strengthen links with enterprises. The prominent problems are: first, there is a slight disconnection between talent training specifications and enterprise needs; two, there is a lack of teachers with rich front-line experience, and students' professional skills and practical work ability are not enough; three, lack of professional equipment, it is difficult to really cultivate adaptive animation talents. We need to seriously analyze the historical context, the economic and geographical environment, and the advantages and disadvantages of the school, combine closely with the market demand, foster strengths and circumvent weaknesses, and identify our talents training objectives. We should focus on training such talents: having a good professional foundation, being familiar with the animation production process, mastering one or more mainstream professional software, and having expertise in some production process. Therefore, we must make great efforts to reform the teaching and build and cultivate the teaching characteristics[2].

4. THE IMPORTANCE OF MAYA SOFTWARE IN THE PROSPECTS OF THE STUDENTS' EMPLOYMENT

The employment direction of animation professional students to the basic game, including mobile phone network and large games, animated movies, multimedia advertising and so on, now the animation industry chain has a certain scale, the accumulation of certain resources in animation - animation or animation magazine, a film version of the animation will continue, animation games and products animation peripheral products and so on a series of one-stop development, this chain, all products have all cannot do without the participation of MAYA software, making a product can be produced by the MAYA design is completed, if students need to learn to work in the field of animation, to learn a good MAYA software is a crucial foundation for them, a astepping-stone to success after the open door of the employment.

5. THE PROBLEMS THAT SHOULD BE PAID

ATTENTION TO IN MAYA TEACHING

School students at the same time, should also pay attention to in line with some enterprises, especially the use of MAYA this kind of strong application application software, if not can improve the experience of students, more students are the empty talk, in the future into the enterprise, not to very quickly into in practical work, can communicate with the enterprise, let the combat training work at the frontline staff to the school for a certain class, students can truly understand the actual work of enterprise content. At the same time it should be approached with some large enterprises, so that students can visit the real enterprise working environment, and have a certain training class, let the students practice in batches, for a certain time in the enterprise, only in the actual entry into the workflow to realize the nature of the work, can work in the process of practical experience let the students in the future need to overcome the key found in the process of practice, but also more targeted for further research on their field.

There will be more room for upgrading MAYA software in the future. It is believed that MAYA software will be combined and developed together with more perfect visual communication effect and movie animation in today's performance and in the future. Let students learn a lot of MAYA software so that students and today's animation environment is not derailed, has been able to stand in an invincible position.

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Construction of Communication Engineering Curriculum System for Local Undergraduate Universities Facing Engineering Application

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Abstract: Based on the society's demand for talents, the quality, skills, and knowledge that local engineering colleges and telecommunications engineering talents should possess should be analyzed. This paper puts forward the theory and practice curriculum system and teaching system of communication engineering for local undergraduate colleges that are oriented toward engineering applications and highlights their ability development. This curriculum system focuses on seamless integration with actual posts, and is oriented towards cultivating practical application abilities and cultivating engineering application-oriented communication professionals who meet the needs of talents in society.

Keywords: engineering application; undergraduate colleges; communication engineering; curriculum system

1. INTRODUCTION

The scientific and rational curriculum system is the key to achieving this goal. The communication engineering major spans multiple disciplines, and is comprehensive and practical. It has a wide range of applications. The rapid development of communication technology has brought higher requirements to the teaching of communication engineering in local universities. At present, there are difficulties in organically combining theory and practice with outstanding problems in the construction of communication engineering curriculum system. How to cultivate applied talents with solid theoretical knowledge and strong practical skills in the limited learning time is an important issue that must be carefully studied in the construction of the communication engineering major course system in local universities. This article believes that the teaching of communications engineering in local universities should adhere to the educational concepts of strengthening the foundation, emphasizing practice, strengthening the ability, highlighting the characteristics, optimizing the professional teaching system and curriculum system, focusing on the teaching of core courses, and highlighting the characteristics of professional courses. At the same time, we will actively create a training environment to effectively solve the problems existing in the application-oriented personnel training for communication engineering majors, and cultivate applied talents with solid theoretical foundations and excellent practical abilities.

2. SOCIAL NEEDS FOR COMMUNICATION ENGIEERING PROFESSIONALS

At present, China's communications industry has a strong momentum of development and the demand for communication engineering professionals is strong. Communication technology R&D personnel, communication product sales personnel, and telecom operator staff are the most popular communications engineering technology positions. The biggest demand for communication engineering professionals is concentrated on application-oriented talents with high overall quality, learning ability, and practical ability. Therefore, for the teaching of communications engineering in local undergraduate colleges, it is an inevitable choice to cultivate applied talents with strong practical abilities and excellent overall quality.

3. THE CONNOTATION OF APPLIED TALENTS IN COMMUNICATION ENGINEERING

3.1. Quality composition

Nowadays, companies pay more and more attention to the moral quality of their employees. They require their employees to have high professional ethics and work attitudes, as well as good overall quality and good communication and communication skills. Therefore, in the course of constructing the course program of communication engineering in local universities, it is necessary to clarify what qualities must be possessed for the engineering application talents. We have a certain degree of cultural accomplishment and can skillfully use language to communicate with people. With the theoretical knowledge and professional knowledge learned in the communication profession, it can independently find problems, analyze problems and solve problems, and has a strong awareness of engineering applications. The overall quality of communications engineering professionals is shown in Figure 1.
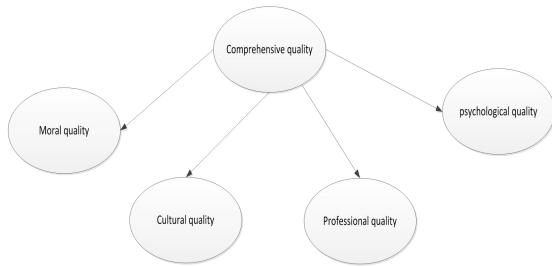
Figure 1. The composition of professional talents for communication engineering application

3.2. Capacity composition

The core competencies that must be possessed by engineering application talents for the communications engineering majors of undergraduate colleges mainly include the ability to independently study communication engineering expertise and skills, analyze the actual problems of communication engineering, and apply the knowledge and skills learned to solve them; Independently debug the relevant software and hardware of the communication system and maintain the normal operation of the communication system. It is capable of independently designing and developing communication system tools and formulating flexible and effective communication system solutions.
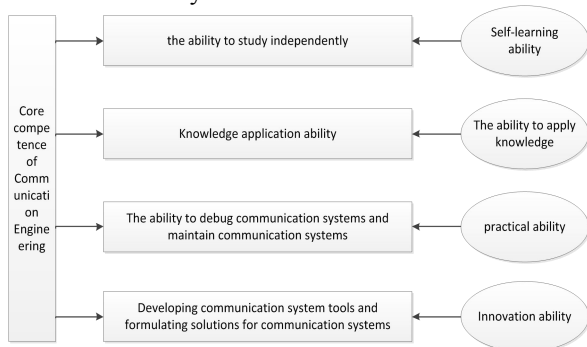
Figure 2. Competence of communications engineering professionals

3.3. Knowledge composition

The knowledge required for communication engineering professionals facing engineering applications includes: tool knowledge, humanities social science knowledge, natural science knowledge, engineering technology theory knowledge and professional skill knowledge.

4. COMMUNICATION ENGINEERING CURRICULUM SYSTEM FOF ENGINEERING APPLICATIONS

Local universities and colleges in the development of communication engineering professional application personnel training plan, we must take into account the actual situation of the university, from the communications engineering application talents market demand, quality composition, ability composition, knowledge constitute a scientific and rational curriculum system. The teaching philosophy of communication engineering is to highlight the student's main body of learning. Under the premise of

consolidating the basic knowledge of the student's philosophy, the students' engineering practice ability can be cultivated through experimental teaching and practical training habits, and the students' comprehensive quality should be cultivated as the goal. The professional curriculum system provides students with theoretical teaching, practical training and quality development. Adhere to the needs of the society as a guide and train talents with excellent overall quality in engineering applications. The overall structure of the curriculum is shown in Figure 3.
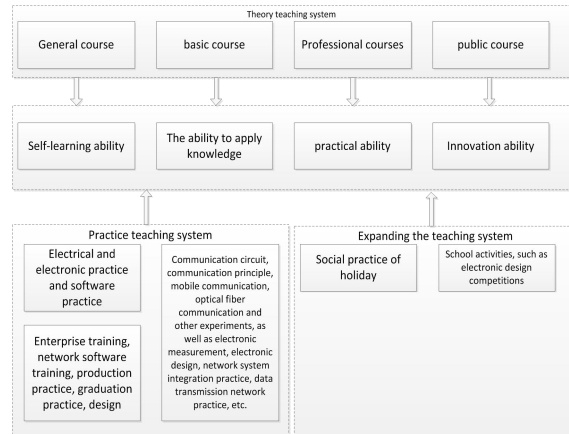
Figure 3. Communication Engineering Curriculum System for Engineering Applications

5. THE CONSTRUCTION AND IMPROVEMENT OF THE COURSE SYSTEM OF COMMUNICATION ENGINEERING FOR ENGINEERING APPLICATIONS

5.1. Improve the curriculum system around the core curriculum

Local universities should focus on the core curriculum of communication engineering, such as "Communication Principles," increase human and material resources, and constantly improve the students engineering professional curriculum system. Can learn from domestic and foreign teaching materials, starting from the current demand for talent in the communications industry, combined with the development of communications technology, sort out the relationship between core courses, general courses, compulsory courses and elective courses, reasonable arrangements for teaching time and teaching content of each course, We must formulate a reasonable teaching plan, focus on teaching the core curriculum, and take measures to improve the teaching efficiency of other courses so as to improve the curriculum system. For example, for the core course "Communication Principles" teaching, local undergraduate colleges can introduce the latest communication engineering simulation software system in the curriculum teaching, in order to provide students with real-time communication system real-time dynamics. Combining specific teaching focuses and difficult content to elaborately produce micro-teaching videos to create intuitive and vivid

teaching contexts for students; set up corresponding communication principle experiment classes and help students integrate communication principles and practice to improve students' knowledge through experimental teaching. Application ability and practical ability; establish relevant online learning websites, provide a platform for teachers and students to communicate, realize the sharing of teaching resources; regularly carry out communication principles knowledge contest to stimulate students' enthusiasm for learning. Based on the core curriculum, we will comprehensively promote the construction of other courses in communication engineering, such as "Signals and Systems" and "Digital Signal Processing", to achieve the core curriculum quality and provide students with more and more high-quality curriculum resources, thus stimulating the entire Construction of Communication Engineering Curriculum System.

5.2. Create a highly effective training environment

The practicality of communication engineering is very strong. Therefore, the professional course system of communication work for engineering applications must pay attention to experimental teaching and practical training to cultivate students' practical ability. The difficulty of practical teaching should be gradually increased. It is difficult to make it easy. From verification to design, it gradually enriches the contents of practical teaching. The practice teaching should be able to restore the real work scene to the maximum extent and be close to the actual project requirements in order to effectively improve the students' engineering application ability. In general, practical teaching should include basic experiments, comprehensive experiments, special practice, and extracurricular quality development practices. The basic experiment is not difficult, the main role is to stimulate students' interest in learning, improve students' enthusiasm for learning, help students' master basic knowledge, and master the use of various communication engineering tools, such as the oscilloscope working principle and use. The main role of comprehensive experiment is to cultivate students' knowledge application ability. Through simulation experiments, students are guided to understand the communication system from the overall level, and improve students' ability to comprehensively use knowledge points in various disciplines. It is also possible to carry out analysis and simulation experiments through a programmable logic device for a certain module of a communication system, develop students' ability to analyze circuits, design functional modules of communication systems, combine communication principles with EDA technology to carry out experimental teaching, and improve students' design. Special practice is the key link in practical teaching that is closest to the real project application environment. There are mainly the following three forms of special practice teaching.

The first is to organize students to carry out the design and production training of small-scale communication products, such as radios, which are usually carried out after the completion of professional basic courses. The main role is to train students in the comprehensive use of the design and production of communication products. The awareness and ability of knowledge enhance students' interest in learning and promote the integration of students' knowledge. The second is to organize students to operate real communication equipment such as exchanges and optical transmission equipment to simulate the actual communication network formation and operation process, help students to accumulate engineering application knowledge and experience, and improve engineering application capabilities. To this end, local undergraduate colleges should focus on building a modern communication training base, equipped with advanced communication equipment, and build a close-to-the-art communication network environment, so that students can develop engineering application capabilities in practice so that students can be employed in future jobs. The third kind is to strengthen the school-enterprise cooperation, through the post internships, holiday internships, so that students understand the real work situation of communication companies, and cultivate students' professional qualities. Local undergraduate colleges and universities can cooperate with telecommunications companies to establish long-term school-enterprise cooperation relations, establish stable off-campus practice bases, organize students to perform on-the-job internships, and provide students with the opportunity to develop professional skills and improve their professional qualities. Students can also be encouraged and instructed to use vacations to find internship opportunities and to accumulate work experience.

In the practical teaching system, besides basic experiments, comprehensive experiments, and special exercises, students can also freely select experimental subjects according to their own interests, use the laboratory of the experimental center of the school to conduct experiments, regularly hold professional lectures, and support communication. Engineering student-related student organizations organize activities and encourage students to participate in various practical activities such as electronic design competitions, communication network design competitions, and so on. Enrich students' extra-curricular activities, drive practical learning through practical projects, cultivate students' creative design capabilities, provide students with a good learning environment, and give them a platform for new thinking and new design.

6. SUMMARY

To sum up, Chinese communications technology has been rapidly advancing, and the communications

industry has seen strong development momentum. Communication companies have a strong demand for communication engineering professionals. However, at present, the construction of the communication engineering course system for local undergraduate colleges is still in the groping stage. How to build a scientific and reasonable communication engineering professional curriculum system based on the actual situation of the colleges and universities and the requirements of the communications industry for talents, and improve the engineering of communication engineering students Application ability is a problem that local universities must solve. In order to meet the communication industry's demand for talents, the task of this paper should focus on the core of engineering application ability, take the social talent demand as the training orientation, and take the cultivation of the overall quality of students as the core goal, expanding from theory, practice, practice and quality. We will improve and improve the communication engineering curriculum system in many aspects, hoping to play a role in promoting the construction of communication engineering majors in local universities.

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Research on the Construction of Talents Training Mode for Communication Engineering Specialty under the Mode of School-Enterprise Cooperation

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Abstract: According to the social demand of communication engineering specialty, on the basis of analyzing the present situation of communication engineering specialty, the cooperation of school and enterprise is carried out from defining the training goal, optimizing the course system and innovating the teaching form. In order to promote the reform of personnel training mode of communication engineering, and to train higher quality and higher standards of communication engineering professionals, the improvement of teaching staff and laboratory and the construction of practice base are discussed in depth in order to promote the reform of personnel training mode of communication engineering discipline.
Keywords: School-enterprise cooperation, Communication engineering specialty, personnel training, Cultivation mode

1. INTRODUCTION

In recent years, with the large-scale construction of communication network and the arrival of 4G era, the communication field in our country has made great progress. The demand for talents in the field of communication is also rising year by year, which brings new opportunities and challenges to the colleges and universities that set up the communication engineering specialty. Under the background of the cooperation mode between the university and the enterprise, the colleges and universities need to adjust their own structure, which are innovative ways of training talents.

2. CURRENT SITUATION OF PERSONNEL TRAINING IN COMMUNICATION ENGINEERING

At present, in order to adapt to the development process of the communication age, most colleges and universities have reached a consensus on the concept level of improving professional and technical knowledge and professional ability for the cultivation of communication engineering students. The training model has gradually realized the transformation from the knowledge type to the ability type, but it is influenced by the basic conditions of the school, the city in which the school is located, the social adaptability, the regional industrial structure environment, the degree of cooperation between the school and the enterprise, etc. There are still some deficiencies in the practice of the talent training model based on the cooperation of schools and enterprises. Many teaching methods of teaching content in colleges and universities are still obsolete, the practical links are lacking, the curriculum system is backward, and the reform of the talent training mode is not deep enough. It is difficult for the school and enterprise to carry out the operation level, and the related enterprises participate less in depth. The present situation of these communication talents training hinders the cultivation of high-quality communication engineering talents with innovative spirit and practical ability. The exploration and practice of the reform of personnel training mode for communication engineering specialty will still be an important subject to be faced with for a period of time.

3. COUNTERMEASURES OF TALENTS TRAINING IN COMMUNICATION ENGINEERING UNDER THE MODE OF SCHOOL-ENTERPRISE COOPERATION

3.1 Strengthen the Cooperation between School and Enterprise, and Set the Training Goal Based on the Background of the Industry

In order to establish the goal of cultivating talents in communication engineering, colleges and universities need to improve their own understanding, through the way of "go out, please come in", under the premise of fully considering their own advantages of running a school and the degree of integration of the development and integration of relevant enterprises.It needs to investigate and search for industrial chain concentration, domestic and foreign high-tech enterprises at the forefront of industry development to cooperate with these enterprises in the training of personnel, and at the same time deeply investigate communication equipment manufacturers and communication operators. All communication enterprises, such as manufacturers of communication education products as well as downstream traders, understand the requirements of society for the knowledge, skills and quality of communication

engineering personnel, so that the development of training objectives really come according to the actual situation of the communication industry. We should perfect the training plan of the communication engineering professionals, and develop the train of thought of the specialty construction, according to the general and differentiated quality requirements of the different positions of the high end talents in the communication engineering industry, and according to the actual situation of the communication industry investigated. To realize the accurate orientation of talent training goal, to adjust the training specification and level, to formulate the training goal that is more in line with the needs of market talents, and to solve the problem of matching the characteristic orientation with the specific post specification. Finally, we cultivate the communication engineering professionals who connect seamlessly with the communication industry, realize the zero distance post after the students graduate, and realize the close combination of the training target specification and the enterprise professional high-end talent specification.

The training goal of communication engineering should be oriented to the demand of market development, pay attention to the cultivation of students' practical ability, problem analysis and problem-solving ability, innovation ability, as well as excellent psychological quality, scientific and cultural quality and humanistic accomplishment. At the professional level, students should be trained to have the basic professional abilities in obtaining, transmitting, processing and applying information, and in the analysis and design of communication systems and communication networks. And the ability to carry out research and innovation (Table 1) to enable it to engage in the information industry chain related enterprises, communications networks, communication systems and equipment product research and development Integrated, operational management, service and other aspects of the work of the application of advanced engineering and technical personnel.

Table1   Ability quality of Communication Engineering Specialty

Ability type	Capability module
Basic professional competence	Engineering basic capacity
	Basic analysis and application ability of Electronic Engineering
Professional competence	Communication system and equipment understanding, analysis and preliminary design ability
Expansion ability	Professional comprehensive ability
	Ability of discipline development
	Technical skills
	Research innovation ability

3.2 Combination of Teaching Process and Professional Standards
(A)Optimizing the Course System and Constructing the "Two-stage"Training Model
The first stage is the study of basic theoretical knowledge and the training of basic practical ability in schools. At this stage, the training units need to allocate school hours reasonably and pay attention to adapting to the post needs of different industries and fields. Constructing the modular curriculum system corresponding to the following enterprise practice and practical projects (see figure 1), for each module setting up the professional basic theory course and the basic practice course (basic course system such as figure 2) for each module corresponding to the direction of the field. The contents of teaching and graduation design should be adjusted and new technical contents should be added. The main courses should be reorganized and integrated. And extracurricular practice, strengthen the links, in addition to set up the corresponding experimental class of the knowledge, but also increase the opening experimental alternative, attach great importance to the cultivation of students' professional skills. The second stage is the professional practice in the enterprise practice base, students are required to complete the school after learning tasks, to the enterprise practice base in practice at least the first half of the year, both undergraduate and graduate students should have this link, internship training time can be adjusted according to the actual situation of individual students. Enterprises should change the kind of heavy form, light content approach to strengthen college depth docking and internship units, according to the study of professional knowledge, training plan, implementation Students' knowledge and practice should be accurately connected. The two stages should be adjusted according to the needs of talent training.
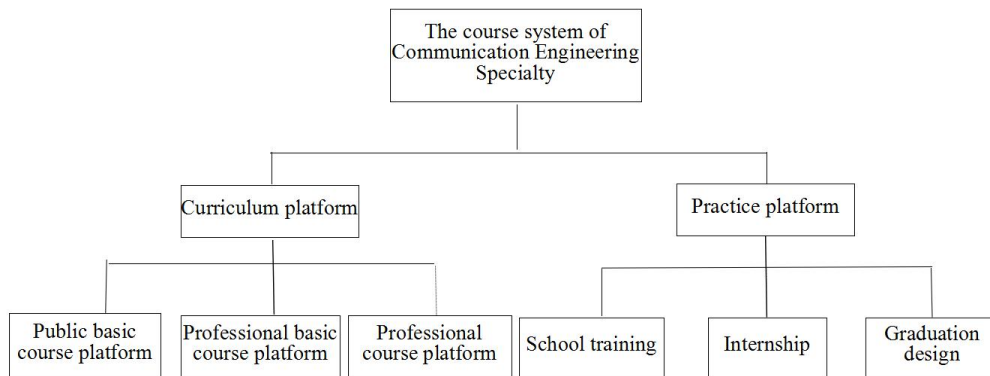
Figure1   The modular curriculum system of Communication Engineering
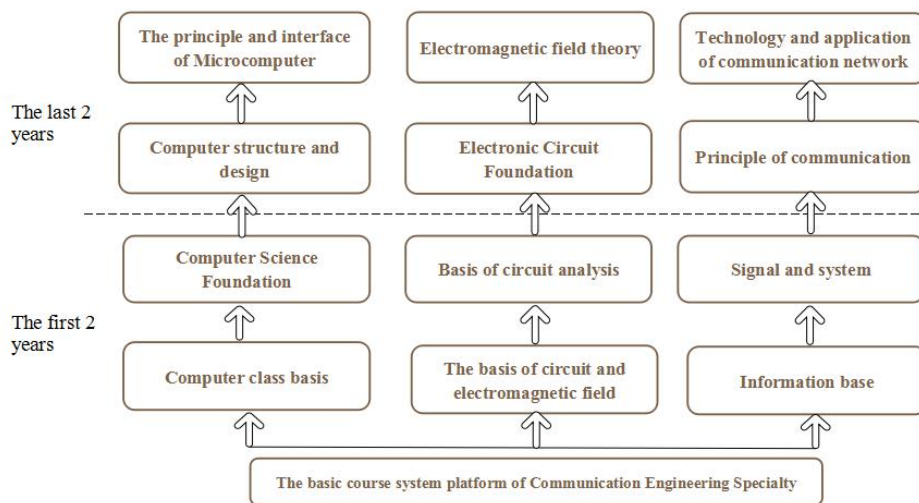
Figure 2   block diagram of basic course of Communication Engineering

(B) Renew Teaching Method and Innovate Teaching Form

In teaching methods, we should fully embody the teaching idea of "wide caliber, high quality and individualized development", pay attention to the comprehensive application of lecture teaching, case teaching, item method teaching, experimental teaching and practical teaching. Pay attention to teachers' teaching and team learning, combine group discussions, truly adhere to the principle of teaching according to their aptitude, and ensure the quality of teaching. The school can regularly invite technical experts, R & D personnel, engineers and so on from high precision enterprises to come to the school to give lectures. Introduction of vocational education leading enterprises into campus training, so that students can follow the latest technology in the field of communication engineering in time, understand the software and hardware technologies currently used by enterprises, so that they can learn in a targeted way. Practice and practice; give full play to the role of experimental teaching; establish an experimental teaching system composed of curriculum experiments, comprehensive experiments, and scientific research and training plans; strengthen practical teaching; arrange hands-on training and skill training in a targeted manner; "openness", "design" and "synthesis" are introduced to improve students' practical ability and innovation ability, group study and group discussion can enhance students' consciousness of cooperation and team, and explore open teaching content. It is to improve students' comprehensive quality.

3.3 Cooperation between Schools and Enterprises to Strengthen the Construction of Professional Teachers

Most of the experience of college teachers is the career model from school to school. This kind of experience determines the emphasis on theoretical research, and the professional practical experience is extremely limited. The application of advanced technology in the field of communication in the new era is difficult to follow up in time. In order to improve the ability of teachers in school to guide students' practice, it is necessary to choose practical experience in practice enterprises. "Masters", who work in the R & D front line and have a solid theoretical foundation to enrich the teaching staff of colleges and universities, form a contingent of "double-qualified" teachers who are mainly specialized and specialized in combination with each

other, and jointly undertake to cultivate high-quality and professional teachers. The important task of applied communication engineering professionals. Give full play to two kinds of teachers we should learn from each other and learn from each other. The major construction of communication engineering will be carried out from the following two aspects:

A.Strengthening the Introduction of Professional Teachers Outside School

Introducing professional and technical personnel from relevant enterprises pay attention to the employment of part-time teachers, allowing part-time teachers to enrich the teaching staff of communications engineering major in colleges and universities. For example, technicians from software development companies can be hired to come to the school to teach. Technicians in the field of equipment manufacturing research and development come to the school to teach courses in embedded system development, and have in-depth exchanges with research institutes, enterprise R & D, and scientific and technological personnel to train high-quality engineers to meet the needs of the industry and enterprises. For the choice of corporate mentors, we are more willing to choose those with high academic qualifications in practice. Leaders of small and medium-sized enterprises or senior engineers who are engaged in high-tech products and technology R & D as corporate directors. The teacher, exerting its excellent practical experience, imparts the advanced science and technology to the students, and at the same time, its spirit of dedication and hard work, higher organizational and management ability also affect the students and guide the students to learn better.

B. Full-time Teachers in Colleges and Universities Continue to Study

Schools adopt ways to encourage full-time teachers of major to keep learning, making college teachers enter enterprises, adopt post training, follow class training in enterprises, discuss and study with students, and take apprentices with one-to-one mentors to improve teachers'professional literacy. Regularly visit enterprises to understand market trends, equipment R & D, process production and communication frontier science and technology, familiar with the application of communication technology, accumulate practical experience of teaching needs, participate in enterprise R & D projects, and go to enterprises to learn from production. They combine the practical experience and knowledge method with the professional teaching, and set up the corresponding project development course, so that teachers' professional teaching can be changed from single teaching to teaching and scientific research. At the same time, colleges and universities should actively contact senior training institutions to provide regular vocational skills and cutting-edge technical training for teachers, so as to

enhance teachers' professionalism and professionalism. Teachers who meet the requirements are encouraged to participate in the assessment of industry qualification.

3.4 The Combination of Laboratory and School Enterprise Joint Training Base Construction

A. Collaboration in the construction of joint laboratories

The communication engineering industry technology renewal is quick, which has put forward higher request to the campus laboratory construction, in order to take on the experiment training task better, the campus laboratory needs to do the following two points. First, it links up the enterprise practice. The goal of connecting students into the communication industry is to train students to master the popular technologies in current enterprises, such as Android Software Technology Joint Laboratory, embedded Joint Laboratory, and so on. Joint training laboratories for school-enterprise cooperation projects, such as photovoltaic solar energy technology and applications joint laboratories, interconnection network joint laboratories, horizontal project research conducted by enterprises, and Research and development technology, train students to master their own industry technology and product development process and methods, focus on training students basic practical ability, for students to enter the cooperative enterprise exercise practice preparation.

B.Construction of Joint Training Base between School and Enterprise

Starting from the reality of the employment direction and regional choice of communication engineering students, focusing on facing to the north, Guangzhou-Shenzhen and IT industrial clusters, widening the channels of cooperation between schools and enterprises, creating students' high-end practice platform, and looking for high-quality enterprise cooperation, Focus on the selection of development prospects, leading technology, by 985,211 institutions of doctoral (or postdoctoral) founded by the science and technology innovation of small and medium-sized enterprises, to establish a joint training base between schools and enterprises, Directly extend the tentacles of the joint training base of school and enterprise to the front of communication engineering technology, and realize the deep docking between students and innovative industrial clusters in this field.

For the cooperative enterprises that have been determined through mutual inspection, they should formally sign the cooperation and training agreement for the joint training base of the school and enterprise, the rights and responsibilities of both sides are clear, and their interests are protected. At the same time, they should establish a system of practice bases for long-term talents training and practice, and adhere to the principle of voluntary participation. Students

enter the enterprise practice base through the way of interview and double selection with cooperative training units. The practice base provides certain technical guidance and basic project training for students. Students' papers can be selected from the enterprise R & D projects in which students participate. By the school teacher and the enterprise tutor "double tutor" to the student guidance thesis, completes the main design and the achievement test in the practice base. In the student personal life safeguard On the other hand, the practice base should give careful consideration to the students, provide them with paid internship opportunities, reduce the financial burden on the interns, and strictly enforce the three-party insurance system between the school, the internship base enterprise and the students. In order to ensure the safety of students during the practice period, reduce the safety risk.

4. Conclusion

School-enterprise cooperation model is a set of models which is proved to be suitable for the training of communication engineering professionals. Through this model, the students of communication engineering majors have developed good practical ability and innovative ability. School-enterprise cooperation mode plays an important role in training communication engineering professionals. In the new era, we should continue to promote the reform of school-enterprise cooperation mode, aim at the market demand, and cultivate more professional and higher standard communication engineering professionals.

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Research and Exploration on the Reward Performance Distribution of Teachers in Higher Vocational Colleges

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Abstract: The teacher is the fundamental driving force of the school development, in order to effectively activate the work of teachers in Higher Vocational Colleges to actively and enhance the teaching quality and comprehensive services, the overall level of scientific research strength, and enhance the competitiveness of the school and the school benefit. Schools should give full play to the leverage of rewarding performance, adhere to optimize post settings, set salaries on the basis of posts, and improve personnel management assessment system. This paper expounds the present situation of the distribution of incentive pay for performance, and focus on the existing problems and shortcomings are analyzed, and put forward the "new funds appropriated by the way to set fees", and "broadband Design Award" concept, is committed to building to adapt to the characteristics of Higher Vocational School Teachers incentive wage distribution.

Keywords: Higher vocational colleges; Teachers; Reward performance distribution;

1. THE ORIGIN OF REWARDING PERFORMANCE

In early 2006, China officially opened the prelude to the reform of institutions of income distribution, in accordance with the relevant reform documents promulgated by the State Council, the local provinces and cities have also developed in line with the actual "Opinions on the reform of staff income distribution in Institutions", pointed out that each unit should carry out measures for the management of post performance salary, and in strict accordance with the provisions the payment of subsidies. Since 2012, China has launched various policies on performance related pay management, which also officially announced the implementation of merit pay system within the scope of public institutions. After the classification reform of the managers and institutions, the higher vocational colleges, as an important component of the University, belong to the two types of public welfare units. For not according to higher vocational school student funding, mainly in accordance with the way of policy funding differences, including the basic performance salary and reward performance in different proportion. Basic performance usually reflects the average economic development level, price level, job difference, professional title and so on in a region. If the higher vocational colleges belong to the full amount, the amount of the basic performance and the rewarding performance amount to 70% and 30% respectively. As a whole, the basic performance of each unit is lack of flexibility and autonomy. This is because the local government is mainly responsible for the performance salary control of the various institutions, and the government has explicitly stipulated the vertical compression ratio of basic performance pay for each unit. Comparatively speaking, the incentive performance salary reflects the workload of the individual and the contribution to the unit. It depends on the actual situation of each unit. This article focuses on the reform of rewarding performance based pay, and selects the example of vocational school to analyze it, and puts forward a rewarding performance allocation method based on performance appraisal goal.

2. THT CURRENT SITUATION AND EXISTING PROBLEMS OF REWARDING PERFORMANCE SALARY DISTRIBUTION

2.1 The total wage is dominated by the local government, which leads to the poor subjective initiative of the teachers.

At present, some local governments adhere to the principle of total wage control when managing institutions, that is, the government will approve the total amount of wages based on the actual number of units and the per capita wages. But in fact, the number of teaching staff of vocational schools did not reach out to, so in accordance with the teacher-student ratio, insufficient number of teachers, many teachers in the teaching work, students training, need to do a lot of excess workload, but there is no corresponding reward of financial support, which leads to the negative part of teachers, then restrict the school teaching work level.

2.2 The proportion of rewarding performance and salary is low, which leads to the weakening of the enthusiasm of the work of the teaching workers.

According to the current performance wage ratio, incentive performance accounts for only 3 of the total, plus many schools will distribute performance according to the administrative level and job rank strictly, resulting in the administrative factor's influence on the performance award. Some

administrative positions lower level teachers, even did a lot of work, but it is difficult to get the corresponding return, prone to slack mood, this is not consistent with the basic concept of incentive pay for performance "distribution according to work, don't punish".

2.3 The position of post is on the surface, and it is difficult to embody the motive force of post value.

Most of the higher vocational colleges, in the position setting, usually follow the regulations of the local government and transfer from the existing posts to the new posts. For example, for workers skilled workers, the corresponding level 1-5, professional and technical personnel, the corresponding level of 1-13, while for the management staff, corresponding to 3 to 10. But for the lack of reform in some posts, there is no clear job responsibility, job requirements, assessment methods and work goals. It can be said that there are still some problems in the post setting of higher vocational colleges, such as the lack of mobility of posts, the lack of scientific and inspiring aspects in selecting and employing personnel and job recruitment, and the post value can not be fully reflected.

2.4 The distribution of rewarding performance and salary does not reflect the law of vocational development in Higher Vocational Education

Teachers are the core talents of the development of higher vocational colleges, but some schools have carried out the situation of the end of the reward management methods. For example, some workers, management personnel and other personnel in significantly more than the teachers reward performance this allocation, and educational development is clearly incompatible, also contrary to the original intention of development of higher vocational schools, the consequences are serious impact on Teachers' work enthusiasm and stability, some excellent teachers will have doubts about their position value. Even choose to transfer or quit.

3. THE BASIS OR REWARDING PERFORMANCE PERFORMANCE: PERFORMANCE ASSESSMENT

3.1 Performance assessment in Higher Vocational Colleges

As for the concept of performance appraisal, many scholars have studied it from different angles, and put forward some corresponding views. Generally speaking, performance appraisal is also called performance assessment, job evaluation and so on. Combined with the related elaboration of the researchers at home and abroad, this paper argues that vocational colleges performance appraisal refers to the development of Higher Vocational Education from the reality, according to the comprehensive evaluation of the various positions within the school specified by the way, it relates to the job responsibilities, work tasks, work etc.. The starting point of the performance appraisal is through

scientific assessment and management system, strengthen the supervision and management of staff, and with the help of effective punishment measures, supervise the employees to perform their duties responsibly, to promote better development of the school.

3.2 The design principles of the distribution system of performance assessment

For institutions, whether the performance salary can really play an incentive role and maximize talent potential, the key is whether the performance appraisal system is scientific and effective. Therefore, in order to promote the training of talents in Colleges and universities and promote the healthy development of schools, the design and construction of the assessment system is particularly important. The author thinks that the system of performance assessment distribution in higher vocational colleges should be designed according to the following principles.

First, the principle of science. The scientific principles mentioned here, refers to the law of development and the construction of educational philosophy must follow the performance appraisal system of higher vocational education, to establish a set of effective assessment methods and the school system, covering different types of jobs, reasonably determine the corresponding responsibilities, assessment indicators, rewards and punishment basis, to ensure open and transparent and fair assessment, assessment accept the supervision of the staff, fully reflects the post salary, performance bonuses or principle.

Second, the guiding principle. When the construction of the performance evaluation system, should strive to make it play a role in the same school and long-term goals, especially to seize the core task of talent construction, assessment and incentive through the growth of talent, promote the enhancement of school teachers, ensure the occupation development direction of teaching staff and school development target value consistent.

Third, the principle of development. On the surface, the assessment is a reward or punishment for the work of the staff, but it is not the ultimate goal. Fundamentally speaking, the implementation of performance appraisal methods, the ultimate goal is to promote employees' correct understanding of their own value, and urge them to get new development in their professional track, and then closely link their personal values with the development of schools, so as to promote common progress.

Fourth, the principle of practicality. The practical principle refers to the performance appraisal method designed, which should conform to the characteristics of human resources structure and post setting in higher vocational schools, and can accurately reflect the assessment indicators, evaluation basis and assessment objectives of different posts. In particular,

every examination rule should be made clear, accurate and resolutely avoided.

Fifth, the principle of rationality. This is a key criterion for performance appraisal. It emphasizes that performance evaluation indicators must meet the needs of school development, and is operable and executable. It should fully reflect the level characteristics of assessment and avoid negative effects. On the one hand, the assessment level should be clear. First, we should clear and assess the indicators according to the school management structure and staff classification, and then refine the level two and three indicators. On the other hand, the assessment indexes at the same level should be independent, avoid unreasonable comparison, and finally form a one to one model of individual value assessment.

4. THE PRACTICE AND EXPLORATION OF THE ALLOCATION OF REWARDING PERFORMANCE WAGES

4.1 Strengthening the macro management by endowing the unit with its autonomy, "setting the fee by the matter"

In the face of the current higher vocational colleges lack of pay for performance appraisal rights, should change the existing salary management mode, and the number of units to reverse the per capita wage to determine the total wage situation, implement the thing fixed fee paid allocation mode, optimize the school performance appraisal system, strengthen macro supervision and guidance, give the school more self appraisal right. For all the schools, should continue to implement basic salary, performance, salary wages on the basis of bold cut positions, qualifications, work experience, professional differences affect the performance of distribution, and focus on the combination of the positions of the importance, workload and other factors, to evaluate the position, and the corresponding reward the assessment, in order to stimulate the enthusiasm of the staff work, to avoid pay and reward does not match the problem, eliminate the traditional examination mode of activation of human resource promotion according to status, vitality and potential of the school.

4.2 To increase the ratio of rewarding performance and salary and to increase the motivation of teaching workers to improve their performance

In view of the fact that the proportion of rewarding performance pay in the current vocational colleges is relatively low, which leads to the lack of enthusiasm and vitality of employees, we should explore the proportion and total number of rewarding performance, so that schools can combine different positions to assess awards. In the assessment, to those who work, scientific research achievements, outstanding contribution to the post performance tilt, encourage staff responsibility and undertake challenging work, and promote the development of school work.

4.3 Deepen the position setting, realize the position value, and further enhance the incentive effect of the reward performance

4.3.1 The first post after post election, people oriented

(1) Carry on the post analysis and clear the position of the post.

Higher vocational schools should start from their own school running characteristics and business categories, in-depth analysis of job requirements and employment preparation, refining job responsibilities, and identifying post personnel standards. This requires schools to form a professional research group on human resources reform, organize personnel to carry out job needs analysis, and make scientific reports on employment needs, and finally form a final employment plan after strict evaluation. In selecting and employing people, we should adhere to the principle of open and fair, convene the staff meeting and absorb the opinions of all parties, and strive to achieve the best of their ability.

(2) Clear job responsibilities and determine the salary of the post.

Different positions, according to its importance, work difficulty and workload, and other factors, scientifically determine the matched salary standards. After the Party committee's democratic discussion and scientific decision, the salary standards of different posts are finally determined.

(3) All members should be recruited and selected for employment.

To break the traditional rules according to the job demand, promotion according to status of public selecting suitable personnel, expand employment range. In the process of selecting and hiring, we should clarify responsibilities such as post responsibilities, salary and treatment standards, encourage employees to actively participate in the recruitment activities, and finally select the best candidates according to their personal performance, ability and educational level, so as to promote better mobility of talents.

4.3.2 Assessment of the performance of the grade, the performance of the incentive to encourage people

(1) Strict assessment of standards and effective improvement of effectiveness.

Establish authoritative appraisal management system, in strict accordance with the evaluation methods of executive incentive measures to further refine the quantitative evaluation indicators, adhere to the principle of goal orientation, avoid the influence of human factors, be open, fair, objective, performance appraisal of talent incentive, play a role in promoting work.

(2) Set the broadband coefficient to achieve excellent performance.

After defining the post structure of the school, we should set up corresponding post salary according to

the type and level of posts, and adopt the performance management method of "one post, more pay and cross examination". In view of the same post, we should set up a number of grades of excellent, good, qualified, basic and unqualified, corresponding to the five grades from A-E. At the same time, we should determine the reasonable broadband coefficient for each level, and fully reflect the decisive role of performance level on performance reward. In this way, we can mobilize the enthusiasm of the workers and encourage people to do better in their posts and posts.

4.4 Establishing an incentive performance salary system in accordance with the law of Higher Vocational Education

The construction of rewarding performance appraisal system is not completed overnight, nor is it once and for all. With the development and change of schools, relevant systems should be revised and adjusted at the right time. However, no matter how the system changes, the principle that it should always follow is to meet the requirements of higher vocational schools, conform to the development rule of higher vocational education, especially to make overall plans and centralized management, so as to ensure the orderly development of all schools' work. Besides ensuring the basic income of different positions, we should tilt the incentive performance pay to hard jobs and key positions, encourage scientific researchers and faculty to actively contribute to improve the overall quality of the school. At the same time, according to the local average wage level and price level, in line with the development of flexible employees needs comprehensive salary management, according to project staff, academic leaders, leading multiple incentives to establish military personnel, a clear reward coefficient in different positions, the formation of performance reward model post salary.

5. CONCLUSION

To promote the scientific and healthy development of higher vocational colleges, we must boldly push forward the reform of rewarding performance system, which will break the old bonus distribution situation and touch the interests of some people. Therefore, in the process of promoting this reform, we must adhere to the principle of steady progress and advance the policy interpretation. We should always pay attention to the ideological trend of workers and groups. At the same time, we should adhere to the principle of democratic openness, seek the opinions and suggestions of the staff and workers, and promote the construction of the performance management system

in an orderly way in accordance with the development of higher vocational schools. In practice, we should fully respect the actual situation of the school development, focusing on the long-term goals, strengthen job responsibilities, work performance, with little effect on the performance of assigned weights, allowing employees to recognize the importance of correct ways to improve management performance appraisal, finally to promote the common development and progress of the school and its staff.

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The influence of Chinese traditional culture on the progress of human civilization

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Abstract: Chinese traditional culture highlights the spirit of humanity in the relationship between man and the world. It adheres to moral supremacy in the relationship between man and society, and develops spiritual personality in the relationship between man and himself. The Chinese traditional culture has shaped the Chinese dream of the Chinese, and it also affects the development of modern Europe and the formation of the enlightenment thought. Though the development of Chinese traditional culture has experienced twists and turns, Chinese traditional culture represented by Confucianism plays an irreplaceable role in the development of contemporary people's spirit, interpersonal harmony and civilized behavior.
Keywords: Chinese traditional culture; Humanistic spirit; Basic characteristics

Evaluation of China traditional culture is a very complex thing, not only to take into account the different content and composition of the Chinese elements of traditional culture, but also taking into account the effect of the process and effect of these cultural elements and content; not only to see the culture positive advocate things, but also see the culture itself cannot relate to the blind spot and its negative influence the corresponding; not only to see its influence in history (including foreign influence), but also see it in the current significance. On the whole, China culture is a positive culture, it can keep on the basis of the basic value orientation and style, with the development of the times and constantly renewal. Here, we can only start with the mainstream culture, make a simple analysis of its basic characteristics, and make a brief history to illustrate its significance and value. Though the mainstream culture is not the same in different times, the mainstream pattern of Confucianism and Buddhism and Taoism complementing each other is almost the consensus of traditional Chinese culture evaluation.

1. THE BASIC CHARACTERISTICS OF CHINESE TRADITIONAL CULTURE

1.1 From the relationship between man and the world, it manifests the humanistic spirit

Unlike western culture, which emphasizes the "human center", Chinese culture advocates adapting to nature, adapting to nature, and attaching importance to the "unity of nature and man". Lao Tzu said: "man law, law day, days France Road, imitation of nature." Of course, advocate nature, does not mean that people in the face of nature can only passively by Chinese culture advocated along, in the face of nature, human initiative. Although its God, but something in person. Confucius even argued, "know it can not be for it." Want to come, do not work hard certainly not, but rely on the efforts of people also is not enough, must do the "right" can. The humanistic spirit of Chinese culture is also manifested in how to deal with the spiritual home of people. With other people's spiritual home culture will focus on the other side of the world is different, Chinese culture is the spiritual home in this world, as long as they work hard, in the real world can achieve spiritual perfection. Confucius said: "not a matter of people, how can he do something wrong,...... The unknown, what the death. This kind of cultivation mode of "heavy life and light spirit" is naturally more a kind of humanistic care full of realistic spirit. Confucianism emphasizes that "all people can be Yao and Shun", and that as long as they are conscientiously practiced, everyone can reach the "sage" realm. Not only that, even if the Buddhism originates in India, the autobiography has been transformed into a more humane feeling after its autobiography into China. Zen Buddhism in India is under the influence of Chinese from Buddhism, it advocates the humanity is the Buddha nature, that does not need to practice in the party, at home can also practice (i.e. Buddhist), advocating enlightenment. The characteristics of Chinese culture naturally constitute the unparalleled superiority of other cultures, but at the same time they have formed a barrier that is insuperable. Though Chinese culture respects nature, it does not form a way of respecting nature, especially respecting nature and transforming nature. That is to say, Chinese culture emphasizes practice, but lacks a systematic epistemology system[1].

1.2 From the view of the relationship between people and society, it pursues moral supremacy

This is a set of Confucian moral thoughts, it emphasizes the "benevolence", "Yuli written for the people, he seeks to reach Master, promote interpersonal approach to" Renyilizhi letter ". Since Emperor Wu Emperor of Han Dynasty, it became a national ideology and became a political theory (i.e.,

political moralization). At the same time, the Confucian concept of "ritual" and "preface" is also ontological. It becomes a world order that people have to accept (from Dong Zhongshu's cosmology to Cheng Zhu's Neo Confucianism and Lu Wang's ontology of mind). Generally speaking, the "Virtue" as the core ideology in the whole society, can make the whole society is full of warmth and gratitude, which will eventually make it exhibit strong cohesion and attraction (natural human society so that people can feel the warmth of the community, but also leads to find the relationship between, backdoorism). However, the feudal rank order was maintained in the feudal society of China, which led to its undeniable limitations. In addition, there seems to be some truth in the use of moral order in managing the society, but it has to be said that it has obvious drawbacks in the management of social economy and politics. It will inevitably affect the economic development and in ancient China. As Max Webb, a famous German sociologist, said that the Chinese traditional culture, with Confucianism as the core, could not lead to capitalism[2].

1.3 From the relationship between man and himself, it carries forward the spiritual personality

China culture attaches great importance to the spirit of the people, by the Confucian emphasis on "keep magnanimous" enrich the human spirit, achieve the Buddha realm by Buddhism emphasizes practice, Taoism emphasizes through natural reach freedom realm. And there is a complementary role between them, and different people can find spiritual cultivation and enrichment. Therefore, some people use "affordable" (Confucian "promising"), "put down" (Buddhism's "empty") and "want to open" (Taoist's "Inaction") to compare the complementarity of Confucianism, Buddhism and Taoism in Chinese culture. Not only that, Chinese culture pays more attention to the social concern of spiritual cultivation. Mencius said, "people from the beasts Jixi, Shumin, gentleman of the deposit. Shun Ming in all things, to observe human relations, by benevolence, righteousness, and also the personality is divided into "letter of good Meida six realms of spirit". Taoism emphasizes quiet few desires, doing nothing. Lao Tzu said: "the holy man has no heart, and the heart of the people." Well, my good; poor, I also good, good." Talking about Buddhism practicing Buddha, also advocated the use of love, compassion, compassion to care for all, to help others, for the benefit of society. These are undoubtedly the precious heritage of Chinese culture[3].

2. THE INFLUENCE OF CHINESE TRADITIONAL CULTURE ON THE PROGRESS OF HUMAN CIVILIZATION

2.1 The Confucian thought is beneficial to the filling of the spirit

Just like people's material needs, and through labor and material wealth, people's spiritual needs also need hard work. In Confucianism, the most important difference between human beings and animals is the spirit of human beings. But because people are often attracted by interests and environment, such spiritual needs are often neglected or submerged. Mencius said: "no sympathy, inhuman; without a sense of shame, inhuman; no cirang of heart, inhuman; no sense of right and wrong, not people." If we want to get the highest value of human beings, we must have a correct understanding of human beings as well as hard practice as a real and meaningful person. This process needs to start from the "make a thorough inquiry.". "To make a thorough inquiry" investigation of things, in, have sincerity integrity and self-cultivation. There is light in the former, without the latter, knowing but not; there is the latter in the latter, without the former. Only a combination of both, achieve unity truly complete person as the process of human culture. In general Confucianism, culture is a process of continuous improvement and evolution. To be a real person is the minimum standard, and to attain "sage" is the highest standard. Meng Zi also divided people into six kinds of personality: "faith, goodness, beauty, big, holy and God". In Confucianism, though the emphasis of human culture is the moral realm, it is not only the effect of "supreme good", but also the implication of "truth", "goodness" and "beauty"[4].

2.2 Confucian thought is beneficial to interpersonal harmony

As the Confucian spirit of spiritual cultivation is based on "benevolence", it will naturally promote the improvement of interpersonal relations and the improvement of social atmosphere. Confucius said: "Cardiff benevolent, Yuli written for the people, he seeks to reach Master", "do not want to, do not impose on others". Not only that, Confucius also pointed out the implementation of "benevolence" from near to far. He said, "the benevolent love", "love will start by pro". So, "filial piety" is the kernel of this". Meng Zi put forward the idea of "old man, old man, young, young, and young". The Confucianists not only attach importance to the general relationship, but also attach great importance to the relationship between the people and the people and the relationship between people and things, and carry out the thought of "benevolence" to the end. Mencius said: "the gentleman to things, love and Furen; to the people, not pro benevolence. Kiss and Jen, Jen and love." This is the love of others and love of all things "compassion" thought, can make between people between people and society, people and the world is full of warmth and affection. History has proved that Confucianism nourishes China culture and creative development of the Chinese civilization, cultivating the generation of feudal monarch and

inspired numerous Xian people who are actuated by high ideals, after creation as the "world's first concern and worry, after the world music", "for the world heart, for Shengmin destiny and to continue to the holy secret, for eternal peace open" logion, inspired countless Chinese people to realize the "road trip, the whole world as one community" dreams[5].

2.3 Confucianism is beneficial to the cultivation of civilization

The Chinese nation is a state of ceremonies "". The Confucianists not only put forward the thought of "benevolence", but also put it into practice by "rite" and "instrument". The "gift" of the Confucian culture is both a kind of cultivation and a kind of norm and order. As a culture, it requires people to respect and sincerity to the way of getting along with people; as a standard, it requires people to people and things have different manners; as the order, it requires people to abide by the different rules in different areas. So, "the function of ritual harmony". As the external form of rites, the "instrument" plays a very important role in the realization of the rites. The "instrument" can not only strengthen the content of the rites, but also strengthen the effect of the rites. There are a variety of ancient etiquette China, etiquette worship, sacrifice to earth, also have a meal and life such as weddings and marriage etiquette. However, pay more attention to the Confucian funeral and sacrificial rituals, especially parents (i.e.funeral funerals) and remember ancestors cult (i.e.chasing away). A student of Confucius Zeng Zi said: "ancestors, people become virtuous." Because, Zi Sheng was three years, and then she was free from his parents. Three years of bereavement of the husband, the whole world is also bereavement. Confucius said: "quality wins the wild, enterprise quality is history. Wen Zhibinbin, and then the gentleman. " A person in the way of getting along with people, not only to pay attention to their own inner cultivation ("quality"), should also pay attention to their dress and speech and deportment modification ("text"). Thus, not only put forward the Confucian "benevolence", is the "etiquette" from the near to the distant, from the inside to the outside will implement its fine falls, everywhere norms and affects people's words and deeds. After years of development and popularity, is the successor of thought as the code of conduct in plain text, concise and comprehensive, such as the "Three Character Classic" "QianZiWen" disciple "daughters " etc. It is also worth mentioning that the Confucian ideology attaches great importance to early childhood education. These texts often become a classic example of the ancient enlightenment education China. As the saying goes, "three years old, seven years old." Early childhood education plays a key role in the formation of a

person's life and the formation of a healthy psychology. The historical facts also prove that the Confucianism has played an important role in the cultivation of the civilization of the members of the society[6].

In short, Chinese traditional culture is extensive and profound, and its content is very complex. Its role is also divided by time. It cannot be generalized. It must be elaborated on the basis of classified research. Only the Confucian thought is concerned, it is not a panacea, there are obvious benefits, social personality, personality light heavy light private morality defects. We can not blindly worship Confucianism because of the lack of spirit today. After all, we need a strong material civilization while solving the problem of spiritual civilization. But these only by Confucianism can not be realized. How can a nation without a complete personality and independent spirit win enough space in the current wave of competitive globalization? Therefore, to Confucianism as the representative of the China traditional culture, the need for a Qucuqujing, Quweicunzhen, for creative inheritance and innovation development. Dong Zhongshu's "right"

It is not suitable for the current time when its friendship does not seek its benefits, but its path is not in accordance with its merits, but it is of great practical value after the transformation of Yan Yuan, which is "seeking friendship and seeking the right way".

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Research status and development trend of performance management in Colleges and Universities

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Abstract: The research of performance management in Colleges and universities is the foundation of the management of colleges and universities, and also the motive source of the innovation and development in the construction of colleges and universities. In the current situation, the performance management of colleges and universities faces many problems, which directly restricts the long development of the construction of university management. In the current practice of university performance management, the introduction of new mode of performance management tools has important assessment value and application significance for mining and deepening university performance management, facing the management problems and developing the balanced development path in the future.
Keywords: universities; performance management; current situation; development

Higher education is the main channel for our country to carry out talents, and it is also the foundation guarantee in the development of economic and social research. The personnel management, financial management and scientific research management in the management of colleges and universities can not be separated from the strategic and developmental planning of performance management[1].In the current clear positioning of university performance management, we will have new value in the current development of universities.

1. AN OVERVIEW OF PERFORMANCE MANAGEMENT IN COLLEGES AND UNIVERSITIES

Performance management in Colleges and universities is based on the evaluation system based on strategic target rating system. In the concept of global management, the concept of game management is introduced. In the promotion and application of excellent enterprises in China, the application management of new mode has been widely promoted.

In the present stage of Chinese profit organization in the field of application, research and application of modern performance management methods at present in the initial stage, which also makes the study of individual differences in target strategic mission in our colleges and universities performance management system and objective index system in balance, need more times given mission management[2] For universities, teachers and students from the management to the construction of counselors, from the financial management of colleges and universities to scientific management, build competitive advantage in the internal business process to cultivate the modern application of compound talents, universities play in the current value system, with motivation dimensions of sustainable development on sustainable path of existing universities, inevitably need to as a pioneer of the modern concept of performance management to achieve.

2. PRESENT SITUATION OF PERFORMANCE MANAGEMENT IN COLLEGES AND UNIVERSITIES

Colleges and universities through a complete set of systematic management work to achieve effective management goals within the organizer. In the process of implementation, the central goal management value and the potential potential of the individual within the organization play a double-edged sword in enhancing overall individual performance and individual interests in the overall performance appraisal and organization development[3]. Performance management as a fundamental way to achieve the path and management methods in Colleges and universities, and from the successful performance management ideas and methods, has the management of controllability and management efficiency. And the actual problems encountered in the management are reviewed as follows:

2.1 Heavy leadership and light cognition

Our country in the management of colleges and universities at present, often only pay attention to matters within the human resources management, and there are differences in common sense of performance management and the implementation of relevant performance evaluation and assessment content of cognition, and several management and assessment, and efforts to grasp the balance the

interests of all parties is not balanced, resulting in mobilization level and effect can not meet the basic requirements in the management process of cognition. And in the continuous promotion of performance management in Colleges and universities, it often faces the continuous progress of management level and the incoordination of participation, which directly leads to a formality of performance management in Colleges and universities.

2.2 Heavy passivity and light initiative

Whether it is to deepen the implementation of performance management in non publicity or necessary publicity and guidance work, in the stage of human resource management and performance evaluation, lack of participation and performance management involves assessment personnel of the active participation of penetration, direct way to make management difficult based on the implementation of the performance management and training link. In the implementation process of performance management, the basic time and the training of basic knowledge and the lack of training time directly obstruct the scientific development of performance management.

2.3 The system of light weight and light

Performance management, as a common concern of the interests of colleges and universities, is closely related to job promotion, reward and punishment, and many other jobs. In the part of the implementation of institutional normative, in the practical management of existing regulations and procedures related to the deepening and management efficiency, in the leadership and cadres, the performance management for the purpose, to the fairness of the implementation process as the premise, in order to obtain durable development.

2.4 Neglecting the role of performance management

The real application of the performance appraisal results, should be in the work target and deepen the reform, to management allowance, promotion appointment, reward and punishment etc., to achieve a good assessment and encouragement backward effect[4]。 Using the true view of the results of performance management to reflect the performance of the general public and the level of financial management and its scientific research funds, Ying Yanhong, in the actual emphasis on performance management effectiveness, is bound to provide a core value reference chain for improving the recognition of performance management.

2.5 Neglecting the role of information technology

The process of performance management should be the process of smooth communication of important information, and also the management of export based on the feedback appeal system and the improvement efforts in the future. In actual

performance management, we need to enhance the efficiency of performance management.

3. THE DEVELOPMENT DIRECTION OF PERFORMANCE MANAGEMENT IN COLLEGES AND UNIVERSITIES

3.1 The process management of target performance

The idea of creating based on innovation and seeking results by process has established the goal oriented process management that covers all activities of enterprises. It is the result of rational evaluation of development psychology based on the direction of development psychology. Style of study in Colleges and universities and the relevant management goal is open, Cyrene timeliness, quantitative advantage. Compared with the traditional target set up and decomposition stage, the traditional performance appraisal of the poor family, under the trend of performance management level and capability, even more, you turn off the planning and the whole process and its supervisory effect. For colleges and universities, there are managers, managers, and managers' information timely communication, feedback, guidance and incentive functions in tutoring, finance, taking and its mechanism and evaluation supervision[5].

3.2 Results oriented to development oriented changes

From the angle of philosophy, speaking, everything has its two sides, and the process is the unity of opposites; always a good grasp of the universities and the platform environment, make clear key point of performance management, and then it should be in accordance with the results or reasoning process as a fundamental development path, from the direct way is to the task of the assessment target value of the set tasks and complete the level of correlation in employee behavior and the depth of investment and personality growth phase of the investment will reach a balance between emphasis on performance and salary incentive target completion.

3.3 From one way evaluation to systematic evaluation

The theory of ecosystem development psychology "(Bronfenbrenner, 1986) and the equilibrium of the value of the unity of the individual development and the all-round development of the target link stressed in the construction, from the macro, meso and micro appearance[6]. In the relevant system, multidimensional evaluation system engineering and management performance appraisal value recognition, with its managers the effectiveness and practical value in the management of employees, performance and behavior and self development, value assessment to seek long-term development of colleges and universities.

Concluding:

The performance evaluation of colleges and universities is an effective way to seek the development of colleges and universities in the

light of the relative evaluation of the ratio of output to input. In the effective use of resources in practice, for the effective implementation of a complete and scientific framework and corresponding to the performance management of the strategic decomposition, process optimization and balancing the interests of stakeholders in the development strategy, direct way, follow the status and direction of development of performance management in Colleges and universities, the final performance in circulation to improve the university organization, obtain the inner part and the self development of inexhaustible power support.

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The application of situational teaching in cultivating college students' Ideological and moral cultivation and legal quality

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Abstract: The ideological and moral cultivation and the legal basis of college students are the necessary political courses for college students. The moral quality and the legal quality are also the necessary conditions for the contemporary college students to base their foothold on the society. With the development of science and technology and society, the contents and patterns of existing curriculum teaching can not meet the needs of teaching. According to the characteristics of contemporary college students, the application of situational teaching method to this course will help the contemporary college students to cultivate correct values and legal consciousness.
Keywords: Situational teaching method; college students; ideological and moral cultivation and legal quality

The so-called situational teaching refers to teachers in the teaching process to introduce or create certain emotional color with vivid image for the main specific scene, to attract the students with certain attitude experience, so as to help students understand the material, a kind of teaching mode and the students' psychological function development. With the application of multimedia technology, the application of situational teaching is more and more widely used in the classroom. In addition to promoting the development of situational teaching in technology, it is necessary to strengthen the actual effect of situational teaching from the content of teaching.

1. THE PRESENT SITUATION OF COLLEGE STUDENTS' IDEOLOGICAL AND MORAL CULTIVATION AND LEGAL QUALITY COURSE

1.1 There is a deviation in the teaching purpose of this course

The purpose of this course is to make moral and law equal and two-way to contemporary college students, so that they can achieve the perfect combination of self-discipline and heteronomy in social life. But in teaching practice, from the perspective of education, many teachers do not understand the meaning of the curriculum, teaching or in reference to a lot of professional vocabulary about legal education or moral education in the professional vocabulary, the whole class is the theory of indoctrination; or put legal drama, method, let the students back back, completely as a mere formality, think this is just a form of curriculum. This makes the students curriculum, but the content is not understood. In addition, from the perspective of the educator, that is, students, a part of college students show a characteristic that they are interested in specialized courses, are good at studying, and despise political theory courses, and think it's useless.

1.2 The teaching content can not keep pace with the times, the teaching means is single, the teaching effect is not good

In the teaching process, because this course is an organic combination of the two courses, there exist many problems, such as many courses, less time and less practice. Therefore, most of the courses in this course are taught by spoon feeding. At the time of examination, it is also simple to let students back the key knowledge point. And teaching in this course in most of the teachers are engaged in Ideological and political education, so in terms of legal basis for grasping the content, often only echo what the books say. This leads to the obsolete knowledge and information in the teaching content and can not keep pace with the times. This makes this course to lose the original meaning of teaching, but also many college students encounter problems in real life, often is lost or Overgeneralization, there were many tragedies that, as Yao's case etc.

2. THE APPLICATION OF SITUATIONAL TEACHING METHOD IN THE COURSE OF IDEOLOGICAL AND MORAL CULTIVATION AND LEGAL QUALITY OF COLLEGE STUDENTS

2.1 According to the teaching content, the presupposition of the teaching topic

College Students' Ideological and moral cultivation and legal basis courses, according to students' professional or direction, grasp the characteristics of students, change textbooks chapters, preset several topics, and adopt flexible theme design method to carry out teaching. In the selection of teaching content, we should also pay attention to the current hot events and step by step to promote the students' self-study and study.

2.2 Using multimedia technology to create a full media environment and set up a scene

In the situational teaching method, the most important thing is the creation of the situation. In the situational teaching method, there are several main ways to create scenarios: (1) role playing the creation of situations. The creation of the scene is divided into the role of the teacher, the role of the students and the roles of the teachers and the students. The main purpose of role playing is to enhance students' participation, and enable students to truly grasp the roles and behaviors of students in the process of personal experience, so as to better understand and understand curriculum contents. (2) make use of new media technology to create virtual scene. As of December 2013, the number of Internet users in China reached 618 million, the Internet penetration rate was 45.8 per thousand, and the number of Chinese mobile Internet users reached 500 million. The number of users who use cell phone Internet access increased to 81.O%. The development of multimedia technology, brings convenience to a series of the creation of scenarios, especially since the emergence of media technology, and mobile terminal technology, make the teaching content more rich, interactive teaching is more convenient, timely, therefore, students are more likely to be substituted by new media preset scene scene. (3) create situations by using social practice activities. In social practice activities, what students experience is real occurrence. Therefore, for students, it is more convincing and impacting. It is also a reflection of the teaching effect of peacetime theory teaching. In short, the purpose of different scenarios is to improve teaching effectiveness, enhance students' understanding of this course content, break the boundaries between classroom and society, and truly achieve the purpose of teaching.

2.3 Flexible and rich methods of assessment and the cultivation of ability and accomplishment

In the course of College Students' Ideological and moral cultivation and legal basis, the purpose of examination is to test students' actual learning effect, so the traditional assessment method can't reflect it comprehensively. Situational teaching method needs more flexible and extensive examination. The way to examine whether students are able to integrate knowledge and whether moral quality and legal consciousness have been promoted. In the selection of assessment methods, we can flexibly classify students in the aspects of role creation, group discussion and case offer, based on students' knowledge, understanding and application of knowledge. This way also helps to find problems and help students in a timely manner.

2.4 Summary and evaluation of multiple angles

In the situational teaching method, it is very important to summarize and evaluate the link. At the end of the situation experience, the students communicate, unify their observations and views, and form their own opinions and solutions. In this process, teachers should make a summary and put forward their own opinions and suggestions. Because students' perspectives are divergent, teachers need to summarize in a timely manner. But in the summary process, we must pay attention to the problem of multiple perspectives. Teachers' opinions should be more humane care and rule of law.

3. THE PROBLEMS THAT SHOULD BE PAID ATTENTION TO IN THE APPLICATION OF SITUATIONAL TEACHING METHOD

3.1 The creation of the scene should be of practical significance

The creation of scenes must be close to life, with authenticity and practical significance, so that students are more active in the process of participation and have a better understanding of knowledge points.

3.2 The creation of the scene should be attractive

The creation of the situation is best closely followed by the current hot spots and focus, and has a certain attraction. And in scenario creation, if teachers play roles alone, they can not greet in advance, let students enter the scene at the first time and create a "shocking force" scenario, so that students' reactions are more real and easy to resonate.

3.3 Mastering the application technology of new media

The development of new media technology is fast, and the necessary factor for its successful creation is to master the application technology of new media, and, of course, not to be trapped by new media technology. It is only a way to assist teaching.

3.4 The summary and evaluation of the situation should take the rhythm of control

The conclusion and evaluation stage of the situation is the most difficult to control. At this stage, everyone has their own opinions and opinions, so this requires teachers to understand professional knowledge comprehensively and systematically, and can answer questions for students in time. In the summary stage, we should pay attention to the grasp of time and improve the efficiency of teaching.

"Teaching has the law, but there is no definite law", the situational teaching method is only one of the modern teaching methods. In the course of teaching, the attempt of many kinds of teaching methods is one of the ways to improve the teaching effect. Use in college students' Ideological and moral cultivation and the legal basis for the course of scene teaching method, its purpose is to improve the quality of teaching, cultivating students' good moral accomplishment and legal consciousness,

rather than to simply implement the teaching method, this is we in the situational teaching method in the application must pay attention to the problem.

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Research on the impact of automatic driving on Chinese auto insurance market

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Abstract: Automatic driving, with the development potential and advantages of intellectualization and convenience, is no longer an empty talk in today's networking and scientific and technological development. In the existing vehicle safety, infrastructure and protect the privacy of the automatic driving mode and data to measure the impact on the insurance industry today, and impact, became a hot research field, and accompanied by a systematic and automatic driving demand for information technology security standards and data protection mechanism, the safety standard of dynamic change and the data protection mechanism, the insurance market to the insurance innovation and timely solutions to solve the problem, has important practical significance to the whole of the insurance industry to promote the healthy development of.
Keywords: automobile insurance market;China; Automatic driving

Automatic driving is an intelligent tool that is rooted in Internet, Internet of things, big data computing and intelligent control technology in the field of intelligent sharing and vigorously developing public transportation, and this technology has set off an upsurge in the world. The related research at home and abroad, both in Europe and other developed countries, and Chinese automobile manufacturing industry leader in FAW, SAIC, BAIC, GAC, Geely, BYD and other companies have also entered the autopilot technology, and the production part of the project enterprise conception application and testing stage, play a significant value of yoga and in the practical application.

1. OVERVIEW OF AUTO DRIVING AND RESEARCH STATUS AT HOME AND ABROAD

According to the industry professional research data, automatic driving technology in the field of application, industry standards and related laws and regulations and future sales volume, will be a high security and high market share, the overall realization of the global range of convenient travel. In particular, the implementation of the first in the freeway and fleet and the expectation of sales volume in the Chinese market will directly provide technical value for the residents' consumption level and traffic facilitation.

In the premise of the birth of a series of advantages, for China auto insurance industry impact is undoubtedly fatal, especially the confirmed authority Burke Hathaway chairman Buffet remarks, to realize the automatic driving technology of automobile insurance industry will affect students subversive.Chinese major insurance companies have been actively participating in the study of the problems arising from the driving of autopilot in the real world. The insurance company must set up the relevant provisions to clarify the responsible party when the car accident occurs when the auto driving car is on the road. The wait-and-see insurance companies are also watching the future of autopilot cars. In their general cognition, the insurance company considers responsibility assessment is not a problem, but the development of insurance business has great problems.

2. ANALYSIS OF THE IMPACT OF AUTO DRIVING ON THE INSURANCE INDUSTRY

The main stakeholders in traffic accidents are automobile insurance companies. The reason is that the injured party has the right to claim damages to the owners or manufacturers involved when the auxiliary driving system fails to cause the third party injury. Under this framework, a car insurance company is responsible for internal processing or substituting for compensation. This is a very early practice, and the damaged party can claim directly to the car insurance company. If the system failure causes the insured vehicle to be damaged, the insurance company who undertakes the vehicle damage risk is also liable, though the cause of the damage may be the auxiliary driving system failure. The insurance company will make a claim to the auxiliary system manufacturer on behalf of the insured. The car insurance company will focus more on the recovery of the auxiliary system manufacturers, which will have an impact on product liability insurance. This means that the insurance company has to set up a plan of action to pursue the liability for product liability.

2.1 Insurance insurance problem

In view of this, the development of auto driving technology leads to the continuous decline and loss of some insurance products in the insurance industry, and new insurance measures need further improvement to further set the value of the auto driving vehicle. From the analysis of causes, the

proportion and probability of new vehicle theft will be greatly reduced when the smart cars are monitored and summoned anytime, anywhere, and the loss of this kind of insurance will cause great loss to the automobile insurance industry. The new insurance reasons in the field of application in the authority of the security and the resulting loss in liability insurance based on the energy range is in the automatic driving system, to fuzzy, also makes network intrusion caused the car out of control, resulting in the loss of information disclosure liability guarantee has wrangling.

In view of the foreign insurance companies to deal with the situation, with a new car insurance product launch and coverage of automatic driving vehicle test show the risk assessment and reference of the car to the overall realization of the legal provisions related to the car insurance insurance demand, and the access mechanism of potential analysis, to greatly improve the performance of automatic driving vehicle, avoid potential casualties.

2.2 The increase in the profit rate of automobile insurance and the reduction of the rate of automobile insurance

Automatic driving technology with high performance and high safety, the automobile insurance market, is a double-edged sword, on the one hand to reduce the incidence of traffic accidents, profits of car insurance rate increase, has a positive effect, but in the long run, but reduced the car insurance rate.

Automatic driving a car in the road traffic accident rate is reduced, which can reduce and eliminate driver distraction, do not obey the traffic rules and other phenomena, also to the traffic accident and medical expenses and compensation for victims of the reduction of the health and safety of life and tens of thousands of people, has a direct effect.

With the gradual decline of auto insurance rates, auto insurance payment rate to reduce the potential magnitude and underwriting profit rate rise, to promote the overall car market to mature, automated driving technology progress to the potential accident rate is reduced, will provide a catalyst for decrease and city insurance rate marketization competition and the competition of insurance company.

2.3 The adjustment and change of the insurance industry is imperative

Automobile manufacturers, technology companies and car rental companies as drivers of auto driving cars need to transform comprehensively in the sales mode and profit mode and their adaptive adjustment. The activation and activation value of the insurance market will surely advance the development of the overall linkage industry to a deeper level. Autopilot technology changes the role of policyholders and the transformation of accident liability experts and related industries, especially the transformation of service objects. It is bound to require superior product services to escort consumers.

3. PROBE INTO THE TRANSFORMATION AND DEVELOPMENT PATH OF CHINESE INSURANCE MARKET

Autopilot technology will become increasingly prominent in the future years, and the degree of enlightenment to the insurance industry will be further deepened. Especially the enterprise needs to be based on the demand for insurance, with the innovation of insurance products, insurance premium and the expected to define the planning, and then to rely on science and technology insurance liability insurance did not realize the automatic driving functions clear, and in the security risk management system, with its research value, enterprise development overall industry linkage.

The main establishment of strategic alliance China insurance market should not only focus on the individual insured interface, but to cooperative automobile manufacturers, technology companies, car rental companies, to discuss insurance solutions in the laws and regulations of safety and security under the premise of effective cooperation, to the integration of products and solutions, to achieve joint development of the technical aspects of the whole.

CONCLUDING REMARKS

In the face of increasingly fierce market competition, small and medium-sized enterprises of insurance companies and insurance premium atrophy impact strength in the future, with the development of architecture in the future market and the overall development strategy to achieve balance over the insurance business, must strengthen the internal management of the enterprise, the new core competitiveness in the fierce market competition is not.

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Study on Regionalization of sustainable development potential in rural areas based on regional economic growth

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Abstract: From the sustainable development of regional economy and the meaning, objectives and tasks, the basic principles of sustainable development of regional economy should follow the pattern, motivation, evaluation of sustainable development of regional economy, regional economic sustainable development, review of domestic regional economic sustainable development theory research present situation and the prospect of future research on domestic economics method the direction of the theory of sustainable development and content.
Keywords: Regional economic growth; Rural areas; Sustainable development potential zoning

From the ecological point of view, academicians of Chinese academician Ma Shijun put forward the thought of sustainable development of complex ecosystem from the angle of ecology in 1970s. From the perspective of domestic economics, the theory of sustainable development mainly focuses on the sustainable development of regional economy. Therefore, the author makes a brief review and Prospect on the theoretical research of the sustainable development of regional economy in China.

1. THE MEANING OF RURAL SUSTAINABLE DEVELOPMENT BASED ON REGIONAL ECONOMIC GROWTH

Liang Xiaobo (1998) believes that the regional economy is composed of three parts of regional economic factors, regional economic structure and interregional relations. The sustainable development of regional economy is determined by three parts: the sustainable development of regional economic factors, the continuous optimization of economic structure and the coordinated development of regions. The essence of regional economy is the harmony and unity of ecological sustainability and economic sustainability. Wei Jianzhong et al. (2004) summarized the sustainable development of regional economy as follows: under the constraint of existing natural resources (including environment), we should give full play to regional advantages and achieve sustained and effective growth of regional economy. Among them,

the economic growth is the technological progress, industrial structure has been advanced on the basis of professional intensive economic growth; renewable resources consumption rate is less than its regeneration speed, resource utilization should be constrained under the condition of technology progress is not renewable; waste should be less than the ability to absorb the environment. He Aiping (2005) believes that from the point of view of regional economy, regional sustainable development refers to the social, economic, resources and environment coordinated development of different regional scales, which can meet the needs of contemporary people, but not the ability of future generations to meet a need to harm the development of. The economic growth, social stability and development should be based on the effective control of population growth and rational utilization of natural resources based, gradually improve the quality of the environment, to maintain a virtuous cycle, and should promote different types of coordinated regional development, narrowing the gap between the level of regional development. Zhu Guo (2007) believes that the sustainable development of the regional economy is in a certain economic region, there is a coordinated relationship between the development of the main system center of human and nature, resources and environment, economic and social system, that is without prejudice to the future generations to meet their needs of the premise, the establishment of maximally meet contemporary human material and spiritual needs of the regional economic development model, but also does not harm and weaken the ability to meet the needs of other regions. Obviously, the sustainability of regional economy is the continuous economic growth and profitability of human economic activities. It is the foundation of sustainable development and the material guarantee for other subsystems' sustainable development. In the whole regional sustainable development system, the sustainable development of regional economy is in the dominant position. The author believes that regional sustainable development should be based on the co development of regional economy, regional

resources, regional ecological environment and regional public survival. Regional resources exploitation, is influencing the survival and development of the regional people, in affected areas in the country where the ability of future generations to meet their own needs, then spread to the world on the introduction of the regional resources for the survival and development of the dynamic state of future generations to meet their needs ability[1].

2. OBJECTIVES AND TASKS OF RURAL SUSTAINABLE DEVELOPMENT BASED ON REGIONAL ECONOMIC GROWTH

Yan Cong line (2001) believes that the city is at the core of the regional economic development. From the perspective of sustainable development, the present situation and existing problems of the regional economy in Gansu province are analyzed and studied. Based on the city, the objectives, tasks and specific policies and supporting measures for the sustainable development of Gansu's regional economy are put forward. Li Lin and so on (2001) through the application of fuzzy extension economic control theory. A model for the implementation of the sustainable development of regional economy is put forward. Using this model, after setting the current status and ultimate goal of regional economic sustainable development, we set up a phased goal in the middle, namely, the post station, and then achieve the final goal through various specific implementation steps. The target and the national economic sustainable development goals for the sustainable development of regional economy is the same, but considering the interests of different regions. Therefore, the characteristics of sustainable development of regional economy and scholars on the basis of relevant literature, the definition of target development condition evaluation index of sustainable development of Regional Economy: s={local economic growth level, the degree of the industrial structure optimization of the local place, the level of technological progress, the level of local management, local foreign trade level, the local level of employment, regional development level L, the local economic growth level and the local industrial structure optimization degree can also be seen as each set up to achieve the overall goal of s targets, each target according to the satisfaction can be further divided into fast (reasonable, balanced, high, full, fast and slow), and slow (unreasonable, Five levels, such as unbalance, low, inadequate, etc. Each sub goal can be seen as the ultimate goal of its development when it reaches the upper limit of its satisfaction. Based on the case study, the strategy of the sustainable development of Hunan's regional economy is determined by the index system of the target development of the regional economic sustainable development. Study on regional

economic sustainable development goals and tasks, the scholars often use case analysis methods, mainly on the basis of the reality of the specific characteristics of the regional development of the research, put forward the sustainable development of regional economy planning target, target, task model rare general strong guidance of regional economic sustainable development goals[2].

3. BASIC PRINCIPLES OF RURAL SUSTAINABLE DEVELOPMENT BASED ON REGIONAL ECONOMIC GROWTH

The existing research has carried out a series of discussions on the basic principles that should be followed in the sustainable development of regional economy. The main ideas are focused on the principles of development, coordination, sustainability, common equity and so on. The author believes that the priorities for the sustainable development of regional economy is "development" and "development", the core should be attributed to the "human development", especially the "development" of human capital, the principle should be followed in relation to the sustainable development of regional economy, should be "people-oriented" principle as the main principle[3].

4. THE MODE OF RURAL SUSTAINABLE DEVELOPMENT BASED ON REGIONAL ECONOMIC GROWTH

4.1 Balanced development model

The balance of the level of economic development between the regions concerned, pay attention to the underdeveloped areas of economic development, investment support, efforts to promote the economic development of underdeveloped regions simultaneously and economically developed areas, to achieve social equity and narrow the economic development gap between less developed regions, and the maintenance of social economic developed region stability; focus on the less developed regional economic sustainable development.

4.2 Gradient propulsion model

The primary concern of the efficiency of economic development, attaches great importance to regional economic development level between the objective and non equilibrium, to further accelerate the pace of development in economically developed regions, and then through the elements of regional economic sustainable development series (human capital, technology transfer from developed regions) under high gradient in the economic developed region to the low gradient of the economy, promoting sustainable economic the economic development of underdeveloped areas.

4.3 Growth pole model

Advocate a few departments and location of scarce resources into development potential, economies of scale and investment benefit, make the point of growth of economic forces enhanced with the surrounding economic region formed a potential

growth point, then through the market mechanism to guide the whole power transmission media of regional economic development, and promote sustainable development the whole regional economy.

4.4 Point axis development model

Composition of point axis development pattern of "point" is a strong growth pole in the regional economic development, play a unique polarization and diffusion function, it can be the city and town, is also the economic and Technological Development Zone, economic zone; "axis" is a strong growth in the regional economic development in the long belt, or it is a natural axis (coastal axis), or by the human axis (railway axis, axis road etc.), and also by natural and human common axis cross axis compound axis. The point axis development is a zone development, which is not only heavy. As the role of "point" of the growth pole, but also stressed that "point" and "point" and "axis", therefore, point axis development impetus to the economic development of the region is greater than the simple development of growth pole, more conducive to the coordinated development of regional economy, so as to promote regional economic sustainable development.

4.5 Network development model

In the study of regional development, the so-called network refers to the economic connection between nodes and nodes in a certain area, and the point, line and surface integration between the axis and axis of economic growth based on certain economic and technological laws, latitude and longitude. Which refers to the node within the region at all levels of the center city and town, they act as all levels of growth pole; the cross axis refers to play a role in the linear channel links between nodes, these channels can be rivers and other natural channels, can also be a railway, communication (packet Including the information highway network) and other basic facilities of the humanities channel. The model focuses on strengthening the integration of urban and rural areas and focusing on the overall sustainable development of the whole regional economy.

5. THE IMPETUS OF RURAL SUSTAINABLE DEVELOPMENT BASED ON REGIONAL ECONOMIC GROWTH

On the impetus of the sustainable development of regional economy, the viewpoints of the academic circles are mainly concentrated on human capital, innovation (scientific and technological innovation), industrial clusters and so on. Wang Yi (2006) through the calculation of a specific urban ecological park construction comprehensive benefits, from ecological park construction to promote economic growth in the short term, to improve the quality of economic growth, long-term balance of intergenerational interests, explore the

mode of sustainable development and other aspects of the impact of suburban ecological park construction and the role of regional economic development. The results show that the construction of suburban ecological park has an obvious pull effect on the current economic development in the suburbs, and the ecological and social benefits are more significant in the future. On the basis of fully considering the balance of interests and efficiency of contemporary and future generations, we must determine the best scale of construction, which is conducive to the goal of rapid economic development and ecological environment improvement, so as to continuously drive the sustainable development of regional economy. Jiang Yupeng (2007) believes that in the capital system, human capital has intelligent features, can aggregate natural capital and create capital, can improve the quality of economic development, human capital as the carrier of knowledge is the core of sustainable development, human capital of science and technology is the key to sustainable development, the development of human capital is the lifeblood of sustainable development, human capital creation is the premise and guarantee of sustainable development. In a word, human capital is the motive force of the sustainable development of regional economy. Ye Baozhong and so on (2008) pointed out that, since 1990s, industrial clusters have gradually become the mainstream of economic development. In China, the industrial cluster as the core model of economic development has spawned a new wave of regional economic development, the formation of uplift Dragon Pearl River Delta Industry Cluster in the Yangtze River Delta a part of the Bohai region, China become the most vibrant economic regions and participate in international competition of advanced industry manufacturing base, supporting a sustained and stable economic growth Chinese. The research results show that the sustainable development of the industrial cluster is the eternal driving force for the sustainable development of the regional economy. Li Xuefeng (2009) believes that the western region as an underdeveloped area, in order to catch up, to continue to identify and cultivate the core competitiveness of the region, because only with the core competitiveness; in order to maintain the sustainable development of regional economy, the key area and formed the core competitiveness lies in innovation. This research focuses on how the western underdeveloped areas form the core competitiveness of the Western less developed areas through innovation, so as to make the sustainable development of the less developed western regions achieve permanent impetus[4].

6. EVALUATION OF RURAL SUSTAINABLE DEVELOPMENT BASED ON REGIONAL ECONOMIC GROWTH

The evaluation of the sustainable development of regional economy is to study how to measure the sustainable development of regional economy and provide further decision support for the relevant decision-makers. Establish the main direction of the weight selection method, the method of determining the index system and comprehensive index calculation method and coordination degree model, but the sustainability study some focus on economy and environment, analysis of the coordination of some bias in the economic and social coordination or technology, economy and society, evaluation the selection of indicators are lack of practicability, some indicators is too one-sided, some indicators of access cost is too high. The determination of weights and the selection of evaluation methods have not broken through the traditional statistical analysis methods, and lack of innovation. Moreover, in the evaluation methods, many papers are too simple, and some variables are obscure. In the process of dimensionless processing, the interaction between indexes is often ignored. The existing measurement methods of coordination degree can not solve all the problems of coordinated development measure. If the system and the similarity and synchronization of the system not limited, if the similarity measure will have a large deviation. In the aspect of the research on the coordination degree, the researchers of the different entry points are very different, the coordination degree of this requires us to fully understand the sustainable development from different angles, otherwise not only can not provide sustainable development decision-making consultation, and may lead to misleading information.

7. STUDY ON REGIONALIZATION OF SUSTAINABLE DEVELOPMENT POTENTIAL IN RURAL AREAS BASED ON REGIONAL ECONOMIC GROWTH

The main ideas about the relationship between circular economy and sustainable development include: 1. circular economy with the principle of sustainable development; 2. circular economy is a sustainable development model of economic growth; 3. circular economy is an inevitable choice to implement the strategy of sustainable development and the important guarantee; 4. circular economy is the premise of realizing regional sustainable development; 5. circular economy is the essence of people-oriented and sustainable development requirements. In the study of the sustainable development of regional economy, the concept of circular economy should be rationally introduced in the development of regional economy. Must be able to maximize the use of regional resources, regional environmental protection must be fully effective, namely in the development of regional economy, to maintain "the

resources product renewable resources products" cycle, which will save the regional resources, protection of regional environment "concept into uninterrupted practice, to promote sustainable development of regional economy[5].

8. PROSPECTS FOR REGIONALIZATION OF SUSTAINABLE DEVELOPMENT POTENTIAL IN RURAL AREAS BASED ON REGIONAL ECONOMIC GROWTH

8.1 The source conditions of the sustainable development of regional economy

Different regions are divided, and the source conditions of their economic sustainable development are different. Generally speaking, the economic sustainable development of natural resources of the region is the source region is the sustainable development and utilization of oil, natural gas, coal and other natural resources; sustainable economic development human resource regions of the source terms in the region is the sustainable development and utilization of cheap labor resources and less; the sustainable economic development in developed regions, the source conditions often include natural resources and cheap labor resources.

8.2 "Resource curse" and sustainable development of regional economy

Li Tianzi (2007) used China's provincial panel data in 1989--2003 to examine the impact of natural resources richness on China's regional economic growth, and tested the "resource curse" proposition at the regional level. Shao Shuai et al. (2008) take the data of 1991 2006 as a research sample, which proves that the large-scale energy development in the West has inhibited the economic growth to a certain extent, and the resource curse effect really exists. How to get out of the "resource curse" magic circle to realize the sustainable development of the resource based regional economy, the related research is imminent.

8.3 Institutional guarantee for the sustainable development of regional economy

The literature on this aspect is rather scarce. The future is mainly carried out in-depth and detailed research work from the following aspects: (1) the laws and regulations system; (2) the industrial security system; (3) the financial security system; (4) the financing guarantee system; (5) education system; (6) the employment security system; (7) technological innovation security system; (8) property rights protection system.

8.4 Further detailed study on the classification of regional economic sustainable development

The area is divided in less developed regions is developed; the East Middle West and northeast region; regional renewable and non renewable resources, natural resources, human resources and science and technology area; Pearl River Delta and Yangtze River Delta region, according to each

specific regional economic sustainable development, further strengthen the specialized research, to during the period of the theory content of scientific and comprehensive guidance for the sustainable development of regional economy practice, and then focus on expansion of each kind of specific categories asked a comparative study, in order to mobilize regional practice interaction and achieve sustainable economic development. In addition, can also in some special areas, such as sustainable economic development of the desertification area specialized study.

8.5 The sustainable development of the circular economy and the non renewable resource type regional economy

It is important to study how to introduce and practice the concept of circular economy in the non renewable resource area and develop the industry of circular economy. At the same time, expand their scope of operation, extend the product chain and value chain, a new path out of the use of non renewable resources, the ecological development of the ecological cycle of industrialization and sustainable development of the industry, the industry and the common development of the region, and ultimately non renewable resource-based regional economic sustainable development by the ultimate goal.

In general, the existing domestic economic direction of sustainable development theory research methods are slightly thin. In related studies, scholars often mainly adopts normative research method into people case analysis, empirical research is rare; only the economic sustainable development status of a regional study, and lack of historical comparison on the development status of the region and the longitudinal economic area with other domestic or similar regional economic sustainable development status the international domestic and international comparison. In future studies, should pay attention to the following research methods innovation: 1. strengthen the empirical research efforts, the qualitative and quantitative analysis methods are combined; 2. focus on the longitudinal comparison research method and horizontal, cannot always be isolated to study on sustainable economic development of a region, to be proactive, scientific and reasonable from theoretical and practical experience of domestic and international similar regional economic sustainable development; 3. on theory and practice of the method, the theory must be derived from practice, the purpose of study should be to root to guide the practice; 4. in related research to collect data processing, can be used to include remote sensing, geographic information system, global positioning system, integrated technology or technology is data acquisition, analysis, processing, strong update The system has a scientific and timely collection and processing of the required regional data.

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Cultural connotation and pursuit in Physical Education

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Abstract: Sports teaching is based on curriculum objectives, field goals and level objectives, and teaches physical knowledge, skills and skills to students, effectively improving physical quality and enhancing physical fitness. Promote health, at the same time to students to carry out ideological, moral, will, quality education. This is a purposeful, planned and organized process of learning with students as the main body. In addition to teaching students sports knowledge, skills and skills, we also need to improve students' physical exercise ability and various sports and entertainment activities that meet the needs of the society.
Keywords: Physical education; Cultural connotation; Pursuit

The teaching of Physical Education under the new curriculum is mainly based on outdoor courses. It is a special teaching activity which combines the body with the thinking closely. In order to better adapt to the new course of physical education teaching, we must pay attention to the unification of the indoor and outdoor, and must pay attention to infiltrate and excavate its cultural connotation.

1. CULTURAL CONNOTATION IN PHYSICAL EDUCATION

1.1 Pay attention to behavior and instrument

Behavior refers to activities and behavior, style, expression, gestures, movements, speech and so on. Physical education teachers should pay more attention to their own instruments and behaviors, dress neatly and appropriately, abide by the routines of physical education routines, be civilized and behave in gestures and expressions, and have a correct style of work. Only teachers can lead the students, please the students. On the one hand, teachers should continue to charge in addition to their work, on the other hand, to constantly improve their business level. Only by constantly making progress and constantly improving all aspects of ability can we keep pace with the pace of modern education, so that we can be a school sports worker who is advancing with the times[1].

1.2 Teachers and students are organic unity

Teachers and students，are relative to students and teachers. Both are coexisting. In teaching, teachers should understand the students' hobbies and needs. The arrangement of the content should try to meet the needs of the students' physical and mental development and serve the students. Especially in collective and game activities, teachers should participate in guiding and collaborate to make classroom atmosphere more active and harmonious, so as to improve students' practice enthusiasm and enhance teaching effectiveness. A democratic and harmonious relationship between teachers and students is conducive to the cultivation of students' interest in sports and hobbies. On the one hand, teachers should strive to improve their professional ethics and business level. In the students to shape their own good image, so that students from the heart feel that their teachers are worthy of respect, trustworthy, and worth close. On the other hand, teachers must love students, care for their students, understand and understand students, and make friends with their students. To cultivate the interests, hobbies and habits of sports is not only a general physical education process, but also an emphasis on the process of cultivating education. Not only should it be taught in physical education, but also the combination of both inside and outside and outside school.

1.3 The negative transformation in Physical Education

To reduce the distance between teachers and students, it is necessary to communicate with the students and to establish a friend relationship with the students. Teachers and students interact, thus leading the teachers must face serious, not vague. However, the pleasure must fit in with the，people，fun. Sharing sports bring happiness with the students, the，Yin，，fine，into the，face，as long as appropriate, can make the classroom more lively and orderly, can make teacher-student relationship become harmonious, this can not only give full play to the enthusiasm both teachers and students, the initiative, can achieve a multiplier effect. In this way, we should transform our roles and faces according to circumstances, circumstances and circumstances, and lead and establish a harmonious, harmonious and happy teacher-student relationship in the form of face changing. It can not only regulate classroom rhythm, but also improve teaching quality.

1.4 Physical education should be opened to the open

Today, with the implementation of the new curriculum reform, physical education should be based on innovation. It should not be a teacher based teaching method, but a student oriented trial teaching. According to the characteristics of physical and mental development and the interests of students and the level of arranging course content. The content should be cooperation and mutual aid, attaches great importance to the training of the students' physical ability, according to the needs of the course content choice of venues and equipment, try to make the sports venues to place social change, let the students and society, the not only is the function of sports teaching. And it is a way of quality education. In teaching, we should not blindly grasp some knowledge, skills and improve some abilities, but we should give students more free development space, give full play to their creativity and exercise selectively, so as to develop their strong points. It lays the foundation for lifelong physical education[2].

1.5 Optimizing physical education in practice

(1) Arrange the teaching materials scientifically and rationally according to the target. The arrangement of teaching materials should be scientific, rational and flexible. The contents of the course should be single, contents should be diversified and comprehensive, and the design of class should be new, interesting and personalized. Physical education should always carry out a theme, that is, health first, happy sports, and students mainly. Try to make boring, monotonous teaching innovative, lively and relaxed, so that students' physical, mental, moral and intellectual activities in an all-round way, but also pay attention to the cultivation of students' ability, especially the cultivation of creative thinking. Only by constantly innovating and exploring, can physical education make continuous progress. Constantly optimize in practice. (2) Choosing suitable teaching environment and site environment should help classroom teaching proceed smoothly, and improve students' enthusiasm, initiative and creativity. Site layout is novel and unique, selectively transform sports place, can arouse the students' interest in practice at the same time, the environment has the functions of emotion regulation, when students in a clean and beautiful, the vitality of the environment, can produce a relaxed and pleasant, peace and other positive emotions, showed a lively and cheerful, confident and generous and full of youthful spirit, optimistic, friendly and get along with people, easy to accept the opinions of others; on the other hand, showed low-spirited, irritability, unfriendly and other bad behavior[3].

1.6 The basic principles to be followed by physical education teachers

If the students' understanding and comprehension are not strong. We should use traditional teaching methods to give priority to demonstration and guidance. If students' understanding and self-learning ability are strong, we should adopt trial teaching. Students should exercise their own skills independently, so that students can master action skills in practice instead of practicing repeatedly for learning technology. Therefore, the choice of teaching methods should be adaptable. Familiar with the material, focus, and essentials, a variety of ways to beat around the Bush, knowledge into the story or story, let the student obtain the knowledge in a pleasant atmosphere. Therefore, only by constantly trying and accumulating continuously, can teachers transform physical education into cradle for students to acquire knowledge, which is also an art required by physical educators. At the same time, the theory of teaching should make full use of modern teaching equipment, let students to intuitively understand some of the language used to describe the action, action details and action difficulties. This ，seeing is believing，teaching can not only arouse students' thinking, can improve the efficiency of classroom teaching.

2. THE PURSUIT OF CULTURAL CONNOTATION IN PHYSICAL EDUCATION

2.1 Innovating the content of physical education teaching and embodying the connotation of quality education

The teaching of physical education is different from that of other subjects. It is not by speaking theory. The concept makes students accept quality education. For example, team awareness. Cooperation awareness, in the management of the classroom may speak a lot of relevant concepts. Principles and so on. In physical education, teachers experience students' experience by participating in group exercises and competitions, or a practical experience. Therefore, in addition to the existing sports teaching programs, in order to give full play to the quality education function of sports, we must improve the original projects, or even innovate the contents of physical education teaching. These innovations include the inventions of new sports. There are sports in 'play' (legal innovation). The grafting of different sports items and so on. Quality education is an open system and development system, and innovation is the essential feature of quality education. Therefore, innovation in university sports content must be regarded as an important principle. The quality of innovation includes many components, and the most important factor related to sports is curiosity. Adventure and confidence. Therefore, the innovation of physical education content in Colleges and universities is conducive to the cultivation of students' creativity. The choice of teaching content should be based on problem situations, and cultivate innovative and innovative qualities with reasonable methods[4].

2.2 Reform the contents and methods of physical education and increase the content of Sports Science

2.2.1 Through the establishment of the students' health records and the implementation of the individualized physical fitness program

For each student, physical condition examination and physical quality test were conducted. Based on this, health records of each student were established, and exercise prescription was formulated for each student. Then the physical and physical qualities of the students are tested at different stages of the teaching, and the sports plan is constantly adjusted. Finally, at the end of the semester, the physical fitness behavior of each student was evaluated. This kind of teaching is taught to students.) physical fitness is a science, and scientific fitness is effective.

2.2.2 Increase the necessary teaching of physical fitness theory course

The teaching of physical fitness theory helps students form correct sports view and make their sports attitude, sports behavior and sports consciousness more rational. Enable students to understand the effects of sports on human life, willing to guide students to participate in physical exercise. Therefore, the theoretical knowledge teaching of physical fitness is important for the students to form a long-term and sustainable development of physical exercise habits. To teach students basic sports physiology, sports medicine, sports nutrition and kinematics knowledge is the basic course of education for students' scientific fitness. It also helps to inspire the students to integrate physical fitness and other scientific knowledge, so as to further improve the students' sports values. We should also have a certain depth and breadth in content selection. Understanding sports, health education, sports humanities and sociology and other disciplines from a rational and comprehensive perspective will help students form the concept of lifelong sports.

2.2.3 Enhance students' self-awareness and ability to teach students to work out a scientific fitness program

After having some basic knowledge of sports science, students should guide their students to make plans for physical fitness so as to promote their combination of theory and practice. To enhance their self consciousness, through the teacher under the guidance of self exploration and self discovery, practice. Understanding and experience of knowledge, principle, technology in a large number of physical exercises. Constantly cultivate the ability of independent self - exercise and self-consciousness. Practice and technical ability, using series arrangement and innovation.

2.2.4 Teaching scientific methods of physical fitness

The method is to solve the contradiction and to choose and apply it around the realistic goal. So the directivity and purpose of the method must be clear. The scientific methods of fitness include the introduction of fitness methods and their functions, the selection of fitness methods, the combination of fitness methods, the use of fitness methods and so on. Such as daylight, air, sanitary measures, reasonable rest system, scientific nutrition formula and so on. The common methods of exercise are repeated exercise, heavy exercise, intermittent exercise, continuous exercise, and touring. Whether it is sports teaching methods or strengthening physical fitness education methods. They are all serving their own goals. Their objectives and directionality are very clear. So. In the teaching, we should pay attention to the mastery and training of the students' fitness methods[5].

2.2.5 Establishing a network consulting system for physical fitness

Make full use of the role of the campus network, establish a sports fitness consultation network system, and provide students with advice about sports fitness, exercise prescription, sports fitness and fitness information at any time. At the same time, physical education teachers can also provide immediate advice and answer. Enrich the content, means and methods of teaching, and increase the scientific and technological content of physical education.

2.3 Enriching the content of sports teaching and increasing the connotation of sports culture

(1) Add Olympic sports courses. By teaching Olympic development history, Olympism, Olympic spirit and Olympic culture, we can deepen students' understanding of the cultural connotation of equality, fairness, solidarity and friendship. In particular, in Beijing, China, the Olympic education will be strengthened in the context of the 2008 Olympic Games. (2) To set up sports aesthetics and appreciation classes. It should include the composition and basic theory of the beauty of the human body; the composition of the beauty of sports; the special aesthetic value of sports; the appreciation of the beauty of sports and so on. (3) To set up a lecture on the knowledge of sports encyclopedia. Including sports history, national traditional sports, international sports events, a variety of common sports competition rules, the national sports culture[6-7].

To sum up, in high school physical education, teachers should set up a brand new idea to develop students' thinking ability, innovation ability, practical ability and social adaptability. Therefore, physical education teachers must be loyal to the cause of education, make full use of the advantages of this discipline, inspire students' intelligence and tap potential abilities, and enrich their cultural connotations.

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A study on the difference between Urban Real Estate ownership and consumption

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Abstract: With the help of microscopic survey data, this paper takes the real estate as an important variable in the behavior analysis of consumption, taking the household as the basic unit. Using the consumption function, the first step is to prove that real estate has an impact on consumption. The second step will analyze the regional heterogeneity of real estate ownership.
Keywords: real estate; consumption; difference

1. INTRODUCTION

Foreign scholars classify real estate based on property ownership and seek the difference of wealth effect. Campbell (2007) study the impact of changes in housing value on the consumption of tenants and homeowners. Bostic et al. (2009) matched two microscopic survey data to study the consumption effect of financial and housing wealth, and found that the elasticity coefficient of housing wealth was 0. 06. A study of household behavior differences in non-daily and non-daily consumption. Calomiris et al. (2013) found that the value of homes rose by $1. Consumption will rise by $0.03-$0.1.

The influence of real estate wealth on consumption is generally based on consumption function. Just as Huang Jing, Zhang Da-yong and Xu Peidong studied. The methods they used in their research can be summarized as follows: the first step is to prove the existence of wealth effect by means of consumption function; the second step is to discuss the difference of real estate wealth effect according to the specific data. There are a few ordered logit models of household housing status and income gap established by Gini coefficient formula, just as Yang Qiao and Yang Chang have studied.

The study of the effect of consumption function or house price on consumption can reflect the actual

situation by using micro-household expenditure data on the micro level. Micro data can make us pay attention to the family characteristic variable; Secondly, using micro-data to include household level consumption can help us to analyze the structure of household consumption, while the housing rental situation, household housing lending situation. Demolition compensation and other variables can effectively reflect the real estate value.

The real estate wealth effect means that the change of house price will change the wealth owned by the real estate, and the consumption of residents will change with the change of wealth, which will change their short-term marginal propensity to consume, thus affecting the national economy.

2. THE HETEROGENEITY OF HOUSEHOLD REAL ESTATE TO CONSUMPTION

2.1 Selection of variables and descriptive Statistics

Therefore, this paper selects rent(Rent), property value(House), housing loan(Mor)number of properties(nem) etc. from CFPS data in 2016 as explanatory variables to describe the situation of real estate family ownership. At the same time, we choose daily consumption (C1) and non-daily consumption (C2) and total household consumption (Czong) as explanatory variables to measure household consumption structure from different angles.

We select the working nature of the head of household, the education level of the head of household, the age and marital status of the head of household and the family population to reflect the family characteristics. We built the model as follows:

$$LnC = \alpha_0 + \alpha_1 LnW + \alpha_2 Dhouse + \Sigma\alpha_{3i}X_i + \varepsilon$$

$$LnC = \alpha_0 + \alpha_1 LnW + \alpha_2 House + \alpha_3 LnMortage + \alpha_4 LnRent + \Sigma\alpha_{5i}X_i + \varepsilon$$

Table1   Descriptive Statistics of key variables

variable	Sample observation 2158				
	Mean	Std	Least value	Crest value	label
n1	0.85	0.36	0	1	Number of households owning a house
number	1.39	0.90	0	7	total number of household properties
famsize	3.85	1.78	1	13	total family population
Lend	0.40	0.49	0	1	number of households with rent
Rent	8300	20500	0	300 000	rent
mortage	17563	66485	0	1500 000	housing loans

| House | 11883970 | 2056083 | 0 | 17000 000 | property values |

First of all, the table gives the descriptive statistics of the sample data family characteristics. From the above analysis, the family size is stable at 3.85. It can be seen that 3 or 4 people are the main family demographic pattern. The average value of the fictitious variable is 0.85, which shows that the proportion of households with homes is even higher, and the number of homes with multiple homes reaching 54%. In addition, the proportion of complete property rights is about 79%, the proportion of partial property rights is low, and the number of families without property rights is about 15%. Among them, 40% households have rental income in the sample data, which shows that rental income has become a part of the fixed income of 40% families.

2.2 Real estate wealth effect on consumption verification

Table2   Effect of Real Estate Wealth on consumption

Variable	LnCzong	LnC1	LnC2
-cons	6.21***	5.78**	2.26***
LnW	0.28***	0.28***	0.42***
D-house	0.12***	0.04***	0.06*
fam-size	0.07***	0.09**	0.16***
age	0.08**	-0.07**	0.07*
Marriage	0.20***	0.17***	0.53***

From the regression coefficient and significance of Dhouse in model 1, we can find that when other conditions are the same, the consumption level of households with owner-owned housing is higher than that of households without owner-occupied housing. It shows that owning a house has a significant impact on household consumption.

2.3 The impact of Real Estate ownership on consumption

Table3   The effect of real estate ownership on consumption

Variable	LnCzong	LnC1	LnC2
-cons	6.969***	6.149***	3.459***
LnW	0.316***	0.390***	0.189***
LnRent	0.109***	0.792***	0.095***
Lnmor	-0.112****	-0.115***	-0.057***
LnHouse	0.048*	0.038	0.018
n2	0.064***	0.048*	0.050*

From the analysis of the above table, we can see that the impact of rent income on consumption is significantly positive, and the elasticity coefficient of the three surveys is 0.109 and 0.095 respectively, so it can be seen. Rent income has the greatest impact on daily necessities consumption. Each increase in rent income will lead to a 0.792% increase in household commodity consumption. The value of real estate only has a significant positive effect on total consumption, which is the same as the analysis of real estate property rights, real estate prices continue to rise. The potential household wealth of residents will be scrambled, and the tendency of household consumption will become larger, thus stimulating the consumption of residents. The effect of which is related to the erosion of household wealth by loans. And the household cash wealth directly affects all aspects of household consumption.

2.4 Difference analysis of regional consumption

We further analyze the wealth effect of real estate based on regional division. We will divide 28 provinces and cities according to the definition of East and West in the Statistical Yearbook.

Table4 property ownership based on regional test results for total consumption

Variable	East	Middle	West	Country
-cons	5.99***	7.87***	7.99***	6.87***
LnW	0.29***	0.16***	0.13***	0.231***
LnHouse	0.01	0.00	-0.00	0.01*
LnRent	0.01**	0.04***	0.02*	0.02***
Lnmor	-0.03***	0.00	-0.03**	-0.02***
nem	0.05	0.14*	0.10	0.08**
famsize	0.09***	0.017	0.04	0.06***

It can be seen that the real estate rent has the most significant effect on the middle, the east is the smallest, the west is the second, in other words，the rent income has a positive effect on consumption. The amount of real estate loans has a significant negative impact on consumption. There is the same effect in the east and west, but the effect is not significant in the middle. Total household consumption increased by 0.14 percent. But property values and property rights were significantly positive for all samples and had no impact on the region.

3.   SUMMARY

The study found that: (1) the amount of rent and property will have positive effect on consumption; (2) on the contrary, housing lending will restrain household consumption; (3) the real estate also has a role in promoting for daily consumption. Finally, we further explore the heterogeneity of housing wealth effect based on the division of East, West and China. The real estate ownership is basically the same based on the regional research, but the details will be different in details.

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Analysis of related issues of network platform lending based on the legal point of view

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Abstract: In recent years, with the rapid development and extensive application of network and various new information technology, the lending market has changed greatly, and the lending of network platform came into being. The network lending platform based on the Internet, through the application of a variety of new network technology, build a platform for information exchange and interaction between investors and borrowers, and to achieve efficient communication between the two and the seamless. So as to effectively reverse the traditional lending institutions in the past, the formation of a very direct lending relationship, saving a lot of intermediate costs and trading time. In recent years, the rapid development of network lending platform, to promote investment and financing and to ease the financing of the real economy play a complementary role. However, because there are still some lag problems in the legal construction, which lead to the emergence of certain legal problems, the risks have become increasingly apparent, and become the hidden dangers that affect the financial order and social stability. In the analysis process of this article, from the point of view of law, we analyze and study the problems related to lending of network platform in china.
Keywords: Network platform lending;Law: Problem

Network platform borrowing refers to the sharing of computer resources and services by direct interchange between different computers in a peer-to-peer manner. It embodies the spirit of equal interaction of information in the development of Internet technology. "P2P" refers to a financial information intermediary enterprise specializing in network lending and information intermediary business activities. According to the definition of regulatory measures, as long as the direct lending between individuals and individuals through the Internet platform, all belong to the network lending. Statistics show that as of October 2016, the cumulative number of China's P2P platform rose to 4278, an increase of 11% compared to the end of 2015. In recent years, the rapid development of Internet banking, but this year net loan platform growth slowed significantly. It also shows that the supervision after landing, the industry standard is more and more perfect, the industry of the watershed as the regulation of landing industry: the number of non-compliance of the enterprises have been

eliminated, away from the chaos of the jungle, the benign development of era industry is coming. But part of the platform of information disclosure and risk warning is not in place, part of the business to walk in the gray area even suspected of illegal fund-raising, the operator's management capacity needs to be improved, credit default events have occurred, rapid growth of platform.

1. DEVELOPMENT STATUS OF NETWORK PLATFORM LENDING

Network platform lending refers to the realization of borrowing on the Internet, and borrowers and borrowers can use the network platform to achieve "borrowing" online transactions". Network lending is divided into B2C and P2P models. In recent years, with the rapid development of Internet banking, mobile banking, P2P network loans, all chips and other emerging financial formats everywhere in the country. Correspondingly, the emergence of these new formats has also effectively reduced the cost of financial transactions and greatly improved the efficiency of financial transactions. With the gradual liberalization of China's financial control, this new type of network lending business gradually promoted in China, there has been explosive growth. Since 2007 pat loan since its inception, the network platform lending development momentum. Statistics show that by the end of December 31, 2015, China's total P2P network lending platform 3858, mostly distributed in the eastern coastal areas and economically developed areas, in 2015 the national P2P network lending platform area distribution as shown in table 1. From the type of registered capital, there are 82 state-owned banks and state-owned, venture capital department has 68, listed companies have 48, the rest are private capital, private sector is the main network lending platform.

Table 1 2015 national P2P network lending platform regional distribution

Region	Number	Percentage
Guangdong	476	12.34%
Zhejiang	300	7.78%
Shanghai	213	5.53%
Shandong	329	8.53%
Beijing	302	7.82%
Other areas	2238	58.01%

With the accumulation of wealth, people's concept of financial management is changing every day. Compared with other developed countries, China's

wealth management industry is still very backward, far from meeting the needs of a large number of middle class. At present, China, the Internet technology as the carrier of new finance is shaking hundreds of years without major revolutionary changes in the financial industry, just to fill the already widespread needs of the Internet banking. In the field of Internet financial investment, P2P with its many investment advantages, a time for ordinary investors become the most easy to grasp and can not miss the investment opportunities. Since 2013, P2P network lending has been developing rapidly in china. P2P network lending refers to the enterprise through the third party information intermediary network platform and implement the individual and between direct lending; the network platform mainly provides information collection, information disclosure, credit evaluation, information exchange, brokered loans and other services to facilitate the completion of the transaction. Due to the long tail market network covering the traditional bank credit lending are ignored, so that China medium and small and micro enterprises to benefit, at the same time, network lending relies on Internet technology with the information sources, information search cost and information dissemination speed and other advantages, greatly enhance the efficiency of lending market, therefore, network the lending market in the domestic scale growth is very rapid.

2. NETWORK PLATFORM LENDING FROM THE PERSPECTIVE OF LAW

China's Internet banking is for small and medium enterprises born. For a long time, the problem of financing, financing has been plagued by small and micro enterprises, and Internet banking are like a oasis moist, many small and micro enterprises, but also to meet the needs of national investment, to a certain extent, to achieve inclusive finance. But everything is worse than nothing. Too liberal Internet banking deviation from inclusive finance, the farther away...... Internet banking as a new force in the financial industry, inclusive finance should be achieved, not everyone financial. The essence of finance is risk control, Internet banking is just borrowing the Internet as a tool to provide convenient and efficient financial services for both sides. But it does not mean that we can ignore or even give up risk control. If there is no professional strong risk control ability, high risk and low risk control means high failure rate.

First, some borrowers may make false information or borrow money directly in order to obtain loans from the P2P network lending platform, and cheat the funds from the net lending platform with false commercial contracts. Since the market participants are different in their mastery of information, people who have more information sources are more favorable than those who have less information, thus triggering adverse selection and moral hazard issues.

In the borrowing process of P2P network lending market, lenders often hide information, provide false information and do not perform the contract afterwards, thus causing breach of contract. Because the P2P net loan platform is not included in the central bank's credit system, so the information platform authentication and the borrower's operation and the existence of false fraud and audit of the project financing will lead to funds overdue risk or default risk.

Second, P2P network lending platform from the level of laws and regulations did not set the threshold, at the same time, net loan platform has not set up entry conditions, strict to investors, sources (illegal drug trafficking, theft etc.) the funds may enter into the net loan platform, which will facilitate money laundering and other illegal transactions. P2P network lending has convenient money laundering conditions. All kinds of money laundering cases show that criminals mainly use formal or informal financial institutions to clean criminal funds, so the financial field is the main battlefield of anti money laundering. P2P as a form of Internet banking, on the one hand, the investment threshold is low, many customers, can easily be used by launderers; on the other hand, money laundering to buy all kinds of assets by P2P loans, illegal funds through illegal sources make only superficial changes, is easy to hide. Moreover, it is difficult to identify customers' identity without handling business. All the operations of P2P are conducted through online non face to face channels, so as not to understand the true customers, the actual controllers, beneficiaries, the purpose of the transaction and the nature of the business activities. Although they are aware of the borrower's identity information for their own business needs, they do not meet the needs of anti money laundering.

Third, P2P lending platform developed by the loan interest rate may violate may not exceed four times the interest rate requirements. Speculation refers to the use of price differentials in an economic market to buy and sell at a low price and obtain differential profits from them. Since the borrowing platforms of P2P networks are independent operations, the information of the borrowing customers is not shared, and there is a lack of information interaction channels between them. Speculation is the use of the platform of information occlusion, from low interest rate loan financing platform, and then get a higher interest rate lending platform, at the same time as borrowers and investors, which depend on the difference in the rate of profit, in the P2P network lending market maker".

Fourth, P2P network lending platform is likely to break through the bottom line of funds not into the account, evolved to absorb deposits, loans issued by illegal financial institutions, and even become illegal fund-raising. In different countries and regions, illegal fund-raising has been explicitly prohibited and severely dealt with. In China, relevant laws and

regulations have been formulated to manage illegal fund-raising. However, under the new environment, P2P network lending belongs to a new mode of financing through the internet. In view of this new mode of lending, the legal system in China has not yet been targeted, the lack of clear explanation. As regards, P2P network lending has not yet been included in the legal approach of financial financing. The P2P network lending has a strong specificity, the borrowing of funds borrowing object has obvious non-specific characteristics. As for the demand for funds, it is necessary to release their borrowing requirements through a certain P2P network lending platform, and to fund the platform investors. This process, there is a great deal of illegal fund-raising offline possible. However, the blank of the corresponding laws and the imperfect management also lead to certain illegal fund-raising risks in the actual lending process.

At present, in the survival of the fittest, industry consolidation, market reshuffle stage P2P network lending platform from the barbaric growth stage, the freedom, no legal prohibition to the stage will be the end of the gold cross platform, only the first to achieve legal compliance, in order to encourage in the spring breeze, + regulatory policy environment to thrive. Before clear laws, many mutual gold platform more in self correction stage, according to its own operating status, the basic situation, checking their own financial status, business risk, social risk and risk control system. Analysis of the main problems of the present stage based on, the author thinks that from the P2P network to improve lending threshold, enhance the level of control, net loan platform to achieve the wind net loan funds platform account third party supervision norms of P2P network lending industry is now a pressing matter of the moment.

3. SUMMARY

P2P network lending industry is still in the exploratory stage, the development of the industry is still a long way to go, and in the future time, the legal compliance will be the industry can not avoid the core issue. In the P2P network lending platform has not been included in the financial supervision under the background of net lending platform facing the legal risk of alleged illegal fund-raising, and the third party custody and supervision between capital account will effectively reduce the risk. The author believes that to solve these problems and with the standard, P2P network lending can be in good development under the sun, and the influence of P2P Network Finance on the formal finance and financial systems will also be restricted in the controllable range, at the same time there will be more and more small and micro economic groups benefited from the P2P network lending.

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Infocode of Life Cell Particles

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Abstract: The infocode of life cell particles is the microstructure composition of life cell and the composition as well as arrangement mode of charged particles making up the microstructure. Meanwhile, it is the minimum unit and arrangement mode constituting human substance and the foundation that life entity grows as well as multiplies.

Instead of being changed by outside world, the infocode of life cell particles move in circles, restructure and regenerate based on the natural law of life so as to ensure and maintain the normal physiological function of life entity in the process of natural reproduction.

The infocode of life cell particles is just the evidence of Qi in Chinese medicine, so it is the basis making up organism, staying healthy, and sustaining physiological functions.

Various external factors related to human body will affect the standard performance (1) of their own reproduction and then exert utility on individual vein quality (2) of the individual, which is the basis for health and full-length life (3).Because the infocode of life cell particles cannot be changed by outside world, it is unable to artificially shorten and prolong human life.

The universe nature has its own information indications, including particle information, and the energy particles arrange and constitute the essential characteristics of the substance in accordance with the laws of nature. Human is the only senior product with thought in nature, it has its own information indications that are opposite to the laws of nature but different from other substances. It is this overall opposition originates from nature and flows into nature that enables independent life entities to reproduce and inherit for hundreds of millions of years.

1. DEFINITION OF INFOCODE OF LIFE CELL PARTICLES

The infocode of life cell particles is the microstructure composition of life cell and the composition as well as arrangement mode of charged particles making up the microstructure. It is the intrinsic particle information indication of life cell. Thus, it reproduces, adjusts, modifies, integrates and then rebirth synchronically with natural reproduction process and maintains the stability of core element of infocode. Once the infocode of particle changes or the energy is lost, the nature of the organism on which it depends will change and lose original characteristics.

Human body is composed of energetic substance, and the macroscopic structure of this substance is the tangible body of human, where the basic composition is the energy particles arranged according to the unique laws of human body. The structure and arrange form of the information particles making up human body - infocode of life cell particles, is the fundamental core of health and full-length life.

2. INFOCODE OF LIFE CELL PARTICLES CANNOT BE CHANGED BY OUTSIDE WORLD

As with all things in the world, the infocode of life cell particles has the process of natural evolution from scratch, including the initial growth, development to peak, gradual balance, peak balance, gradual decline and failure. The life cycle of human, which is birth--adjust evolution—balanced peak period--energy decay--failure, also follows such a natural law.

The inherent human infocode of life cell particles has a specific energy model that makes it useful, which perfects and adjusts according to the functional system inside the body and cannot be changed by the outside world.

Based on their own rules and functional requirements, the energy particles in human body constitute the cells, tissues and organs with specific functions, which depend on each other in complementarity to complete the unique life constitution, keep physiological function and maintain life.

Since human body's own laws and autonomous life activities are opposite to the nature, the various external interventions or technical methods applied to human body can only be supplemented by autonomous functions, which cannot change the function, mechanism or process of autonomous functions inside human body, let alone change or control human body's normal life as well as multiplication.

3. ENERGY MODEL

The infocode of life cell particles has its inherent characteristics, energy composition and energy model. Based on the natural laws of the human body, and according to the different needs of human body system, tissues, organs and cells, energy model is the composition, structure and arrangement mode constituted accordingly to make human body system, tissues, organs and cells achieve their due state. With the progress of life development and the demand for health status, energy model simultaneously inspects,

adjusts, reorganizes and reorganizes to achieve the optimal combination and play the best reciprocating structure. In other words, with the process of life, energy particles will constantly carry out self-test, self-correction, self-adjustment and self-reorganization, so that the particles lack of energy will replenish energy; the particles have fulfilled the mission and lost the function will be removed by metabolism; the particles with energy meeting requirements will constitute the conjunction type playing utility, participate in the original group, support the original energy model and continue the function. This process is in cycle and accompanies the entire process of life.

In an orderly state of life, the energy particles making up organ will maintain their unique energy model during constant reorganization and regeneration, which provides energy guarantee for life process. Particles fail to meet human requirements will be eliminated, renewed, replenished and regenerated, which manifested as regeneration of body's tissue and material metabolism. Once the structure and arrangement of human energy particles changed, the health status will vary accordingly, so that the disorderly abnormal life activities will appear in human body.

IV. The infocode of life cell particles is in mutual evidence with "Qi" (4) in Chinese medicine to reveal life information

"Qi" in Chinese medicine refers to the charge particles arranged in sequence that leads the flow of essence of blood based on human body's characteristics and laws. The charge particles carry balance, directional polarity and affinity with certain energy, which take human body's biological magnetic field as the polar direction to combine with human cells properly, arrange in sequence, and guide the essence of blood and human cells for energy conduction and conversion.

The infocode of life cell particles is in mutual evidence with "Qi" (4) in Chinese medicine, which explained the minimum unit and arrangement of organ and composition of living cells. Meanwhile, it revealed the foundation and law of life health, and deduced the connotation as well as secret of physiological function activities.

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Liquidity risk premium in China's stock market

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Abstract: The paper studies the liquidity risk premium in China's stock market based on five model averaging methods. Firstly, testing the existence of liquidity risk premium in China's stock market. Secondly, comparing five model averaging methods based on different weights selection to find the optimal model average method. The empirical results show that there is liquidity risk premium in China's stock market from the perspective of the significance of the model average estimator, and the OPT method is the optimal model average method from the perspective of the optimal rate.

Keywords: Liquidity risk premium; Model average method; optimal rate

1. INTRODUCTION

Liquidity risk premium has always been a hot issue in the field of finance. At present, the more complete model to explain the liquidity risk premium is the LA-CAPM. Acharya and Pedersen(2005) used the Amihud illiquidity ratio to measure liquidity, and proved that the illiquidity ratio is positively related to the prospective return. Liu (2006) combined the adjusted turnover rate with the standardized daily trading volume into a new liquidity index, the empirical result showed that the LA-CAPM model can fully explain the liquidity premium, but the CAPM and the Fama-French model can't make a better explanation. Corwin and Schultzs(2012) analyzed the accuracy of the high and low price difference by using the correlation, the result showed that the liquidity reflected a significant liquidity premium feature. Zhang and Yang(2014) analyzed the ability of different liquidity indicators to predict returns, and found that only the liquidity measured by turnover rate can reflect a significant liquidity premium.

In this paper, the liquidity risk premium is studied by using the model average method. The model averaging method uses certain weights to average the estimators from different models to obtain the asymptotically optimal estimators. Hansen(2007) selected the weights by minimizing a Mallows' criterion. Wan et al. (2010) extended this method from the nested model to the non-nested mode. Liu and Okui(2013) extended Hansen's model averaging method to heteroscedasticity model. Liu(2015) proposed the generalized least squares model averaging method based on the heteroscedasticity linear regression model, the empirical research

showed that the method is suitable for enterprise performance prediction. Hansen and Racine (2012) selected the weights by minimizing the Jackknife criterion, and the JMA estimator was still asymptotically optimal when heteroscedasticity. Zhang and Zou (2011) compared the five model averaging methods, which is S-AIC, S-BIC, MMA, JMA and OPT, and proved that the model averaging method has good effect of predicting China's grain production.

This paper studies the liquidity risk premium in China's stock market based on five model averaging methods, which is the weight selection method based on AIC criterion(S-AIC), the weight selection method based on BIC criterion(S-BIC), the weight selection method based on Mallows criterion(MMA), the weight selection method based on Jackknife criterion(JMA)and OPT weight selection method(OPT). Firstly, the existence of liquidity risk premium in stock market is tested. Secondly, five model averaging methods based on different weights selection are compared to find the optimal model average method.

2. AN EMPIRICAL STUDY ON LIQUIDITY RISK PREMIUM

2.1 Selection of samples and variables

This paper chooses the monthly trading data of A shares in Shanghai and Shenzhen stock markets as the research object. It chooses 2007.01-2016.02 as study period to build model, and takes the next 10 months as the forecast period, and selects 100 stocks as research samples.

The paper selects turnover rate to measure liquidity for studying the liquidity risk premium. The stock excess yield is the explained variable, the turnover rate(TURN), the market excess yield(R_m-R_f), the company size(SIZE), and the book value market value ratio(BM) are the explanatory variables. The full model is:

$$R_{it} - R_{fi} = a + t*TURN_t + b*(R_{mt} - R_{fi}) + s*SIZE_t + h*BM_t + \varepsilon_t$$

.The calculative process of the model average method can be referred to the article of Zhang and Zou (2011).

2.2 The existence of liquidity risk premium

The model average method uses confidence interval to test the significance of the model average estimator. If the estimator is within the confidence interval, it shows that the parameter estimator is significant, and there is a liquidity risk premium in the stock market. Taking the OPT method as an example, to judge the

significance of the OPT estimator by calculating the confidence intervals of the OPT estimators of 100
Table1 OPT estimators and confidence intervals

stocks. The results are shown in Table 1 (only 000012 and 000021 stocks are shown here).

parameter	000012			000021		
	OPT estimator	confidence lower limit	confidence upper limit	OPT estimator	confidence lower limit	confidence upper limit
a	-0.43	-3.47	5.36	-0.63	-5.66	6.17
t	0.04	-3.01	5.82	0.11	-4.92	6.91
b	1.11	-1.94	6.89	0.81	-4.22	7.61
s	0.02	-3.02	5.81	0.02	-5.01	6.82
h	-0.09	-3.13	5.70	0.06	-4.97	6.86

Table1 shows that the OPT estimators of stock 000012 and 000021 are in confidence intervals, which shows that the model established by the OPT method is effective and the OPT estimator is significant. OPT model can fit stock data very well. There is liquidity risk premium in stock market.

2.3 Optimal model averaging method
Table2 Optimal rates of different model average methods

Analysis which method is the optimal model average method by calculating the optimal rates of OPT method, MMA method, JMA method, S-AIC method, and S-BIC method for 100 stocks. The optimal rates are shown in Table 2 (only 10 stocks are shown in the table2).

stock code	OPT	MMA	JMA	S-AIC	S-BIC	optimal method
000012	0.7	0.1	0.2	0	0	OPT
000021	0.2	0.7	0	0.1	0.1	MMA
000039	0.5	0.2	0.2	0.1	0.1	OPT
000049	0.7	0	0.1	0.3	0	OPT
000055	0	0.1	0.3	0	0.6	S-BIC
000060	0.4	0.3	0.3	0	0	OPT
000063	0.2	0.3	0.1	0.1	0.4	S-BIC
000157	0.3	0.5	0	0	0.2	MMA
000404	0.1	0.5	0.4	0	0	MMA
000410	0.8	0.2	0.1	0	0	OPT
optimal rate	0.34	0.29	0.27	0.04	0.21	

Note: the optimal rate for each model average method of each stock = number(Comparing with other methods, the prediction periods with the smallest absolute error in this method)/10.

Table2 shows that the optimal rates of OPT method, MMA method, JMA method, S-AIC method, and S-BIC method are respectively 0.34, 0.29, 0.27, 0.04 and 0.21. In the five model average methods, OPT method is the best and S-AIC method is the worst.

3. CONCLUSION

In this paper, OPT method, MMA method, JMA method, S-AIC method, and S-BIC method are used to study the liquidity risk premium of Chinese stock market. The following conclusions are drawn: Firstly, taking the OPT method as an example, the result shows that the OPT estimator is within the confidence interval, which indicates that the OPT estimator is significant, and there is a liquidity risk premium in China's stock market. Secondly, from the the perspective of the optimal rate, the effect of prediction from good to bad is OPT method, MMA method, JMA method, S-BIC method and S-AIC method, the OPT method is optimal model averaging method.

The paper considers using turnover rate to measure liquidity, and neglecting that different liquidity index

may get different research result. In the future, it is of great significance to study the liquidity risk premium of China's stock market by using different liquidity index.

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Discussion on the Essence of Vocational Education and Vocational Ability-Oriented Teaching Model

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Abstract: The essence determines the law and trend of the development of things, and also determines the direction and the fundamental point of the reform. Through the analysis on the history of the development of the world vocational education, this paper concludes the essence of vocational education: cultivating the comprehensive vocational ability of educatees in a certain job, meeting the needs of enterprises for skilled talents, promoting the employment and career development of educatees. On the basis of this, this paper puts forward the vocational ability-oriented teaching model: around the students' employment and development and the demand of enterprise for talents to analyze vocational ability demand and cultivate the comprehensive vocational ability of the job demand of educatees.
Keywords: Vocational education; Teaching; Essence; Vocational ability-oriented

1. INTRODUCTION

Since the rise of vocational education in Germany in the early eighteenth Century, vocational education has been developing continuously and rapidly all over the world and has trained a large number of skilled talents for various countries. Promoting the development of vocational education become the common understanding of all countries, and teaching reform has also become one of the key works of Vocational Education in various countries. In particular, the teaching reform of the national vocational colleges in China in the past ten years has put forward more than ten major teaching reform modes. But all kinds of new teaching models are not divorced from the traditional subject knowledge-oriented teaching mode. They can't really train highly skilled talents required by the new era, especially on the lack of students' practical ability [1-2].

History has proved that everything's reform should first grasp its essence and starting from the essence to determine the core idea of reform, so as to ensure that the reform obeys the inherent laws of things and conform to their development trend, so as to ensure the effect of reform. Therefore, starting from the essence of vocational education, innovating teaching mode is the fundamental to ensure that vocational education really obeys its development rule and trend, and is also a criterion to check whether teaching mode is effective [3-4].

2. HISTORY OF DEVELOPMENT OF VOCATIONAL EDUCATION

2.1 The stage of the rise

After the industrial revolution, with the rapid development of machine industry, technology application and technological improvement have become the key to improve productivity. All industries urgently need a large number of workers to master mechanical principles and production skills. For example, forging horse's hoof in the early stage, it only needs the master to impart experience [5]. The intensive mechanical processing under the machine industry requires employees to operate the mechanical equipment under the steam power skillfully while mastering the manufacturing methods and testing principles of mechanical parts. It also needs to deal with conventional mechanical breakdown. Again, such as the rise of the telegraph in 1830, deliver is required not only master the basic principle of the telegraph and related knowledge, also need to be familiar with the process of message sending and receiving, operate and maintain a telegraph machine skillfully, deal with common problems, and so on [6]. As a result, the apprenticeship gradually declined, and the early vocational schools came into being. As shown in Figure 1.
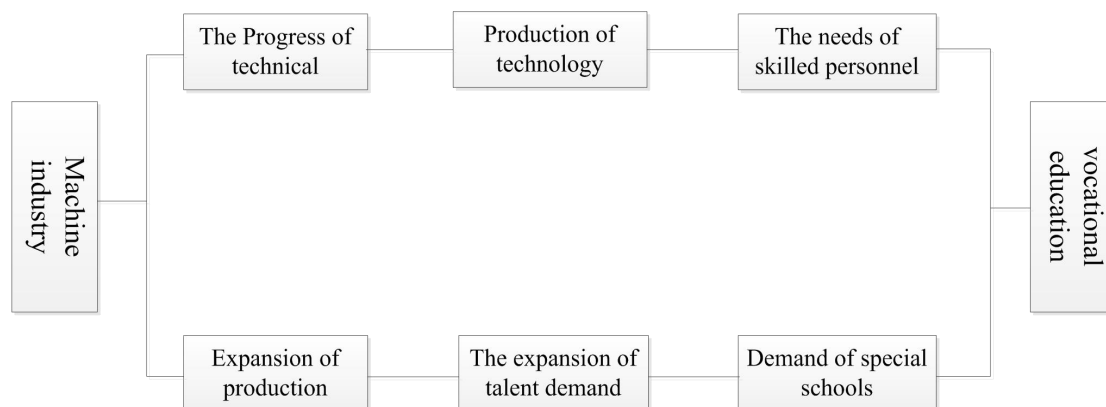
Figure.1 The machine industry gave birth to early vocational education

As shown in the figure, the development of machine industry promotes the production of technology on the one hand. It requires workers to have higher operation skills and grasp the relevant technique principles at the same time. This requires specialized schools to cultivate technical workers; On the other hand, the machine industry promoted the social progress and the accumulation of wealth, and created huge demand for skilled talents, which provided the economic foundation and demand foundation for the establishment of specialized schools. The first regular vocational education was created in Germany. In 1708, Schimler founded "mathematics, mechanics, economics Realschule " in Haller. Since then, German industrial cities have set up the Realschule, mainly teaching mathematics, physics, and natural sciences, supplemented by painting and cartography, and later adding disciplines such as architecture, commodity economy, trading and so on. The teaching content is directly related to the enterprise's work and the economic industry, which is adapted to the economic policy of Germany's development of heavy industry and has trained a large number of economic management personnel and skilled workers [7-8].

This kind of school, arise from the progress of productivity, serving the needs of economic development, and cultivating technical talents using new technology, new technology and new theory to improve productivity in the line of production and service of enterprises, are widely established in Europe and promote the economic development and productivity improvement in Europe, it marks the rise of vocational education.

2.2 The stage of formation

The second industrial revolution greatly improved the productive forces and deeply changed the economic structure and the structure of the laborers. The new development of natural science began to combine closely with industrial production. With the application of new technology and the improvement of production management, and the further development of the market, the demand for workers' skills and theories in the economic society has been further improved and has begun to expand to various aspects such as methods, technique, ideas, tools and equipment. Therefore, the demand for laborers in the economic society is not only a simple technology application and technique principle, but also gradually expanded to more complex and higher-level requirements and forming a diversified demand for skilled talents. For example, a large automobile manufacturing factor with power control needs the blacksmith and the welder, as well as the producer of the precision parts and the control and maintenance personnel of the power equipment. The technical supervisor and the production organizer of the production and component assembly of a workshop or a production line are also required, all these workers need skilled operation skills and systematic application theory, and their skills and theoretical requirements are clearly hierarchical from low to high. In addition, the development of science and technology and the change of economic structure have promoted the change of knowledge structure and labor employment structure. In the labor organization structure, the proportion of manual workers, non-technical laborers and technical workers has changed significantly, and the proportion of non-technical workers and manual workers is decreasing. All these have put forward the requirement and motivation for the high-level development of vocational education [9-10].

Due to the close combination of vocational education and society and the natural advantages of directly serving enterprises, governments have clearly realized the great role of Vocational Education in promoting economy and have increased investment and standardization of vocational education. The developed countries have established the system of vocational education through law, as shown in Table.1.

Table.1 The legal policy of Vocational Education in the developed countries during the second industrial revolution

Country	Time	Legal policy	Main content	Remarks
America	1862	"Morrel's law"	The federal government has directly	The United States

			allocated land for the establishment of a school of agricultural and mechanical technology in the states and the cultivation of specialized personnel.	government uses the legislative form to provide a comprehensive support from the construction land to the finance.
	1917	"Smith Hugh land law"	The federal government allocated funds every year to support the development of vocational education and teacher training in the States.	
Britain	1889	"Technical education law"	Local governments in charge of technical education have the right to levy vocational education tax, which is specially used for vocational education.	Determine the foster policy of special funds for vocational education.
Japan	1894	"The State Treasury subsidy law for industrial education"	It is determined that the central treasury will allocate funds every year for vocational education.	A hierarchical and systematic vocational education system has been set up.
	1899	"Industrial School Law"	Secondary education institutions are changed into secondary general education and secondary vocational education, Secondary vocational schools, such as agriculture, industry and commerce, are established.	
France	1919	"Asti law"	It stipulates in detail the task of undertaking vocational education for the workers' children by the state instead of the individual. Vocational education is divided into three stages, such as primary (Apprentice Training Center), medium (national vocational school, technology college) and higher (National Institute of technology).	A complete system of vocational education is established through "Asti law".
Germany	1919	"The constitution of the Weimar"	It is stipulated for students who have had eight years of compulsory education, and vocational education will be held until the age of 18.	The system of Vocational Education in Germany for 200 years has been perfected.

As shown in the above table, the developed countries are fully involved in vocational education; they increase investment in vocational education and regulate them legally, establish a hierarchical vocational education system, marking the final establishment of vocational education.

2.3 The stage of development

Since the 1950, the scientific and technological revolution marked by the application of computer and nuclear energy has made a profound impact on the economic and social development of the world. Science and technology become a kind of ability to create reproducible methods or means, and can bring about improvements in product, technique and service. Technology has become a complex social undertaking. It not only includes research, design and operation, but also involves finance, manufacturing, management, labor, marketing and maintenance, and also extends to a wide range of services. The demand of social for skilled talents is becoming more and more vigorous, and the demand is constantly improved, and it has also brought the continuous change in the connotation of vocational education at the same time. The remarkable feature is that any occupation is no longer a simple operation of the post, but requires a strong comprehensive ability. It is a special professional ability based on the general ability of the industry.

In the 21st century, vocational education has taken an overall strategic turn. The new technology of technology revolution has been widely applied in enterprises. The new technology of the enterprise has matured, and the enterprise has become the stronghold of technology innovation and application, and it is also the best place for vocational ability training. Therefore, all countries encourage enterprises and employers to undertake vocational education. With the improvement of the market system and the development of the market economy, the role of the government, as the provider for professional education and training, is gradually weakening. The responsibility of holding vocational education has gradually shifted from the government to the enterprise, and the main running school mode

of vocational education will change from the school to the enterprise standard.

3. THE ESSENCE OF VOCATIONAL EDUCATION

3.1 The law of vocational education

Through the analysis of the development of Vocational Education in the past 200 years, some unchangeable rules of vocational education can be summed up. Vocational education comes from the demand of the economy and society, serves the needs of economic production, emphasizes the cultivation of the professional ability of the educated, and promotes its employment and development.

(1)Sociality

Vocational education comes from the demand of the economy and society, and changes with the change of social demand. The production of machine industry has promoted the improvement of productivity and economic development, thus changing the economic and social structure. The social demand for talents is changed from a single operation experience to complex labor skills and related principles, and the demand for skilled talents is expanded. The society needs a special educational institution that can focus on training the skills and knowledge of the workers, so vocational education is on the rise. Similarly, the second and third industrial revolutions have promoted the further development of the economy and society from the breadth and depth, the social demand for skilled talents puts forward higher and diversified requirements. It follows that vocational education presents primary, secondary and higher levels of division and diversified cultivation modes.

(2)Productivity

Vocational education always serves the demands of economic production, trains talents who enterprise needed with modern production skills and related theories and applies the latest technologies and methods directly to the first-line production, so as to improve production efficiency and promote economic development. For example, when the telegraph came out, both the mechanical factory and the trading company both need deliver to carry out all kinds of business to facilitate the operation of the enterprise. After the emergence of generators, enterprises urgently need special personnel to install, maintain and service the power system and improve production efficiency. Since the second revolution of science and technology, the labor experience directly accumulated in production can't satisfy the actual needs at all, and economic production is more and more dependent on the application and improvement of science and technology, which requires a large number of skilled talents. Vocational education is generated by meeting the needs of front-line production talents. Training skilled talents who can directly apply new technologies and new methods to front-line production is the basic strength and key strength to improve production efficiency.

(3)Professional

From the beginning, vocational education embodies of taking career as the guiding and taking the professional ability as teaching content. First of all, vocational education is an education to adapt to the profession. It is because of the development of economy that new career requirements have been produced in the production and operation of the frontline: Not only grasping the production skills, but also be familiar with the professional theory, and having good professional quality. Vocational education is to meet this new professional requirement, and its educational model and teaching content are also the ability to comply with the professional work. Second, the purpose of vocational education personnel training is to make the educatees have the comprehensive professional ability for produce and be able to engage in relevant professional work directly. These works are not a simple assembly line operation, but a high level of technical personnel; at the same time, the students trained in vocational education also have self-adjustment (such as peer transfer, to adapt to the new technology changes in this position) in the future work life and self-occupation development (the ability to continue learning development).

(4)People's livelihood

Vocational education is closely related to employment. Its immediate purpose is to train educatees to master the professional ability needed for vocational work, so as to achieve employment and development. On the one hand, the development of the economy and the improvement of productivity require a number of highly skilled personnel in the production of enterprises. On the other hand, young people who prefer to practice must master production technology to get a better job. Vocational education meets these two demands comprehensively. It connects the educatees and the business talents and trains the educator's professional ability so that they can be competent for the professional work and can effectively improve the production efficiency. It is precisely because of this, that vocational education has solved a large number of adolescent employment problems which are biased by practice and technology and has been strongly supported by the governments of various countries.

3.2 The essence of vocational education

The essence of vocational education is determined by the root of the vocational education and the fundamental factors that control its development. It is the law of the law, so it can be summed up from the above rules.

(1)The essence of Vocational Education

Through the comprehensive analysis of the course of the development of vocational education and the law of its development, it can be founded that vocational education is the comprehensive of the demand of the enterprise and the employment needs of the, as
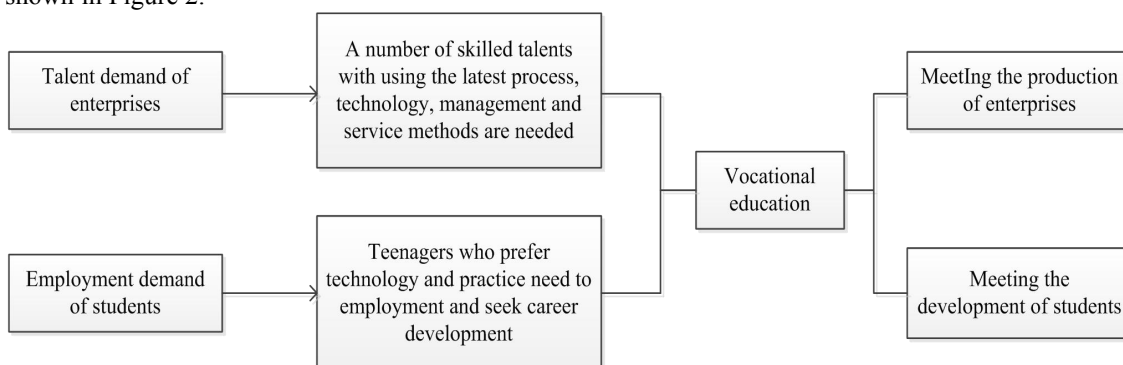
shown in Figure 2.

Figure.2 The essence of Vocational Education

As shown in the picture, the essence of vocational education is: according to the economic and social demand for skilled talents and work requirements, in view of the characteristics of the students' preference for technology and the emphasis on the practice group, to develop the comprehensive professional competence required by an educatees for a job, so as to solve the enterprise's demand for skilled talents, at the same time, it can solve the employment survival and career development of the educatees.

(2)Talent specifications of Vocational Education

In essence, staff who directly engaged in production and service, from the most basic operators such as blacksmith, restaurant waiter, to a higher level of production management such as workshop supervisor, restaurant supervisor etc., from the production of a product such as a packer to a technical engineer to solve practical problems, such as a machine tool overhauled, from the production of a product, such as baker to the marketing salesman of the service. The basic feature is to make use of the existing science and technology and methods to produce high quality products or services efficiently, and to improve the

operation and self-development. This is an application of professional ability based on production and service technology, that is, skilled talents. And higher vocational education trains high skilled personnel. It refers to those who are proficient in specialized knowledge and technology in the field of production and services, and have excellent operation skills, and can solve key technique and the difficulty of technique in the work practice. After 2012, in the background of improving the ability of independent innovation of enterprise and building an innovative country, China has vigorously advocated the rapid development of high skilled personnel, which is regarded as a strategic measure to enhance the core competitiveness of the country.

4.   VOCATIONAL   ABILITY-ORIENTED TEACHING

4.1 Vocational ability-oriented

(1)Vocational ability

Vocational ability refers to the comprehensive vocational ability required for a particular job, including skills, theories and professional qualities. This is shown in Table 2 below.

Table.2 the composition of comprehensive vocational ability

Capacity project	Content	Give an example	Remarks
Skill	The operational ability of a professional post refers to the operational ability engage in a professional job, that is, to accomplish a task in a job.	Such as welded steel pipe, assembling mechanical and electrical equipment, organize staff to arrange powerhouse circuit system; promote products, organize staff to carry out promotion; fill in accounting vouchers, analysis of invalid cost etc.	As a higher vocational education, it is not only a simple operation, but can solve the business problems, and it has the ability to supervise, plan and organize.
Theory	It surrounds the professional knowledge, principles and methods needed for professional skills.	Welding technology and methods and precautions; Organizational methods, management measures, etc. Marketing methods and means; The concept, type, filling method and binding method of accounting voucher.	Knowledge centers on skills and forms a theoretical system.
Accomplishment	Professional quality: Professional work should follow moral and moral norms, as well as some	They should conscientiously maintain the company's image, respect colleagues, working hard, and so on. The accountant needs	It is mainly the requirements of the humanities, and it is also becoming more and

	good habits needed in this profession, including morality, etiquette, and thought.	to write clearly, the hobby is neat, and the circuit arrangement is careful and so on.	more prominent in the professional work. For example, "5S management" in the field management, employees should have a clean and tidy habit.
	General ability ： The workers who have received formal education must have the basic ability and the ability to develop.	Planning learning ability, communication ability, coordination ability, logical thinking ability, information processing ability, analysis and innovation ability, digital application ability, and foreign language application ability.	There is more and more modern professional work, more and more cooperation between departments and companies, and the transformation of people's work is common. It is necessary to master some general basic professional abilities.

As shown in the above table, comprehensive vocational ability is not just operation skills, but a comprehensive system of "theory + skills + literacy", which is the comprehensive ability needed for special occupation work.

(2)Vocational ability-oriented

The occupation refers to the vocational education originates from the economic production, and the teaching is derived from the job requirements of the job. The students who trained are finally going to the job, and they are required to be qualified for the job. Through training skilled talents, vocational education has promoted the improvement of enterprise production efficiency and promoted the development of economy. Ability means that the cultivation of vocational education is the comprehensive professional ability derived from the requirements of the frontline economic production. That is, production technology, theoretical knowledge and professional accomplishment (including self-planning and development ability) and so on. The purpose of students' learning is to grasp a comprehensive professional ability.

In combination, vocational ability orientation refers to making professional education become such a system: It originates from the requirements of the enterprise, focuses on the requirements of vocational work, and develops the comprehensive vocational ability of the students, meet the needs of the employment survival and career development of the young people and meet the needs of the enterprise's production and operation. Therefore, the orientation of professional ability is different from the traditional employment orientation and career orientation which considering only from the one side of the citizen; and also different from the work oriented which emphasis only on the enterprise requirements, it is also different from the simple ability orientation which considering only from the perspective of teaching.

4.2 Vocational ability-oriented teaching

(1)The connotation of vocational ability-oriented Teaching

Around the students' employment and development and the demand of enterprise for talents to analyze vocational ability demand and cultivate the comprehensive vocational ability of the job demand of educatees. The specific statements are as follows:

One center: taking student as the center;

Two main principles: taking career as the oriented, and ability as a goal;

Three methods: taking project as the carrier, task as the drive, and training as a method

Main ways: integration of production and education, school-enterprise cooperation

(2)Taking student as the center

Around the training of students' vocational ability to organize teaching, which includes the meaning of the following three aspects: The first is to take the students as the starting point. The teaching ideas of student centered need to be built, and the first step of teaching is to analyze the basic situation of the students and the actual needs of the work. Then it is a detailed understanding of the students' employment direction, the level of cognition, and the composition of the class, so as to ensure that the whole teaching meets the actual situation and requirements of the students. The second is to take the students as the main body. Students are the starring players in the classroom teaching and the teachers are the instructors, and by setting specific tasks, teachers guide students to accomplish their tasks by independent thinking, independent practice and mutual cooperation, so they can master the comprehensive vocational ability. The third is to take the students as the standard. The design of teaching should take cultivating students' vocational ability as the principle. For example, what to teach and how to teach should be based on the actual needs of the students. The effect of teaching should take student evaluation as the standard, and for example, the

evaluation of the class quality should be evaluated according to the students' learning effect.

(3)Taking career as the oriented

In the teaching organization, it is necessary to start from the employment direction and post of different students and analyze their vocational activities, so as to cultivate the students' vocational ability, which is divided into three steps: The first is to make a career analysis. Putting aside the teaching materials to analyze the employment direction and post of students in this major need what kind of ability, rather than reading the teaching materials, and summarize what knowledge need to be taught in this course. The second is to choose vocational activities. For employment and economic characteristics, a typical work tasks that conform to the actual situation of the students is chosen, that is, the things need to be done in the work as the material of ability induction and training tasks. The third is to sum up the goal of vocational ability. Through the analysis on the vocational requirements and specific tasks of the actual work position, the requirements of the ability are summed up. For example, a daily job that needs to be done by financial and accounting posts of the accounting major is to fill in accounting vouchers, and a corresponding ability goal is summed up: the students can fill in accounting vouchers and find out the mistakes of the existing accounting vouchers and correct them.

(4)Taking ability as a goal

Teaching should be to cultivate the students' vocational ability, so that they can complete the daily work of higher level positions. Ability is divided into three levels: core ability, industry ability and general ability. Core ability refers to the ability need to be mastered around the work of employment post, such as making an accounting report of accounting profession, drawing parts drawing of mold profession and so on. Industry ability refers to the common ability in the professional field and career field, which is mainly related to the transfer positions in this industry, such as the common ability of the accounting profession in the financial industry. General ability refers to the ability to be possessed by a professional worker, which must be mastered by all professionals, such as numerical analysis, autonomous learning, career development, professional ethics and so on.

(5)Taking project as the carrier

In the traditional teaching mode, it is mainly to cultivate the students' theoretical knowledge. Therefore, a course is taught with a teaching material as a carrier, and one lesson takes a certain section of knowledge as the carrier. But under the vocational ability-oriented teaching mode, the training of comprehensive vocational ability needs closing to the actual work tasks or cases and puts it as a carrier to implement teaching and training ability. For example, the teaching of the course of "computer application

practice" in the accounting profession, in order to make a financial report as the carrier, it trains students' a computer capability target that needs to be mastered, including search data, downloading, typing, editing, drawing, making tables, typesetting, making PPT reporting materials, linking printer and printing reports. So "making a financial report" is called the project, because it is the carrier of the whole teaching of a course, it is called a comprehensive project. Similarly, in order to enable students to master the ability of text editing, they can set up a task of editing an accounting brief with a simple form, which as the carrier to train. Therefore, "editing an accounting brief is called a project, because it trains a single project, so it is called a single project.

(6)Taking task as the drive

The knowledge point can be grasped by explanation and recitation. But the professional ability of operation, theory and accomplishment must be mastered by the task of working closely with the actual work. Therefore, the task that needs students to think and operate actively is the best way to cultivate professional ability. If a project is a script, the task is a specific performance of a project. A project can be one or more tasks, such as a single project of "word document editing", which can be the two tasks of editing a font and editing a paragraph. Sometimes, a comprehensive task can also be used as a project, such as the "word document editing" project, which itself is a task. The project is carried out with the task as the main content and means. For example, "the computer mechanical drawing" of mechanical engineering, one of the tasks is to use computer graphics software to make a mechanical map of the shell of a mobile phone, the main body of the whole project is the setting and implementation of this task. Through this task, the students' relevant abilities are trained. They have mastered the ability to use computer graphics and have mastered the relevant knowledge. Of course, a project can also contain several tasks, such as the "word document editing" project in a computer course. In order to cultivate students' ability to edit a paragraph, we can set several tasks from shallow to deep. The beginning is a simple text paste and copy and the changes of fonts and paragraphs, and then the processing of wordart.

(7)Taking training as a method

Take training as a method emphasizes the students actively to do rather than listening lesson in traditional, it is not just thinking about learning, but to do real work tasks. Popularly speaking, it means to summarize one's steps by doing one thing, and does the same thing again and again, so that we can finish our job in the future work. This is the task in front of the project, and active to do is training.

The task must come from the actual work. The tasks set up in each project can't be derived from nothing. It must be based on the results of the career analysis, to choose a specific task or fit in with actual work.

For example, the "word document editor" in the computer course of the accounting profession, whose task is to "edit an accounting statement", is given a real accounting statement, even if the conditions are not allowed, we can try to meet the actual requirements as far as possible.

(8)Integration of production and education and school-enterprise cooperation

The essence of vocational education and the practical needs require that vocational education be "starting from the enterprise and going to the enterprise". China is implementing the "integration of production and education, cooperation of school and enterprise ", which requires realizing the following basic requirements: The first is to obey the demand of enterprises for highly skilled personnel. First of all, teaching is necessary to make clear what the requirements for the specific work of the professional students and what kind of skills, theory and literacy should be mastered. The second is to make full use of enterprise resources. At least, in areas where lacking modern enterprise enterprises are not concentrated, enterprises are less motivated to participate in talent training, there is also a lack of demand for high skilled personnel. The existing talents of enterprises, even those leaderships with long-term management experience, are not competent for teaching a course. They can only provide temporary and short-term training for lectures and on-site commentary. But teaching should make use of the existing resources of the enterprise to cultivate the students' professional ability. For example, by organizing the students to visit the equipment of enterprise, the short-term practice training, it can also use the working environment and specific work of the enterprise as the teaching material. And the cooperation between school and enterprise can break through regional restrictions and cooperate with enterprises in developed areas. The third is to give full play to the social function to carry out teaching and research. Such as through social investigation, enterprise research, school enterprise discussion and other measures to improve the talent training program, collect teaching materials, and write new teaching materials and so on. It is also necessary to encourage teachers to learn from enterprises, encourage teachers and enterprises to carry out horizontal research, solve specific problems for enterprises, and at the same time improve teachers' practical ability.

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Survey of awareness and attitude about Human papillomavirus infection and vaccine among inpatients in Hengyang city

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Abstract: Objective In order to provide the basic reference for health education on HPV infection, HPV vaccine and cervical cancer prevention among inpatients, we investigated current status of awareness and attitude about human papillomavirus (HPV) infection and HPV vaccine among inpatients in Hengyang city. Methods A total of 200 inpatients, who were from two third-level grade-A hospital in Hengyang city, were questioned with 'Questionnaires of awareness and attitude about human papillomavirus (HPV) infection and vaccine. Epi-data and SPSS 18.0 were used to analyze the data of 192 effective copies. Results Among 192 inpatients, there were 94 males and 98 females. The patients who had heard of HPV, HPV vaccine, genital warts and cervical cancer were respectively 48(25%), 15(7.8%), 94(49%)and 160(83.3%).Among 48 patients who had heard of HPV, there were respectively 26(54.2%), 20(41.7%) and 16(33.3%) patients who could correctly answer the relation between HPV and acquisition gender, genital warts and cervical cancer; there were 13 patients who knew HPV vaccine preventing against genital warts (27.1%) and 14 patients (29.2%) who knew HPV vaccine preventing against cervical cancer. Ninety-four patients (49%) were took an active part in learning the prevention method of HPV infection. Among101 patients (52.6%) who were willing to inoculate HPV vaccine, 72 patients (71.29%) were willing to inoculate it as a volunteer; 29 patients (28.71%) didn't think the vaccine's cost, however. Neither the patients' age nor gender nor family income was related to their awareness of HPV infection and HPV   vaccine or the acceptance of HPV vaccine. Conclusion The awareness or knowledge of HPV infection and HPV vaccine among patients who were from the two third-level grade-A hospital in Hengyang city was at a low level. It's necessary to strengthen the health education of HPV infection and vaccine for the inpatients in Hengyang city.
Keywords: Human   papillomavirus;   Vaccine; Awareness; Attitude

1. BACKGROUND

Human papillomavirus （ HPV ） is one of papillomavirus family and a double-stranded DNA virus. It has strong epithelium-like and highly species-specific characteristics. HPV is one of the most common human sexually transmitted infection (STI).To date, over 200 HPV types have been identified[1], more than 40 types can infect the genital tissue, and about 20 types are related to tumors. Cervical cancer is the second common female cancer in the world. About 530,000 new cases of cervical cancer were diagnosed every year in the world, about 270,000 patients died of it[2-3].In general, eighty-six percent of cervical cancers and 88% of all deaths caused by cervical cancer occurred within developing countries, ages of women died of cervical cancer became younger[4-5]. Gardasil® and Cervarix® vaccine were responsible for about 70% cervical cancer. At present, there was not HPV vaccine prepared independently in China.It's meaningful for developing HPV vaccine and reducing the prevalence of cervical cancer in China. However, people's awareness about HPV infection, HPV vaccine and knowledge of cervical cancer were at a low level [6-8]. In this report, we investigated the factors of awareness and attitude of HPV infection and HPV vaccine among inpatients at the two third-level grade-A hospital in Hengyang city.

2. MATERIALS AND METHODS

2.1 Participants

A total of 200 inpatients, who were from the two third-level grade-A hospital in Hengyang City of Hunan Province in China were asked to finish'questionnaires of awareness and attitude about human papillomavirus (HPV) infection and vaccine'by random sample method. The hospitals were respectively the affiliated Nanhua hospital, University of South China, Hunan Hengyang, China and the central hospital of Hengyang city. The patients' age range was from 15 to 70. They hadn't been trained for HPV or HPV-associated diseases. They had no barriers to understand, communicate, hear and speak, and they agreed to finish the questionnaires themselves. The questionnaires missing values that was more than 5% or chose for all the same answer were excluded.

2.2 Methods

Based on our previous paper[9], we constructed the questionnaire about awareness and knowledge of human papillomavirus infection and vaccine among inpatient. It included four parts, they were respectively general demographic characteristics (age, gender, profession, education degree and economic situation, etc), HPV infection and HPV-related

knowledge (acquisition mode, acquisition sex, risk factors, etc), attitude to HPV infection and vaccine(inoculation of vaccine, initial activity, etc),behavior to HPV infection(behavior, willingness, etc). In order to ensure the results were true and reliable, all questionnaires were given out and then collected on site and were filled out anonymously by the patients in the ward. Ethics approval was obtained via Ethics Committees of the two third-level grade-A hospital in Hengyang city.

2.3 Statistical analysis

All statistical analysis was performed using statistical package for social sciences (SPSS) software version 18.0 and Epi-data. Chi square test was used to assess the significance of the responses and a P value being less than 0.05 was considered as a statistical significance.

3. RESULTS

Among 200 questionnaires finished by the patients, 192 questionnaires were effective, including 94males (49%) and 98 females (51%).

As shown in table 1, among 192 patients, there were respectively 48(25%), 15(7.8%), 94(49%) and 160(83.3%) patients who had heard of HPV, HPV vaccine, genital warts and cervical cancer. The patients had heard of HPV by internet (10.9%), newspaper and magazines (10.9%), medical personnel (9.4%), radio and television (5.7%), public health propaganda (3.1%), relatives or friends (1.0%), other ways (2.1%). The female patients (92.9%) who had heard of cervical cancer were more than the male patients (73.4%), the difference was statistically significant(P<0.05).And higher the family income of the patient was, more awareness about HPV infection, HPV vaccine and genital warts was, the difference was statistically significant (P<0.05).

Table1 Effect of gender and family income on 192 patients' awareness of HPV infection [(n，%),(yuan/month)]

Contents		Awareness			
		HPV	Genitalwarts	Cervical cancer	HPV vaccine
	n	48	94	160	15
Gender					
Male	94	18(9.4)	45(23.4)	69(36.0)	6(3.1)
Female	98	30(15.6)	49(25.5)	91(47.4)	9(4.7)
X^2		4.154	1.709	13.441	2.236
P		0.125	0.426	0.001*	0.327
Economic situation					
≤3000yuan	95	15(7.8)	34(17.7)	76(39.6)	3(1.6)
3001-5000yuan	62	15(7.8)	37(19.3)	55(28.6)	5(2.6)
≥5001yuan	35	18(9.4)	23(12.0)	29(15.1)	7(3.6)
X^2		19.348	16.138	5.525	12.262
P		0.001*	0.003*	0.238	0.016*

* p value from X^2 test

As shown in table 2,among 48 patients who had heard of HPV, there were respectively 26(54.2%), 20(41.7%) and 16(33.3%) patients who could correctly answer the relation between HPV and acquisition gender, genital warts and cervical cancer; and there were 13 patients (27.1%) who knew HPV vaccine preventing against genital warts, and there were 14 patients (29.2%) who knew HPV vaccine preventing against cervical cancer

Table 2 Effect of gender on 48 patients' knowledge of HPV infection and vaccine (n, %)

contents		Males		Females		X^2	P
	n	18		30			
HPVinfection							
Acquisition with gender	26	10	20.8	16	33.3	3.795	0.434
Relation with genital warts	20	6	12.5	14	29.2	5.140	0.077
Relation with cervical cancer	16	4	8.3	12	25.0	4.967	0.083
HPV vaccine							
Preventing genital warts	13	6	12.5	7	14.6	0.975	0.614
Preventing cervical cancer	14	5	10.4	9	18.8	0.202	0.762

* p value from X^2 test

As shown in table 3, among 192 patients, 94 patients (49%) were took an active part in learning the prevention of HPV infection, 86 patients (44.8%)were willing understand more knowledge of HPV vaccine; the female patients were more positive than the male patients, the difference was statistically significant (P<0.05). One hundred and one patients (52.6%) were willing to be inoculated actively with

HPV vaccine; the female patients were more than the male patients, the difference was statistically significant (P<0.05).Among 101 patients who were acceptance of HPV vaccine, 72 patients (71.29%)wanted to be inoculated with it as a volunteer, the female patients were more than the male patients, the difference was statistically significant (P<0.05); 29 patients (28.71%)didn't think

the vaccine's cost. Fifty-one male patients (54.3%) agreed their wives or girl-friends inoculated with HPV vaccine and thirty-sixfemale patients (36.7%) agreed their husbands or boy-friends inoculated with HPV vaccine.Patients' willingness for their daughters or sons to be inoculated with HPV vaccine were

respectively 95(49.5%) or 52(27.1%).Among 192 patients, the patients whose age was less than 40-years-old(46, 66.7%) were more positive to understand knowledge of HPV vaccine than those whose age was more than 40-years-old (40, 32.5%), the difference was statistically significant (P<0.05).

Table 3 Effect of gender on 192 patients' willingness for HPV vaccine (n, %)

	n	94		98			
Willingness of understand	86	32	16.7	54	28.1	8.691	0.013*
Willingness of acceptance as a volunteer	72	17	8.9	55	28.6	30.693	0.000*
Willingness of active acceptance	92	23	12.0	69	36.0	41.254	0.000*
Willingness of daughter inoculated	95	41	21.4	54	28.1	4.938	0.085
Willingness of soninoculated	52	21	10.9	31	16.1	4.849	0.089

* p value from X^2 test

As shown in table 4, higher the family income of the patient was, more knowledge of relation between HPV and genital warts or cervical cancer was, more

knowledge of HPV vaccine preventing against genital warts and cervical cancer was, the difference was statistically significant (P<0.05).

Table4 Effect of family income on 48 patients' knowledge for HPV infection and vaccine [(n，%),(yuan/month)]

contents	<3000 yuan	3000-5000 yuan	>5000 yuan	X^2	P
	n 17	20	11		
HPVinfection					
Acquisition with gender	26 10(20.8)	8(16.7)	8(16.7)	3.412	0.491
Relation with genital warts	20 4(8.3)	5(10.4)	11(22.9)	20.049	0.000*
Relation with cervical cancer	16 4(8.3)	4(8.3)	8(16.7)	12.209	0.016*
HPV vaccine					
Prevent against genital warts	13 3(6.3)	3(6.3)	7(14.6)	16.581	0.002*
Prevent against cervical cancer	14 3(6.3)	4(8.3)	7(14.6)	14.328	0.006*

* p value from X^2 test

4. DISCUSSION

Cervical cancer is closely associated with HPV infection, which plays a critical role in the occurrence and development of cervical cancer [10-13]. Up to now, cervical cancer is only a cancer with clear and preventable cause. The prevalence of detecting HPV genotypes among cervical cancer patients was more than 99.7% in human cervical cancer tissue. The most important preventive ways against cervical cancer involving HPV vaccine and screening of pre-cancer. The preventive ways include primary prevention and secondary prevention. The secondary prevention plays a main role in detecting, diagnosing and treating cervical cancer earlier so that it will reduce the morbidity and mortality of cervical cancer. However, the people's knowledge about HPV, HPV vaccine and cervical cancer was poor whether there is HPV vaccine or not in their countries ［6-8］. Therefore, the most important prevention or control for cervical cancer was effective screening measures andHPV-associated publicity health education.

This report showed a very poor knowledge among inpatients at the two third-level grade-A hospital in Hengyang city. There were only 25% and 7.8% patients heard of HPV infection and HPV vaccine. There were 27.1% patients who knew HPV vaccine preventing against genital warts, and there were 29.2% patients who knew HPV vaccine preventing against cervical cancer. Their awareness was much

lower than that of the general population in abroad[14], and lower than that of reported results in China. The reasons inducing this situation might be the low coverage range of health education at hospitals and the patients who didn't focus on the knowledge of genital warts andcervical cancer. The awareness of genital warts and cervical cancer was higher than that of HPV infection among patients, it indicate that patients didn't know the genital warts and cervical cancer were caused by HPV infection; so the related knowledge of cervical cancer plays an important role in screening and preventing cervical cancer, which idea was consistent with the others' report[15]. The patients who were less than 40-years-old(66.7%)were more willing to understand HPV infection and HPV vaccine thanthose who were more than 40-years-old (32.5%). The patients who were less than 40-years-oldwere more convenient to obtain health information when they were in an active period of sexual behavior,they pay more attention to their health and health knowledge. What's more, the prevalence of cervical cancer was discovered in a younger tendency in the world. In this report, it's obvious that the female patients were more positive to understand knowledge of HPV infection and HPV vaccine. Meanwhile, the female patients were more positive to be inoculated with HPV vaccine or as a volunteer. The results showed that female patients were more concerned about health or health

knowledge. It suggest that improving the knowledge of HPV infection and HPV vaccine for special patients be recommendable.

Family income of the patients was an important obstacle factor that stopped them from being inoculated with HPV vaccine. Because of different family income of patients with different chance to receive or share health information, it led to their different awareness about HPV infection and HPV vaccine. Higher the family income of patients was, more awareness and knowledge of HPV infection, HPV vaccine of the patients was. The patients who were willing to understand HPV vaccine and being inoculated with HPV vaccinewere about 50%. However, there were only29patients who were willing to be inoculated with HPV vaccine when the vaccine price being considered. It indicated that vaccine price be one of the factors influencing their willingness on being inoculated with HPV vaccine. Therefore, in order to reduce the prevalence of cervical cancer, it's necessary to achieve better screening and treatment of cervical cancer as well as bear the HPV vaccine cost, especially the patients who have low income. In the future, the government and bio-pharmaceutical companies have definitive impact on the use of HPV vaccine in China.

In short, awareness and knowledge about HPV infection and HPV vaccine of inpatients were at a low level, especially in the male patients and low-income patients in Hengyang city. So, the healthcare worker should focus on the diagnosis and treatment of cervical cancer and provide information and public education for HPV infection. It's necessary to strengthen health knowledge of HPV infection, HPV vaccine and cervical cancer, and to improve awareness and knowledge about HPV infectionand HPV vaccine for the inpatients. It would lay a good foundation for the promotion of HPV vaccine in China.

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A Brief Discussion on the Guide of Tourists' Ecological Consumption Behavior

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Abstracts: This paper holds that the eco-consumption behavior of tourists should be guided from the following aspects: from the angle of advertising to make norms of the consumption behavior of tourists, through the external propaganda education and the internal experience education, the tourists reflect on their own consumption behavior and set up correct ecological consumption concept so as to make a change, from the production aspect restricts enhances the tourist supply quality.
Keywords: Ecotourism, Ecological consumption, Supply quality

1. INTRODUCTION

With the acceleration of urbanization and the increase of people's living pressure, tourism has become an important means to relieve the pressure and release self, but in the course of tourism, the consumption behavior of tourists will have direct or indirect influence on the natural ecological environment, in which the resource depletion, environmental pollution and ecological destruction can not only occur, may also have the corresponding negative influence to the tourist and the local inhabitant and so on related interest group, in order to influence the sustainable development of tourist destinations, the tourism resources and ecological environment of our country will be seriously destroyed, and then have serious negative consequences to the development of human beings, which is unfavorable to economic growth and social stability and harmony. The relationship between ecotourism consumption and tourism sustainable development shows that we must advocate and promote eco-tourism consumption in order to realize the sustainable development of tourism. Therefore, the guiding means of tourists' consuming behavior becomes very important, and how to guide their correct ecological consumption behavior becomes one of the essential prerequisites to ensure the sustainable development of tourist destinations. Firstly, this paper combs the literature of ecological tourism and ecological consumption, sums up the concepts of the former scholars and puts forward their own understanding, then analyzes the causes of the phenomenon of the non ecological consumption of tourists, and finally puts forward three kinds of measures to guide the tourists to carry out ecological consumption and promote the sustainable development of tourism.

2. LITERATURE REVIEW

2.1 Ecotourism

The thought of ecotourism was first put forward by Hetzer, he thought that the tourism behavior of pursuing maximum benefit and tourism satisfaction under the minimum impact of tourism destination and environment, although the term of ecotourism was not formally put forward, it already possessed the idea of ecotourism. It criticizes the predatory exploitation of tourist destinations and the unreasonable consumption behavior of tourists; H. Ceballos Lascurain first put forward the concept of "eco-tourism", pointing out that not only the travel of all ornamental natural scenery, but also these natural scenery should not be destroyed; Lu Yunting thinks ecotourism is a tourism activity guided by ecology and based on natural resources, It can not only promote social and economic development but also promote environmental protection; Ding Pei thinks that ecotourism takes nature as the stage and is guided by ecological thought, which can not only be a healthy tourism system for tourists ' physical and mental health but also enhance their love for nature protection and environmental consciousness. Generally speaking, ecotourism is a kind of tourism which is different from the popular traditional tourism, and it is a kind of tourism behavior and way that tourists carry out under the premise of protecting environment and natural ecology.

2.2 Ecological consumption

The concept of "ecological consumption" was first proposed by domestic scholars Huang Zhibi and Zhao Dingtao (1994). 2007 "17" Clearly put forward "the construction of ecological civilization, the basic formation of energy conservation and protection of the ecological environment of industrial structure, growth patterns, consumption patterns" and the formation of documents. After the study of ecological consumption gradually increased, domestic scholars put forward that the concept is more influenced by ecological Marxism and ecological ethics, so "ecological consumption" especially emphasizes that human consumption behavior should be conducive to the protection of ecological environment. The higher rate of reference in domestic academia is the definition of Churota, he pointed out that: ecological consumption is a green or ecological consumption pattern, which is not only a kind of consumption behavior which accords with the development level

of material production, but also accords with the development level of ecological production, satisfies the consumption demand of people and does not cause harm to ecological environment. This definition expresses a systematic view of the human and ecological environment in a system, and the human consumption into the ecosystem, the acceptance of the ecological system of human consumption constraints, so that it and the ecosystem harmonization. Since then, many scholars have extended and explained this concept to make the definition of ecological consumption more detailed.

Use to travel, ecological consumption environment has changed, its environment from daily life into a tourist destination or tourist attractions and surrounding environment, but its essence is still emphasizing the harmony between man and nature, to maintain the sustainable development of tourism destinations.

3 REASONS FOR NON-ECOLOGICAL BEHAVIOR OF TOURISM

3.1 The weakness of ecological tourism consumption awareness

Ecological consumption in developed countries has become a fashion and trend, according to statistics, in Sweden, 85% of consumers are willing to pay a higher price for environmental cleanliness, in Canada, 80% of consumers would rather pay 10% of the price to buy environmentally friendly products, in Japan, 37% of consumers only pick and buy environmental labeling products. But in China, the consumer's awareness of ecological consumption is still very low, including the ecological tourism consumption of the whole ecological consumption market demand scale is still very small, and even has not formed a stable and sufficient customer groups. Some survey data show that the product has no green mark on their own purchase no impact or less impact of the smaller consumers accounted for more than 86.7% of the national population, and that the impact of the larger only accounted for 13. 3%. This data shows that our national ecological awareness is still relatively weak.

3.2 The supply of ecotourism consumer goods

The supply of eco-tourism consumer goods is the decisive factor in the development of ecotourism consumption, because production determines consumption, and the production and circulation of products are the basis and precondition for the realization of consumption. Although China has built a large number of eco-tourism areas, there are also a number of "green" restaurants, but overall, from food, housing, travel, tourism, shopping, entertainment and other tourist consumption links, China's eco-tourism consumer goods supply is still in a shortage and unreasonable structure. In the existing eco-tourism products, there are many actually did not meet the eco-tourism consumption of the relevant standards, they have become the operator to raise prices, disguised as a way to blackmail tourism consumers

tools and means, which also to a certain extent, to damage the tourism consumer's trust and demand for ecotourism.

4 THE GUIDANCE OF ECOLOGICAL CONSUMPTION BEHAVIOR

4.1 Advertising campaigns

The advertisement effect affects the tourists ' behavior consciousness in certain aspect, not only in the scenic spot, in the daily life advertisement propaganda is also essential, because the ecological idea is not able to form in a day, but accumulates gradually in the accumulation under the accumulated influence, therefore the advertisement effect in the daily life is also very important. Applied to specific measures, can be in the passenger waiting area of the subway station to hang the image of ecological scenic spots or exhibition-related film images, so that the ecological concept of the people, also at the bus stop and bus can also print related images or text; In the television can add a tourist attraction of the public service ads, So that the ecological nature of the scenic spots as a sign that tourists cannot bear to destroy.

4.2 Ecological education of tourism

Society has reasonable social standards and norms to guide tourist consumption, no one can not be separated from social groups, guide the sustainable consumption of tourists, is based on the strategic goal of sustainable development, according to the requirements of sustainable tourism consumption patterns, to carry out a conscious, planning adjustment. The Government, tourism business enterprises and individual tourism consumers all have the responsibility and obligation to accept the eco-tourism consumption education and promote the concept of eco-tourism consumption. The government can achieve the goal of educating tourists by promoting ecotourism and environmental protection, the tourism enterprises should strengthen the staff ecological civilization education, direct the positive information to the tourists, and guide the tourists to moderate consumption and green consumption through the relevant media; The tourists consciously improve their tourism consumption consciousness Using deep ecological knowledge to adjust its tourism consumption behavior. In general, through external publicity and education and internal experience education, tourists should establish correct ecological consumption concept and make changes, so that consumers can take the initiative to learn relevant knowledge about ecological consumption and its products, understand the connotation of ecotourism correctly, It is realized that ecological consumption is not only conducive to the improvement of people's living standard, but also conducive to the protection of ecological environment and natural resources, so that people in the process of tourism consumption and local environmental resources to coordinate. Only by making the concept of green consumption deeply

rooted, people will consciously carry out ecological consumption.

4.3 The quality of supply guidance

First, reduce the cost of ecological civilization behavior, including two aspects of reducing economic and non-financial costs, reducing economic costs that is to carry out eco-civilized behavior of tourists to give rewards, such as the consumption of discount, gifts and so on, which is shy of the low age and thrift of the high age is particularly applicable. Reduce the cost of the economy is to reduce the supply of disposable products, to provide alternative options for tourists, such as free clean, reusable products, such as slippers, toiletries and so on, low-cost rental related equipment and equipment such as tents, umbrellas, rechargeable treasure and so on. Second, optimize the supply structure of tourism products. Reduce the pressure of products on resources and environment, such as the elimination of wildlife dishes, excessive packaging of goods, environmental pollution of goods, and actively develop low energy consumption, low pollution of entertainment projects, to provide cheap, functional and diverse environmental protection shopping bags, in the production of tourism products, the use of low energy consumption, clean materials for production, Decontamination of sewage and so on. Reduce the infrastructure construction in the scenic area, implement the district living, to promote the use of clean energy in the scenic area, to minimize the use of energy such as coal, to promote resource-conserving tourism, to encourage tourists to reduce the consumption of meat and fish food, to eat green organic food, to encourage tourists to abandon their own cars to public buses, Promote thrift and resist extravagance and waste. At the same time, we should strengthen the environmental monitoring of tourist attractions, set up eco-tourism to environmental impact assessment system and build an early warning system to avoid ecological environment harm and so on to guide tourists ' ecological consumption.

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The Effectiveness of Teaching College Students English Writing Skills by Using CALL

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Abstract: The teaching of English writing under CALL (Computer Assisted Language Learning) is a new type of teaching mode with the emergence of multimedia network education technology. It can adapt to the psychological characteristics of students, to stimulate students' writing ideas, to develop students' enthusiasm. This paper discusses the advantages and application of CALL in college English writing teaching, and introduces it into the teaching part of writing course, which aims to promote the reform and innovation of English writing teaching.
Keywords: CALL; writing skills; teaching mode; college students

1. BACKGROUND

English writing is an important skill in the practice and application of English comprehensive ability. For English majors, writing is the most difficult ability to develop in the five abilities of listening, speaking, reading, writing and translating. White and Arndt (1991) describe the writing process, writing is a complex cognitive process that requires prolonged intellectual abstraction.

Teachers and students put a lot of energy and time, but the effect is not, students in the examination are still poor performance. The reason is that mother tongue writing ability, English input and quality and other factors have a great impact on students. "Early computer applied in the multi-disciplinary teaching exploration, CALL gradually developed, with its application is more and more widely in language learning and knowledge expansion, CALL become a major research field" (Levy, 1997) . And Fischer (2004) pointed out that the comprehensive stage, computer as a tutor in the role of performance, it provides countless websites, from which learners can acquire a lot of language skills practice, can read a large number of real language materials; As a tool, the computer provides a new mode of communication -- (computer- mediated communication, CMC), including email, BBS, electronic chat room, audio video conferencing, etc. Weblogs, or blogs for this category, and there are many examples in modern CALL (Fellner&Apple, 2006; Ducate&Lomicka, 2008).

This new teaching model is based on the interaction between computers and students. For the foreign language teaching provides a new methods and media. Technology provides learners with the target language interaction are more valuable in the course of opportunity (Chimbu&Tafazoli,2013). From the teaching point of view, the traditional teaching model pay more attention to teaching methods, ignoring the psychological process of students, students practice less chance to guide feedback, have become influencing factors.

2. LITERATURE REVIEW

The study of CALL began in the United States in the 1960s. With the development of computer technology, computers have been widely used in all fields of society. Computer aided language teaching also extends to the language teaching listening, speaking, reading, writing and other aspects.

2.1 Defining CALL

The recognition of CALL arose in the last 30 years and has been studied across multiple domains. Levy (1997) defines CALL as: "Computer search and learning in language teaching (the exploration and application of computers in language teaching). The development of computer technology makes CALL model teaching possible, and computer popularization has laid a solid foundation for CALL model teaching.

Computer network provides a richer social environment, reflection can thrive. The electronic environment creates an expanded background for stimulating reflexive "dialectical contact with the other" (Qualley, 2002). And the latest definition, CALL is the area of applied linguistics concerned with the use of computers for teaching and learning a second language (Brown, 2013).

Thus, we can say that the development of any stage of CALL is based on the development of technology and the development of science and technology. By many scholars to investigate the definition of research, through the research on the definition of research by many scholars at home and abroad, computer assisted language teaching can help teachers organize language teaching with students and computers as the center.

2.2 The CALL Relationship and SLA

CALL software designers study and principle from a variety of interdisciplinary sources. Despite the potential value of different points of view, the SLA

theory and research can be referenced to suggest CALL design and guide effectiveness research. Figure 2.1 shows the expectation relationship based on the CALL design based on the SLA and CALL estimation, based on the focus on these assumptions looking for evidence.

Figure2.1   Interdependence   of   Design   and Evaluation of CALL Learning Activities

Evaluate Learning Activity Based on Focused Observation
Design Learning Activity Based on Relevant Hypotheses about SLA

Historically, many applied linguists and teachers are reluctant to apply research to second language teaching. However, the recent Pica (1997) illustrates the complexities of the relationship between research and practice. She will classify SLA research based on its interface with teaching:

1) Some SLA research coexists with L2 teaching, but without any knowledge interface;

2) Other SLA studies work with L2 teaching when teachers and researchers work together in classroom and socio-political environments to achieve similar goals;

3) An SLA study, which is the most important for CALL design, is a supplement to the L2 instruction.

2.3 Previous Studies on Writing Skills by Using CALL in College

In CEW (College English writing) inspects the foreign to the CALL for research, despite the relatively new CALL research, but the results are encouraging. According to the process approach, feedback is an important part of the writing process. As a result of neglect in traditional teaching, our teachers should pay more attention the teaching strategy. Because these are related to the Chinese students are not familiar with many important skills. (Deterline,1962).

Warschauer and Kern (2000) were studied in this aspect, and concluded that CALL provides learners with more opportunities to participate in the teaching process, help them to better organize ideas, interesting change their prose. In addition, Giovanni and Nagaswami (2001) pointed out that the online peer review of the advantages of peer review face to face will make students based on the computer writing environment more relaxed and confident. In order to explore CAIL in English writing class team activities.

Through the network was obtained from the study of discourse structure and grammatical features found in a dictionary, students' ability in communication has made remarkable achievements. Leacock, Gammon and Brockett (2009) planning

and implementation of a web-based prototype tools - Microsoft research ESL assistance - help learners of English writing. ESL to help focus on non-native English writers in the United States often provide the type of error, is designed to help the writer in a more practical daily writing task in improving their English writing ability.

Warschauer (2010) pointed out that the new digital media has played an important influence in the writing teaching, the first is through the 1980 s era of cognition, word processing is highlighted for the revision tools, and then through the social cognitive era began in the 1990 s, computer mediation written communication is emphasized for social construction tools. In the past decade, with the emergence of a new generation of computer technology, such as blogs, automatic writing assessment, get the innovation on writing teaching method also. However, the spread of these new technologies itself will not have a positive impact, only appropriate to use these tools and thoughtful, students can improve our writing consciousness, meaningful social interaction, master the writing style, the development of writing ability.

In short, the most important function of Email is to realize non-instant communication on the internet. Ubiquitous technology has penetrated into language learning tasks. Therefore, we need to understand the impact of learners on the task of language selection in order to complete each tasks, and how communication styles may be mediated by the language (Gonzalez, Lloret, 2014).

College English writing Assisted by Computer (EWAC) is a CALL Program Adhered to Intensive Reading course, with autonomous learning and process writing approach as Construction theory. It gives students' ability to create the real writing environment, so as to promote their interest in learning, provide useful support for them, so they can get writing skills, and autonomous learning ability.

3. CONCLUSION

The teaching of English writing in CALL mode is lively and effective. It reduces the labor intensity of teachers and greatly improves their writing interest and enthusiasm. Today, with the acceleration of digital process, multimedia technology will be used more and more widely in English teaching, which puts forward higher requirements for teachers. We should not only have solid basic skills, understand advanced teaching methods, but also master modern multimedia technology skillfully, and integrate them in daily teaching practice. Technology can only be used as a teaching AIDS, and can not replace teachers completely. We are constantly learning new knowledge, new methods, and skills to adapt to the needs of modern teaching and meet the challenges of the future.

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IKEA marketing analysis

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Introduction:IKEA is one of the largest home furnishings retailer in the world. The founder of IKEA, Ingvar Kamprad established the first store in Älmhult in 1953, and now there are almost 400 stores in 48 countries within 60 years. Ingvar Kamprad had a dream that "to create a better everyday life for the majority of people." Also Ingvar formulated IKEA's mission to "offer a wide variety of home furnishings of good design and function at prices so low that the majority of people can afford to buy them." IKEA has clear target market on "young people of all ages". The furniture design is modern and light. It's strategic planning of purchasing is worldwide with limited service but alternatives offered. Because IKEA is one of the most successful company in the world, we are going to analyze the marketing of IKEA.

Discussion of questions

1. THE REASONS OF SUCCESS IN IKEA WITH A RELATIVELY STANDARDIZED PRODUCT AND PRODUCT LINE IN A BUSINESS WITH STRONG CULTURAL INFLUENCE

.IKEA has low cost leadership (but with quality) as they are giving the standardize product on a very low cost that is attracted towards customers.they propose an attractive design (modern and light). IKEA has limited manufacturing of its own but designs all of its furniture. Low price in constant(lower than the fully assembled ones).IKEA supply chain is better than their competitors as they economize more money. IKEA consumers have to become "prosumers"-half producer, half consumers-because most products have to be assembled. IKEA is more customer oriented as they create a comfortable environment for people to stay and enjoy. People can go there just to have some lunch or dinner, not necessary shopping for products (extra services : baby sitting and cafeterias).IKEA   wants to give you the best consumers experiences. They creates also opportunities for consumers to choose transport if they need delivery service .

The Promotion strategy is clear and distinctive focus   on the catalog who is printed in 47 editions in 24 different languages.The niche marketing is more focus on one   segments, like "young   people", clear promotion strategy and target audience.

Adaptations to this strategy in the North American market it can be successful. Some products that are originally from Europe do not match with the american tastes, for example, size and purpose of product. But after adaptation the product, consumers of american will like the products in IKEA.

2. THE FEATURES OF CUSTOMERS IN TARGET MARKET

IKEA has described its main target market as "young people of all ages", people who dare to try and prefer to experience new things with a young and bald heart of all ages. The universal features and characteristics showed by this group of people are young, highly educated, high-accepting, willing to change, liberal in their cultural values, white-collar workers, and not especially concerned with status symbols. While having a good knowledge of the personality traits of the target customers, it is easier to make use of them in the global and regional sales strategy.

The brand image of IKEA as fashion and good-designed appeals to "young people of all ages", who are open-minded and willing to catch up the global   trend   on   everything.   IKEA   provides furnishings in Scandinavian lifestyle, which is a brand new lifestyle for people from different countries. Therefore, the new lifestyle can be a good entering point for the global expansion strategy for IKEA's target customers who dare to try.

The   customers   who   are   high-educated   and white-collar workers have financial independence and appreciate to live in a modern and high-quality style. The products of IKEA are low-priced and high-quality, providing the customers with budgets a good choice to buy furnishings. Moreover, IKEA provides products in wide range for its customers, having more options to choose. As a result, the characteristics   of   customers   can   depict   the preferences of them and how they behave. With these information of customers' behaviors, the marketing strategy can be arranged and planned in a better and clearer direction.

3. THE ADAPTATION OF IKEA IN GLOBAL MARKETPLACE

It is not exact to say that IKEA can be successful everywhere it cares to establish itself because the company has to compromise and adapt its strategies and management systems to fit other countries they wish to expand to. The following paragraphs explain its situations.

The first case is adjusting some designs of the products to match local's taste in the United States. As mentioned in the case, there were many types of products such as kitchenware, furniture, and utensils that clash to American's taste and usage. Nevertheless, after adjustments were made, the sales rose up by

forty percent. Furthermore, the company has produced more products domestically. The result was like killing two birds with one stone. American do not like to wait. The products can be delivered to consumers in a shorter period of time and the company can cut the stock out as well.

The second case was about IKEA in Japan. In fact, IKEA launched its first franchise outlet in Japan in 1974 and withdrawled the business in 1986. IKEA Japan K.K. President and CEO, Tommy Kullberg gave an interview about the mistakes of IKEA in the past after returning to Japan again 20 years later, that size is the key (HASEGAWA, Yuki., 2006). The former CEO concluded that Japanese customers were not ready for do-it-yourself style that IKEA has as its concept. Moreover, there were some adjustments in the store, for example, the company took over 7,500 items out of 10,000 product list to modify to Japanese homes. IKEA also added a bistro that sells some 100 yen products, which is one of Japanese shop characteristics, such as hotdog and a represented Swedish food market for lingonberry jam, Daim chocolate, and fish roe.

In conclusion, IKEA has been striving to become the world's largest home furnishing retailer company. They had to give and take before they got to this point. Adaptation is a key to be successful in world business no matter where the company is.

Analysis

4PS (PRODUCT, PRICE, PLACE, PROMOTION)

1.Product

IKEA's value chain is unique in that customers are also suppliers and suppliers are also customers. The transactions between the supplier and IKEA and on to the customer have a value adding step in each stage. Product differentiation exists in the value-added dimension. IKEA's consumers are treated as 'prosumers' with most of its products requiring assembly after purchase. But although assistance in this aspect is limited, IKEA offers options for choosing, transporting and assembling furniture.

2.Price

IKEA's strategy is based on cost leadership. Across markets where it currently has a presence, products are sold at low prices. Low prices are a result of large-quantity purchasing, low-cost logistics, store location in suburban areas and a DIY approach to marketing. IKEA also benefits from economies of scale and healthy supplier-firm relationships. IKEA enters into long-term contracts, provides leased equipment and technical support in exchange for exclusive, low-cost manufacturing from suppliers. For new markets, IKEA should retain its price-image to maintain the brand's positioning.

3.Place

IKEA is present in 33 different countries according to the case study in 2010. The international expansion of Ikea starting first in Scandinavian country in 1963, West European in 1973, North American in 1976 and continue in Asian (Hong Kong) and United Arab Emirates.

The stores are most of the time located in suburban areas, at the limit of the city. This is a factor in the achievement of IKEA's low pricing. It can may appear as a disadvantage but ikea work with a car rental companies, so they can propose an extra services to their consumers who need a delivery services.

4.PROMOTION

IKEA's promotional efforts are mainly through its catalogs. IKEA has developed a prototype communications model that must be followed by all sores. It's advertising is attention-getting and provocative. Media choices vary by market.

PEST analysis

1.Political

According to PEST analysis, the political factor is significant factor because politically stability leads to economic stability and if there is an instability it can disrupt the whole outlook of business. It is very important to know the attitude of a government towards the brand and policies like taxation, tariffs and trade restrictions before a company to expand its root in another business environment or even in domestic environment. As we talk about IKEA, it has a very deep roots in its domestic market because the political environment in Sweden is stable and they promote the business development. IKEA had a great success in Sweden but as we look at the success rate outside their political stable environment they were pretty amazing like in Scandinavians nations they operated their business successfully in 1963 and west Europe in 1973 and in North American 1976, so they tasted the success even outside their comfort zone because they prefer to operate in stable environment where every policy is clear to them before operating a business in some nation. IKEA showing the vision that till 2010 they want to open more than (50 stores in USA) because they see a clear stable political path and even the government shows interest for IKEA as this foreign brand will be a great deal for their nation as it has a strong brand reputation and they promote idea of making innovative products. After 1978 with the "reform and opening-up", China opening the country for foreign investment and give the permission for entrepreneurs to start business. Therefore, IKEA see an opportunity for enter in the Chinese market in 1998 , is also showing interest towards China because entry barriers are low and they will also prefer a strong brand like IKEA to work in their nations for creating a better business environment so more strong brands can attract. IKEA does not seem to face any situation in future because they work in a clear and favorable political environment where they feel that they can operate for a long time and their future instincts will give them success.

One more case was about opening an outlet in

Ukraine in 2009. IKEA was hoping to expand its business to a new country like Ukraine. However, the Ukraine's economy minister was asking Ikea to pay kickbacks but Ikea refused to do so. (n.d., 2015) As a result, the procedure for opening a chain store was diminished and postponed until 2016 when IKEA decided to enter the Ukraine market again. (n.d., 2017)

2.Economic

Economic factor plays a very dominating role as the world economy decides that how much a company will get success in revenue as well as profits. A lot strong brands turn out to be poor in recession as recession reduce the people's purchasing power. Unemployment rate increases, people get fired and the company has to reduce their prices and has to cut their costs and profits to manage their survival. Economic fluctuations are normal and happens often so the companies should be ready for their survival. IKEA seems to be very impressive as compared to even face the economic crisis, because their prices are low like 30% to 50% less than their competitors and they are giving a standardized and innovative product so they can manage the pressure of economic fluctuations. Even they can retain their employees and kept improving their strong brand image. IKEA can still enjoy a better sales and higher profits in future.

3.Social

The success of IKEA has brought many benefits to society. It increases the opportunity of employment and provides a guarantee for employees' lives, such as, insurance and pensions.

IKEA added a new value in its product, the concept of 'simple life' makes people turn their attention to the quality of life and enjoy their lives. People feel much more happier for the product.

4.Technological

Ikea came up with the concept of intelligent furniture by combining them together. An intelligent furniture which is called 'A TABLE FOR LIVING' catches more people's eyes to the product. Ikea's appling of unlimited charging technology to furniture has made it easily for people to live, and it has made the technology more popular. Meanwhile ,it is conducive to the unification of international standards.

SWOT ANALYSIS (STRENGTHS / WEAKNESS , OPPORTUNITIES / THREATS)

1.Strengths

IKEA is Powerful brand image   because it is a brand that has existed for several years and during its existence it has acquired a certain experience allowing it to better know its customers to increase it by offering diversified product lines products to clients   taste. Indeed this contributes to Ikea economies of scale despite the low price of its products. Always in the order to meet the needs of its clients, he has equipped its stores with baby-seating area, restaurant, car-borne….

In addition, IKEA has a qualified workforce that is very involved in the production process. Its production units are endowed with a diverse and varied source of supply in several countries of the world (Sweden, Russia, USA, China ...)

2.Weakness

IKEA offers very few services related to its products such as assembling furniture and furniture made by customers, delivery is the responsibility of the customer which is not the taste of a large number of customers.

Speaking of its communication strategy we can say that IKEA does not involve all its segments in its advertising; it tends to focus on the clientele of Western countries.

Indeed IKEA depends on several subcontractors who do not belong to him and who can have a bargaining power on his strategy.

3.Opportunities

IKEA is likely to conquer new markets around the world. To do this there are areas that constitute a niche of opportunity such as South Korea, Indonesia, Africa and the Arab market …

In addition to getting closer to its customers it will be very important for IKEA to develop more new cross channels such as more online sales. However it will also be very profitable to use the young population to increase a college market creating a new style.

4.Threats

IKEA is on an already mature market with many competitors such as Steinhoff International, FLY, GOAL which offers many similar products and which are sometimes copied by its latest on him.

CONCLUSION

Our purpose is to explore the marketing of IKEA. By analyzing IKEA's marketing, we know the reason of success in IKEA, the features of customers in target market and the adaptation of IKEA in global marketplace. Also we do the 4Ps, PEST and SWOT analysis. Each of these practices result in marketing that reinforces IKEA's position as the home furnishing giant. It is Ingvar's spirit that supports IKEA, the "furniture empire". It is IKEA's concepts that set an example of the later furniture enterprises. We are supposed to convey the spirit of Ingvar. He said, "Making mistakes is the privilege of the active – of those who can correct their mistakes and put them right." Most of us are afraid to take risk and always stay in comfort zone. But Ingvar didn't afraid to expand in the world because IKEA can adapt everything when they expanding. After analyzing the case, we learn the most important point is to accept the challenges and insist on them. To sum up we can realize that IKEA is a successful company because they dare to change when they are expanding and persist on the quality and price.

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The differences between the accounting standards of small enterprises and the accounting standards of enterprises and their influences on the enterprises

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Abstract In November 2011, the Ministry of Finance promulgated the accounting standards for small businesses, which has been implemented within the scope of small businesses since January 1, 2013, while encouraging small businesses to execute ahead of schedule. This paper focuses on the comparison between the accounting standards for small businesses and the accounting standards for enterprises, summarizes the differences between the two accounting standards, analyzes the significance of the transformation of accounting standards for small businesses, and ponder over the changes of accounting standards, hoping to help small businesses.
Keywords]Small business accounting standards; Comparation; Influence

With the continuous improvement and development of the market economy system, small enterprises in our country have been developing and expanding, and gradually become an important force in the reform and opening up. In order to regulate the small business accounting recognition, measurement and reporting behavior, promote the sustainable development of small enterprises, small enterprises in our country play a special role in national economic and social development in People's Republic of China, according to "accounting law" and other relevant laws and regulations, and according to the characteristics of small enterprises, 2011 lO month 18 days made small the accounting standards for enterprises, since January 1, 2013 implementation of accounting standards for small enterprises. Compared with the accounting standards of enterprises, there are differences and connections between the two. In this paper, we hope to show the highlights of the accounting standards of small businesses through the comparative analysis of the two, so as to better serve small businesses and promote the development of national economy.

1. THE SCOPE OF APPLICATION OF THE ACCOUNTING STANDARDS FOR SMALL ENTERPRISES

The new guidelines apply to enterprises established according to law in People's Republic of China, in line with the provisions of the standard for small and medium-sized enterprises, and meet the following three criteria.

1.1 Not to bear the public's public responsibility

The new guidelines referred to public responsibility, mainly includes two cases: one is the enterprise stocks or bonds in the open market transactions, such as listed companies and non listed companies, the issue of corporate bonds for listed companies to issue corporate bonds and non listed companies; two is affected by financial institutions supporting hold and manage the financial resources or other businesses, such as private financial institutions with the financial nature, fund and other enterprises (or subject).

1.2 Small scale of operation

The new standard refers to small business scale, which means small enterprise standards or micro enterprise standards as stipulated by the State Council issued by the State Council.

1.3 Neither the parent company nor the subsidiary company in the enterprise group

Therefore, the following three types of small enterprises do not apply the new guidelines: 1) The stock or bond in the market for the open trading of small enterprises. 2) Financial institutions or other small enterprises with financial nature. 3) The parent company and the subsidiary in the enterprise group. The definition of an enterprise group, a parent company and a subsidiary is the same as the provisions of the accounting standards for enterprises[1].

2. THE DIFFERENCES BETWEEN THE ACCOUNTING STANDARDS OF SMALL ENTERPRISES AND THE ACCOUNTING STANDARDS OF ENTERPRISES

2.1 Different scopes of application

"Small business accounting standards" and

enterprise accounting standards" for different range is mainly reflected in the following aspects: first, financial institutions "small business accounting standards" does not apply to stocks or bonds in the market for public trading of small businesses, do not assume public responsibility and a small scale of operation or of a financial nature small businesses, is not within the group's parent company or subsidiary companies; and enterprises "accounting standards" clearly stipulates that in external financing and small scale enterprises, financial and insurance companies, which set up in the territory of People's Republic of China enterprises (including companies), "accounting standards" are suitable for enterprises. Secondly, the accounting standards for small businesses clearly stipulates that enterprises with small scale can do accounting treatment according to "accounting standards for small businesses", or they can choose to implement "accounting standards for enterprises". The small businesses that choose to implement the accounting standards for enterprises must not implement the relevant provisions of the accounting standards for small businesses while implementing the accounting standards for enterprises. This shows that the two are very different in the scope of application[2].

2.2 Different framework systems

"Small business accounting standards" framework includes two parts of small business accounting standards and application guidelines, including "small business accounting standards" a total of ten chapters ninety, except the first chapter and the tenth chapter appendix (Appendix A for accounting subject, main accounting and financial statements, Appendix II for small business accounting standards and accounting subjects conversion table), including assets, liabilities, equity, income, expenses, profit and profit distribution, foreign currency business and financial statements, the specific provisions of the small enterprise accounting recognition, measurement and reporting standards. The application guide mainly stipulates the setting of accounting subjects, the handling of accounts, the format and preparation of the reports. "Enterprise accounting standards" framework includes four parts: basic standards, specific standards, accounting standards interpretation and Application guide, the "accounting standards" for enterprises a total of eleven chapters, including general principles, the quality requirement of accounting information, and confirm the definition of accounting elements, a measure of accounting, financial and accounting reports and other specific supplementary provisions; guidelines for the thirty-eight items, including the accounting

standard of assets, liabilities, income and expenses, special issues of human, presentation and comprehensive business[3].

2.3 Different contents of accounting

The difference between the accounting standards of small enterprises and the accounting standards of enterprises in the contents and methods of accounting. The accounting methods of common businesses are basically the same, but according to the business characteristics of small businesses, the accounting standards for small businesses simplify some business accounting. The difference between the two is as follows:

Asset accounting. This is mainly about fixed assets accounting and small business accounting standards. Small businesses should rationally determine the life of fixed assets and estimated net residual value according to the nature and usage of fixed assets and considering the provisions of tax law. That is, the policy of depreciation is basically consistent with the provisions of the tax law. "Accounting standards for Enterprises No. fourth fixed assets" provisions, cancel the use of fixed assets life and expected net salvage value of quantitative control standard, allow enterprises to determine the service life of the fixed assets and the expected net salvage value according to the nature and use of fixed assets. The purpose is to improve the initiative of independent financial management.

Income accounting. The income accounting is specific to the two aspects of the confirmation principle and the determination of the amount of the income. In terms of the principle of income recognition, the accounting standards for enterprises should follow the principle that the substance is more than the form, and it is judged according to whether the risk and remuneration are transferred. The "small business accounting standards" requires small businesses to use the goods or services to complete and receive the payment or the right to receive cash as the standard of income recognition, without risk and reward transfer judgment, and at the same time, it defines the time of income confirmation for common sales methods. In terms of the recognition of the amount of income, the general enterprise determines the amount of income in accordance with the contract or agreement price or the fair value of the transaction. The accounting standards for small enterprises only require the determination of the amount of income in accordance with the contract or the price of the agreement.

3. THE IMPACTS OF SMALL BUSINESS ACCOUNTING STANDARDS ON ENTERPRISES

The differences between the accounting standards for small businesses and the

accounting standards for enterprises is analyzed. The related assets, income and expenses and the change of financial statements are put forward. The problems that small businesses should pay attention to when they are applied are as follows.

3.1 The ordinary businesses of small businesses are the same as those of large enterprises.

Because small businesses are relatively small in scale and business is relatively normal, business combinations and share payments are relatively few. Therefore, if accounting standards for small businesses happen, they can be carried out according to the accounting standards of enterprises.

3.2 Small enterprises should strengthen inventory accounting.

Because inventory in small enterprises, as an important asset, has a significant position. And we should subdivide the material of the stock in the stock, the accounting of the goods and the goods in stock, so that it can be fully reflected.

3.3 Pay attention to the accounting of fixed assets.

In a small enterprise, as the fixed assets of the plant and the land accounted for more than 60% of the total assets of the enterprise, according to the provisions of the principle of historical cost accounting, fixed asset price can not be adjusted, and the plant land value appreciation several times or even ten times, resulting in the book value and the actual value differences, can not reflect the real asset status of small enterprises, thus affecting the financing behavior of small enterprises. In order to solve the above problems, the proposed criteria are reflected in the value of fixed assets such as large differences occur, according to the actual fair assessment of the value adjustment accounted for part of the value of capital surplus reflects differences in income tax, reflected in the deferred tax asset disposal, in cash, to pay income tax. In this way, it will not only reflect the state of the assets, but also do not result in the increase. The value of assets to pay income tax and cash outflow, affecting the normal production and operation of the enterprise. Therefore, on the premise of considering the principle of prudence, the principle of importance and the essence of the form should be followed.

3.4 The guarantee should be fully reflected.

The main source of financing for small enterprises is mortgage, but it also needs a guarantee. Therefore, the mutual guarantee between small enterprises is more common, and even a company reassure a number of small enterprises, there is a huge potential risk. In order to fully reflect the guarantee situation and risk situation, it is suggested to strengthen the disclosure of the estimated liabilities and the disclosure of guaranty items in the guarantee

activities, so that the users can truly and comprehensively understand the credit status of the enterprises.

3.5 The provisions of the accounting standards for small enterprises are basically consistent with the provisions of the tax law.

Which greatly reduces the workload of the accounting of the enterprises. However, there is a great difference between accounting and tax law, considering the different objectives, methods and principles of accounting and tax. For example, the tax law does not allow for pre tax deduction, and the accounting regulations can provide that the tax law has a clear time stipulation for tax obligations, such as rental income, pre-sale housing of real estate enterprises, etc., all of them receive full tax payment, regardless of whether they belong to the current income. Accounting has its own confirmation principle for revenue, accounting has information feedback and management function, and has more cautious and conservative inner characteristics. That's the difference between accounting and tax law, so it tends to be properly separated. Therefore, the accounting standards for small businesses in general business can be basically consistent with the provisions of tax laws, so as to reduce tax adjustment matters, but involve important matters, or stick to the accounting principles.

3.6 Strengthen the comparability of accounting information

In order to regulate the individual proprietorship and partnership of financial accounting and financial statements system, strengthen the comparability of accounting information, strengthen internal management and external supervision, belongs to non Corporation small business sole proprietorship and partnership enterprises also belong to the broad range of small enterprises, as long as the quantitative standard of the small enterprises regardless of ownership form and the nature of the enterprise, should implement accounting standards for small enterprises. Small business as the most dynamic accounting entity in the socialist market economy, the implementation of the accounting standards for small businesses will help standardize the accounting recognition, measurement and reporting behavior of small businesses, and promote the healthy development of small businesses[5].

4. THE COORDINATION OF ACCOUNTING STANDARDS AND ACCOUNTING STANDARDS FOR SMALL ENTERPRISES

4.1 Small enterprises as stipulated in the accounting standards of small enterprises can carry out the accounting standards of enterprises

If a small business that implements the accounting standards for small business is not

standardized, it can be dealt with in accordance with the relevant provisions of the accounting standards for enterprises. The small businesses that implement the accounting standards for enterprises must not enforce the relevant provisions of the accounting standards for small businesses while implementing the accounting standards for enterprises. In addition, the small enterprises that carry out the small enterprise accounting standards publicly issue shares or bonds, and should be transferred to the implementation of the accounting standards for enterprises. A large or medium-sized enterprise or a financial enterprise that does not conform to the second provision of this standard due to changes in the scale of operation or the nature of the enterprise, shall be transferred from January 1st to the implementation of the accounting standards for enterprises. For listed companies, large and medium-sized enterprises and small enterprises that have implemented the accounting standards for enterprises, they shall not be transferred to the implementation of the accounting standards for small enterprises.

4.2 Enterprises that carry out the accounting standards of small enterprises to carry out the accounting standards of enterprises

When implementing small accounting standards for small businesses to implement the accounting standards for enterprises, accounting shall be followed according to the relevant provisions of the accounting standards for Enterprises No. thirty-eighth -- the first implementation of enterprise accounting standards[5].

In conclusion, compared with the "enterprise accounting standards", "small business accounting standards" of the existence of the above advantages, which can greatly reduce the small business accounting practitioners working pressure and burden, simplify accounting and accounting related, can make the small business accounting practitioners to provide more accurate information for the enterprise accounting and accounting information users, so that small and medium-sized enterprises can better and more healthy development.

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The situation of   Volunteerism among Chinese Citizens

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Abstract: the author starts a survey, hoping to know the current situation of volunteerism among Chinese citizens, and upon which some practical suggestions will be proposed on how to cultivate the volunteerism among Chinese citizens.
Keywords: Volunteerism, Chinese, Citizens

1. INTRODUCTION

Volunteerism is commonly defined as the "non-obligated helping process" in which time is given freely to benefit another person, group, or organization. While many of the theoretical frameworks for volunteering have been developed and empirically tested in the West, our understanding of volunteerism in China is relatively limited. Nevertheless, in recent decades enormous efforts have been made by the Chinese government to encourage and support volunteering among Chinese citizens. Volunteerism have played critical roles in the construction of Harmonious Socialist Society. Volunteer services is regarded as an important way to educate the core values of Chinese socialism. Moreover, citizens benefit from participating in volunteer activities. It is found that volunteerism is strongly correlate to level of self-respect, life satisfaction and all-round development.

To promote greater levels of volunteerism and volunteer activities, it is important to learn the current situation of volunteerism among Chinese citizens. In contrast to the well-established Western literature on this topic, research remains scarce and undefined in a Chinese context. To develop a better understanding of volunteerism in China, this study investigates volunteerism among a sample of Chinese citizens.

2. PARTICIPANTS SURVEYED AND MEASURES

Data collection happened during 2016-2017 with a random sampling design. A total of 1200 questionnaires were distributed among Chinese citizens from 10 different provinces, and 1089 surveys were returned, for a response rate was 90.8%. Out of the 1089 returned surveys, 1061 questionnaires were completed in full and usable for inclusion in the final analysis, for an effective response rate of 88.4%.

2.1 The understanding of volunteerism and volunteer services

The first question in this part of the questionnaire is: "Have you ever heard about volunteer services?". According to the statistic results, 84.82% of the respondents chose "yes", 15.18% chose "no". However, in the "agricultural labor" group, only 8.57% of the respondents chose "yes", 91.43% chose "no". It shows that, on one hand, after the earthquake in Wenchuan, volunteer services and volunteers were wildly broadcasted via the media, like TV and internet, which made a positive influence on Chinese citizens' awareness of volunteerism, and let more Chinese know these new words, such as "volunteer services", "volunteer". On the other hand, the social classes differ a lot in the awareness of volunteerism, especially the agricultural labors and rural residents. Because of the lag of modernization level, informatization level and the residuary influences of natural economy, the volunteerism is broadcasted relatively slow among this group.

The respondents commonly regard the "devotion" as the core value of volunteerism, and the second option is "social responsibility"(65.1%), over 50% for the "spirit of self-help and cooperation", 41.94% for the "awareness of participation". However, the ratios for "altruism", "spirit of charity", "humanism" are relatively low. It reflects that, on one hand, people realize the nobility of volunteer services, as well as the social orientation of the volunteerism, which is a presentation of social responsibility. On the other hand, people seldom classify the core value of volunteerism as "altruism", which reflects that people are apt to the "benefits-to-others-and-self" momentum. In general, Chinese citizens' awareness and understanding of the core value of volunteerism is very close to the modern volunteerism in principle.

Which comment do you think is close to your awareness of volunteer services? According to the statistic results, 28.64% of the respondents chose "volunteer services is a kind of public benefit activity"; 21.28% of the respondents think that "volunteer services are the service at one's own will". It's obvious that non-profit and willingness are the two outstanding characters of volunteer services. Besides, 12.21% of the respondents are apt to "volunteer services are the service for people", 7.51% for "volunteer services are the 'learning-from-Leifeng' activity". It reflects the "Chinese characteristics" of the volunteerism.

2.2 The participation of volunteer services

The result of the survey shows that only 50.39% of the respondents ever attended volunteer services. As far as the frequency of participation concerned, only 7.14% of the volunteers participate in volunteer services once per week; over 70% of them do not participate in volunteer services often, and over half of them go for volunteer services sometimes. Considering less volunteers and the relatively short service time, we generally think that the ratio of Chinese citizens' participation in volunteer services is low.

The survey results indicate that 34.1% of the responses volunteered in "helping the seniors" or the related activities, followed with "charity donation"(33.9%). Supporting the poor, helping the weak, civilization persuasions, environment and animal protection, community services and developments, tutoring are also the main contents of volunteer services. However, the percentage of the professional services, such as gratuitous professional services and consultancies are relatively small.

Training. According to the survey results, 69.52% of the respondents never took any training before volunteering, which reflects that training is the weakest part of volunteer service. Considering many volunteers ever served multiple organizations, this problem seems more serious.

2.3 Motivation, Attitudes and Opinions

People volunteered for many different reasons. Respondents were given a variety of choices and the opportunity to rank the importance of each choice. "making contribution to society" was ranked as a main reason to volunteer by 65.84% of the respondents. 60.3 percent volunteered with compassion towards those in need. 46.6 percent believed volunteering may enrich their own life. 28.9 percent reported feeling needed and obtaining senses of success and satisfaction; 20.5 percent reported

networking as a motivation, and 8% of the respondents said that they volunteered just in order to killing time.

Respondents shared their feelings about their volunteer activities. 55.0% of volunteers felt "happy for most of time", 29.8 percent for "always happy", another 12.4 percent said that the feelings were complicated and hard to express.as far as the importance of volunteer service is concerned, 64.9% of the respondents agreed that "volunteer services help to enrich their experience and enhance abilities." 55 percent believed that "the activities help them to learn the knowledge of volunteerism and the moral principles".

Among the volunteers, 42.9% of them have met resistance. According to the survey results, time factor is the leading factor that resisted volunteers' participation. 67.4 percent cited a full personal schedule as the primary reason for not volunteering more. Followed by the financial factor, organizational factor and social factor. 16.7% of volunteers cited that the "unclear legal responsibilities", "the lack of guarantee to volunteers' rights" are the uppermost factors restrict their participations in the volunteer service. Among the personal reasons for not providing or deciding to provide more volunteer services, the most popular one is "we haven't enough time" (53.52%), followed by "we can't make a long-term promises" (41.63%), "we don't know how to participate in such activities" (36.78%). And 26.13% of the respondents said that "we are unfamiliar with volunteerism". It's clear that personal objective and subjective reasons are the main obstacles of doing volunteer service.

The respondents who have never volunteered were asked why they didn't volunteer. 42.1 percent said that "the participation procedures are too complicated"; 40.1% for "the rights of volunteers can't be guaranteed"; 36.9% for "most of volunteer services are with enforceability". At the end of the survey, it shows that 90.77% of the respondents plan to or continue to participate in volunteer services.

2.4 Recruitment strategies

Respondents were asked how they learned about volunteering. The four most frequently cited sources for gaining information about volunteer opportunities were, in rank order: groups and organizations, media publicity, friends and relatives, personal invitation. 50.39% of respondents reported that "they heard the information of volunteering in sometimes." 29.72 percent seldom heard any information about volunteering. Only 10.64% of respondents cited "often".

3. CONCLUSION AND SUGGESTIONS

Since 1980', recognition of volunteerism has been highly valued by Chinese government . Through many years of exploration and practice, volunteering in China has advanced rapidly. Chinese Government has been encouraging and supporting volunteerism development, which indicates a more active and positive attitude. But volunteerism in China is still in development and facing lots of challenges. The biggest one is that more social forces should be mobilized to participate in volunteer services, not just government. According to the survey , the percentage of participation in volunteer services is still low, especially compared with other countries and regions. A large number of citizens take a "wait and see" attitude, and many know little about volunteerism. What's more, volunteers can't receive the understanding and respect they ought to have. So we should make further efforts to do the following.

3.1 The government should support volunteers through releasing social policies and creating legal environment

So far, Chinese government hasn't established a complete set of laws and regulations on developing and improving volunteer works. A systematic and integrated policy system for volunteer activities and volunteer management have not yet been presented. Thus volunteer services can't be supported by the society, and the management of volunteers is not stable, therefore, it is in urgent demand to create a favorable policy and legal environment for volunteers.

3.2 Reinforce publicity so as to form proper public opinion orientation.

Efforts should be made to publicize the objective, meaning, content and relevant incentive policies of volunteerism. Well-known experts should be invited to research and give lectures on volunteerism; analyze the environment of volunteerism, the current situation of social, economic, culture and politics. So as to give suggestions on how to develop volunteerism and motivate more people to volunteer.

3.3 Establish and improve the management model and operation mechanism of volunteer services

Surveys and planning should be made before recruitment of volunteers by specifying what kind of volunteer services and what type of volunteers are needed, what special skills they have to acquire and the number of each type of volunteers. HR planning and job descriptions should be complied for each voluntary post, specifying the task, responsibility, timeline, working mode and required knowledge and

skills in order to make each volunteer clear about his/her job. In the meanwhile, when volunteers are recruited, their potential pursuit should be understood. It is difficult to recruit new volunteers and keep former volunteers if their motivation is not considered when they are assigned to certain posts.

Training of volunteers should be reinforced to encourage personal growth of volunteers. Through training and development, volunteers are expected to be familiar with the missions and requirements of volunteer services, they may learn the specialized knowledge, skills and related laws and polices of volunteers, thus can enhance the abilities of solving problems arising in work. Training is also an important way to motivate the potentials of volunteers. After training, volunteers could play their roles more freely and actively.

Works of volunteers should be evaluated effectively in order to encourage volunteers to improve themselves continuously. The government and organizations should recognize, praise and reward the achievements of volunteers in time. Besides annual commendation meeting, sincere thanks, supplying better working equipment and providing honorary titles are all ways of reward. In this way, it shows that organizations think much of volunteers and volunteers would be further encouraged and satisfied. Meanwhile, works of volunteers should also be evaluated in order to guide them to improve works, promote skills and develop further.

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The Inheritance and Research on Cultural and Creative Activities of Guangdong Ancient Post Road based on Traditional Architectural Culture in South of the Five Ridges

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Abstract: Purpose: With the rapid rise of knowledge and cultural economy, the cultural and creative industries have gradually become popular with consumers, and it is an important way for the cultural and creative industries to learn from the excellent traditional architectural culture in South of the Five Ridges. Methods: Taking South of the Five Ridges area as the breakthrough point, through the analyzing the traditional architectural features, historical and cultural connotation in South of the Five Ridges, the connotation of Guangdong ancient post road is studied in detail. The above research is combined with the important theoretical analysis of cultural and creative design to find out the necessity of inheriting the cultural and creative design of Guangdong ancient post road. Conclusion: Analyzing the specific impact of traditional architectural culture in South of the Five Ridges on cultural and creative design of Guangdong ancient post road.

Keywords: Traditional architectural culture in South of the Five Ridges; Cultural history; Guangdong ancient post road; Cultural and creative design

1. INTRODUCTION

South of the Five Ridges refers to the south region of five ridges in south of China, that is, equivalent to Guangdong, Guangxi and Hainan, which is called the place of Nanling in ancient times. With the advent of the reform and opening up, the cultural industry with the Pearl River Delta as the core is rising, of which Hongkong and Guangzhou are the most famous. South of the Five Ridges has always been an important area of our country's economy and culture, and its architectural style is unique and has many post roads, which has a profound influence on the cultural and creative design in the modern age.

2. THE CHARACTERISTICS AND CULTURAL CONNOTATIONS OF THE TRADITIONAL ARCHITECTURE IN SOUTH OF THE FIVE RIDGES

South of the Five Ridges is close to the tropics, with a hot climate and plenty of rain. In this climate, the traditional buildings in south of the Five Ridges are obviously different from the northern and central areas of China. The architectural culture in South of the Five Ridges has a distinctive regional character in the architectural culture system of China, and it has a long history. Because the influence of a variety of factors, such as hot and humid geographical climate and environment in south of the Five Ridges, the relatively local humanistic philosophical ideas formed in history, the traditional folk lifestyle and so on, the architectural style in South of the Five Ridges is also developing. Every era has the main theme of every era, and every era has architectural style in south of the Five Ridges of each era. The era promotes the architectural style in south of the Five Ridges is constantly changing, but this will not affect the historical status of architecture [1-2]. From ancient times to now, the architecture in south of the Five Ridges occupies a very important position in the traditional Chinese architecture system, and its architectural style is unique and architectural connotation has rich historical and cultural accumulation and humanistic value [3].

Many scholars believe that the architectural culture of South of the Five Ridges has the characteristics of water and township in south of the Yangtze River, the architecture is more delicate and gentle. At the same time, it is also influenced by traditional Chinese architecture and Western architecture, and also mixed with a bit of literati ink charm. Then after several changes in history, it has formed its present style. With the advent of the new era, the reform and opening up has promoted the economic development in the south of the Five Ridges, and the level of urbanization in south of the Five Ridges has gradually improved. Now, we can see

the modernization in South of the Five Ridges, and also can see the experienced historical tempered Guangdong ancient post road. With the rise of the cultural economy and the knowledge economy, the times began to call for the architectural culture in south of the Five Ridges to refresh the local characteristics, which is of great help to the development of cultural and creative industry in south of the Five Ridges [4-5].

As for the cultural connotation, due to geographical location, the south of the Five Ridges is at the intersection of the sea and the river, which is a natural "Treasure Bowl", so it has a high degree of economic opening and development, a high level of cultural literacy and more enlightened thinking. Because south of the Five Ridges is the only way which must be passed for go to the north and the South Ocean, it has more post road, especially preserved ancient post road. In history, because of the climatic reasons in the south of the Five Ridges, it is relatively suitable for human habitation, which is a heavy gathering place of population. As the saying goes, where there are people, there are ideas. Because of the population aggregation, south of the Five Ridges is also an important area for the exchange of ideas and cultural exchanges [6].

The greatest characteristics of the cultural connotation of traditional architecture in south of the Five Ridges lie in its cultural fusion. It is a place to respect cultural differences, and also a place to integrate local differences. The architectural gardens in south of the Five Ridges fully absorb the architectural style of Suzhou gardens. The architectural treatment of the garden within garden, building within building is very common, and the design of waterside pavilions is also very common. Its architectural style has a distinctive feature of gardening in the south of the Yangtze River, but the style in south of the Five Ridges is different from the exquisite local gardens in the south of the Yangtze River. The buildings in the south of the Five Ridges also have the epitome of the Western European style, but the style in south of the Five Ridges is different from the solemn and sanctity of the Western Church, and it is more of a traditional Chinese ancient ink charm, with a sense of vicissitudes and sanctity of the history and years [7-8].

3. THE ACTUAL DEVELOPMENT SITUATION IN GUANGDONG ANCIENT POST ROAD

What is the ancient post road? What is the Guangdong ancient post road?

At the beginning period, Guangdong ancient post road is divided into two categories, one is the main route of the Han people in the Central Plains to enter south of the Five Ridges, and the other is the main route of the local trade activities in south of the Five Ridges. Then, with the continuous development, the two merged into one and formed the south of the Five Ridges. In addition to providing business or traffic for the Han people and south of the Five Ridges locals, it also has its inherent humanistic value, that is, integrating logistics, human flow and culture to promote the transmission of advanced ideas. For the preserved Guangdong ancient post road, most of them extend from the port to the mainland, and then extend from the mainland to the south of the Five Ridges region, and then from the south of the Five Ridges to the overseas, especially in South Ocean. In summary, Guangdong ancient post road is the main route of "Go to the South Ocean" and "Go to the center" in Chinese history, and the role of interoperability plays an important role for the migration of population in history. So, many people say that Guangdong ancient post road is the historical track of the migration of the multi-ethnic people in Guangdong and is a very precious historical and cultural resource in Chinese history [9-10].

With the development of the times, especially since the reform and opening up, Guangdong ancient post road is also influenced by the Hakka culture and the Chaoshan culture and has formed a good situation of "mutual influence and mutual perfection" with these cultures. The inheritance and development of culture has always been one of the works that the government attaches great importance to. It has great historical and humanistic significance and is also the sum of material culture and spiritual culture. It not only integrated Northern Central Plains culture, south of the Five Ridges aboriginal culture and coastal marine culture, but also merged the traditional farming culture inherited from south of the Five Ridges and absorbed the neighboring culture. For Guangdong ancient post road, it represents the heavy of history and cultural migration, but Hakka culture represents Guangdong hilly ethnic characteristics. With the historical baptism, these cultures have been gradually integrated into the "bones" of Guangdong ancient post road. Many scholars believe that the inheritance and development of Guangdong ancient post road should be carried out together with the inheritance and development of the Hakka culture, because both of them have the "same root" in essence. In the inheritance and development of the present times, these cultural traditions are closely related to the construction of Guangdong ancient post road.

4. THE IMPORTANCE OF CULTURAL AND CREATIVE DESIGN

With the rise of knowledge economy and

cultural economy, the development of culture and entertainment industry in China is very rapid. The cultural and creative design is a relatively conceptualized noun, which is more abstract in content. If we understand it literally, it is to implant cultural concepts, concepts, principles and other relevant elements into various designs. The quality of cultural and creative design will directly affect the development of China's cultural industry, and its importance is self-evident.

Paying attention to cultural and creative design can explore the content of traditional culture in line with the times, change the form of product expression, improve the quality and connotations of products to form a scale market and bring consumers a relaxed, concise and pleasant shopping experience. In addition, paying attention to cultural and creative design can promote the development of China's cultural industry and the development of "Chinese inventions", and help Chinese products occupy a favorable position in the international competition and the inheritance and development of Chinese culture and Chinese wisdom.

5. THE NECESSITY OF INHERITANCE OF CULTURAL AND CREATIVE DESIGN IN GUANGDONG ANCIENT POST ROAD

Guangdong ancient post road is one of the most important historical and cultural heritage in south of the Five Ridges, which occupies a space in the inheritance work of Chinese traditional historical relics. The Guangdong ancient post road was once the military route to war, the business route of commercial travel and the cultural integration route of refined scholars. No matter it is the road of military, commercial travel and cultural integration, the Guangdong ancient post road was gradually radiant to the brilliance of the new era. With the general improvement of the living standard of the people in our country, the tourism economy has gradually begun to develop. Guangdong Provincial People's government attaches great importance to the inheritance and development of Guangdong ancient post road and organizes a series of projects, such as Chinese Guangdong ancient post road directional contest, cultural and creative contest, cultural tourism, characteristic agriculture. With the development and successful completion of these projects, the influence of the ancient post road has gradually increased in the country. The Guangdong ancient post road also plays a more and more important role in the rural construction, cultural leisure, physical fitness and other aspects of south of the Five Ridges area.

We must pay attention to the necessity of cultural and creative design inheritance of Guangdong ancient post road, because it is of great practical significance to inherit the ancient post road, whether in economic or historical and cultural protection. For example, inheriting and developing the architecture and culture of the ancient post road, some of the places along the road can be activated in time and moderately through the restoration project of the ancient post road, which is helpful to help the poor villagers to get rid of poverty and become rich. At the same time, it can promote the reform of the village's appearance and promote the ideological and cultural exchanges in the area along the ancient post road. At present, Guangdong ancient post road has attracted more attention, the repair work is being carried out in an orderly manner, and the government documents have been issued to increase the protection of Guangdong ancient post road.

6. THE INFLUENCE OF THE TRADITIONAL ARCHITECTURAL CULTURE IN SOUTH OF THE FIVE RIDGES ON CULTURAL AND CREATIVE DESIGN OF GUANGDONG ANCIENT POST ROAD

At present, Guangdong ancient post road has a heavy responsibility and it will go through long-term struggles. It is not the ultimate goal of the government to repair and protect it. Through the way of "tourism + sports + culture and creation + industry", the characteristic resources of humanity and nature along the road are integrated to drive rural tourism and economic development, which is the most fundamental purpose to study the traditional architectural culture in south of the Five Ridges and protect the Guangdong ancient post road. In other words, through the study of the traditional architectural culture in south of the Five Ridges and the development thought of Guangdong ancient post road to specific study its impact on the cultural and creative design.

First, through the study of the traditional architectural culture in south of the Five Ridges and Guangdong ancient post road, more creative inspiration can be provided, which helps the cultural and creative products to rapidly occupy the market and get the corresponding market reaction and is conducive to the development of the cultural connotation of traditional architecture in south of the Five Ridges and Guangdong ancient post road. This is an important inspiration source for cultural and creative workers. Secondly, through the study of the traditional architectural culture in south of the Five Ridges and Guangdong ancient post road, the related elements are used in the cultural and creative design so that the creation of the

84 cultural and creative products will have a strong feature of South of the Five Ridges. Putting this kind of product on the market will arouse consumers' sense of identity and inspire consumers' sense of respect for the Chinese tradition. For the people from south of the Five Ridges who leave their hometown, there will be strong local feelings. Finally, China has a history of over five thousand years and has a strong historical background. Nowadays, it has become the mainstream to carry forward the tradition and the classics. Through the study of the architectural culture in south of the Five Ridges and Guangdong ancient post road, the traditional charm of China can be magnified, and the charm of Chinese history can be preserved, which is the response to the policy of "taking its essence and removing its dregs" and let the cultural and creative work have a certain social significance.

CONCLUSION

Through a detailed analysis, demonstration, exposition and research, the specific impact of the traditional architectural culture in south of the Five Ridges on Guangdong ancient post road is finally obtained. The inspiration source of cultural and creative design is various, and it is necessary to pay more attention to the corresponding field observation and study of the traditional architecture in south of the Five Ridges and experience the charm of Guangdong ancient post road. It is a complicated process to inherit and carry forward the traditional architecture in south of the Five Ridges, and to design and produce excellent cultural and creative works of Guangdong ancient post road. It is difficult to inherit and innovate, the direction is clear and the responsibility is heavy.

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Research on the Mechanism of Rural Multivariate Dispute Resolution under the Circulation of Land

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Abstract：With the exacerbation of rural land transfer, the economic, political, cultural and family structures of rural communities have undergone great changes. The rural dispute resolution mechanisms previously established on the basis of land collective ownership and household registration status have been impacted and it has become impossible to meet the huge social changes and to meet the needs of a wide range of solutions to disputes in rural areas, we must establish a more inclusive and open trial and quasi-trial mechanism for the resolution of disputes based on the current situation in rural areas.

Key words：land circulation; dispute resolution; multivariate dispute resolution

INTRODUCTION

The land system is the basic economic system in rural areas and also the basis of social organizations and management systems in rural areas[1].The existing relationship between peasants and collectives, the state and peasants and the rural grass-roots organizations and management systems are to a large extent based on the establishment of rural land ownership In the past, every major change in the distribution of land and the ownership of property rights eventually led to changes in the social structure and organizational management system in rural areas. This series of changes will inevitably affect the traditional rural China's dispute resolution mode, it is necessary to explore the rural land circulation in the context of governance patterns in all aspects of the changes.

1.Study on the mechanism of settling disputes over traditional disputes in rural society before land transfer

1.1 Land transfer and multiple dispute resolution mechanism

Land transfer in broad and narrow sense. Narrowly defined land transfer refers to the transfer of rights that exist on land, that is, the phenomenon or course of action that the rights and obligations attached to the land are transferred between different subjects, mainly referring to the transfer of rights here. The transfer of land rights refers firstly to the transfer of ownership of land. The ownership of rural land refers to the rights enjoyed by rural landowners in all their agricultural lands in accordance with the provisions of the state laws, which are similar to the real rights. At the present stage of China, the essence of the transfer of rural land is the change of the subject of rural land management rights.

Different societies have very different preferences and types of choices in dispute resolution mechanisms because of differences in system design and cultural backgrounds[2]. For example, the dispute resolution mechanism in western societies is usually regarded as trial-centered and the dispute resolution mechanism in the eastern society has always been known as the mediation center type. The influence of social conditions on the choice of dispute resolution mechanism shows that different social and different subjects often adopt different methods in dispute resolution and decide on this choice, the factors are often complex and multifaceted .

1.2 The characteristics of China's traditional rural society

1.2.1In terms of economic model.

The traditional rural economy is a self-sufficient small-peasant economy, which is the close combination of small-scale farming and family handicrafts, and most peasants own or rent small plots of landowners to work for a living, while handicraftsmen do some artisanal activities[3].

1.2.2In terms of the political structure.

In traditional local society, rural society belonged to the marginal areas of political society because farmers lacked the internal motivation and effective ways of political participation. And those who are able to participate in political life are often very powerful local people. Local political gentry, mostly local gentry and clan forces, have a high prestige in local society because of their fame or resignation. Therefore, the clan holds the right of political participation of native society, so it can be regarded as the political organization of the traditional native society, though it does not have the purely political structure. The ethical morality is used to implement the management.

Patriarchal leaders teach the members to follow the patriarchal principle of supremacy by various means. However, the treatment of clan also requires the use of disciplinary measures, while the disobedient members use the law of family and family rules.

1.2.3 In terms of cultural structure.

Due to the high dependency of traditional agricultural production mode on land and the fact that the land is physically solidified and immobile, the traditional rural society is based on the unification of kinship and geo-relationship. In the traditional rural society, the social members are relatively fixed, and this kind of social operation depends on human nature. In such a society, the relations between people are not always the same. Xiaotong Fei calls such a society a pattern of difference[4]. Under the influence of the pattern of difference order, individuality is the center of the circle, and the distance between the part far away from the center like the water wave is getting bigger and bigger. In traditional local society, sacrificial rituals, festivals, weddings, funerals and weddings are all filled with clan governance, which is prevalent in China's native society.

1.2.4 In terms of family structure.

In traditional local society, it is very difficult to play a role in political, economic and religious functions based solely on family-based organizations. Therefore, the small family structure must be expanded to become a family. The entire rural community has the characteristics of being closed, stable and ethical. Such features of social structure are of great significance for understanding various social phenomena that understand the existence of traditional native society.

1.3 Chinese traditional social dispute resolution mechanism

In the traditional native society, the mode of solution to the disputes is mainly divided into three categories: private relief, civil mediation and public relief, most of which are settled in the form of private relief and civil mediation. Disputes such as debt collection, claims, repentance, separation, stealing and fighting in rural areas are so common that private retaliation or mass incidents usually do not need to pass through the government and are often self-digested by ancestral halls, families, communities and villages in the pluralistic dispute settlement mechanism in rural areas, it is very important for the people to compromise, forbear, privately accept and mediate the disputes[5].The inherent moderation of morality and humanity has seriously weakened the mode of settling disputes by public power. Morality, humanity, and law are all regarded as norms of conduct, both of which maintain normative

strength in areas that are not the same. Law is enforced by external authority, whereas rites rely on enlightenment. When Zongzhi Huang inspected the mediation in the Qing Dynasty, he pointed out that the main purpose of dispute settlement lies in compromise. The lawsuit was to ask the government to take the right approach. But in a society that is built out of familiar familiarity with the village, the peasants are full of uncertainties about things outside their previous society. Therefore, peasants are not willing to settle disputes through litigation, unless they are greatly affected by grievances. The system of private remedies and civil mediation, and that the relief of public aid is only the last alternative option for people.

2. THE IMPACT OF LAND TRANSFER ON THE TRADITIONAL DISPUTE RESOLUTION MECHANISM IN RURAL SOCIETY

Nowadays, the society of china we face has not only the characteristics of the traditional native society, but also the characteristics of the new rural society. This change has made it possible to gradually unbalance the previously-balanced and pluralistic dispute resolution model, fail to play its due role.

2.1 The decline in village dependence

Since the reform and opening up, due to dramatic changes in the way of rural production and living. Now that the market economy has already encircled rural areas and peasants, a large number of rural migrant workers go out to work. Blood and geography have been the foundation of peasant social relations. At this moment, the relations at this level have been greatly weakened. With the decline of the village association, reconciliation and civil mediation cannot play a leading role in settling disputes in rural areas[6]. Under the condition of a village community being empty, people may face the problem of objectively conciliation of the village community or even if they have objective conditions for mediation, The parties also choose other ways of settling disputes without having to choose the psychological needs and motivations for mediation.

2.2 The bottom of the village authority changes

In traditional local society, non-governmental authority plays an absolute controlling role. Although state authority exists in the same way, the irrespective central authority has gradually been diluted in the rural areas. This is a rural dispute solved by the central government authority dominated. Since the reform and opening up, although there are multiple authoritative rural areas exist. Under such circumstances, mediation in the village has been suppressed by the executive authorities because it has lost its mainstream dispute resolution

power despite its conformity with the mutual aid, comity and respect advocated by the mainstream ideology. Therefore, although villagers have a lot of negative public understanding of public relief, villagers can only turn to public relief because of the decline of endogenous authority in the village.

2.3 Lack of trust in rural community personality

Reconciliation and civil mediation are based on social trust. However, with the acceleration of social transformation, collective changes, complexities and uncertainties among the village collectives make the exchange of people more apparent on the surface, and it is very difficult for this shallow model of interaction to establish a deep-seated trust relationship. It is also doubtful whether a third party can uphold justice. Therefore, today's national laws, because of the universality of their rules and the punitive mechanisms behind them, can give confidence to the gradually unfamiliar rural communities and uphold the basic order[7].

3. RURAL DISPUTE SOLUTION IN THE CIRCUMSTANCES OF LAND CIRCULATION

3.1 Trial and quasi-trial can be effectively used to resolve disputes

Tsuase Takasoo's point of view whether the parties as a possible solution to the dispute resolution, will give a great influence on the dispute resolution patterns outside trial[8]. If the trial itself is a kind of easy and easy to use dispute resolution, then aimed at the use of trial will inevitably be greatly reduced. However, with the impact of land transfer on the traditional native society, it is more important to play the role of the multiple dispute resolution patterns in the life-and-society society, so that the traditional dispute resolution methods of trial and the dispute resolution mode of trial work together.

3.2 Multi-Dispute Resolution Advantage Complementary

Due to the inherent balance of the traditional dispute settlement mechanism of native society being broken, the traditional dispute settlement methods mainly based on reconciliation and civil mediation decline. After the new law related to peasants is constantly formulated, new rights will continue to be constructed in rural areas. When peasants advocate these new rights, various disagreements or disputes may arise, and the demands for these new rights, it may be a better choice for the court to define or rule out.

The withdrawal of state power during the process of reform and opening up gave more power to the grassroots political organizations and self-governing organizations, but it is very difficult for them to play their due role in the face of complex and ever-changing disputes. In contrast to passive and passive judicial power, the pro-active administrative authority can better prevent accidents or avoid the intensification of disputes and maintain social stability. Policies have their unique advantages over the law. In the adjustment of social relations and the settlement of social disputes policy-based administrative measures have always played an important role, because he can quickly and effectively solve the law cannot solve the problem.

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Application of "Student Head Teacher" Management Mode in Freshman Education

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Abstract: The freshman is a special part of the growth process of college students. During this time, the students' knowledge, vision and ability will change dramatically. The ideas, psychological qualities and learning methods will gradually form. During this period, the counselor's task was very arduous and the workload was very large. Establishing a sub-director-assisted management system can assist the counselor's work well, and it can also train students' abilities. I explore how to innovate the ways of student self-education management based on the practice of student head teacher assistant management system.
Keywords: student class teacher; management model; student education

1.INTRODUCTION

The student head teacher is the relevant student work department or class tutor in the major universities, and is selected from the senior members of the university's student party members and cadres, as well as outstanding students who have had experience in or have been assistants to the tutor. The main task of the student head teacher is to assist the class one director or counselor in class management. The student head teacher has a role as a bridge and tie between the teacher and the freshman freshman. The student head teacher is still essentially a student. Therefore, he can integrate well with the freshman freshman and he can understand the status of the new student in a timely manner and can timely The college or teacher reflects that it helps to solve the problems that arise in freshmen and that students are closely linked with the school or teacher.

2. THE ROLE AND SIGNIFICANCE OF STUDENT HEAD TEACHER MANAGEMENT MODEL

2.1 Assist with the tutor to take on the role of navigation in the role change of freshmen

The student head teacher is mainly composed of senior student Party members (preparative party members) who are themselves outstanding leaders in the school. They have lofty ideals and solid professional qualities. They assist counselors in thinking about freshmen, Political education; assisting classroom teachers in learning and counselling work can organically integrate student management and teaching management. The growth and education of incoming freshmen is the key link. Freshmen who have just entered the university need to adapt to the new environment and must complete the change from the role of middle school students to college students. The experience of freshmen in this year will largely shape their learning and living habits, and form a certain outlook on the university, outlook on life, and values. At this stage, not only teachers' guidance but also peers should be It is precisely because of this reason that we have set up a deputy class to participate in the management system in order to provide more effective assistance to students in this transition process.

2.2 Forming a modern tree management system together with counselor management

During this special time of freshman year, the students' knowledge, vision and ability will have tremendous changes, and the ideas, psychological qualities and learning methods will gradually form. The counselors who are responsible for educating freshmen take up many problems that need to be solved in time. However, they are not dealing with one or two students, but rather several hundred new students who are thirsty for knowledge and are unfamiliar with university life and study. Some urgently-solved problems cannot be solved in time. It is inevitable that these new students will be confused about their studies and life. What is more, they may be detours. The formulation of the student head teacher system effectively solves this problem: As the student head teacher, they are the bottom of student management and teaching management, and also the most important layer in tree management: the leaf layer. They can not only help counselors solve some new thinking, learning, and life problems, but also can effectively play the role of "leaves" to understand the psychological status and learning status of new students, and can timely feedback these situations to the counselors and make them The upper management type can teach students according to their different characteristics.

2.3 Injecting Lubricants for "Life-oriented, Harmony Management"

Nowadays, many college students are children after 90. "Only children have personality and publicity. They have strong resistance to strangers, strange environments, and people with large age gaps. They are unwilling to actively communicate their psychological thoughts with others. Think that many of their ideas will not be understood by teachers, etc. These are the characteristics of their generation. As

an educator, he can't communicate well with students and he can't implement his education plan. Teachers and these post-90 students do have a certain generation gap. How to solve this problem, the student head teacher plays a major role The role.

2.4 Give full play to the role of advanced students in "pioneering model" and "bridge ties"

The deputy head teacher is an advanced player among the students. They have advanced ideas, diligent work, outstanding work, and a broad mass base; their thoughts and behaviors always have a subtle influence on students. The student party members and student cadres who serve as deputy headteachers can fully embody their advanced nature and make them become another heading light on the students' advancement. At the same time, the student head teacher from the students, to the students, as peers, and even with the professional, have a common growth environment and goals, experience similar, language and emotions in common, ideological and moral compatibility, disposition, and relatively mature. Therefore, they can combine the college's requirements with their own growth experience, work experience, and learning experience to communicate directly with students, and use their own yesterday's experience and lessons to inspire new students to treat themselves today. At the same time, they guide new students with their own successes and setbacks. To greet tomorrow, to achieve the effect of the epiphany, and to do more with less, play an irreplaceable bridge between the students and teachers.

2.5 New Initiatives for the Construction and Cultivation of Innovative Student Cadres

The student head teacher, who is still a student himself, also needs training and growth. He is also immature and needs to improve his quality and ability in all aspects. He must communicate and communicate with all kinds of people. At the same time, he will encounter many unexpected things in his work. The actual difficulties. Being a student head teacher is a once in a lifetime training and training opportunity for student leaders. Put them on the position of deputy head teacher and let them continue to draw on their successful experiences, accept failed lessons, improve themselves, and continue to grow. In the work process, they can use their own professional knowledge, but also can feel their own labor value, but also can find their own deficiencies; this not only improves their ideological and political quality, but also exercised their organizational management And the ability to coordinate has also tested their practical ability. This is undoubtedly a rare asset for their own growth and future development.

3. "MASE" WORKING METHODS OF STUDENT HEAD TEACHER MANAGEMENT MODE

The "MASE" work method refers to the combination of M—Major, A—Abilities, S—Skills, E—E.Q&Sense, and EQ & Sense to carry out

freshman management and education work. The specific practices are as follows:

3.1M- Major, representing professional and professional knowledge

Learning professional knowledge is the main purpose for students to go to college and is an indispensable indicator for future high-quality talents. The requirements of modern careers on the cultural quality and knowledge structure of graduates are affected by many factors, especially the influence and role of contemporary science and technology and the development of social production. Therefore, when the deputy head teacher manages the class, he should regard the freshman profession as an important work object. First of all, it is required that the deputy head teacher should have excellent professional knowledge and be able to give freshmen answers on professional issues. Our department selects the same students as the freshman students as the deputy head teacher of the freshman class. Secondly, it is required that the student head teacher cooperate with professional teachers to provide professional introduction and guidance to freshmen so that freshmen can understand their majors, familiarize themselves with their majors, and have a keen interest in their own profession. Again, the student head teacher must pass on his professional learning methods to freshmen so that freshmen can not be confused and have methods in professional learning. Finally, the student head teacher can also tutor professional students with poorly-learned knowledge so that they do not lose confidence in their professional studies.

3.2A - Abilities, Representing Ability

The capabilities mentioned here include the following aspects:

Organization and coordination ability: The key to embarking on a leadership position, playing a greater role, and making greater contributions.

Language expression ability: The key ability to communicate with others, the basis of cooperation.

Written writing ability: The key to actually modifying the theory after linking theory with reality.

Social communicative competence: The key to creating a harmonious interpersonal environment.

Crisis management capabilities: The key to avoiding huge losses in collective or individual countries.

The specialty of literature and sports: winning self-confidence, adjusting life, fighting for honors, and improving physical fitness.

If a new college student comes to school, he or she will not be able to adapt to the development of today's society if he only attends college in order to study the knowledge in the book. Our student head teachers guide them to make full use of the existing environment and atmosphere of the school, actively participate in group activities, encourage them to study hard, participate in various knowledge contests, and engage in student management. They may encounter various problems and setbacks in these tasks. However, with the help of full-time head

teachers and student head teachers, they can quickly know where the skills are lacking and can work with the student head teacher in terms of lacking capabilities. Strengthen exercise and improve the level. At the same time, our new deputy head teacher has a high sense of honor. They can work hard to improve their own abilities and take this improvement as a model for new students, and encourage freshmen to work hard to improve their abilities in all aspects without training them into highly educated and low-ability students. "College Students.

3.3S - Skills, representing skills

It is not enough for contemporary college students to possess only professional knowledge. On the one hand, the requirements of the common knowledge and skills of various industries in society are increasing; on the other hand, the adaptability requirements for graduates' knowledge and skills are also growing, and society needs more. It is a complex talent. To meet this demand, as a qualified vocational college, there is a higher demand for the mastery of student skills. Higher vocational colleges in the process of cultivating a large number of professional talents with strong technology for the society, it is far from enough to teach by professional teachers alone. The deputy head teacher in the freshman management can make it clear that the new students have the same clear skills and professional knowledge, so that freshmen can cultivate their skills from the very beginning of university life and learn to improve their hands-on skills in daily life. It will enable students to learn their skills as freshmen and will play a crucial role in the development of new students.

3.4E-E.Q&Sense, on behalf of EQ and awareness

E.Q is an essential factor for success. Emotional intelligence is embodied in psychological quality, behavior control ability, emotional control ability, overwork ability (endurance), and team awareness in particular. This is the quality of talent highlighted by employers today. It is difficult for a person who cannot integrate into a team (collective) to make achievements. Here we ask the student head teacher to emphasize the working methods of emotional intelligence and consciousness from the following aspects. The first requirement is to have a good psychological quality, be able to control their own behavior, and control their emotions. Because they are not just a senior brother in a newborn student's eyes, they are still a teacher. Therefore, freshmen will have higher demands on them. They cannot accept that their teachers have very bad behavior or are emotionally fluctuating, impulsive, and emotional. Second, they must have a strong sense of initiative, solidarity, and sacrifice. After all, the student's class teacher is still a student and has his own learning tasks. He is more busy and tired than other students.

This requires that they have the spirit of sacrificing their free time and possibly some of their own learning time. They should actively approach new students, actively assist counselors in their work, and work with counselors and other school administrators. Leaders are united and good class cadres are used to build a good team. Again, they must understand the management of their feelings, use their own strengths, and build a strong relationship with their students so that they can better manage their students. The last step is to cultivate new students' emotional intelligence, self-management awareness, sense of unity, and active awareness so that new emotional intelligence will continue to rise and consciousness will continue to increase.

4. SUMMARY

The existence of student head teacher assistant management system is the inevitable result of the development of school management work, and is the most effective innovation for student management work. It truly puts students' self-education, self-management, and self-service into practice and falls into the work of freshmen. In practice, counselors, student headteachers, and freshmen have achieved a "win-win-win" situation. Counsellors can be freed from business-related work and have more time and energy to invest in college students' ideological and political education work and enhance university education. The pertinence and effectiveness of freshmen's ideological and political education also provide a reference and possibility for new student counselors to further expand their own work space. After the class teacher's training, students' awareness of self-education, self-management, and self-service is enhanced, and their awareness is enhanced. Its own professional knowledge and management skills; under the joint education management of the counselor and the student head teacher, freshmen can quickly adapt to college life and complete the role of change.

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Research on B2C return logistics service quality based on customer demand

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Abstract: The problem of return not only affects customer satisfaction, but also leads to the increase of management cost of B2C e-commerce business. In this paper, the customer demand is deeply studied, according to the specific return process of B2C return logistics service, the customer needs are divided into two dimensions of time and economic needs. The Kano model was used to obtain the customer satisfaction and importance index of the B2C return logistics service demand, and the quality of the B2C return logistics service was divided.

Keywords：B2C, return logistics service quality, customer demand, Kano model

1 INTRODUCTION

With the rapid development of the global B2C e-commerce industry, customer online shopping is gradually increasing, and the subsequent return problems are also increasingly prominent. E-commerce return logistics can affect customer satisfaction and loyalty to a large extent. Handling e-commerce return logistics links not only helps foster loyal customers, but also facilitates the management of return channels in the supply chain (Ramanathan R, 2011)[1] In the in-depth study of the relationship between logistics service quality and corporate marketing, from five aspects to examine the quality of service, respectively: customer demand response speed, logistics service on time accessibility, customer service level stability, logistics service quality stability (Elinger, 2000)[2]; regards logistics customer service quality as a key factor to improve business performance and customer satisfaction, evaluates customer needs through Kano model, locates product attributes, and finally obtains customers' high satisfaction with the market and products (Raquel Florez Lopez , 2012) [3].

The thesis analyzes the quality of B2C return logistics service from the perspective of customer demand, sorts out the logistics process of return logistics on B2C e-commerce platform, applies Kano model, and builds customer satisfaction and demand importance index of B2C return logistics service to classify customer needs. Provide reference for B2C e-commerce companies to improve the quality of return logistics services.

2 Kano model concept introduction

The Kano model is a model that reflects product quality issues through user satisfaction and importance surveys. According to different customer perception levels and service performance levels, the service quality is divided into five types: Attractive quality, necessary qualit, Must-be quality, One-dimensional quality, Indifferent quality ，Reverse quality, as shown in Figure 2.1:
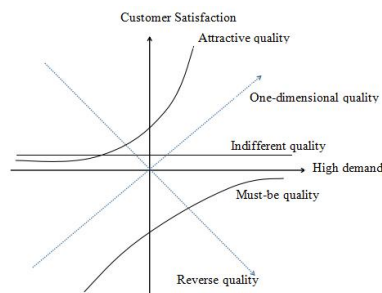

Figure 2.1 Kano model two-dimensional quality of cognitive map

3 KANO MODEL

3.1 Quantitative Kano model

The paper uses the quantitative Kano model to assign customer satisfaction and dissatisfaction levels to the service, set the satisfaction index when providing and not providing the service, and conduct quantitative research on the survey results. As shown in Tables 3.1 and 3.2:

Table 3.1 Positive / negative satisfactory scale problem

		like	It should be so	It does't matter	Tolerable	dislike
Product/Service Attributes	Provide this service	1	0.5	0	-0.25	-0.5
	Do not provide this service	-0.5	-0.25	0	0.5	1

Table 3.2 Importance Scale

It does not matter	not so important	general	More important	Very important
0-0.2	0.2-0.4	0.4-0.6	0.6-0.8	0.8-1.0

3.2 Kano model analysis

Assumption f_i is the first attribute of the service. The total amount of customers is J, according to the Kano model questionnaire, the customer's judgment of the service attributes f_i can be obtained z_{ij} as follows:

$$z_{ij} = (x_{ij}, y_{ij}, w_{ij}) \quad (3.1)$$

Where x_{ij} denotes the judgment of the j customer on the negative problem of the i th service attribute f_i, y_{ij} denotes the judgment of the j th customer on the positive problem of the i th service attribute f_i, w_{ij} denotes j th customer on the i th service attribute importance judgment. For the index of service attributes f_i, $\overline{X_i}$ is the average level of satisfaction of i customers with the negative problem of the f_i th service attribute, and $\overline{Y_i}$ is the average level of satisfaction of i customers with the positive problem of the f_i th service attribute:

$$\overline{X_i} = \frac{1}{J}\sum_{j=1}^{J} w_{ij} x_{ij}, \overline{Y_i} = \frac{1}{J}\sum_{j=1}^{J} w_{ij} y_{ij}$$
$$(3.2)$$

The value of $\left(\overline{X_i}, \overline{Y_i}\right)$ may be plotted in a two-dimensional plot where the abscissa represents the average level of satisfaction of the customer with respect to the negative problem for the i th service attribute f_i, The ordinate represents the average satisfaction level of the customer with respect to the positive problem of the i th service attribute f_i. The service attribute f_i is expressed in the form of a vector, there are:

$$f_i \sim \overline{r_i} = \sqrt{\overline{X_i}^2 + \overline{Y_i}^2}$$
$$\left|\vec{r_i}\right| = \sqrt{\overline{X_i}^2 + \overline{Y_i}^2} \, (0 \le r_i \le \sqrt{2}),$$
$$\alpha_i = \tan^{-1}(\overline{Y_i}/\overline{X_i})(0 \le \alpha_i \le \pi/2) \quad (3.3)$$

The distance $\left|\vec{r_i}\right|$ of the vector $\vec{r_i}$ represents the importance index of the service attribute f_i, and the angle α_i represents the satisfaction index of the service attribute f_i.

4 EMPIRICAL APPLICATION

4.1 Determine customer demand indicators

The paper obtains the customer's possible B2C return logistics service requirements by investigating existing network platforms and other information channels. To sort out the specific return process of B2C e-commerce platform, divide the customer demand into two dimensions: time requirement and economic demand, and establish a B2C return logistics service evaluation index scale system. As shown in Table 4.1:

Table 4.1 B2C return logistics service evaluation index scale

Dimension	One-dimensional indicators	Two-dimensional indicators	Indicator Description	Numbering
customer request	Time needs	Apply for response time	The buyer made the return, the seller response time to return the application	f_1
		Audit time	Audit of return applications	f_2
		Sent to the storage time	Returned goods sent to the storage time-consuming	f_3
		Re-inspection after storage time	The seller checks the product to determine the time between refunds	f_4
		Refund waiting time	Refund high efficiency, waiting time is short	f_5
	Economic needs	Shipping insurance	Insurance companies bear most of the freight	f_6
		Return costs	Return the cost of the process, mainly freight	f_7
		Return costs account for the proportion of commodity prices	Return costs account for the proportion of commodity prices	f_8

4.2 Questionnaire research

4.2.1 Questionnaire issuance

A total of 120 questionnaires were issued and the questionnaires were issued from May 1, 2017 to October 31, 2017. Twenty-nine invalid questionnaires were eliminated, 91 valid questionnaires were recovered, and the effective questionnaire recovery rate was 75.8%. In the questionnaire, the female group is larger than the male group. Compared with real women, men prefer online shopping. The sample group B2C has more experience in online shopping and is in line with the actual situation.

4.2.2 Sample Statistics

According to the relevant principles of quantitative Kano model and service competitiveness analysis, the information obtained from the questionnaire is quantified to obtain the mean value. The statistical results are shown in Table 4.2.

Table 4.2 Customer perception of return logistics services

Return logistics service elements	$\overline{X_i}$	$\overline{Y_i}$	r_i	α_i
f_1	0.662	0.629	0.913	0.758
f_2	0.624	0.457	0.773	0.632
f_3	0.433	0.5	0.661	0.857
f_4	0.425	0.399	0.583	0.755
f_5	0.605	0.470	0.766	0.660
f_6	0.359	0.506	0.620	0.954
f_7	0.650	0.638	0.911	0.776
f_8	0.491	0.578	0.759	0.866

According to Table 4.2, it can be seen that f_i importance index of service attributes $0 \le r_i \le \sqrt{2}$, and the satisfaction index of f_i service attributes $0 \le \alpha_i \le \pi/2$. In Table 4.2, both the importance index and the satisfaction index are within this range, indicating that the data obtained have certain reliability and validity.

4.2.3 Kano Return Logistics Service Classification

According to the principle of quantitative Kano model, determine the B2C return logistics service type. Get the Kano classification chart of the Return Logistics Service shown in Figure 4.1.
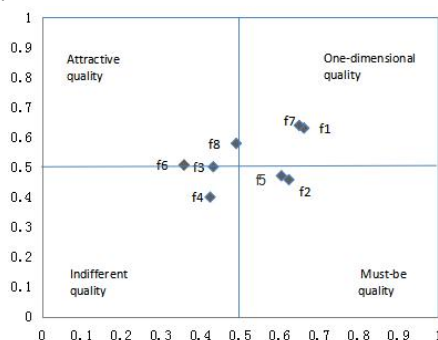

Figure 4.1 return logistics service Kano classification map

Figure 4.1 can be used to determine the Kano classification of return logistics services:

Attractive quality: Delivery time (f_3), shipping insurance (f_6), return service cost (f_8) A total of three return logistics service quality should be focused on promotion；Must-be quality: audit time (f_2) and refund waiting time (f_5). To enhance the level of such services, there is no obvious advantage in the competition；One-dimensional quality: the application response time (f_1) and the return expense (f_7), It is the key content of corporate publicity and competition；Indifferent quality: storage time after the re-examination (f_4), the customer is less concerned about the service throughout the return process.

5 CONCLUSION

This paper studies the B2C return logistics service quality based on customer demand, and divides it into two dimensions from the perspective of customer demand: time requirement and economic demand, and constructs a detailed B2C return logistics service index evaluation system; secondly, constructs the Kano model, The Kano classification of B2C

return logistics service quality provides reference for B2C e-commerce companies to improve the quality of return logistics services ACKNOWLEDGEMENT.

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Research on Space Design of Pinhole Imaging Theme Pavilion

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Abstract: Pinhole imaging belongs to the category of optical principles. After thousands of years of development and application, it also plays an important role in the field of art. This paper mainly expounds the design concept and strategy of an assembly mobile theme pavilion. The pavilion takes pinhole imaging as the theme, an ancient imaging technology, which feature is that it is easy to assemble and move, and can be located in any ground area, leaving a landmark for each city. The space exhibition of this pavilion has the inverted image, split layer, uncertainty and other visual effects of pinhole imaging to highlight the theme nature of the pavilion. The design meaning of this pavilion is to carry forward the traditional pinhole imaging technology, and promote cultural communication between various regions, so that the pinhole imaging culture will shine in the new era.

Keyword：Pinhole imaging; Image; Theme Pavilion; Assembly and movement

SUMMARY OF RESEARCH BACKGROUND

At present, photography technology continues to develop. It is common for us to take pictures every day, but it seems unfamiliar to the public for its historical and cultural background and artistic connotation [1-3]. The author also found an interesting phenomenon that many photographers directly use pinhole imaging for artistic creation, which can be seen in the view of contemporary artists, pinhole imaging has its unique charm. This paper will analyze the design scheme of an exhibition space with the theme of pinhole imaging. The theme of the exhibition is to use the pinhole imaging technique to show the landmarks of different cities as the content for the purpose to express the fusion of ancient technology and the new civilization or natural landscape of the city, the study of the design research of exhibition space with the theme of pinhole imaging is discussed [4-5].

The Design Scheme of Pinhole Imaging Theme Exhibition Space

The use of materials and the form of composition

The PVC assembly structure is used in the external structure form, and the I-steel node is used to assemble. External decoration materials combined with glass curtain wall, PVC curtain wall, fireproof board and so on.

The tentative idea of space material and composition:

The exhibition hall of light - History: Punching plate, fireproof board, antiskid iron sheet, LED lamp, lamp box and so on.

The exhibition hall of the shadow - Principle: Enlarging pinhole piece, black and red PVC, display, red floor glue and so on.

The exhibition hall of the obstruction - Dark box: Pinhole device, curtain, LED lamp and so on.

The exhibition hall of the image - works: Fireproof board, LED lamp. PVC board, gray floor glue and so on.

The pinhole imaging exhibition space is placed in a space of any position, similar to the assemble space of a container vehicle, and a variety of combinations are made in the form of a cell. In the site of cultural location, it is possible to be close to all kinds of classical buildings or places which are convenient to take the scenery, and at the same time, it can form the open-door image of the exhibition space for the public. In terms of cultural site selection, it can be close to all kinds of classic buildings or convenient places for viewing, and at the same time, it can form the open-door image of the exhibition space for the public. In the setting of the cell, this introduction mainly introduces the distribution of the spatial exhibition area, which is made up of more than four units. In a scheme with insufficient space resources, space can be reduced to one to two units and only the core content is retained [6-8].
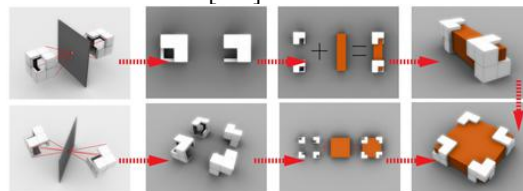

Figure.1 The pinhole imaging exhibition space

FUNCTIONAL LAYOUT AND DISPLAY CONTENT

The establishment of the theme of the exhibition hall: the four theme exhibition halls are light - history exhibition hall, shadow - functional exhibition hall, obstruction - dark box exhibition hall and image - works exhibition hall.
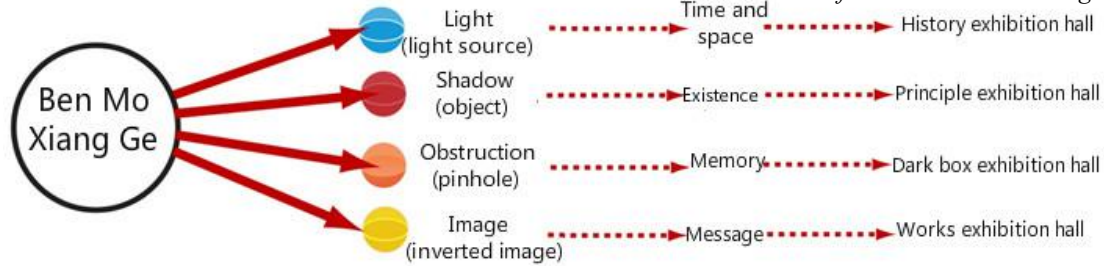
Figure.2 Functional layout

HISTORY EXHIBITION HALL – LIGHT

All the dynasties have mentioned the natural phenomenon of pinhole imaging. For example, both Lu You's "Lao Xue Yan Notes" in the Southern Song Dynasty and Yang Yu's "Shan Ju Xin Hua" in the Yuan Dynasty mentioned. It can be seen that this principle is recorded by ancient scholars as the knowledge of popular science. Zhao Youqin's book was mentioned in the Wang Jinguang's "The History of Chinese Optics", and Mr. Wang Zheran made a detailed explanation in "A Preliminary research on the Source of Zhao Youqin's pinhole imaging".

After the Ming and Qing Dynasties, more and more people found this phenomenon, and there are even some examples that some people specializes in collecting "inverted pagoda", which shows that the optical phenomenon of pinhole imaging has received widespread attention, and some scholars began to study it. Zheng Fuguang make a special description for the principle of pinhole imaging in "Jing Jing Yin Chi" and "Fei Yin and Zhi Lv".

There are also records of pinhole imaging in the history of the West. The pinhole imaging is used to depict the scene in the works of German artist Albrecht Dürer (1471-1528) and famous painter Leonardo Di Serpiero Da Vinci. However, the first book to mention the problem of pinhole imaging is the "problemata" of the ancient Greek philosopher Aristotle (384 BC -322 BC). Al Hassan, an Arabia scholar, also made use of the dark box to discuss the principle of the law of reflection [9-10].

Figure.3 The study of pinhole imaging in ancient times

FUNCTIONAL EXHIBITION HALL-SHADOW

Using the multimedia display screen and interactive buttons to allow the audience to interact with the pictures, so that the audience can understand the changes in the size of the aperture and the focal length of the picture.

The following are the formulas derived from the optical principle of the pinhole imaging, taking into account the clarity of the imaging and the time of exposure:

The best aperture = $1/25\sqrt{}$ focal length of a camera

After the aperture is determined, the aperture coefficient of the camera can be calculated:

Aperture coefficient (F) = focal length / aperture

Pinhole imaging principle in this space is not mysterious, nor is it high above, but let the audience in the hands and feet of the device experience understand the influence of the principle on the generated image, jump from the boring words and formula. the use of space elements active, pay attention to people and things, people and space cultural exchanges and close. The use of space elements is active, paying attention to the communication and affinity between people and things, people and cultural space.

Dark box exhibition hall - obstruction

The "Geshu" was first proposed in Shen Kuo's "Dream Brook Sketchbook".

"Using Yangshuo to light objects are inverted images, because there is a barrier between them. The theorists say this is called the "Geshu". For example, when people are rowing, the small wooden posts that are supported are the obstacles of oar. " In the process of concave mirror and pinhole imaging, there is also a special point "obstruction" (obstruction, imaging in the concave mirror is the focus, imaging in the hole is a hole). "Geshu" is the basic method in geometrical optical imaging. Its scope of application is not limited to pinhole and concave mirrors, but also includes convex mirrors and lenses, even for some wave optics. The corresponding constraint point "obstruction" is not limited to pinhole and focus, but it can also be the center of curvature or the optical center. It can not only explain the formation mechanism of

inverted image, but also explain formation the cause of positive image. The present geometric optical imaging method is essentially the "Geshu".

Works exhibition hall - image.

Shen Kuo's "Geshu" concept thinks that the inverted image is the incident light from the object is confined by the pinhole and generates an image that has the potential of a "Ben Mo Xing Ge" with the object. The theme of the exhibition hall is from this.

In the global Pinhole photography day, International pinhole imaging photographers will host activities on the Internet——Pinhole Photography. The theme of the activity clarifies the simplistic spirit pursued by photography artists, a shoe box, a tin and even a tea can also become a tool for recording images. If the image results are not surprising, they will be disappointed. In addition, they put photography into life at all times, and even have a "miserablism" because of excessive devotion. For example, "MOUTHPIECE", a pinhole imaging work filmed in the mouth, contains 60 photos taken from the artist's own mouth, and the effect is shocking.
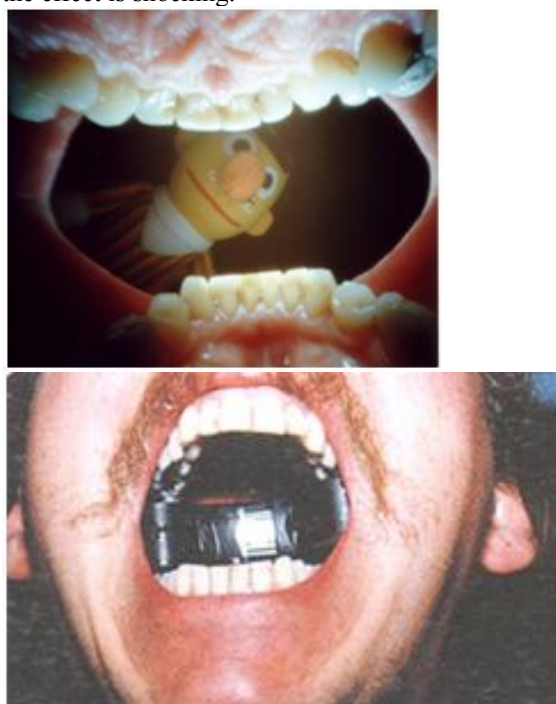

Figure.4 MOUTHPIECE

In addition, there are also a series of pinhole imaging photography that uses 6 months to exposure. Due to the change of in outdoor sunshine for six months, the sun's trajectory is recorded directly by "slow light" photography, and Van Gogh's oil painting surrealism style is embodied in the works.

Then, talking about the case in China. Shi Guorui, the first artist to engage in pinhole photography and creation, once displayed 798 works in Beijing. His works include the Great Wall, the Great Buddha in Yungang, New Beijing, Hollywood and so on. Among its many products, there is no lack of creations similar to performance art. It is worth mentioning that the Chinese Committee for the art of pinhole imaging organized by pinhole imaging photographers have put forward a theme: moving away from the annoyance of the lens——Big picture pinhole imaging Club. They unregularly organize some small pinhole photography exhibitions, which organized by Zhou Zhan, Ye Dawei and others. In the exhibited pinhole imaging photography works, Ye Dawei's work "Scene" also took part in the 2007 Guardian Spring Auction, which lays the status of this technological achievement as an artwork.

Figure.5 Scene

Analysis of the Scheme

THE ELASTIC SPACE OF A CELL

The scheme adopts intensive mode layout mode, which is combined by each unit module and is highly intensive, making the space more flexible，and can be large or small, and can be put. The combination of the unit can be superimposed, and the second floor can set the viewing platform, which can be set in a clear and bright unobstructed view, so that the landscape of lakes can be seen clearly. It can also be divided into independent space according to need or can be connected by several units to create a multifunctional area, which can embody the flexibility of the space, help to change the space and time, and make functional changes according to different requirements, which is close to the needs of the audience. According to the different requirements, with the change of space and time, perform function changes, close to the needs of the audience.
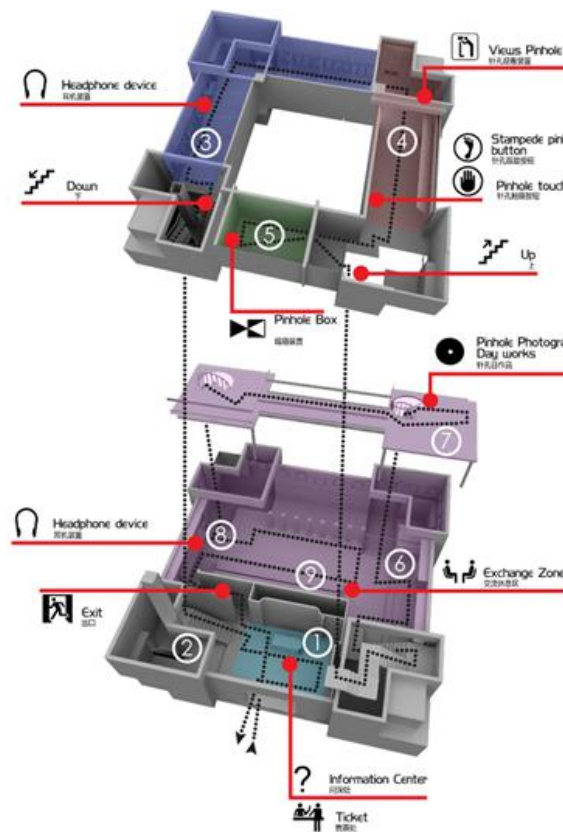
Figure.6 The layout mode

Flexible zoning and non-interference.

The independence of space is beneficial to the management of zoning. In function and transportation, four independent areas are needed: multimedia playback device area, principle and calculation hall, black box device exhibition hall, exhibition hall and so on. In management, they are independent and non-interference. The four regional partitions are clear, independent and sequential free combination. According to the requirements of activities, they can individually open or close individual areas, which is convenient for management. In a word, the establishment of this exhibition hall can provide the maximum service for the audience and embody the public awareness of the people.

CONCLUSION

In summary, the principle of pinhole imaging has an irreplaceable important role in the development of history. The art works of pinhole imaging has obvious dark angle, super large depth of field and wide angle, and the imaging results in exaggerated color and peculiar picture effect. During the opening of pinhole, time and space are transferred, stacked, mixed, condensed in film and imaging devices in the form of light and shadow. Space-time vast and boundless, light and darkness mingle with each other, the mystical principle in ancient times, mystical optics, uncommon and unworldly primitives, all of them to bring people infinite surprise in the visual reading, and bring a certain meaning of philosophical thinking, which are widely spread among artists, and this is the starting point for me to conceive of this theme space.

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Stability Analysis of Chinese Social Structure

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Abstract: The unique structure of Chinese society makes modern China was invaded,This paper attempts to identify and analyze the Chinese structure,use the method of history and sociology, according tothe theory of super-stable structure to explain why a stable structure of Chinese society can continue for thousands of years.And analyze the constituent elements and the structure of the stability social structure.
Key Words: Chinese society;Structure;Stability;

INTRODUCTION

Throughout Chinese history, the long-term stagnation is a very important feature.Two thousand long years,Chinese traditional social development is very slow,Until the late 19th, China began the process of modernization. However, in traditional Chinese social structure, there are also frequent happened wars, civil strife, foreign aggression, split.Special attention is every many hundred years, the outbreak of a fierce unrest change a dynasty.The world has never had such an unbroken civilization like China,there is no such regularity change a civilization like China dynasties.This paper argues that the structure of Chinese society and the regularity of change of dynasties in Chinese society has a direct relationship.There is a control theory, known as super-stable system,we believe that China's social structure is a kind of super-stable structure,we tried to use the theory of super-stable structure to analyze the unique characteristics of Chinese society.to find the structure of Chinese society.

Although Chinese society has a strong representation in the East, such as agricultural production, family concept, bureaucratic politics and so on, it is necessary to point out that this method of analysis is not widely applicable, and the starting point of this article is limited to Chinese society.However, it is also hoped that some of the methods and conclusions proposed in this paper can play an important role in the social analysis of other countries.

1.WHAT IS THE SOCIAL STRUCTURE

First, recognize the China's social structure, we must be analyzed from four aspects: political, economic, cultural, ideological,must conduct an independent analysis of these four areas, we have to analyze the links between them.China is a traditional agricultural society,In Chinese society, dominated by Confucianism,kongzi is the pioneer and teacher of Chinese thought.Feudal hierarchy is the traditional structure of Chinese society,grade status means different income, different social status and different official rights.We can put the relationship in four areas depicted
in the figure below，If a structure of society in a stable state, the figure of the three parts are mutually adapte,However, the society is always changing,Especially economic factor is very active.Once the economic factors change, it will affect the other two factors, the social structure is also a contradiction,this process can be divided into two stages,The first stage, the social structure is relatively stable, three factors exist in harmony, economic factors slowly changing.The second stage, economic factors revolution,balance between the three factors is broken,Here it must be to adjust the relationship between them through social revolution,For the Chinese community, no matter how solid, how conservative, it must adjust the relationship between politics, economy and ideology through continuous revolution.
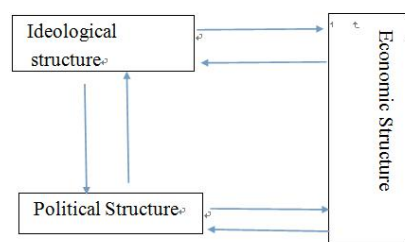

The three elements of ideology, culture and economy play a key structural role in any society. But the elements of Chinese society have unique characteristics and have unique structure. We can understand deeply through the analysis below.

## 3 .CHINESE SOCIETY'S UNIQUE STABLE STRUCTURE

Firstly,analysis of China's economy,China's economy is every farmer owns a portion of land, every family is a closed, self-sufficient.Moreover, China's area is very broad, internal mobility of the population is

very gentle,communication between people is mainly restricted to neighbors and within the family.Over the peasantry is the landlord class.Landlords occupies most of the wealth of society,monopoly on the education right.Landlords can pass the exam to get an official position,they are protected and beneficiaries of Chinese traditional social structures.Each dynasty emperor is through the use of the landlord class to rule the lower farmers,or it can be said by bureaucracy.landlord how can become a bureaucratic?There are two ways,One is to pass the exam, one is through exploits,during the war years, there are often some of the heroic figures are emperors official seal,However, in times of peace, and only through the exam every three years, in order to pass the exam by an official. Emperor is the highest authority of the ancient Chinese society,But the fate of each emperor is different, depending on their personal charm. Some emperors have a high IQ and high EQ, can effectively control the bureaucracy and the state,this dynasty shows peace and prosperity.Some foolish emperor believe some traitor, country will be corruption and chaos.Through the above analysis, we can know that the emperor is a very destabilizing factor, but it is very important.Structure of Chinese society can be represented by the following diagram:
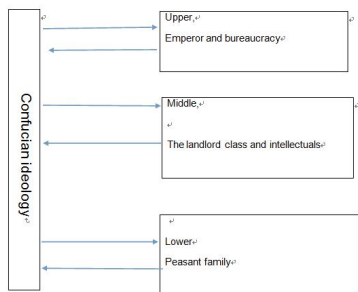
Government officials through test selection,upper, middle and lower three classes of people flowing through the exam ,therefore, China is a strong social flexibility,each lower class people want to an official by examination.The basic structure of the lower is people's family, within the family, the child must absolutely obey his father, his wife must obey her husband absolutely,this family order can be deduced social order,at the national order, bureaucracy must absolutely obey the emperor, the emperor's authority comes from God.After the destruction of a family or a dynasty collapse,the same structure, the same order copies appear in the same place.Traditional Chinese society is divided

into family space and bureaucratic space, there is no public space, therefore, there was no law or constitution, people with a family of local self-governance and to achieve harmony.
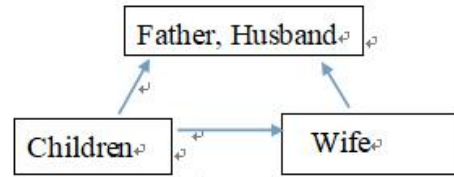
CONCLUSION

Through the above analysis, Chinese feudal social structure characteristic is : confucian ideology is the upper, middle and lower, three levels authoritative source of legitimacy, put into one of three levels, the presence of the three parts can be coordinated among a community.When a society has a unified ideology premised,this community is called ideology of social integration,in traditional Chinese society, the legitimacy of the emperor must be made by the Confucian ideology, confucian culture is the only exam content, Identity flow between various sectors , Only by learning Confucian culture, acquired through the exam.   This is the traditional Chinese way of social integration.

Therefore, our view is that ideological culture plays a crucial role in a society. Maybe in traditional society, it has religious nature, but it has constraints on individuals, families, bureaucrats and society. We must admit the following view: Confucianism is not a religion. Though there are strong similarities between them, there are essential differences in essence. Perhaps, it can be said that Confucianism has absorbed some other religions, such as Buddhism, Taoism and other religions, and formed its own unique ideological system.

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A Brief Analysis on the Differences of Kinship Appellation between English and Chinese

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Abstract: Chinese and English appellation habits are also different due to different culture, history and social system. A comprehensive grasp of the different kinship terms can help language learners understand the differences between Chinese and western culture and overcome language communication obstacles, so as to give a major push to the smooth progress of cross-cultural communication and bridge the gap between Chinese and English.

Key words: Kinship terms; appellation; language; differences

1. INTRODUCTION

Language and culture were created simultaneously since human beings began production. The distinguished linguist Sapir, said in his "language" that each language system not only is a tool for expressing ideas, at the same time itself may play a role in the development of ideas. It is easy to see that communication is the purpose of language and means of cultural transmission. From its social attribute, verbal communication is one of the main functions, and appellation is the first step to start communication, in many cases, appellation is the first information to pass to the speaker. So far, people especially social linguists have done tons of researches of different appellations, holding the view that appellation covers kinship terms and social class terms. Kinship terms are a universal feature of language. "They are the lexically identical terms and unique terminological systems labeled with a distinctive social and cultural nature"[1]. This essay gets the general understanding of intercultural differences on appellation by comparing Chinese-English appellation and the effect of family style and cultural backgrounds, and analyses the characteristics of Chinese-English kinship terms from the perspective of cultural differences and summarize reasons , so as to use kinship terms accurately and properly in cross-cultural communication and have a better understanding of differences in Chinese and English culture.

2. APPELLATION AND KINSHIP TERMS

According to the Contemporary Chinese Dictionary, appellations refer to various mutual relationships amongst relatives and names called owing to his or her occupations and status. Different appellation reflects the social roles of both sides, as well as the identity, social status, intimacy relationship and emotional likes and dislikes, etc.In linguistic communication, "appellation is always the first information transmitted to the audience" [2]. Commonly speaking, appellations can be divided into two types. Those are relative appellation and social appellation.

Kinship term, which refers to a term that determines the relationship between family members and oneself as one centered, is a common language phenomenon and shows a special language symbol of people with blood or marriage relations. Chinese and western traditional culture and the differences of historical development gave birth to the differences of kinship terms between Chinese and English in different national characteristics and linguistic features. Nowadays, there are more than 2000 nations and languages. All languages, no matter how small they are, accordingly have kinship terms systems that express the relations among family members, which roughly includes patriarchal appellation, maternal terms, marriage appellation and relative appellation. According to the survey, modern standard Chinese kinship terms, has a total of 363, including 245 paternal kinship terms ,65 maternal,44 wife terms, and nine husband terms. Kinship terms refer to the generic term of various relative appellations and the relationship among them, which can be divided into two concepts: broad sense and narrow sense. The former refers to all the language formed by relative appellations in human society - culture.The latter refers to the particular language shaped by certain relative appellation in modern human society -culture system.

3. COMPARISON OF CHINESE-ENGLISH KINSHIP TERMS

From the table above, we can see kinship terms between Chinese and English are obviously different. The expressions of Chinese kinship terms are clear, while they are general and obscure in English. The division of Chinese kinship terms system is complicated and detailed, covering hundreds of kinds of kinship terms,

while the English kinship terms system is relatively simple, general and vague, with high level of generality. In the patriarchal concept, ideological concept, value orientation and economic are of great differences in aspects of ideology, lead to the differences of Chinese-English kinship terms system. The family is a social community associated with marriage relationship and kinship. However, Western people are not so clear about kinship terms, they often confuse family members with the physical kinship,(such as the grandfather, uncle, brother - in - law, etc.).

4. CAUSES OF DIFFERENT KINSHIP TERMS

Firstly, different geographical environment and modes of production have exerted a significant difference on Chinese and English civilization. Looking from such aspects, China, which can be looked as a continental unit with relatively closed but complete internal system, is characterized by agricultural civilization of natural economy and requires people to settle down, instead of migrating, thus leads to a society structure of patriarchal clan tied with blood--family, Chinese culture is characterized by agricultural civilization because of long-lasting autocratic regime. Traditional family pattern is big family (Extended family). Perceptions like four generations, bringing glory to one's ancestors are deeply rooted in Chinese people's heart, which in turn decides the necessity of the subdivision of kinship terms. However, Western culture originated from the ancient Greek, Roman and Hebrew with a lack of sea island geographical area, so the oceanic climate was harsh and changeable, people moved frequently. Besides, the traditional social structure is city-state system on the basis of property and contrast. Therefore the West has formed marine culture featured by commercial civilization, and also inevitably shaped national personalities of loving freedom, equality, independence, competition, individual and utilitarian extravert individualism values.

Secondly, Chinese has a long history, characters and words used to express kinship terms are massive, in ancient China, modest terms that used to express "me" are yu, yu, shen, tai, yan, an, zan, sajia, laona, laoshen, aijia; Eryu biren, bucai, xiaosheng, wansheng, xiaguan, laoxiu, laozhuo have something of self-deprecation. Modern Chinese appellation system is developed on the basis of ancient appellation, on the one hand, continues the habit of the honor or modest addresses. On the other hand, it also dismissed the many feudal class appellations such as concubine, aijia, daren, laoye and so on. Thousands of years of Chinese history and multi-ethnic traits have made unique Chinese

kinship terms in the process of its development, many kinship terms address listener with an attitude of modesty and respect. The history of the English kinship terms is much less remote than that of Chinese, some modest kinship terms used in Chinese don't exist in English, which can be classified as cultural vocabulary, and leads to cultural gap in English.

Thirdly, under the influence of the patriarchal clan system and the perception of all men are created equal.Confucius Confucianism is leading a core position in the whole system of the traditional culture in China, its ethics lectures feature patriarchal clan system character of the family and blood ties.Patriarchal clan system is a kind of kinship system based on consanguinity. Han nation has got through long feudal society and formed a big patriarchal social organization, which is made up of by extended family of both related and economic ties; the basic unit of society is family, not individual, the individual is in the charge of family, and attaches importance to blood ties." The honor points, pecking order, different sexes, inside and outside, closeness and distance, consanguinity in-laws are different; each man has its position "such traditional ethics specifications are deep in heart. Whereas westerners think men are created equal under the baptism of Christianity, "We are god's sons and daughters", although these countries differ in power and status, people deem they should eliminate the difference or minimize it. Thus English kinship terms are relatively casual, colleagues, supervisor, parents and children can address by name.

5. CONCLUSION

The difference of kinship terms both at home and abroad, is a reflection of different custom culture. In mutual exchanges, we still should follow the old saying, "when in Rome, do as the Romans do". Nobody can distinguish which is better, so both of them don't need to repel each other, instead, they should accord with the nature, and adapt to each other. In real life, if we breaking the taboo, such as the western bride and groom came to China, see his or her uncle and called the name, the uncle had to understand and not be unhappy.

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The Strategically Analysis on the Use of "Blank-leaving" in the Teaching of Chinese Reading

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Abstract: In the teaching of Chinese reading, blank-leaving means the appropriate use of filling or leaving when analyzing Chinese works so as to guide the students to independently understand the texts. It also refers to teachers make full use of blank-leaving's features to wield assorted teaching methods to provide enough time and space for students' independent study in Chinese classroom teaching. This thesis attempts to explore the "blank-leaving" in Chinese text from the perspective of text content analysis and classroom teaching process, and to use its teaching strategy to help students enrich knowledge, develop intelligence and cultivate aesthetic ability.
Key words: Reading teaching; Text analysis; Classroom teaching

1. OVERVIEW

Acceptance aesthetics believe that blank-leaving is not only an important express method in expressing art culture, but also an incompletely expressed part in artistic work. Appreciators can, based on their life experience and knowledge, have more profound thinking and research on those blank-leaving parts. In traditional painting, blank-leaving preforms as a special blank which is set to make the art work more harmony and beautiful. For example, in < Essays on Poetics and Calligraphic Arts >, it is said "If you often use white as black in works, unexpectable surprise may appear". [1] However, blank-leaving in literature is expressed as implicit in language expressing. Writers leave some blanks on purpose and let the readers complete the unexpressed information by their own imagination and recreation. This is what ancient Chinese pursuits "romantic without a word " Whether it is the fine art of calligraphy or painting or the rich literary works, the "blank-leaving" among them is essentially the display of " combination of virtual and reality " in Chinese traditional aesthetic consciousness. From which we can see that the art of "blank-leaving" is wildly used.

In Chinese teaching, the most effective way for students to enrich their knowledge is reading. Therefore reading teaching is one important activity in helping students enrich themselves, extend knowledge area and imagination; improve thinking ability and self-cultivation. The art of blank-leaving in Chinese reading teaching refers not only to teachers and students work together and explore the undecided places in Chinese text; but also a kind of fuzzy teaching art used by teachers to effectively achieve their teaching goals. If the art of "blank-leaving" be wielded in Chinese reading teaching, a better study platform aimed at improving Chinese literacy would be provided for students, as a brand new teaching world would be accessible to teachers.

2. TEXT CONTENT: EXPLORE AND FILL THE BLANKS

"Blank-leaving" in Chinese text is where the author omits on purpose in order to express certain thought or emotion, rather than defeat or omission. This clever skill is concluded by Mr. Zhu Guangqian as "Our thoughts are much richer than language, thus there are many thoughts can be expressed without a single word. The beauty of literature lies more in its infinite meaning than its limited words."[2] Besides, whether the "blank-leaving" places can be discovered and explored or not is confined by the reader's understanding ability. Therefore, Chinese reading teaching requires carefully exploration and thinking, which demands Chinese teachers have the ability to catch the blank-leaving in text and guide their students to recreation.

(1) Imagining fillers and enriching text content
There are many kinds of texts in Chinese reading teaching, such as poetry, fiction, prose, practical writing, etc. Many of them are the crystallization of the author's imagination and expansion. Therefore, in the process of Chinese reading teaching, teachers should lead students to extend their imagination and explore deeply so as to fill the artistic blanks.

(2)Use blanks to analyze the character image
Excellent literary works often provide readers with multiple chances of interpretation in terms of character analysis, subjective grasp, and emotional understanding. However, students may have misunderstandings of those characters due to a lower cognitive level and limited life experience. In the process of Chinese reading teaching, teachers should use the

"blank-leaving" in texts to guide students, or to expand them laterally, or to organize conversations...

In text <Captain>, Captain Halvey is a hero who sacrificed his own life in saving other people in emergency. Due to previous studies of similar characters, when the students touch this text, the image of "hero" naturally blurts out but lack of self-perception and epiphany. When Wu Fengxia, a special primary school teacher in Henan Province coaching the class, she focused on the students' reading needs and psychological expectations. With the help of the blank-leaving in the text, she set skillfully questions and led the students to beat with the hero's pulse. The following is the teaching piece of Ms. Wu.[3]

Ms. Wu: Why didn't Captain Halvey escape? If you were him, what would you answer it?

Student A: I did not have enough time to run, as the boat was beyond my reach.

Student B: All the sixty people were safe, I had no worries. It's better for me to stay with my ferry.

Student C: I lived with this ferry many years as friends. I cannot let it sink into the sea alone, I wanted to accompany it.

The image of the captain in the text is shaped through language and action descriptions, which students can analyze through self-reading. However, how to fill in the captain's inner world? What supports his loyalty? The preciousness of Ms. Wu lies in her listening to the most sincere voice of children in the classroom. Her soft and astute teaching inquiries, not only excavate the "blank-leaving" in the text and analyze the character's image, but also respect each student's unique life consciousness.

(3) Write blanks and explore emotional content

Blank-leaving refers to the suspense setting at the beginning, or the intentional vacancy in the storyline, or the ambiguity at the end. Blank-leaving has given text and teaching a verity of undecided structures. It has given enough room for classroom teaching tension and requires students to mobilize their knowledge and life experience to feel, think and create. In the teaching of Chinese reading, the teacher can select appropriate articles, guide students to continue writing the text, expand the language context, and tap the emotional connotation.

For example, the article <Yugong Yi Shan> is written in mythology, Yu Gong spirit, shocking heaven and earth, and weeping spirits, which enhance the artistic effect of the article. And if there is no such end, what kind of story will follow if the children and grandchildren of Yu Gong persist in moving the mountain? Since it is a parable story, students can rewrite the ending so that they can feel the charm of <Yugong Yi Shan>.

3. CLASSROOM TEACHING: TIMELY FILLING AND USE "BLANK-LEAVING"

(1) Optimize import, leave blanks

Import is the teaching behavior that teachers introduce into the new class. A good introduction can arouse students' cognitive needs, stimulate their interest in learning, and encourage them to actively participate in class and eventually achieve teaching goals. [4]

In teaching < Seeing Father from the Back>, teachers can set introduction like this:" When we are describing a middle aged man, which words will you use? Please think what the purpose of this article is?" At this moment, the teacher can leave blank here, first analyze the father and son's image, and then let the students to answer this question.

(2) Question timely, set blank

In classroom teaching, questioning is a key link. According to the questions, students will think independently or cooperate with each other. Therefore, teachers should design gradients on the basis of their understanding of the conditions of their studies to allow students to think freely about the blanks.

For instance, when teaching <The Old Man and the Sea> teachers could ask "Is he succeed or failed?"" and how to measure it?" Teachers can organize students to learn about Hemingway's life and supplement some of the fragments of the text. The students then cooperated, discussed, shared their opinions, and the teacher completed the gaps that were previously proposed.

(3) Reasonable evaluation, create blank

Classroom teaching evaluation is the value judgment that teachers and students make on the interactive understanding of texts. Through which a fine teacher-student relationship formed. Therefore, if teachers leave blanks according to the situation in the evaluation process, students would be well guided and encouraged.

As is mentioned above, blank-leaving is not a defeat in literature, but a smart intentional vacancy. In the teaching of Chinese reading, teachers should listen to students' reading experience, and make appropriate guidance. In all, leaving blank space at a proper time not only stimulates the students' initiative, but also affirms their individual consciousness.

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Brief Discussion of Creditor's Interest Protection after Corporation Division

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Abstract: this article mainly analyzes the creditor's interest protection after corporation division. If the corporate division destroys the creditor' benefit, the creditor can maintain their right of revocation, the company shall assume joint liability after the division and the creditors can defend their own legitimate rights and interests with invalid division litigation.
Key words: corporation division, creditors' interest protection, the right of revocation.

1 JOINT LIABILITY SYSTEM

1.1 Situation of joint liability system in China

The regulation of joint liability system is in article 20 and article 177 of the Corporation Law. In the article 20, if the shareholders of the company abuse the independent status of the corporate legal person as well as the limited liability of the shareholders, avoid the debts, and seriously damage the interests of the company's creditors, they shall be jointly and severally liable for the company's debts. The Corporation Law in principle denies the company's personality, and restrain the shareholders with the joint liability system. The basic stipulation of shareholder limitation is lack of clear legal definition about responsibility subject, scope of application, applicable conditions, abuse of corporate legal person status, and the definition standard of shareholder limited liability behavior. The principle of legislation merely points out a direction for the judge's trial activity, but the judge in civil and commercial referee lack of maneuverability, need them to play the interpretation right and discretion. In the article 177, the company's debts before the division shall be jointly and severally liable by the corporate after the division. This causes two problems. Firstly, until the debt is cut, companies will have to bear the risk that other firms will get worse. This will increase burden of the companies after the division, and cannot realize the principle of operating efficiency of the separated company. Moreover, it cannot achieve the original intention of improving efficiency and saving cost through the corporate division. Secondly, the creditors of the original discrete company also face many problems when they choose to claim their creditor's rights after the division. If a company deteriorates after the corporate division, or when the company is divided, it is a bad asset. At this time, creditors claim to their claims are clearly unreasonable for creditors and discrete companies. The creditors' claims may difficult to implement in such circumstances. At the same time, after the division, the company also face the double pressure of declining efficiency, soaring debt and the risk of bankruptcy at any time. Therefore, it is obvious that the not partitioned joint liability system has disadvantages.

1.2 Perfecting suggestion of joint liability system in China

Firstly, build clearly subject scope of the joint liability system based on the existing legislation. Secondly, limit the joint liability. Through perfecting the legislation and limit the joint liability, the new company or the existed company that receive the original company's assets can take the assets that it inherits as the limit and assume the discharge responsibility. Therefore, we can prevent the abuse of joint liability system and enlarge the scope of application.

2. CREDITORS' REVOCATION SYSTEM

2.1 Situation of creditors' revocation system in China

The revocation system of creditors during the corporate division we can consult to article 74 of the Corporation Law, which has two conditions. Firstly, when a separated company does not have a legitimate reason to transfer the company's property or give up its due claims in a clear and implied manner, the appearance of such behavior will undoubtedly cause very serious damage to the creditor's rights. In this case, the company's creditors may make a request to the people's court to revoke the disposal of the company's property. Secondly, if the divided company intentionally sells the company's various properties at a price significantly lower than the normal value of the market, this kind of malicious transfer is harmful to the creditors' realization of their rights. Moreover, if one party knows, the creditors of the separated company may write request to the court to cancel the disposition of the property. The term of exercise about the revocation right based on the article 75 of the Corporate Law is the time limit for the revocation right shall be exercised within one year from the date on which it is known or should have known the cancellation. If the oblige does not exercise the revocation right

within five years from the date of the debtor's action, it shall be deemed to be extinguished. In order to prevent the creditor from abusing the revocation right, the Corporate Law makes strict rules on the procedure, time and scope of revocation. The procedure of exercise shall be in accordance with the provisions of the Law of Civil Procedure and the Corporation Law. The exercise time shall be exercised within one year from the date of knowing the cancellation, and the maximum exercise time shall not exceed five years. The right of the creditor to exercise the revocation right is only within the scope of the creditor's rights held by the creditor. All litigation expenses incurred by the creditor in the exercise of the right revocation and other necessary payment expenses related shall be borne by the obligor exercising the right of cancellation. From the above, we can find out the relevant regulation of the Corporation Law is obviously lack of reality and pertinence.

2.2 Perfecting suggestion of creditors' revocation rights in China

(1) Clearly stipulate the revocation right of the corporate division

At present, the exercise of the revocation right is a legal blank in the separation of the direct regulation company. Based on the special significance, the particular property disposition during the corporate division is hard to solve the protection of specific things with joint liability system and lawsuit of invalidation division that cannot be replaced by other goods. In order to avoid threaten to the creditors' benefit, we can introduce legal revocation right, which can protect the creditor right all around. Moreover, it is necessary to clear the revocation right of creditors from the Corporation Law legislation during the corporate division.

(2) Necessary limitation of creditors' revocation rights

The creditor revocation right exercises after the corporate division. At this time, it will affects the effectiveness of corporate division and the interests of many interested parties. In order to ensure the smooth operation of the company and the stability of applicable laws, we need to limit the creditor's revocation right to avoid the abuse of action right [38]. We can consider to specify the nature and type of specific practices property in the corporate division. If the species disposition harms the interests of the creditor, it shall be settled in the manner of material compensation. It will maintain normal corporate division activities and reduce waste of judicial resources. Only the species disposition harms the interests of the creditor and it is irreversible, we can allow the creditor's revocation right to protect their legitimate rights and interests.

3. INVALID DIVISION LITIGATION

3.1 Meaning of invalid division litigation

Invalid division litigation of the company means during the corporation division, if the company makes an act that compromises the interests of the creditors or there are other acts violating relevant laws and regulations that constitute the separation and invalidity, it may allow the interested parties of the company's shareholders, creditors and other companies to bring an invalid litigation against the company's separation behavior within a certain period of time. In a sense, the corporate division and invalid lawsuit is only the company interest to protect its own right through the litigation process of safeguarding rights. It is not a fully meaningful creditor protection program. When the division of the company acts against the creditor to realize its rights with potential or the real danger, it is necessary to set up the relief mode for the creditors to file the invalid litigation and better protect their rights and interests [1]. In foreign legislation, the creditors may argue that corporate division is invalid because of the improper and well-intentioned performance of the separate company. The creditor's right and debt relationship enjoyed by the company before the division continues to be effective, so as to realize the purpose of safeguarding their legitimate rights and interests. Japanese professor Toshikazu Suenaga believes the establishment purpose of the invalid litigation system is to prevent retroactive effect. At the same time it will limit the creditor's arbitrary claim that the corporate division is invalid and the legal relationship stability of the destruction. We have not adopted this system in our country's legislation.

3.2 Regulation of annulment suit in other countries and regions

(1) The conditions and time for lawsuit against the validity

Compare with the Corporation Law in China, the Corporation Law in Japan, the Commercial Law in Korea and the EU Company Law Directives has detailed regulation on the annulment suit and abuse limitation. In order to avoid abuse the right of annulment suit which causes transaction costs rise and maintain normal market order. Moreover, for maintaining normal market order, in the EU Company Law Directives of Article 19, item 2，we can find out within six months from the effective date of the corporate division resolution, the company's creditors may file an invalid lawsuit against the court. The court does not support the company's creditors more than six months from the effective date of the corporate division resolution [2]. The Corporation Law in Japan strictly limit the time when the company's interested parties file an invalid lawsuit against the company. It will save

the cost of corporate division, prevent the company's creditors from abusing the right and maintaining the security and stability of market transactions. In Article 828, paragraph 1, article 9 and article 828, paragraph 1, article 10, the law introduces the corporate division conditions and the limitation of the company's creditors to exercise the invalid lawsuit. The creditors of the company shall exercise their right within six months from the date of the corporate division resolution. More than six months from the effective date of the corporate division resolution, the company's creditors have no right to file an invalid lawsuit against the court for further reasons.

(2) Effect of annulment suit in corporate division

Annulment suit of the corporate division is a suit of formation [6]. The creditors exercise their right by filing an invalid lawsuit against the court. After accepting the judgment by the court according to the creditor's complaint, the judgment of the company shall be valid. It also applies to other interested parties who are not involved in litigation. The legal consequence of the annulment suit will be invalid the whole process of corporate division. The interests of all interested parties in the whole process of corporate division will be affected by the litigation right of the creditors. The adverse effects and the retroactive effect of the separation of invalid proceedings will undermine the stability of the law and the market transactions' order. In addition, the judgment of the company's separate invalid action is only against the company's separate resolution. The relationship between creditor's rights and debts is not change, so as to protect the stability of creditor's rights and debts.

3.3 Perfecting suggestion of annulment suit in China

(1) Bring annulment suit in corporate division

Invalid lawsuit system in urging the company standards their behavior and plays a role that not allow to ignore in the division process and realization of creditors' interests. The Corporate Law in China has no regulation on the annulment suit. We need to bring this system as soon as possible.

(2) Make the necessary restrictions on the conditions of exercise about the annulment suit of the corporate division

The annulment suit of the corporate division is bound to have a major impact on the company's survival and business. Therefore, in order to avoid its negative effect, it is necessary to restrict the conditions of the corporate division and invalid lawsuit to better play its positive role and protect the legitimate interests of the company's creditors. In particular, it may be considered that the creditors to exercise the company's discrete and invalid litigation shall be limited to the division of the company. Interests' realization of the creditors has been seriously affected and the realization of the creditor's interest have great realistic risks. Moreover, it is seriously violate relevant laws and regulations of our country. The creditor can bring forward the corporate division and invalid action.

(3) Limit the exercise time of annulment suit about the corporate division

In order to avoid the company's creditors abusing invalid litigation and damage to normal business order, it is necessary to limit the exercise time of annulment suit. It may be considered that the time limit shall be limited to six months after the effective date of the corporate division. If the creditors fail to bring an invalid lawsuit to the court for more than six months on the day of corporate division resolution becomes effective, the court shall reject it.

Conclusion

Corporate division complete is not the end of all activities related to the company. If the corporate division destroys the creditors' interests, they can still use the right of revocation, joint liability to file a suit of discrete invalid system in order to maintain the legitimate interest.

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Views on Cultural Differences of the Belt and Road and it's Strategies

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Abstract The Belt and Road as a major strategic deployment, pushing the construction of human destiny community, is not only the need of our country to expand and deepen opening to the outside, but also to strengthen and Eurasian mutually beneficial cooperation around the world. With the pushing to build the Silk Road Economic Belt and the 21st Century Maritime Silk Road in the vision and action of publishing and the establishment of the Asian infrastructure investment bank ,the Belt and Road initiative has embarked on a fast track of development. Nevertheless, the countries along the Belt and Road have complicated ethnic,religious contradictions as well as the diversity of the historical and cultural background .So how to properly resolve the risks caused by the cultural differences of countries along, how to promote the blend mutually of the hearts and minds of countries along, are the very problems which need thinking about in construction the Belt and Road. This article is trying to analysis the main cultural differences exist in the Belt and Road and the risk challenges, on the basis of this puts forward propulsion. The Belt and Road can pursue the language communication, giving full play to the functions of the front of the religious, weakening its negative influence and speaking with proper way "China stories" and spread good coping strategies of the Belt and Road.

【 key words 】 The Belt and Road, cultural differences, risk responses

The Belt and Road includes Asia, Europe and Africa, connecting the Pacific and Indian oceans, within the broad space of multicultural intersection at the same time. Both the traditional eastern countries such as China, India, also has the traditional western countries such as Russia, Turkey, and Singapore culture exchange, etc. The diversity of culture of the Belt and Road, plays an extremely important contribution in world civilization, but also with the intense cultural conflict, bring the Belt and Road the cooperation risk. This must face up to problems in the construction of the Belt and Road.

THE MAIN CULTURAL DIFFERENCES THAT AFFECT THE BELT AND ROAD

One side of the soil and water. The countries along with the Belt and Road due to the different natural environment and cultural soil, the folk custom, ideology, ethics, ways of thinking, etc.

Each has its own characteristics, formed the cultural diversity of the region, also become the important factors that affect the Belt and Road construction all the way, among the more prominent are:

----Differences in language communication. The Belt and Road Initiative has a large number of ethnic groups along the line. It is rich in languages, with over 50 national lingua franca and more than 200 national languages,.And most of them are non-universal languages. Since China's reform and opening up, Chinese on the country's language, especially use less in small language learning , along the national language majors and courses of colleges and universities. It ignored the Chinese for the Belt and Road Initiative of the spread of the country. Since July 2017, China has established 511 Confucius institutes and 1,073 Confucius classrooms overseas, including only 134 Confucius institutes and 130 Confucius classrooms along the Belt and Road.

----Differences in religious beliefs. The Belt and Road all the way along the countries most people religion, religious population accounts for about 80% of the population. And it gathered almost all of the world's religious types, muslims, christians, hindus, buddhists, folk religion population about 16:14:10:5:5. It has so many religious sects. The Belt and Road Initiative of religious due to historical precipitation. Striking plate are compared in a geographic distribution characteristics, such as west Asia, central Asia, north Africa, is given priority to with Islam, Central and Eastern Europe is given priority to Christianity, Buddhism primarily in Southeast Asia, South Asia predominantly Hindu.

----Ideological differences. The Belt and Road is along the lines of socialist countries such as China, as well as capitalist countries, such as India and the monarchies of the Arab world. The system, ideology and historical tradition of the countries have great differences, which affect the national interest cognition and value orientation. According to a Swedish non-profit organization, World Association for the Study of Values to the national survey statistics of the Belt and Road. The value of citizens are countries such as Russia's high demand for economic development, low requirement to the humanistic care. Singapore and other countries for economic

development requirements and humanistic care requirements are generally.Countries such as India to lower economic development needs, and the humanistic care demand is high. Bahrain is very low demand for economic development but very high demand to the humanistic care.

CULTURAL DIFFERENCES POSE A RISK TO THE BELT AND ROAD

Neighbourhood of the Belt and Road all the way along the country's language communication, differences of religious belief, ideology, cultural conflict, different degree affects people's cognition, hope and cooperation of countries along the wishes, even deep along the penetration and impact of the country's foreign policy. Therefore, it is necessary to resolve the risks posed by cultural differences in the construction of the Belt and Road.

The Belt and Road has different ideas, which may lead to the misunderstanding and miscalculation of One Belt And One Road in the countries along the route, which will affect the willingness and motivation of countries along the route to participate in cooperation. Countries along the route and people have different interest demands and value pursuits, and the cognition, understanding and attitude of the Belt and Road strategies are different. For example, some countries attach great importance to humanistic care and ecological nature, and if they focus on economic development as the primary goal of cooperation, it is likely that they will not get their participation and support. Some countries have an inherent pattern of development, which is low on accepting new things. Some countries have their own geopolitical interests, coupled with individual countries political forces may also for their own political purposes, misunderstanding or distortion of the Belt and Road initiative, to stir up new China threat theory, Chinese expansion theory, make the countries all the way distrust the Belt and Road initiative with suspicion, participate in the the Belt and Road construction enthusiasm is not high but even collide.

STRATEGIES AND MEASURES TO DEAL WITH THE CULTURAL DIFFERENCES IN THE BELT AND ROAD

The ancient silk road trade is not only a communication channel, also is the road to a variety of cultural collision intersection, promoted the economic and cultural exchange between east and west blend, the diversified development of human civilization. The openness and inclusiveness exhibited by ancient people in communication provide great experience and inspiration for today's the Belt and Road cultural exchange and integration. In order to actively respond to and effectively resolve the risks posed by cultural differences to

thee Belt and Road. We can make efforts in the following aspects:

First, push forward the language exchange along the Belt and Road.

The Belt and Road construction needs to build the language road first, and the language exchange is the basis of the Belt and Road connectivity, and it is a prerequisite for the communication between the people and the people.the Belt and Road can be used as a lingua franca in English and other languages, but this kind of lingua franca can only be understood and expressible. It is also necessary to use the local language and national language that people of all ethnic groups in the countries along the Belt and Road are most willing to use.

First of all, we should strengthen the international communication of Chinese and make full use of the opportunity. The demand for Chinese learning of countries along the ascending through strengthening the Confucius institute and Confucius school open, such as strengthening the education for foreign students Chinese form, in the the Belt and Road along the route to promote mandarin as a common language. Second, institutes in universities along the Belt and Road as the national language, language curriculum, especially the key of countries along the intensify national languages, the cultivation of professional talents, and strengthen the interaction and along the national language talent, improve the level of national language each other along. Thirdly, we will actively use artificial intelligence, Internet and other technological. It means to reduce the language barrier. In addition, in the use of language, we should promote equality and reciprocity, respect the language use habits of various cultures, and improve our ability to communicate through understanding and tolerance.

Second, better play the positive role of religion and weaken its negative influence.

Religion has been a soft power since ancient times. Xuanzang's journey to the west. The ancient silk road promoted the spread of religion, while the religious cultural exchange promoted the prosperity of the ancient silk road. Since 2017, it has been a significant relations between China and Myanmar, especially Myanmar's look and feel to China, to the common belief of Buddhism and Buddhist friendly exchanges is one of the important reasons. But religion is also a double-edged sword. If it is not handled properly, religion can become a major insecurity, which can lead to conflicts and even wars between regions.

We should be careful analysis and accurate grasp along the country and the history of the area of religious teachings, status, characteristics, trends,

and the influence degree of factors, such as targeted to carry out the religious culture of communication, understanding and respect for religious. Don't break his religious taboo, avoid discrimination and insult religious words and deeds, good play a positive role in the exchanges of religion in the region at the same time, using a common religious beliefs especially the frontier minority due to historical reasons and the surrounding countries and the area. There are religious mutually advantageous factors, promote along the cultural identity and friendly exchanges among nations. .

Third, the Chinese stories can be told and the sound of the Belt and Road can be spread in a proper way

We should be carefully studied the culture tradition,value orientation and psychology of the masses of the audience from all over the world. Please Come in and Going out of the combination of two-way communication, in science, education, sports, travel, art and so on various cultural field. Through the BBS, exhibitions, performances and other activities, use of film and television, music, animation, games and other forms, in the form of appropriate to the countries along the the Belt and Road all the way people especially teenagers spreading Chinese culture and the core value system, improve their recognition and favor ability of China, the inner power for cooperation along all the way of the Belt and Road. At the same time, it should be more friendly gesture of countries along the lower concern about China's country image,

Anyhow, in the construction of the Belt and Road, the existence of countries along should be acutely aware of cultural differences, and through the open inclusive, dialogue, exchanges and mutual learning mutual learning attitude and the way to deal with the existence of countries along the cultural differences, enhance mutual trust and cooperation of countries along the drive and win-win, make the area along the grand blueprint smooth realization.

President Xi Jinping pointed out that young people are the most energetic and ambitious,and are the leaders and builders of the future. We teenagers should enhance international field of vision, profound knowledge and understanding the Belt and Road, cherish the time opportunity, in the construction of consciousness into the Belt and Road, in the construction of the Belt and Road all the way to grow and play a role, mainly do two aspects: one is based on the current, on being a good the Belt and Road messenger "culture," actively participate in cultural exchanges with other countries for teenagers, promote along the national people's mutual understanding, mutual trust; Second, reserve knowledge and skills to prepare for the future construction of the Belt and Road.

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Research on the Importance of Juvenile Justice Punishment Measures

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Abstract: Today, the problem of juvenile delinquency has become increasingly serious. More and more minors commit violent crimes. At the same time, the original judicial system has been insufficient to effectively regulate juvenile delinquency, and the problems exposed thereby have become more and more serious. This paper starts with the importance of punitive measures and discusses whether the juvenile justice system currently studies whether there are problems with juvenile punitive measures.

Keywords: Juvenile Justice, Juvenile Delinquency, Punishment.

Introduction

There is definitely controversy over the juvenile justice system, and on whether or not they should focus more on rehabilitation or punishment. I feel that all states should continue to expand their focus on hardening up the juvenile justice system, by including punishment as the deterrence rather than rehabilitation.

The juvenile criminal record keeping system has played down the criminal record and erased the disgraceful traces of growth. It has provided an opportunity for the public to accept it after release from prison and is conducive to social harmony and stability. While pursuing the protection of the rights and interests of minors, these basic principles of equality before the law must not be shaken and must not harm the public interest of society.

1.The harm of juvenile delinquency

If a juvenile wants to act out in such a horrible way, and make the conscious decision like an adult, they should be tried and treated as an adult. Far too many times people are too lenient or put a lighter sentence on a juvenile because they are so young, and they feel bad for them for whatever reason. If the punishment isn't harsh enough they don't learn from their mistake, they more than likely feel as if they've pulled a fast one, and will probably repeat the same crime or worse. [1]I don't think that severe punishment should apply to every situation, but under certain circumstances they should be treated as adults.

1.1 The difference between juvenile and adult crimes

The juvenile justice system is very distinct from the adult criminal system, the two share similar functions and goals. Both systems function to rehabilitate the offender, incapacitate the criminal, deter future criminal conduct by the offender (as well as others) and serve the exaction of retribution and expiation for the offense.

1.2 Legal Regulations of Current Underage Crimes

There are currently factors that that a juvenile judge must consider before trying a juvenile in adult court. The factors are: the seriousness of the offense, the maturity level of the juvenile, previous record (if any), and the likelihood that the juvenile would be rehabilitated under the juvenile system. Now many state laws allowed for an increase in transfers of juvenile defendants from juvenile court to adult court due to increased severe crimes.

I do feel that the juvenile justice system does have some major shortfalls, but do not feel it should be abolished. Implementing the change of more focus on punishment will rehabilitate juvenile offenders more effectively. The harsher sentences or punishments are for those of serious crimes or repeat offenders. Imposing an adult sentence will show them their crime is not a joke, and will be less likely to re-offend.

1.3Juvenile justice punishment and deterrence

The best option for a successful juvenile justice system would be a blended option, also with a transfer of jurisdiction to adult court. This would include rehabilitation, punishment, and deterrence. Although this would be a costly option because it slows the process down because of the case by case analysis. Not only does the transfer of jurisdiction impose a tougher more serious sentence, but it also sends a message to the person that serious wrong doing has taken place. It also makes public knowledge, it's not like the juvenile court proceeding which are confidential. So at the end of the process you can feel completely humiliated, this is a good thing.

Harsher punishments and sentences will help violent offenders off the streets, making it safer for all in the community. This will hold juvenile offenders held accountable for their criminal behavior. These changes are a more aggressive policing of juveniles, easier to treat a juvenile who has committed certain offenses as an adult, moving decision making about where to try a

juvenile from the judge to the prosecutor or the state legislature, changing sentencing options, and opening juvenile proceedings and records. Juvenile courts and state youth corrections systems responsible for the control and treatment of delinquent youths have been significantly affected by increases in violent crime.

Polls show that Americans are unhappy with the juvenile justice system as it is, most believe rehabilitation programs for juveniles are not successful, others believe the punishments juveniles receive should be the same as those given adults, and majority think juveniles who commit two or more crimes should receive the same sentencing as adults. Surprisingly a majority also advocate the death penalty for juveniles who commit murder.[2]

2. The status quo of juvenile delinquency

2.1 Juvenile crime trends

Sadly statistics what statistics/what source??show that: homicides by juveniles have more than quadrupled between 1984 and 1994, the per capita arrest rate for juvenile weapons offenses has doubled between 1987 and 1993, more sex related crimes, more gangs, more juveniles becoming involved in drugs (using and selling),amongst many more horrific and startling crimes and offenses.

2.2 Police enforcement power against juvenile delinquency

Currently police officers (law enforcement) can warn offenders, cite and release offenders, detain or arrest juvenile offenders, and transport offenders to juvenile hall. If a youth is suspected of committing a status or delinquency offense, the police are frequently the first to intervene. Police have a fair amount of discretion in determining how best to respond to the situation. If punishment were to the be the main focus of the juvenile justice system there would need to be more law enforcement hired, they would also need to be updated on the procedures concerning this. They would have a more active role to play. Police officers would play a bigger more active role in protecting the community and bringing delinquents to justice.[3] Using police forces more effectively and integrating innovative community police work with the efforts of community leaders and other agencies in the criminal justice system, and create or enhance crime analysis units within local police departments. There would be a need for more police integration, acknowledgment, and participation in order for harsher punishment to be successful.

2.3 About juvenile court

Court processes would become more involved, and could become more costly. More personnel would need to be hired, laws and rules would have to be amended, and additional training would need to take place. Offenses would not be taken lightly, and the seriousness would be self evident. Fine tune the intake process to make it easier on the courts, without allowing too many delinquents to be set free. There would be more involvement on their end.

3.Sealing Criminal Record System of Juvenile

3.1 A discussion on juvenile criminal record system

Currently the probation departments decide whether or not to accept and book juvenile offenders into juvenile hall, they make recommendations on whether juveniles should be adjudicated in juvenile court or tried as adults, recommend placement options -home, foster care, county incarceration, or youth authority, and supervise juveniles in the community and in juvenile detention centers. [4]If the focus of the juvenile justice system were on punishment, there would be a need for more probation officers, and with stricter rules. They would need to enforce the rules more seriously and no let a juvenile slide even on the slightest foul up. They would need to be even more active in the process and ensure all is done correctly. There wouldn't be much room for error, unlike now. There would need to be funding and grants for more useful means of further deterrence.

Corrections facilities would need to expand to be able to hold more juvenile delinquents. There would be a significant increase in the amount of youngsters committed in there. The rehabilitation programs house in these facilities would need to be more structured and severe. They would probably face the issue of overcrowding, at pace quicker than expected.[5]

3.2 Community treatment

Community treatment is based on the idea that the offender is not a threat to the community and has a better chance of rehabilitation there. If punishment were the primary focus of the juvenile justice system, there would be little to none community service. It would probably be on a part time basis with law enforcement supervision. The end result may be more embarrassment for the juvenile as it would draw more attention. This would be more of an option after time was served and they were ready to be released. This would change quite drastically with the implementation of punishment. Community based treatment does not provide enough punishment.[6]

A lot of funds would need to be shifted into prevention programs, but in the end these programs are more cost efficient than most other programs, and they reduce crime rates amongst juveniles.

4.Conclusions

There are definitely arguments that are against punishment being the main focus of the juvenile

justice system. Those who are against it do not think that punishment is the answer or the solution. It does not allow more individualized treatment or individualized programs. They believe that this is not a successful means; they are only encouraging more crime and acting out. This is not a source or form or treatment and does not provide the needed help. [7]They believe that these youths are disabled, and seem to make excuses for juveniles. They are not allowed a second chance to clean up their act with help and their record becomes public which hinders them from prospering and exhibits embarrassment for them. They are generally in favor of community based treatment. They feel that being treated and tried as an adult is demeaning, and not sensitive enough, and far too harsh.

I understand all the points that are raised against severer and harsher punishments, but this is not to be implemented on every crime or for juvenile. This measure is just to tighten up the loose ends, make the juvenile system more successful, show there are sever consequences to severe actions, and to reduce severe and violent crimes. This is a crazy world we live in today, times have changed and will continue to change. Right now is the time to take advantage of the ever failing juvenile justice system and make it better. The purpose of the system is to punish, deter, and rehabilitate. For the most part right now, the system only rehabilitates, which is not teaching anyone any life lesson.

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The Inheritance and Transfer of Youth Issues in Internet Age

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Abstract: "Outstanding talents constantly emerge in the country, whose good reputation and extraordinary works will flow down from generation to generation." In the Internet age, the problems of the growth of people born in each age will be expanded and generalized to the characteristics of the whole generation, which becomes the theme of the debate. The issues of the youth after 1980s   is the inheritance and transfer of the socialism mainstream discourse about   the issues of the generation after 1970s under the inertia thinking and the same is true for the relationship between the issues of the youth after 1990s and those after 1980s, which are characteristic of prejudice, exclusivity and anxiety and so on. This article analyzes the inheritance and transfer of the youth issues after "1990s" in the Internet age from the above three aspects.

Key words: Internet Age,Youth , inheritance, transfer;

1.INTRODUCTION

 Sociological inheritance refers to the phenomenon that a certain thinking or behavioral lifestyle in a cluster passes on to the next generation, which is kept in the cluster through acquired learning. In the sense, sociological shift means a phenomenon that individuals or groups transfer the social attention and social expectations to the candidate by changing the social image or the social role. Inheritance and transfer of the youth issues are mainly embodied in the following three aspects : prejudices, inheritance, worries.

2.PREJUDICE

Social issues for the youth mainly start from five aspects: First, personality traits, and second, social and family responsibility, the third is the concept of love and marriage, the fourth is the concept of value, the fifth is the concept of consumption. Whether the society's discussion about the youth after 1970s and 1980s or the discussion about the latest generation after 1990s, Social prejudices always exist.

2.1 Prejudice is an unfair and unreasonable negative attitude and view held by an individual or a group. In the evaluation of people, people tend to draw a unified impression from the information, that is to say, to observe others as a consistent object. When contradictions emerge in information materials, observers may even distort or rearrange the materials to create a unified impression. The evaluation of people is mainly based on their social behavior and intellectual quality, and social behavior will affect the observer's preference.

2.2 Everyone in society always attempts to portray a group of adolescents and draws an overall impression based on the network, the media and the cases they see in daily life. Thus there are inevitably perceptual deviations such as aura, stereotype, logical error or presumptive resemblance . As a result, each person has different life experiences, different impressions and opinions, and has a heated discussion on each issue of the new generation. In the Internet age, the generations in the 1980s and 1990s are often exposed in public, each outrageous act of whom will be specially hyped by the media and who are in sharp contrast with a good image of youth expected by the general public. Before the generation after the 1980s did not realize their gorgeous shift and faded out of the community's attention, they were labeled many negative labels, such as: brain damage, neets, fanatics, excessive self, degeneration and so on. As to the generation after the 1990s, the mainstream evaluation is: rebellious, avant-garde, the pursuit of non-mainstream, weird fashion, laziness, overbearing, show off the rich, fragileness, inanity, selfishness, chasing fame and fortune, indolent, chasing enjoyment, egocentric and so on. In fact, compared with the previous generations, due to the different social backgrounds of life, the youth after the 1990s have their own characteristics and advantages. For example: they have a higher average IQ than the previous peer, a strong curiosity, the better ability to accept new things, a broad vision of the Internet era, rich information and knowledge, self-confidence ,sensitivity and personality. They dare to think and practice, and better understand Chinese society mainstream thinking, and they have more realistic values, a strong democratic rule of law and a strong sense of equality, strong consumer attitudes and market awareness, and so on.

3. EXCLUSION

3.1 The French scholar Rene Lenoir first proposed the concept of "social exclusion",

emphasizing the break between the individual and the whole society. Exclusion is considered a manifestation of discrimination and a manifestation of group differences , which negate the right of individuals to fully enter or participate in social exchange or interaction. Social exclusion is one of the consequences of the monopoly of the group, which shows power groups limit the entry of outsiders through social closure. Shi Tong believes that social exclusion refers to a systematic process of marginalization or segregation of some individuals, families, or communities that lack the opportunity to participate in some social activities generally accepted by society. "Social exclusion is caused by the rules of the game." Social exclusion is created by many factors, including social culture, social structure, state policies, and existing ideologies.

3.2 Social exclusion is related to cultural shocks. Generation gap is actually a kind of differential exclusion of the next generation that has been integrated into mainstream social groups. When this generation after the 1980s was born, China began to develop rapidly and began to witness signs of cultural shock. The most famous ones were jeans and the emergence of karaoke in China, which actually formed a hot issue of controversy in China. The generation after the 1980s conceptually inherited the traditional thinking of predecessors, while constantly absorbing foreign things. The generation after the 1980s is greatly affected by the previous generation, most of which are infused with traditional thinking. Since the generation after the 1990s began to become mature, this society has moved forward with a high speed and the globalization has faced a rapid development and cultural exchanges have frequently taken place. Because the whole society is more forgiving, they freely accept all the new cultural ideas and start trying to create their own style. Without the strict restrictions of traditional culture inherited from one generation to another, the youth after the 1990s accepted the external thoughts faster and developed their own personality. The fashions during the 1980s followed the foreign cultures and imitated them to gradually become acquainted with the society, while the youth after the 1990s have lived in an environment full of foreign cultures, so they are accepting assimilation and creating their own culture. However, from the viewpoint of mainstream groups, this subculture lacks the traditional roots and becomes much paler.

3.3 Different childhood cultures have produced two generations of people with different ideas. The emergence of some cultural discontinuity in one era is a normal stage of rapid social development. The generation after the 1980s

grew up accompanied by some "classic" TV programs "Dinosaur express" and "Calabash Brothers". Today's children can choose more via the Internet, but they can no longer see some outstanding works, like "Monkey King". It is precisely because of unfavorable factors in the dissemination of children's culture that the generation after the 1990s tend to accept adults' pop elements. Children's innocence culture has long been replaced by exotic culture and entertainment culture such as Hollywood . Therefore, when the generation after the 1980s were still children, they played some popular games, such as : throwing the handkerchief , beating spinning top or playing their elder generation's roll hoops. By contrast, the childhood after the 1990 is filled with the Internet and animation game world. The rules of social games are formulated by the mainstream social groups, who govern the social right of speech and harshly judge and test the qualifications and behaviors of the new generation of social members. Therefore, after the generation of the 1980s became a social topic, the youth after the 1990s has naturally become a social issue.

4. ANXIETY

4.1 Culture transition and civilization conflict aroused the culture of the generation after the 1990s. The development of internet media hastened the dissemination and exchange of information. In this context, the behaviors of the generation after the 1990s were monitored by the adult society. However, the "non-mainstream" culture of the generation after the 1990s highlights the particularity of their culture. They use their unruly ways to proclaim "we are coming". Coupled with the excessive rendering of certain cases by the Internet and the media, the community has drawn a lot of attention and exclamation. The generation after the 1990s was a thriving generation. Compared to the previous generation, they abandoned their traditional thinking more thoroughly, became more avant-garde and did not want to behave according to the traditional normal routines. They always did what they thought and practiced it the way they liked. They never cared about the causes and consequences. They took themselves as the center and believed they were the most important. As to others, they did not have time to care for them. It seems that their bodies are full of rebellion. They do not want to give in to anybody's thoughts or authority. They also do what they want without regard to the feelings of others.

4.2 The youth issues are based on reality and are fraught with worries about the future of society and the ability to handle a new generation. First of all, from the birth of the generation after the

1990s, their living environment has been superior to previous generations. They have not experienced any political, economic and social turmoil, which causes their weak resistance and a lack of diligence concept. Most of the generation after the 1990s do not want to do down-to-earth efforts for success, and always want to take a shortcut to acquire overnight fame or instant fortune. Second, there is the coexistence of their value outlook of polarization as well as the commonalities of young people liking to go to extreme. Thirdly, in the era of diversified values, because of the lack of effective and timely guidance, there will be imbalance between value judgments and value behaviors. The crisis of identity emerges and the crisis of belief highlights. However, due to the inheritance of culture, the generation after the 1990s should be considered to grow up in the social environment of the predecessors, otherwise, they are derailed and degenerated, which also has an inextricable relationship with their predecessors and cultures.

5. SUMMARY

History and culture are inherited. The society places high hopes on the role of youth, the most dynamic group involved in social development and progress. The new generation of each era has received special attention and high hopes from the society, because they are marked with the distinctive imprint of the era. For the new generation, some people will come to admire or criticize, worry or praise. In different ages, the expectations people give to the new young generation are not exactly the same, and the evaluation labels are also different. The words we can remember are from the "lost generation" and "beaten generation" in the past to today's new human beings. But no matter how to say, everyone is a part of the long chain of social history, but the mission and expectations society endow to a new generation of each era are not exactly the same.

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Protection and Renewal of Traditional Tibetan Dwelling Houses in Daofu County, Ganzi Prefecture, Sichuan Province

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Abstract：Numerous cultural fruits have been nurtured in the long history of mankind. Some of them have been eliminated in the course of history because of their failure to comply with the change, and some of them continue through the continuous updating and integration of the wisdom of their ancestors. Today, with the outbreak of science and technology and cultural thoughts, various national cultures in the land of China are merging into the modern world and blossoming everywhere. If traditional things are not updated and changed, they will easily be eliminated in the near future.

As a unique style of traditional Tibetan settlement, Daofu dwelling houses on the northern part of Ganzi Town should receive more attention and reasonable measures for updating and protecting so as to better carry and pass on the bright cultural wisdom of the Tibetan people in the future.

Keywords—Dwelling Houses   Tibetan culture   Building protection   Architectural update

INTRODUCTION

Daofu County is located in the northern part of Ganzi Prefecture in Sichuan Province of China. As a distinctive Tibetan dwelling, Dafu Houses have been adapted to local landforms and climatic conditions through continuous renewal and change, and its excellent earthquake resistance and decorative arts in crowned Tibetan areas are all valuable human wealth.
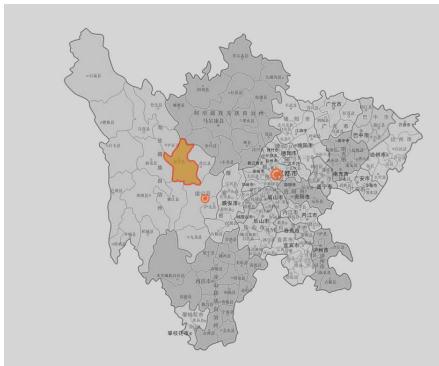
The value of Daofu dwellings

Many traditional architectural forms have been unable to meet the daily needs of locals. With the destruction of a large number of traditional buildings, the history and culture carried by traditional buildings are slowly disappearing. Nowadays, the protection and research of traditional buildings are imminent. Through the study of Daofu dwelling houses and the combination of various subject knowledge, the author studies the value of debut dwellings in the following four aspects:

1：CULTURE AND HISTORICAL VALUE

Daofu County, as an important node on the north of Garze, has its rich cultural connotations. Daofu County has a saying of "dwelling culture". It can be said that Fufu dwelling house is one of Daofu people's religious beliefs, living customs and ideology Tangible carrier. It is an indispensable part of understanding the entire Daofu culture and Tibetan culture in Ganzi North Road.

In its long existence, Daofu dwellings are constantly adapted to the local terrain and climatic conditions of Daofu. Daofu and Luhuo counties are less than 60 kilometers away from the county＇s dwelling style. The big difference also explains the important representation of Dafu＇s residential areas.

2：ECONOMIC AND BUSINESS VALUE

There is no doubt that Dafu Houses can be developed as a tourist resource. Its main economic value is also reflected in this. Dwellings can be seen everywhere in Daofu, which has a strong visual impact. The residential areas are surrounded by farmland and the beautiful scenery.

The Daofu County government has introduced a series of policies to promote tourism development. It has played host to a series of regional brands such as "Hometown of Tibetan

Art", "Yala Mountain", and "Jade Branch Grassland", attracting a certain amount of tourists. The development of tourism will achieve better results in the foreseeable future

3：CRAFT AND TECHNICAL VALUE

The construction of a Daofu dwelling house contains the craftsmanship and skills inherited from the local ancestors as a unique intangible cultural heritage.

With the advancing of the times and the introduction of various new technologies, the construction process of Dafu Houses, which incorporates new techniques and new technologies, is the main way to continuously test and update the construction methods of residential houses that are most suitable for local and even Tibetan areas in different eras.

4：Art and aesthetic value

One of the main reasons why Daofu County is known as the "hometown of Tibetan art" is the magnificent interior decoration of Daofu houses, ranging from colorful and colorful decorative ornaments to lifelike carvings and decorations. It can be said that the indoor decorative arts of Tibetan Daofu County is already second to none in this regard.

Problems in the Protection of Traditional Houses in Daofu County

The traditional construction of Daofu dwellings is basically done through dictation, when teachers bring disciples or juniors with younger generations, there is a serious lack of information on the materials and forms of construction of dwelling houses. In Daofu, the traditional Daofu houses are not many tradesmen, the average age is too large, the basic already "retirement", it is difficult to come back to live. It is also difficult for young people to inherit this artistry. In addition, ethnic minorities take more care in studying and studying. Many local young people finish their books and work in more developed areas after completing their studies. At present, Daofu newly renovated houses are basically all craftsmen recruited from other places. How to build a house during the construction is basically how the owner, guided by his own little experience and the experience of others, guides the workers. The traditional traditional techniques and crafts of Daofu dwellings are slowly losing and being replaced.

For the protection of the old houses in the traditional Dafu dwellings, it is not good enough and the protection is not enough. There are many old houses on the old streets of Daofu County, which have been demolished in large numbers since the 1990s. Currently Daofu County Old Street is still There are several old houses, but basically no protection measures. There is a government building on the old street. According to legend, it has a hundred years of history and it

is of great conservation value. But before 2016, the old official residences here have always been in a state where people can enter freely with only a small amount of ticket fees. The protection of this cultural heritage is obviously not enough.

Protection and Renewal of Traditional Residential Buildings in Daofu County

Internal space:For a long time, the living space in Daofu dwelling houses has been concentrated on the second floor of the building. However, due to the change of production mode, the livestock at the first floor of Daofu dwelling house basically have no role of captive livestock. The first floor is a huge waste of space. Therefore, many residents have reorganized the internal space of the entire dwelling houses in accordance with the needs of the two-tier space function.

External space:The utilization of the external space of Daofu dwelling house mainly made some attempts in the dams space. During the survey, tenants often built a one-level subsidiary building in their own courtyard and undertook some life functions such as: Toilets, washrooms, kitchens and even living rooms.

Window:With the improvement of living conditions and the improvement of law and order level, the demand for anti-theft in Daofu dwelling houses has been different from that of the last century. Residents' demand for indoor lighting has become larger and all major houses need Lighting, the original small window is no longer applicable, the number of windows on the building facade began to more and more, more and more window openings

Foam brick wall:Foam bricks are very common in modern building materials. In the past, Daofu houses, the interior spaces were partitioned using wooden walls. The wooden walls were not only difficult to dismantle, but also expensive and heavy, so there were people in Daofu. Try to use the foam brick wall, foam brick low price, light weight, good sound insulation and other local residents choose to use the main reason.

Cement:Cement is one of the most commonly used materials in residential areas of Daofu. In addition to the role of caulking and bonding, the cement is widely used in patios and courtyard dams. The early terraces in Daofu dwellings are paved with yellow clay. Not only Not beautiful, and each time the rain will gradually drain the soil, resulting in the need to be reclaimed every year, very troublesome. The concrete floor of the terrace is not only smooth and durable.

Sliding doors and windows:The main use of sliding doors and windows in the building: windows and windows on the building side facade of the window, sliding doors and windows because it is a glass doors and windows, making Daofu residential space more transparent, but also compared to open the door to save a lot of Space, side façade, especially in the first floor of the window, due to more convenient sliding sash additional security facilities, making the windows on the side facade eliminates theft problems. And the price of sliding doors and windows cheaper than wooden doors and windows.

Waveform board:The use of corrugated board is mainly used as a sun visor on the side of the terrace and a layer of eaves at the indoor side. The iron corrugated board is not only low in price, convenient to install and replace, but also durable. During the author's survey, almost every household's terrace is equipped with a wave plate, showing the use of wave plate is very common

Iron plate instead of the exterior paint:Iron plate

instead of the exterior of the paint is mainly in the residential areas in the overhang of the beam parts in the past these parts is mainly white paint, but after a long period of sun and rain not only cause great damage to the wood itself It takes years to make up color, and the color of these parts is extremely troublesome. After replacing it with a piece of iron, it not only protects against rain and sunlight, but also looks beautiful.

Door updates:The wooden exterior doors in Dafu′s houses have gradually been replaced. Except for the more affluent families that use thicker and more luxuriously decorated wooden doors, the doors of ordinary residents′ homes have been replaced with iron doors. Iron doors are not only Wooden doors are more difficult to be destroyed, and very strong, unlike wooden doors in the long-term use of the gap and cracking occurs, and low cost, easy maintenance and replacement

The protection of traditional Tibetan dwellings in Daofu County has been greatly updated. We believe that there will be better development in the future. Traditional Tibetan culture is a precious asset for all humanity. We should pay attention to and protect it.

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