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CONTENTS

Research on Computer Professional Training System Reform Based on Engineering Education Certification

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Abstract: The professional education engineering certification system has always been the key and difficult point in the application of teaching system, and it is different from other teaching systems. Engineering education extends to other fields such as psychology, linguistics and other disciplines, and it requires a deeper reform both in teaching tasks and teaching content. With the development of the information age, there is a more in-depth reinforcement plan for the training of computer professionals. The engineering education certification system as a transformation and upgrading education system can better complete the teaching reform in colleges and universities. The application engineering colleges are idealized and informatized. In order to achieve better development, innovation, reform, and analysis, a comprehensive analysis and comprehensive review are conducted. In the development of fixed-point orientation, we will formulate the most reasonable teaching guidelines and promote the reform and development of college education.
Keywords: engineering education professional certification; computer major; training mode

1. INTRODUCTION

With the continuous optimization and adjustment of China's industrial structure, the social needs of engineering and technical personnel have been increasing. In the era of a highly economically developed globalization, the competitiveness of talents has become more intense with the development of the times. Therefore, it is a necessary trend to cultivate talents that meet the needs of the present society. The International Engineering Education Professional Certification is a hot topic for the current application. It can provide guiding opinions and correct guidelines for training excellent IT professionals. Therefore, we must use the spirit of learning to learn from the experience and methods of successful cases of international engineering education, establish training programs for talent building, and set guidelines for optimization. In cultivating talent, we strive to achieve social progress, optimize industrial upgrading, and solve existing employment problems. However, because engineering education certification is different from other education systems, it is a difficult and highly educated education system. Therefore, internationally renowned scholars and professors have devoted a lot of energy to deepening research and have finally made breakthroughs. This paper analyzes the progress of this breakthrough and combines it with the characteristics of computer science to solve the problem of personnel training reform under the certification of computer professional engineering education.

2. PROBLEMS AT THIS STAGE

Since the reform and opening up, information technology has been operating at a high speed. With the departure of technology and modernization, China has ushered in the information age. This has played a catalytic role in the development of the cause of reform. Education has always been the focus of China's development and reform. It is imperative to reform the education business to solve the problems of traditional education and improve the situation facing the education industry. The computer education was born and used, and it was followed by a large area that swept the institutions of higher education. Some computer-related hotspots and engineering programs landed on the ground, but were based on actual and environmental factors. The relevant reform projects have not been implemented and the expected prospects for the education industry will continue to exist. With regard to engineering construction and development projects that spring up after rain, actual data tells us that the current development of engineering education projects is still immature and incomplete. The market acceptance and the immaturity of the relevant adaptation audience are the factors that hinder the development of engineering education certification. In addition, today's development cannot reach the level of acceptance of the target audience and cannot be targeted, comprehensive, and specific. This results in poor learning efficiency, coupled with limited resources and resources in colleges and universities, and more effective investment in resources to reward high projects. The combination of computer science and engineering education certification is still at the surface, the status quo reality, resources lack of interactivity, connectivity, sharing and so on. The lack of forward awareness of engineering education certification is precisely the reason that hinders the progress of teaching reforms, which also makes the

prospects for education reform appear less optimistic.

3. SOLUTION

In view of the above problems, we can easily find that the cultivation of computer professionals is to lack the goal of directionality, and only the professional goal training, talent will not be lost. Therefore, establishing a professional training goal and fitting in with the needs of the present society are the goals we strive for. In terms of professional training objectives, scientific guidance and social development conditions based on actual national conditions are needed to consider. Whether it is from the economic status of the industry, the level of scientific and technological development, or the needs of social development, the goal of cultivating professionals must be achieved in accordance with professional certification guidelines.

3.1. Clear target positioning

In the past, the training objectives of computer professionals have always been an unclear goal. The training objectives and related social needs have not been closely combined. Therefore, starting from training objectives is a key entry point. Improper integration of reality and positioning will lead to It is out of touch with society. Therefore, in the process of professional target orientation research, it is necessary to fully understand the ideological meanings and plan the professional training according to the requirements of the requirements. First, we must conduct sufficient research in high-level colleges and universities. Second, Conduct research on social needs. Third, understand the employment situation and analyze the different employment levels of different types of talents. Summarizing the advantages of cultivation in the past, it is also necessary to summarize the experience and identify the objectives through the problems that have emerged in the past. With clear objectives for training, and in accordance with the research results, the objectives of professional training are more clearly defined and new types of talents capable of combining software and hardware are cultivated. Let new talents have both theoretical basis and complete technology as support. At the same time, it has a positive spirit of innovation and practical hands-on ability, so as to adapt to the local economic characteristics, and to have its own characteristics in the same talent training[6-8].

3.2. Complete culture system

The professional certification system emphasizes that the cultivated talents can also be compared with each other in the aspect of training. The training goal is the core focus of the entire system. Focusing on this key point, there must be practical and scientifically effective implementation programs. In order for the goal to be achieved, the training system includes the teaching system, which is the establishment of the curriculum teaching system, and the other is the practical teaching system. The elimination of the construction of these teaching staff, the revision of textbooks, the monitoring of teaching quality, and the dedication of teaching methods are all essential. The professional accreditation standards must meet the requirements set in the training program to serve the professional training objectives. The establishment of the entire curricula system requires participation planning of companies or industry experts. This requirement is to ensure that when adjusting the plan, proceed from the perspective of the target and improve the talents from the industries that the service faces. At the same time, according to the professional standards formulated by the Ministry of Education in computer science, it can be seen that the state attaches great importance to the development of the computer profession. When building a system, it is necessary to persist in education when it is educated. Students should be the main body of education, with students as the core. According to the different educational advantages of different schools, we must cultivate a diversified education system and cultivate new talents with strong practical ability and innovative spirit that can adapt to the needs of the socialist market economy and social development. In accordance with this idea, we combine the above viewpoints of this article. A related curriculum system for the cultivation of new-type computer talents can be developed.

3.3. Establish a practical teaching system

It is necessary to provide students with engineering practices that meet the requirements of professional certification standards, so that students can self-actively combine their comprehensive practices to improve their innovation capabilities. Throughout the training program, this will also be an excellent experience with positive innovation. The entire system covers the experimental aspects of the curriculum, the planning of the curriculum, the teaching of examples, comprehensive training, and the establishment of graduation works. We must appropriately increase the amount of time in practical teaching to encourage and guide students to actively and effectively participate in various plans in the teaching plan, to participate in the research topics of teachers, and to achieve a chain of practical skills from basic to high-end. We must carry out development from five levels: first-level curriculum experiment, second-level curriculum design, third-level case teaching, fourth-level comprehensive training, and fifth-level graduation design. Course experiments should include digital system experiments and embedded practice. The second-level curriculum design practice includes a comprehensive curriculum of program design and enterprise resource planning. For case teaching, this link can take a few weeks to complete a related professional field. The fourth is comprehensive training. There must be a professional practice base in this link. Experienced practitioners should conduct

the teaching and the fifth graduation design should be seen. After completing the students' comprehensive ability, students' innovation and professionalism will be improved[9-10].

Table 1. Course Architecture

curriculum structure	First platform	General Education Course		Political theory, situation policy, mathematics, English, sports, etc.
	Second platform	Subject Foundation Course		Introduction to Computer Science and Technology, Fundamentals of Programming, Circuits and Systems, Analog and Digital Electronics, Discrete Structures, Algorithms and Data Structures, Digital Logic, Digital Signal Processing, Principles of Computer Organization, Operating Systems, Computer Networks, Computer Systems Architecture, Software Engineering , embedded systems, database system principles, compilation principles, numerical analysis, object-oriented programming and so on.
	Third platform	Professional course	Professional orientation course	Manufacturing Information Engineering Module	Information system analysis and design, information system development tools, enterprise resource planning ERP, enterprise asset management ERM, information system project management, network system integration and management, e-commerce strategic structure and design.
				Computer Control Engineering Module	Industrial control network, computer control technology, real-time system analysis and design, PLC programming technology, computer interface technology, embedded software design, industrial configuration software development and design.
			Technology Development (optional)		Unix/Linux core technology, JavaEE core technology, Web development technology, Oracle database development, etc.

4. THE PROSPECT AND DEVELOPMENT OF COMPUTER PROFESSIONAL TRAINING

4.1. The Prospect of Computer Professional Training

With the advent of the information age, the role of computers is becoming more and more important in today's society. Grasping computer professional training is the key to cultivating new talents in the new era. At present, there are still some loopholes and problems in computer professional training in China. We must pay attention to relevant work, pay attention to working methods, and establish an excellent working system. This paper explores the problems existing in computer professional training and summarizes several suggestions for future improvement, but there are more Problems need to be discovered. More methods need to be summarized. Only by clarifying work ideas and convictions can computer professional training not lag behind other countries.

4.2. The development of computer professional training

Now is the crucial period for the development of computer technology. Various technologies are changing with each passing day. Some progress has been made in the training of computer professionals in China, but this work cannot be accomplished overnight. We also need the unremitting efforts of the relevant staff. We must not be complacent about what we have achieved so far. We must be modest and prudent. We must continue to summarize methods, explore work methods, learn from other relevant industries, and develop other relevant fields. The country's learning, so that the relevant aspects of computer training can get better and better.

Table 2. Practical teaching architecture

Practical teaching system	First floor	Course experiment	Digital system comprehensive experiment, embedded system comprehensive experiment, computer network comprehensive experiment.
	Second floor	Course design	Program design Comprehensive course design, software engineering curriculum design, computer composition principle course design, enterprise resource planning ERP curriculum design.
	Third	Case teaching	Manufacturing informatization reverse engineering case

floor		teaching, computer control engineering case teaching.
Fourth floor	Comprehensive training	Java Advanced Software Development, Advanced Web Development System, Embedded System Development, etc.
Fifth floor	Graduation Project	Application-oriented software and hardware project development and design.
Extended practice		UIT projects, various competitions, participation in scientific research.

5 CONCLUSION:

The professional approach has a good influence on the development of computer professional training and the promotion of development, but more meaningful, in the entire concept of certification and standards, the beginning of this article describes this is the key entry point for the computer Professional training should not forget the original intention and set clear goals. Although we still have a certain gap with the developed countries, with our continuous efforts, we believe that we can narrow this gap, and ultimately achieve the goal of pursuing a professional level and improving the overall quality. Comprehensive national strength and international competitiveness allow us to work together for this goal.

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Student Attendance Design Based on IoT Technology

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Abstract: IoT is widely used recently. In order to improve the record about the students' attendance IoT technology is used to develop the system. The system used RFID technology for student information and Zigbee wireless transmission technology for realizing multi-node operation such as data real-time sharing, transmission, judgment, pre-treatment of low power consumption, high efficiency wireless network system. The statistics of student attendance information could be displayed in a phone in real time, and the information could be processed by the software written in the upper PC. Through the using of the system efficiency will be improved greatly.
Key words: Zigbee, multi-node communication, attendance, RFID card

INTRODUCTION

In recent years, with the rapid development of Io T, the information management of universities also entered a new period. There were more and more smart student attendance methods. The design used RFID for acquir-ing students' personal information, Zigbee technology with the close range wireless network communication technology for delivering the information with the up-per PC, and in the upper PC the student attendance for each department could be counted automatically with the information of keywords, and through the phone APP the statistics could be viewed in the real time. In this way the efficiency of student attendance manage-ment could be greatly improved. At present the statistics of student attendance was counted at manual, which wasted some precious class time and shortened the communication time between teachers and students, and it was more troublesome.

The Student Attendance Design based on IoT Technology can solve the above problems.The classroom just need install the RFID card readable circuit and Zigbee nodes and no computer can work normally[5-8].

CORRESPONDING CONCEPTS

Automatic identification technology is a special identification device. Through the activity between identified items and identification device, the identified items' information could be acquired automatically, and the fol-lowing operation could be given to the background computer. Identification Technology integrated computer, light, electricity, communication, and network technology and combined with the Internet, mobile communication technology, which realized the items of tracking and the sharing of information in the worldwide. Let's see several technologies compare.

Table 1 Comparison of Detection Technology

Parameters	bar code	Biological	RFID
Data capacity (bytes)	1-100	----	16-64K
Machine readable	good	expensive	good
people readable	limited	Different	No
environmental influence	high	----	No
Hardware loss	limited	----	No
purchase cost	low	very high	middle
run cost	low	No	No
safety	low	possible	high
reading speed	low	very low	fast
distance	0-50CM	0-50CM	0-5M+

Through the comparison about the identification technology and short distance transfer technology, the RFID and Zigbee was selected as the research technology in the student attendance system.

Short Distance Wireless Communication

Low cost, low power consumption and peer-to-peer communication are the three important characteristics of short distance wireless communication technology. Short distance wireless communication data rate is lower than 1 MB/s, communication distance is less than 100m, typical technology has ZigBee, Wi-Fi, Bluetooth. The following is the comparison:

Table 2 Comparison of IoT Technologies

	Zigbee	Wi-fi	Bluetooth
standard	802.15.4	802.11	802.15.1
spectrum	2.4G(368 M/915M)	2.4G	2.4G
distance(m)	1-100	1-100	10+
nodes	>>32	32	7
anti-interfere nce	middle	low	low
capability	vision	yes	yes
time consumption	more to years+	several hours	several days
application field	detection control	cable replacement	web email multimedia

advantage	low power low cost reliability big scale	high speed more coverage	cheap convenient

Through the comparison about the identification technology and short distance transfer technology, the RFID and Zigbee was selected as the research technology in the student attendance system[9-10].

OPERATION

The attendance system was mainly used for students to punch. Each time after punching, first was to find the card and then the data on the card was transmitted to the server by Zigbee wireless network, next was to judge whether the operation of the card is normal. If it was normal the data can be operated. The diagram below:
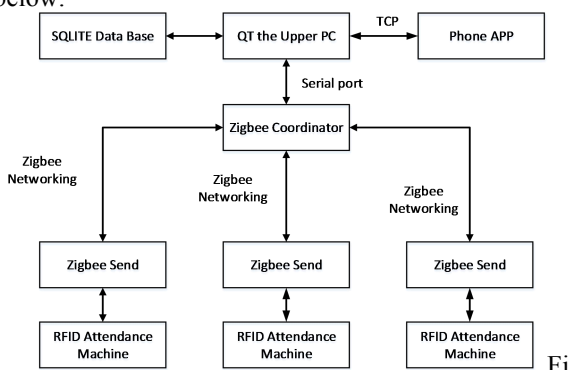
gure 1 System Operation

HARDWARE

The hardware structure diagram is the below
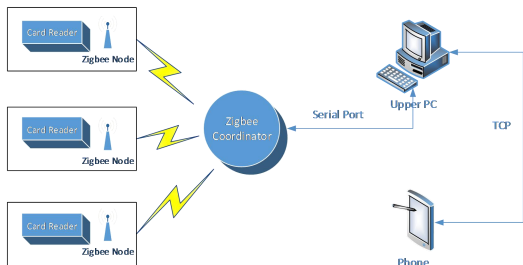
gure 2 the Attendance hardware Diagram

RFID card reader: this is the main equipment of the attendance system. Through using the equipment, the attendance student information can be read and recorded. RFID card , Radio Frequency Identification can identify specific targets and read or write data through the Radio signal without establishing a mechanical or optical contact between identification system and specific objectives

Zigbee Networking: It is the wireless network which was composed by the coordinator, routers and the terminal. The name of Zigbee is derived from the bee's "8" dance, just like that, if the bee want to transfer pollen oriented information between partners they must fly with"8" and the sound of "buzz" (zig), the bees communication way is a very optimized network. It islow complexity, self-organization, low power consumption, low data rate and low cost.

80C51single chip microcomputer: It is a little computer system with a single chip and the necessary peripheral devices. It includes software and hardware. Server (the Upper PC): the Upper PC Connected with the Zigbee coordinator by serial port and transfer the student attendance information and saved the information in the database server.

Typical hardware circuit diagram at the below:
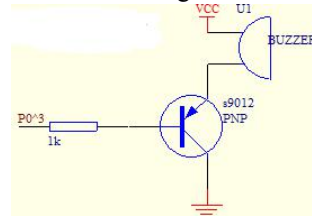
Figure3 Buzzer Alarm
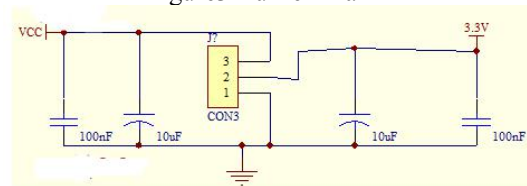
Figure 4 Power Supply with 5V convert to 3V
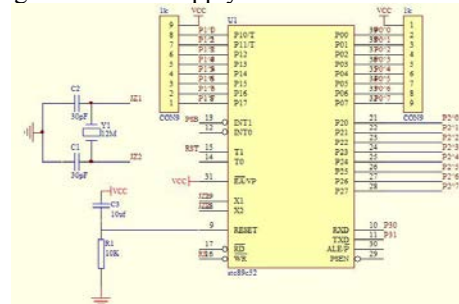
Figure 5 CPU Connection

Due to the use of the function and header files, the main program content is simple and clear as shown below

SOFTWARE

The Upper PC program: The program was written by QT C++. The information management with students and teachers could be realized and the statistics of the student attendance could be given.

The QT C++ which is used to make the upper PC pro-gram. In the upper PC the administrator can get the data about the data information about the teacher and students also can be added, deleted and updated.

Phone APP:The APP was written by Java. Android app often uses Java program. The software development in telephone also includes requirements capture, demand analysis and design, implementation and testing of a system engineering. It composed by activity, content provider, service and intent and so on.

Java is the more fast and object-oriented development language. It can be understood easily. Java can be run in different OS.

In the student attendant system Java was used as the programming language. In the App the administrator can manage all the operation, but the teacher just can

see the attendant information about the course that he is doing. He can quickly get the statistics effect about the attendance and give the quest to the absence students.

The database design: SQL lite was used to manage the database. It is the relational DBMS obeyed with ACID, and small volume, powerful function and open-source free and zero configuration. So it is widely used in embedded system.

Table 3 student

	type	byte
RFID num	numeric	20
stunum	numeric	15
name	text	10
classname	text	20
phone	numeric	14
school	text	40
department	text	20
professor	text	10
attendance	Boolean	1

Table 4 teacher

	type	byte
teachernum	numeric	20
teachername	text	12
school	text	40
department	text	20
post	text	14
passwd	text	40

Table 5 Synthetical

	type	byte
teachernum	numeric	20
stunum	numeric	15
name	text	10
classname	text	20
phone	numeric	14
school	text	40
department	text	20
professor	text	10
attendance	Boolean	1

VERIFICATION

Validation method: There are a PC, a coordinator node, 2 terminal node which simulated punching in the classroom. To test the network reliability the method was that the punching took place in two different places at the same time, and the background could receive data and save the data to the database in different locations at the same time. So the student attendance information and the teacher teaching course information could be completed successfully. The student attendance management could be greatly simplified.

CONCLUSION

Through the complement and design about the student attendance system the system's development flow was further understood. When you want to do one research you must prepare many things, such as the prophase investigation, system complement plan,

the hardware design, the software design and the appropriate database. At last the information and resources should be combined well. In this article the base concepts about the system were given. The technologies which were adopted in the system was introduced and the test was given too. All of above introduction the student attendance system was completed.

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Research on wireless body temperature monitoring system based on Internet of things technology

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Abstract: the body temperature is a vital sign of the human body, which directly reflects the health of the human body. It is one of the most important references for doctors to carry out medical diagnosis and treatment and nurses to carry out related nursing. At present, the commonly used method of body temperature measurement is still confined to manual measurement, which not only costs a lot of labor, but also makes it difficult to ensure the accuracy of measurement. With the further development of science and technology, scholars put forward the application of Internet of things technology to body temperature measurement. In this paper, a wireless temperature monitoring system based on the Internet of things is proposed. The system transfers the patient's temperature data in real time by collecting the body temperature of the patient with the body's body temperature. And the nurse can monitor the real time temperature of each patient through the display screen. This method can reduce the enormous workload brought by artificial body temperature measurement and enhance the accuracy and real-time performance of body temperature measurement.
Key words: Internet of things; body temperature monitoring; wireless network

1. INTRODUCTION

Fever is a precursor sign of many diseases including human infection, including certain infectious diseases. In the field of public health, it is an important parameter for monitoring medical and health departments in various countries[1-3]. The body temperature refers to the average temperature of the deep part of the human body, and the values measured in different parts of the human body are different. Human body temperature changes in real time. The main influencing factors of body temperature change are pathological, such as infectious diseases, trauma and immune system diseases. Physiological factors also affect individual body temperature, such as age, sex, environment and personal habits.

Most of the existing body temperature monitoring systems are connected to the body by wired sensing equipment to the body's body temperature collection, and it is necessary for the nursing staff to monitor the temperature manually. With the development of technology, Internet of things technology is widely used. Using this technology, the real-time temperature of patients can be transmitted to the body temperature monitoring center for data storage and real-time monitoring. Based on this technology, this paper presents a wireless temperature monitoring system based on the Internet of things, which transfers the patient's temperature data in real time by collecting the body temperature of the patient with the body's body temperature, thus reducing the workload of the artificial temperature measurement, and improving the accuracy and real time of the temperature measurement.

2. THE METHOD OF TEMPERATURE MEASUREMENT

The body surface temperature refers to the body's peripheral tissue temperature, and the outer layer of the human body's outer surface temperature is the body surface temperature. Sometimes, body temperature may not be able to show from human body surface temperature. In the medical profession, the body measurement areas of body temperature monitoring usually include pulmonary artery, armpit, rectum, tympanic membrane, lower neck and back scapula

The existing measurement methods are mainly divided into two types: contact type and non contact type. The contact type is mainly mercury thermometer and electronic thermometer. Non contact means tympanic thermometer and infrared thermal imager. Because measuring the temperature of the skin on the surface of the human body, the general accuracy is poor. Both contact and non-contact temperature measurement depend on the nurses' regular monitoring, the labor loss is large and the human error exists, and the patient's temperature monitoring can not be carried out accurately and efficiently.

3. INTERNET OF THINGS TECHNOLOGY

The Internet of things (IOT) is a technique that can be used to transmit and exchange data or information through a variety of sensor devices,

which can carry out the Internet and actual objects, and can be used to realize intelligent monitoring. As a new generation of information technology, the Internet of things (IOT) has been widely used in many industries, such as industrial production, urban construction and management, aviation transportation, medical treatment, because of its unique advantages.

The overall structure of the Internet of things includes three levels: application layer, network layer and perception layer. The application layer is mainly to provide the required application services, such as smart home, medical care and environmental monitoring, and the different application layers have different level of perception and network layer. The network layer is mainly responsible for reliable transmission of data. The existing carriers include three types: telecommunication network, satellite network and Internet network. The perception layer is the part connected to the real object, which is used for data collection[6-7].

4. THE WIRELESS BODY TEMPERATURE MONITORING SYSTEM BASED ON INTERNET OF THINGS AND ITS COMPONENTS

4.1 The wireless body temperature monitoring system based on Internet of things technology

By analyzing the characteristics of the hospital temperature measurement and the current coverage of the wireless network in the hospital, this paper puts forward the establishment of the wireless temperature monitoring system based on the Internet of things on the existing medical special network platform. The system uses wireless sensor nodes to collect data, and uses Internet network to carry out data transmission, so as to realize the construction of wireless temperature monitoring system based on Internet of things technology. Figure 1 is a schematic map of the temperature monitoring system. In the perceptual layer, a temperature collection hand ring with a thermosensitive sensor is used. The real-time body temperature data is transferred to the data collection platform through the comprehensive coverage of the wireless network in the hospital, and the patient temperature is displayed on the monitor display screen. The application layer of the system can also analyze the real-time body temperature data and have the alarm function. . The system can store and process data and output temperature reports or periodic body temperature reports on that day[8-10].
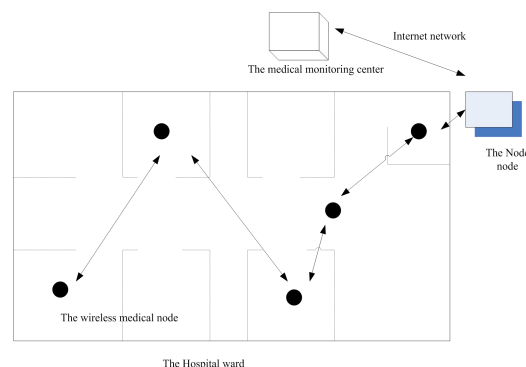
Figure 1.The schematic diagram of a temperature monitoring system

The system not only reduces the daily workload of the nursing staff, prevents some human errors, but also avoids the cross infection caused by the direct contact between the medical staff and the patients. Doctors can also get the data stored by the system at any time and analyze the patient's physical condition, which is more convenient and intelligent. The real-time monitoring of the patient's temperature can respond to the first time when the patient is abnormal, reminding the doctor and the nurse, and avoiding the accident caused by the delay in the treatment.

4.2 The composition of the patient's temperature monitoring system

The main components of the wireless temperature monitoring system based on the Internet of things in this paper include the wireless temperature sensing ring, the temperature monitoring and management system, the temperature monitoring user interface and the temperature alarm system.

The wireless temperature sensing ring used in the system is a warm hand ring that provides the patient at any time. The hand ring can enter the patient's personal information and can realize the collection and display of the real time temperature. The bracelet can also set data acquisition time and acquisition frequency and start, suspend and stop data collection at any time. The wireless temperature sensor is attached to the surface of the hand ring and directly contacts the body to measure the body temperature. The wireless temperature sensor adopts the waterproof and antifouling design. It can be used for many times by the alcohol disinfection. The temperature measurement accuracy is kept in the error range of 0.1. The power consumption of the bracelet is low, and it can be charged when the power is insufficient.

The temperature monitoring management system can bind the hand ring with the monitoring management system through the management interface, register, log in and write off the monitoring of the hand ring, and start, suspend and cancel the monitoring of the body temperature. The monitoring management system can get any patient's data at any time, form the patient's

temperature change curve, and be able to generate data reports.

The nursing staff can check the temperature changes of each patient in the area on a large screen through the monitoring user interface in the nursing station. The interface will show the basic information and real time temperature of the 9 patients with the highest temperature alarm level. The alarm level of body temperature ranges from high to low in red and orange, and the information of normal body temperature is displayed in a green way, which is intuitive and convenient.

The body temperature alarm system is a warning when the patient's body temperature is abnormal or when the wireless sensor fails. The alarm system can make sound alarm and visual alarm. The sound alarm is realized by discontinuous beep. The visual alarm is realized through the bright display. The volume of voice alarm and the brightness of visual alarm can be regulated by the body temperature monitoring and management system.

5. CONCLUSION

Human infections, including certain infectious diseases, will first manifest themselves in the form of fever. In the field of public health, fever is an important physical parameter monitored by medical and health departments in various countries. At present, the temperature measurement method is still limited to manual measurement, which not only costs a lot of labor, but also makes it difficult to ensure the accuracy of measurement. With the further development of science and technology, the new generation of information technology - the Internet of things (IOT) has developed gradually. Scholars have put forward the application of the technology of Internet of things to the temperature measurement of the hospital. In this paper, a wireless temperature monitoring system based on the Internet of things is described. The system transfers the patient's temperature data in real time by collecting the body temperature of the patient with the body's body temperature. The nurse can monitor the real time temperature of each patient through the display screen. It is hoped that the application of this wireless temperature monitoring system can reduce the enormous workload brought by the artificial temperature measurement, and can improve the accuracy and real time of the temperature measurement, and provide further support for the human health.

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Sets Scientific Research as a Cutpoint,Revolves the Practical Teaching, Cultivates the Students' Creative Spirit

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Abstract: Teaching and scientific research is two indispensable functions of universities, the combination of teaching and scientific research is not only the successful way to education, but also a fashion topic of university teaching domain. At first, this thesis discusses the plight of teaching and scientific research, and the,analyzes the mutually promoted effect of teaching and scientific research. Finally, this thesis come up with how to revolve the pattern of practical teaching based on scientific research projects, to cultivate students' creative spirit and practical capacity.

Keywords: University Education; Scientific Research; Practical Teaching; Creation.

1.INTRODUCTION

Since 21th century, with the fast development of Chinese higher education, although the number of universities is increasing and scale is extending, those problems in the aspects of cultivating talents are exposing. The acutest problem is the requirement of enterprises is not far satisfies with the qualities of university graduated student. The basic task of higher education is cultivating the higher creative talents, at the same time, finishing country's scientific research projects is also their social function. Teaching and scientific research is two key points of colleges and universities' establishment and development, and their are integral. Teaching is the root of universities, scientific research is the crucial measure to improve the capacity and position of universities. Teaching is the base of scientific research, scientific research is the is the promotion and development of teaching. Depending on scientific research promotes teaching, it is a effective way of rising the educational quality. So, higher education domain, even all society focuses on how to combine scientific research and teaching reasonably[5-7].

2." THE COMBINATION OF TEACHING AND SCIENTIFIC" STILL EXISTS DILEMMA

Currently, it is a serious problem in higher education is that a great discrepancies between the contents of teaching and scientific research[1]. Teachers need consider the coverage of contents when their are teaching, to adapt the various requirements of students, so their can not considerably analyze the knowledge required by scientific research. On the other hand, the depth of scientific research limits its further transmission in teaching.

As a teacher of colleges and universities, it requires a lot of energy to finish well either teaching task or scientific research, still less it require to finish both well. The time that people have is finite, if spend it more on teaching, while the time used in scientific research will reduce certainly. At present, many colleges and universities pay too much attention to the achievement of scientific research, it directly results in many teachers spend much more time on scientific research than teaching. Finally it impedes the balanced development of teaching and scientific research. Even some teachers realize the teaching contents is dated leading to the students lose the interest in class, they want to combine the teaching with scientific research, but limited by class times, shortage of energy, they can not manage to transform achievements of scientific research to teaching contents. It is especially prominent in the young teachers.

3.CONSECUTIVELY ENFORCE TEACHERS' CONSCIOUSNESS, ACTIVELY APPEAL OF PERFECT CONVERGENCE OF TEACHING AND SCIENTIFIC RESEARCH

Scientific research and teaching promote each other mutually, supplement each other and depend on each other, colleges and universities should consecutively enforce teachers' consciousness, insist on the combination of teaching and scientific research, cultivate the creative spirit and practical capacity of students[8-10].

Teaching help teachers make up the thoughts, make subject knowledge systematic. Teachers conduct teaching, need make up the subject knowledge, and illustrate it by the clearest language and the most suitable teaching measures. When teachers put the newest achievement of scientific research into teaching practice, for example writing teaching plans, must systematize the rationale related to scientific research. Meanwhile, teaching is a mutual activity of teaching and study, an exchange, communication,enlightening and supplement of teachers and students, in the progress, teachers communicate feelings with students, to achieve the purposes of studying together, sharing knowledge, make progress together, teachers and students

will develop themselves together. So, the thoughts spark and inspirations appearing in the communication of teachers and students, are source of creation, those help come up with new projects.

Scientific research is the base of promoting teachers' qualities. Teachers conduct scientific research, acquire the newest achievement of theoretical research, not only help them update the knowledgeable frame, but also stimulates them know the requirement of practice to theory in time. Scientific research help teachers improve their academic ability, make them stand on a higher perspective to think about the most suitable way to cultivate talents. The process of scientific research is a rough mental and physical work. It can cultivate the the spirit of pioneering innovation and tenacious struggle. Meanwhile, scientific research is the base of updating the teaching contents consecutively. With the fast development of modern technology, the update of knowledge is faster and faster, only extends and revolves the teaching contents by achievements of scientific research, can the higher education adapt to the requirements of society development, serve to establish the economy of our country.

4.BASED ON SCIENTIFIC RESEARCH, REVOLVE THE PATTERN OF PRACTICAL TEACHING

Mix Scientific research projects with practical teaching is a crucial way of promoting "perfect join of teaching and scientific research", it is beneficial to teachers and students. The combination of scientific research projects and practical teaching can stimulate potential potency of student, exploit the students' subjective initiative and practical enthusiasm, and it has the great difference on improving the creative spirit and practical capacity of students. How to combine teaching with scientific research, revolve teaching pattern, there are several cutpoints:

4.1 Lead the scientific research equipment, measure and achievement to experimental teaching

Nowadays, many colleges and universities have various key laboratories, professional laboratories and undergraduate teaching experimental centers, possess numerous advanced scientific instruments and scientific research equipment made by teachers. Under the condition of satisfaction to scientific research, universities and colleges should order every scientific research platforms and laboratories open to teachers, graduate students and undergraduates, it is not just in form, avoid advanced equipment leaves unused in storehouses, exploits and use the experimental resources as best as they can, improve the efficiency of using equipment, establish a platform to help teachers and students acquire the advanced technologies.

Universities and colleges should encourage teachers transform scientific research achievement to experimental teaching contents. Let teachers' mature achievements transform to experimental teaching contents, write them into textbooks or experimental teaching materials, ensure the experimental contents novel, including coverage and depth. For example the teachers in computer science and automation specialty, they can lead the achievement based on single-chip microcomputer detection into comprehensive experimental project of SCM course, so that students apply the acquired knowledge into practice, transforms the boring words into vivid and understandable experiment, enlightens the desire of study, increases the interest and emotion of study.

At the same time, universities and colleges should encourage teachers lead new technologies and new measures into teaching, ensure the contents, measures and ways of experimental teaching updates consecutively. Constantly apply new technologies and new measures into the creative experiment projects. In the process of conducting new experiment project, teachers only give several thoughts, according to experimental conditions, students look up for relevant information, design experiment plan and procedure, conduct experimental operation independently, write experimental report. Although the experimental result of student is not satisfied, but by this comprehensive training, it evoke the mobility and motivation of students, not only improve practical capacity of students, but also cultivate the creative spirit of students..

4.2 Establish the tutorial system， promote the extracurricular science and technology practice activities

Universities and colleges create the scientific research condition for students by set undergraduates' innovation training program,fund projects and various science and technology competitions. Because undergraduates will feel strange when they touch with scientific research and can not find the cutpoint，so，they need tutors give them advice and instruction in the progress. Under the the principle of two-way choice, universities and colleges can promote the teaching pattern of tutorial system, combining the teaching and scientific research. Tutors should give bibliographies to students, instruct students the measures of searching literature, give suggestions of projects, help students design research programme, lead students experience the progress of scientific research, and share adequate work. By conducting the scientific research project, improve the creative capacity and practical ability of students, achieve the purpose of training students' ability of scientific research, set a solid base for students' further development, such as graduate period, it can avoid efficiently this situation that student can not adapt to the graduate study.

Meanwhile, tutorial system enforce the touch and communication between teachers and students, it is useful to teachers to learn students better, conduct teaching activities on purpose.

4.3 Establishing incentive system about combine scientific research and teaching

Incentive system about combine scientific research and teaching is motivation of enlightening teachers conduct scientific research in the undergraduate teaching progress.In performance appraisal to Teachers' work， the conduct and application of combination of teaching and scientific research should be payed more attention. Universities and colleges should establish the incentive system for the perspective of global development, divide science and art, divide subjects, should not use one principle in all disciplines.Secondary departments should be further refined, according to self-condition, from the perspective of practice, to different characters and situations of different teachers. Establish and perfect the classification assessment policies of teaching and scientific research more quickly. Design corresponding comprehensively incentive system to teaching and scientific research of teachers, and generalize the policies, ensure teachers have sufficient interest protection mechanism in the progress of combining teaching with scientific research,promote the initiative and enthusiasm of teachers.

5.CONCLUSION

Teaching and scientific research are two indivisible parts in higher education work， they promote each other， depend on each other， perfect each other. Apply the achievements of scientific research in teaching progress， make the teaching contents more abundant， more vivid， more popular. It is an efficient measure for promoting "the perfect join of teaching and scientific research" that conducting practical teaching pattern combined with scientific research projects, and it has great position in increasing practicality, diversity and advancement of practical teaching, cultivating innovation application talents in undergraduate.

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Analysis on Value of English Language in International Exchange

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Abstract: As the economy develops constantly, the knowledge economy steps into the whole new development mode. Among which, as a knowledge, language's value in international relation exchange becomes prominent increasingly. However, as one of the common languages in the global international exchange, English's economic value becomes more and more powerful and promotes the in-depth development of the international relation invisibly, which further highlights the role of English in the international exchange process, and becomes the important indicator for measuring the national comprehensive power and international competitiveness and the symbol of the national "soft power". Therefore, through analyzing the expression and concept of English value in international exchange, the related enlightenment for improving English value in international exchange is further stated.
Key words: English; International exchange; Economic value; Analysis

Nowadays, as the economy and information develop rapidly, people pay more and more attention to the language economic value, which makes the language economic value becomes the important content in economics study field. As one of the important global languages, English' economic value has been played greatly. Moreover, as the globalization progresses unceasingly, the internet is popularized constantly, and economic and political associations among all countries are deepened continuously, there are more and more studies on the value of English language value in international exchange. Therefore, on the basis of the former scholars' studies, the related theories of English value and value expression forms are further analyzed, thus, the value enlightenment of English language in international exchange process is proposed.

1. ENGLISH'ECONOMIC VALUE
(1) The connotation of English' economic value
In the 1960s, after the American information economist Jacob Marschack proposed the English economics at the first time, English language economics which has been developed rapidly became the new science which has been widely concerned internationally, becoming the international consensus gradually. Therefore, no matter the governmental departments or enterprises around the world are

constantly digging out and enjoying the economic dividends brought by the language. Exampled by English, the economic value of language is further analyzed in this paper. English language value mainly refers to English's selectivity, thus to endow the economic value for language further. To be specific, English language value mainly refers to the economic value and the corresponding economic benefits produced by people to meet the demands of improving language ability. Meanwhile, as the global economy develops constantly, and the economic and politic associations among all countries' governments, the English language economic value has been improved unceasingly[2-6].

(2) The expression modes of English's economic value
English' economic value has always existed starting from the production to development of English language value. Moreover, with the rapid economic development, it has been further improved, which mainly shows as the following two aspects: one aspect, individual value. The individual value of English language mainly refers to individual cultivation on English ability, and according to the individual's mastering on English, the corresponding economic effects that the individuals gain in society are determined. Thereby, individuals who possess strong English ability will occupy the beneficial status in the fierce social competition, thus to gain the higher economic returns. The other aspect, social value. English language cannot only generate economic value on individuals, but also generate the great economic value on both enterprises and countries. Moreover, the wording of "language is the soft power" is widespread in the world. It can be seen that governments of all countries whose mother language is English urgently want to promote the national economic, politic and cultural development and improve the national images. It is able to improve the comprehensive national power and national image indirectly through improving the economic value of English language.

2. THE VALUE OF ENGLISH LANGUAGE VALUE IN INTERNATIONAL EXCHANGE
(1) The important components of the national economic basis
At present, the standard for measuring whether a country is the economic power has been enriched constantly. Moreover, the constant promotion and

development of English' economic value become the important indicators for measuring the national economic indicators and comprehensive national power. Consequently, the language value in national exchange has been displayed gradually, moreover, it can effectively communicate the politic culture of the countries whose mother language is English, thus to further bring the huge economic value for the related countries. Meanwhile, as the English's international status has been improved constantly, more and more countries whose mother language is English are welcomed by overseas students, those students study in the related countries in succession, and consequently, the huge economic value chain is formed, bringing the huge economic value for the related countries.

(2) Facilitate enterprises to improve the comprehensive ability

In recent years, besides the governmental exchange, the corporate exchange has been increasing in international exchange. The roles of English's economic value in corporate international exchange have been shown gradually. At present, if enterprises want to achieve the bigger development space internationally, they need to effectively play the English' economic value. During this process, the effective communication is the premise for effectively identifying and analyzing the cooperative countries' information related to politics, economy, law, policies and cultures, etc., so the role of English in this process becomes more and more prominent. Meanwhile, the use of English further facilitates the cooperation among enterprises, the costs can be saved effectively, thus to further promote the economic globalization process and better realize the effective resource integration and allocation worldwide.

3. ENLIGHTENMENTS OF ENGLISH'S ECONOMIC VALUE IN INTERNATIONAL EXCHANGE

(1) Improve the importance attached to English

At present, as the economy develops constantly, English language value has been prominent increasingly. English language value has played a more and more important role no matter for improving the national competitiveness promoting the better overseas development of enterprises. Therefore, in order to better play English's value in international exchange process, the improvement of English language value is of great significance. In this process, the countries around the world should recognize the important role played by English in international exchange process fully and the English's economic value, constantly enlarging and enhancing the training on English. To be specific, the countries should support and develop English language value, such as establishing English study mechanism, promoting the healthy development of English industry, and expanding English use frequency, thus to improve English ability and play the greater

English value. On the other hand, for China, the government should lay emphasis on the English education, and popularize English nationally, such as promoting English education starting from primary education. Master the opportunity of English's rapid development, take advantage of English's economic value and social value, and improve Chinese comprehensive power and right of speech in terms of international status.

(2) Formulate cultural output strategies and enhance language cultural strength

Now, countries whose mother language is English comprehend the support role played by English language group in the global languages, thus they lay particular emphasis on English role, formulate and enhance English cultural output systems and strategies, develop cultural industries energetically and gain more English economic value. Meanwhile, the developed countries such as the United Kingdom and the United States further promoted the economic value in international exchange in virtue of the industries such as English and industrial engineering, and all kinds of media tool applications. Among which, with export of films and cultural industry and the coming of information age, the English's global status is promoted, and the English's economic value is played more profoundly. In addition, the developed countries such as the United Kingdom and the United States expand the communication scope of English fully in virtue of the channels such as BBC and VOA, publicize the national images, consolidate and develop the English's economic value. In the end, the developed countries such as the United Kingdom and the United States energetically develop English language industry and other related industries such as advertisement, film and television, and books and videos in virtue of its important role in global development, further promoting the values of English, and profoundly playing English's economic value and social value in international exchange.

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Discussion on Translation Activities Under the Guidance of Functional Equivalence Theory

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Introduction:Translators often encounter various problems in the translation process. Without the guidance of scientific translation theory, these problems can hardly be solved. Scientific translation theories must also be continuously enriched and developed in the practice of translation. Otherwise, they will lag behind the times and fail to exert its guiding role in translation practice. In this paper, the functional equivalence theory proposed by American translation theorist Eugene Nida is mainly introduced. It analyzes the basic content of functional equivalence theory, the principle of "functional equivalence" in translation and the specific translation strategies derived from this theoretical thinking

Key Words: functional equivalence, basic content, principles, translation strategies

The definition and standard of translation

For the definition of translation, many translators in ancient and modern times have given different definitions. Sobrelev, a translation theorist of the Soviet Union's School of Literary Theory, said: "The purpose of translation is to transplant the content and form of one language into another language." Feng Qinghua believes that translation is one of many language activities. It is a language practice activity in which language content is reproduced in another language form. Translation theorist Nida pointed out: "The so-called translation refers to the use of the closest and natural equivalent language to reproduce the source language information in the target language. First, it is in semantics, followed by stylistics." A comprehensive expert can give a definition of translation. Translation is to convey the meaning of a language expression in another language so as to achieve the purpose of communicating thoughts and emotions, spreading cultural knowledge, promoting social civilization, and promoting the prosperity of translation culture.

Translation is actually a special form of information dissemination. The entire translation activity actually manifests itself as the transmission of social information. Unlike the ordinary communication process, translation is carried out between two cultures.

Translation standards are the criteria that translation activities must follow. It is a measure of the quality of translations and a goal that translators should strive to achieve. Translation standard is the core issue of translation theory. Due to the long history of translation cultural exchange activities, translators have different social backgrounds and language backgrounds, and their understanding and expectation values are different. Therefore, many translation standards have been formed. Yan Fu put forward the "convince, smooth, elegant" standard that translation should achieve. Fu Lei put forward the concept of "likeness": "In terms of effect, translation should be like a painting, not in a shape but in a spirit." Nida proposed the "functional equivalence" theory, emphasizing that the reader's reaction to the translation should be basically consistent with the reader's reaction to the original text.

Translation definitions and standards need to be clarified. Before translating, the translator should first analyze the characteristics of the translated text and then use the appropriate translation theory as a guide to the translation practice.

The basic content of functional equivalence theory

The functional equivalence theory is the translation theory proposed by American translation theorist Eugene Nida. The so-called "functional equivalence" means that the translation does not seek the rigid correspondence of the surface of the text, but achieves functional equivalence between the two languages. Functional equivalence theory mainly includes three aspects: meaning, style and readers' reflection. On the basis of the meaning and style equivalence, he emphasizes that the response of the target reader to the translation is basically consistent with the response of the original reader to the original text.

The "equivalence" in functional equivalence includes four aspects: lexical equivalence, syntactic equivalence, textual equivalence, and stylistic equivalence. In these four aspects, Nida believes that meaning is the most important, followed by form. Forms are likely to hide the cultural meaning of the source language and hinder cultural exchanges.

According to the requirements of functional equivalence theory, the translation process mainly includes three steps of analysis, interpretation and reorganization. This theory is different from the traditional translation theory. It is no longer limited to the contrast between the original text and the target text, but instead shifts the focus to the reader's reaction. This innovative idea of functional equivalence theory has had a great impact on the field

of translation studies. Translation scholars and translation theorists use this theory to explain translation and to guide translation practice. According to Nida's definition, functional equivalence is fundamentally different from traditional "free translation" or "live translation." Equivalence has strict requirements for the output of translation. It requires that the recipient text reproduce the source text as perfectly as possible in different linguistic structures. There is no such requirement for free translation or live translation, and the result often becomes unrestrained freedom.

Implement the principle of "functional equivalence" in translation

In translation, the original language and the translated language generally have obvious differences in pronunciation, vocabulary, and grammar. Unawareness of the original language and poor mastery of translation skills can lead to mistranslations, ill-sentences, or puzzling and lengthy expressions. In order to achieve "functional equivalence" in translation, according to the characteristics of translation activities and incorporating Nyda's functional equivalence theory, translators should follow the following principles:

Accurately communicate original information. In translation, the accuracy of information is always the most important. Therefore, to realize the functional equivalence between translation and original text, the first principle is to realize the equivalence between the translated text and the original text.

Convey the spirit and style of the original text. While implementing semantic equivalence, it is also necessary to achieve genre-style equivalence, so that the translation and the original text have basically the same appearance. If the translated version is in close contact with the original form, it may result in a major misunderstanding of the associative meaning of the original text or a loss of appreciation of the source text style. Appropriate adjustments should be made to the content that reflects the associative meaning of the source text.

The translation language is smooth and natural, in line with language norms and practices. Always pursuing the equivalence with the original text in the form may cause the Chinese translation to be difficult to understand semantically and syntactically. It may also lead to the emergence of "translation cavities" and even misunderstand the meaning of the original text that the target readers convey. Therefore, when there is a conflict between form and meaning, it should be based on equivalence. Through proper adjustment of the translation to meet the expressional habits of Chinese, it can also fully convey the original textual information.

The reader's response is basically the same. The purpose of translation is to reproduce the source language information so that the target readers have the same reaction as the original readers. Therefore,

when translating, the audience of the translation and the occasion of use must be taken into account.

Translation strategy based on functional equivalence theory

According to the translational thinking of functional equivalence theory, if the translation can achieve the double equivalence between the original and the translation in both form and content, then such translation is a perfect translation. However, because each language has unique lexical features, grammatical rules and expression habits, it is relatively rare to achieve a double equivalent of form and content. Sometimes "formal equivalence" and "content equivalence" cannot be balanced. According to the principle of functional equivalence theory, it is necessary to appropriately adjust or change the original form when translating, so as to ensure the correct communication of the original content. Therefore, the translator can use the following translation strategies during the translation process:

If the literal translation can accurately convey the original content, the translator can use the literal translation method. This situation is often found in relatively short or grammatically specific sentences.

When retaining the original form may cause misunderstanding of the meaning of the original text, the original form must be adjusted. When Chinese people say hello, they like to use the words "Did you eat?" and "Where?" When translating these sentences, if the translator directly translates the original text, it will cause misunderstandings of the target readers. Therefore, it is necessary to change the form of the original text and translate it into the language used in the target language.

When the original form is preserved, it will cause the translation to be difficult for the target reader to understand, and the form of the original text needs to be adjusted. Nida emphasized in the theory of functional equivalence that the target of translation is the reader. For different readers, three different translation methods are usually adopted: 1) reflecting the language tradition, which is mostly used for translation in religious places. 2) A translation that reflects the language of modern literature and is used by readers with higher levels of culture. 3) A translation that reflects the language of the general public and is intended for the general audience or reader. For example, professional terms should be used when translating professional books, because such translations are usually read by professionals. Easy-to-understand language should be used when translating an advertisement, because the translation of the advertisement is for the average reader.

Because the source language and the target language are quite different in terms of culture, sometimes changing the original text form in translation still cannot achieve accurate communication of the original content or the translation cannot be understood by the reader. At this time, it is necessary

to use the heavy-duty method. "Breakthrough" refers to the transformation of the deep structure of the source language into the surface structure of the target language. In other words, it is necessary to explain the cultural connotation of the original text with an authentic and understandable translation.

Conclusion

Functional equivalence theory is a brand-new translation theory. Its appearance has promoted the development of Western translation theories and it ended the debate on "literal translation" and "transliteration" in traditional translation. It provides an effective solution to the solution of the contradictory problem of retaining the original form or retaining the original content during translation. At the same time, the theory emphasizes the status of the target reader from the communicative role of translation. It guides translators to work hard to create translations that are acceptable to the target reader. Such a translation can play its communication and communication role. The emergence of functional equivalence brings fresh air to the translation community. While guiding the practice of translation, the theory also requires translators to combine the specific conditions of each language translation in translation practice and continuously enrich and develop it. The scope of application of this translation theory and the application strategy of translation practice need to be further explored. This will enable translators to better apply this theory in translation to solve practical problems.

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Application of Visualization Technology in the Construction of Sustainable Development Landscape Design Information Model

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Abstract: The functions provided by computer digital technology are more and more widely used in landscape design process with the development of visual information technology. Visual technology can be used in landscape planning and design to provide strong support for understanding the objective features and operation of the world. Based on this, the application of visualization technology in the construction of sustainable landscape design information model was studied. The theoretical basis of landscape design information model was first introduced, and then the application of visualization technology in landscape architecture design process was studied, the application design flow of sustainable landscape design information model was built and applied to practice.
Keywords: visual design; sustainable development; landscape information model; BIM

1、INTRODUCTION

Today, there is a growing awareness that the environment for sustainable development is necessary with the coordinated development of society, economy and environment. As a basic science for sustainable development and improvement of human settlements, landscape architecture has been included in the first class of architecture. It also needs theoretical research and practical application in the industry and academia and needs to make a greater expansion, knowledge generation and consumption. In the past 20 years, the skills of landscape architecture have made unprecedented progress in the two directions of standardization and complexity, and have forced landscape architecture toward knowledge development, creating and tracking verification standards pressures. On the other hand, in order to cope with the severe challenges of the twenty-first century, the landscape industry needs to expand its scope and even expand to the related disciplines of environmental science and finance, industrial design and art, and develop new directions. Although the landscape industry has improved, foreign scholars have pointed out that the rate of employment of landscape architects in the United States is much lower than that of architects and designers, which is the same as the domestic market of China. The important status of the city in the garden construction industry has gradually become prominent.Many experts and scholars believe that the new urbanization development in the landscape industry can be injected new vitality and stimulation.

1. STATE OF THE ART

BIM technology doesn't require much investment in equipment. The BIM design concept has been developed and used in the AEC industry for more than 20 years, such as product model design, virtual architecture, and intelligent object model concepts. In the past, there was no consistent data because 2D was not consistent with the requirements of image files.Today, 3DBIM can solve this problem. Various countries have introduced their AEC industry policies and regulations to encourage the use of BIM in industrial production (Succar, et al. 2011) [1]. BIM best practices can achieve the efficient cooperation and collaboration of BIM technologies, BIM can challenge some restrictions on the design, construction and management of the building environment. The BIM project implementation plan of the Sage Construction Alliancesurveyed the current AEC industry using BIM in the United States and combed different applications for BIM, so that this planning team in BIM could choose to implement BIM applications according to the actual situation of construction projects,some applications were limited to a certain stage through multi-level application maintenance during the planning and development stages(Daniel, et al. 2011) [2]. There have been many studies in the application of BIM in the field of architecture,which are not the focuses of this research field, but rather the details of the construction of BIM in the applied field (Sheppard, et al. 2015) [3]. Mathematical modelof the algorithm along with time is frequently used in simulation and landscape process prediction (Sheppard, et al. 2015) [4]. The future development trend is to simulate the Sheffield atmospheric data array by prediction of simulation and speculation, and detailed results are presented throughout the study of modeling and shading procedures covered, and the additional shader programs can be covered by any rectangular region within the 3D model

(Wong, et al. 2013) [5].

3. METHODOLOGY

The concept of literary aesthetics can be applied to landscape design, whether indoors or outdoors, exquisite designs must be made, and knowledge and skills need be mastered, so as to facilitate practical applications and the formation of various design styles; finding the best design or the most suitable design is one of the meanings of art with constant thought and judgment (Azhar, et al. 2011) [6]. Landscape design is the art of scientific and landscape analysis, planning, transformation, design, management, protection and restoration (Gerber, et al. 2011) [7]. The accumulation of knowledge and practical experience of landscape architecture design is inseparable for many design similar areas (Appleton, et al. 2005) [8]. The accumulation of relevant design knowledge requires understanding of the laws of interpretation and the need to focus on problem solving. Landscape design not only covers natural elements such as geography, hydrology, phenology, but also covers historical architecture and folk culture. A series of cultural elements, such as landscape structure, are comprehensive reflections of the regional situation, landscape and landscape management, landscaping, parks and gardens, building environment, infrastructure, environmental assessment, site analysis and planning, landscape design and implementation. Figure 1 shows landscape garden design.

Fig. 1 Design of landscape architecture

The nature of landscape design scale is based on the graph itself to analyze the basic attributes of the map. As a static analysis tool that participates in the discussion and analysis of traditional design processes, Landscape graphicscorrespond to a part of an abstract relationship or concept, and which are usually used for spatial analysis or when the sketch is conceived or analyzed by the geometric shape of the site (Sheppard, et al. 2011) [9]. The reproduction of the form helps the designer to illustrate the idea, such as lighting the lighthouse. Graphic plays a vital role in traditional design media and can produce a simple drawing method

and visual pattern, as shown in figure 2 (Sieber, et al. 2011) [10]. These functions can be represented by consecutive lines, so that the interaction between the region and the relationship between them can be clearly seen.
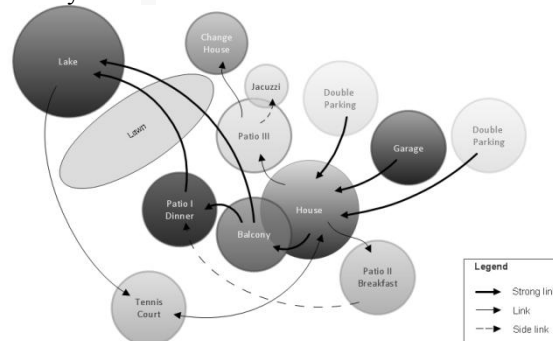
Fig. 2 Resolution of scale in landscape architecture design

History and times show different landscape designs, and there are different forms of knowledge inheritance. From oral to graphical symbols and text descriptions of pictures, from print to today's Internet age, the idea of digital storage for spreading landscape design is also equivalent to the print media from the past to the print medium. Today is the era of replacement of electronic media, and the future will be a complete era of digital media. The display of garden landscape design has been visualized by visual means. The definition of visualization is that a media medium is better suited for clarifying complex data than written text or sound, but each media medium has its unique characteristics, its own advantages and limitations; each landscape design process has its corresponding modes of operation, and the visual landscape forms become more and more common. Cognition, emotion, behavior, and physiology may be the reflection of same person in different stages of design and consultation. Of course, technology participation is influenced by spectator perception technology, there are different visual perceptions. In order to cope with this uncertainty, Shepard have pointed out that official data visualization must address the ability to reverse in the decision-making process, so that visual data can be available, including relevant and accurate information; and the authenticity of the requirements is only visual visualisation to visualize the changes in digital visualization of landscape architecture. The garden landscape design has the following five steps in table 1.

Table.1 Landscape design mainly with the following five steps

Overall plan	According to the nature and scale of landscape design projects, the time is about 10-25 days; in this stage, reports are needed if the commissioned project is completed; and the winning bidder can proceed with the follow-up work if large municipal projects may be evaluated by tender.

Programme deepening	About 10-20 days, the overall layout, vertical design, node refinement, and engineering estimation are determined.
Original design	About 15-20 days, overall plane and vertical refinement, section elevation and details of important nodes, the specifications of all materials, all material plane elevation, and vegetation variety are marked.
Design drawings	About 20-30 days, Layout drawings, water and electricity construction practices, node details, plant statistics, specifications, guidance, and construction are provided.
Coordination of site construction	After the completion of construction drawings, the project entered the construction phase, the designer follows up on site to resolve design issues that are inconsistent with the drawings or actual site. The above five steps are sometimes shortened and omitted in actual operation according to the size and schedule of the project.

Visualization technology can be regarded as an important development direction of landscape design. The design industry provides a steady stream of new media with the continuous improvement of technology. Since ancient times, the design of media has experienced one-dimensional drawings, two-dimensional drawings, three-dimensional models, multi-dimensional display, and static and dynamic development process. The contemporary landscape industry bears many factors, such as aesthetics, environment, economy, humanity and other specific areas, and these factors are systematically integrated into comprehensiveness and integrity. The visualization of landscape design breaks through the two-dimensional model in the design of multidimensional virtual environments, which is breakthrough of the reform of traditional design methods and data collection, the multidimensional visualization system is mainly used for landscape environments in the proposed multi-angle level of the visualization system model, such as specific visual symbols, formal compositions and language patterns. The transformation of integrity of landscape visual systems into diversity and continuity is emphasized from a single symbol. The emergence of new technologies replaces the traditional work model, but new thinking patterns can open new research directions to provide technical support for landscape design. The traditional mind graphic model is used the mental sketches to describe the image in the mind and to achieve the purpose of stimulating the development and development of the program through repeated verification of two-dimensional visual images on paper. So 3D visualization can be simulated and generated in the virtual world under the conditions of technical support of computer science.

Three dimensional visualization is defined as "a simulation that uses real-time 3D images to represent the visual form of a landscape area, and allows the user to control the sight of the free location of the view to explore the terrain of all regions", we must know how to incorporate these techniques into landscape design theory since the ideal 3D visualization model is to construct a real-time 3D landscape model when the design directives are given. A designer who relies on his own experience and visual observation will lose the opportunity to find hidden information in the venue. Each design site or design case is unique, and this unique property often comes from differences in design and site information. Perhaps it is necessary to have a close observation of the site itself, and have a high degree of interactivity to link the site design and site investigation in two phases. The establishment of the "virtual world" (that is, the idea of the landscape designer) is determined by the designer's mind. They believe that images and solid models, and traditional forms of visualization are used to help designers build this inner model. In any case, the metaphor is validated over time; the use of real-time visualization of 3D models has many advantages in landscape architecture. In essence, it is now possible that interactive 3D visual landscape model is constructed to support the theory of Lynch in digital virtual world. Landscape design process can be divided into the previous investigation and research stage, the initial stage of design, the stage of project reported, the construction phase of the project, the deepening phase of the project, and the use of maintenance phase. This can be broken down into each of the different stages, as shown in figure 3.
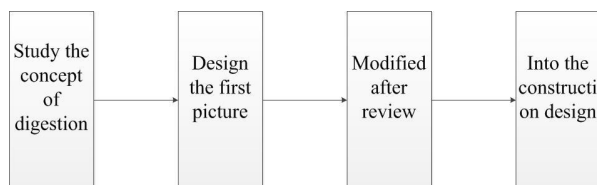
Fig. 3 Steps of landscape architecture design process

Designers designed field research and surveyed preliminary data, and collected and collated websites; and the site was preliminarily understood by means of cameras, field measurements, and the original information was combinedto understand the customer's subjective and objective requirements design. Based on these, the general direction of the design, the choice of objects and objectives of the design were mastered, and then comprehensive guidance was given. The rationality of the project lies in providing scientific guidance in the early stages of the program, analyzing favorable and unfavorable factors at the scene, and giving advice to avoid complaints analysis, which usually includes the basic information about the website,

4.RESULT ANALYSIS AND DISCUSSION

Landscape architecture is mostly used real-time visualization of 3D graphics based on site landscape design; there are some obstacles in the process of being assigned. First of all, the construction of any 3D landscape model with specified design recommendations needs to take into account cost, time, and human resources. Secondly, the opportunity to reuse it to deliver model information is very rare once the design of 3D model is established. Finally, the real-time 3D model used in landscape design is usually limited to renderings produced by several line of sight angles, which only means that a lot of efforts yield only a small amount of return. So the use of the 3D model in landscape design usually requires a linear path. The designer creates a graphic design in CAD or GIS, and then he or she or other members of the team can build the corresponding 3D model according to the information in the program. The creation of this 3D model is intended to be followed by visual design tools to demonstrate the participation of the client in the decision-making process, so that the design scheme is eventually passed or modified. This traditional linear approach will be particularly inefficient after considering the subsequent construction drawings. Although the landscape information model (LIM) needs to be based on BIM technology, the BIM software in the construction industry can't be applied to the landscape architecture industry because the core element of the construction industry is the internal structure of the building, and the functions and uses provided don't match with the specialty of landscape garden industry, which takes the external

environment as the main research object, there is a lack of adaptation to landscape architecture, but this is only a matter of time to solve this problem as technology advances. So it is necessary to screen according to the requirement of research when choosing.

The general conditions for the design of project locations are: light, temperature, geology and hydrology, information about the environment around the site, including the distribution of traffic conditions around the area. Typically, the combination of field surveys of image data and Google earth and other software can have a general understanding of the surrounding environment of the website, andthe combination of GIS and CAD drawing documents cancarry out the initial spatial analysis of the land on the website, and understand the use of land and the vegetation planting density and so on,this facilitates a comprehensive consideration of the location of the resources and provides a good foundation for the conceptual design phase, thus providing a more systematic and scientific judgment. Early analysis plays a role of continuous following thinking in the decision-making process of design thinking.Through the initial use of visualization techniques,the project communication, performance and orientation planning can be achieved, this follows the driving forces of various design phases.

As a result, the overall design can be reasonable and can be adjusted to generate a preliminary model of design, landscape designers often use this approach to design project, and the visualization techniques allow them to be closer to their work. Aerial photography can enjoy the virtual model, feel the location of the message, and make the design more scientific and accurate. The design of the project is divided into design drawings and construction drawings. When the feedback phase of the design is completed, they enter the program to the final stage of expression. The design shows off details of the structure and the details of the design of the process of thinking. The exquisite effect of the map is used, the external design is used, and the structure drawings are used to carry out technical consultation. Other software can be used to render real-time switching of maps, so a new way of expressing different expressions of traditional means is provided, which causes that the landscape design process is changed quietly with the further development of technology, and the combination of structural barriers, aesthetics, and economic performance between previous design interruptions by means of BIM technology can save a lot of time and effort in painting. Visual animation from traditional sketches to static images can be eventually achieved with a variety of rendering capabilities and more powerful development capabilities.

5.CONCLUSIONS

Visualization technology has been developed and become a hot subject with the development of society and the progress of computer technology. The concept of visualization has a very rich meaning, and all the transformation from visual information to visual information should belong to the generalized visualization problem. In this paper, the process of landscape design thinking change was introduced, and the visual expression range of the landscape design was found through this process. This study proves that visualization technology can be used as a necessary means for the garden information to be transmitted to the outside world, it is necessary to study every link in the process of landscape design, which can reduce the connection and process of wrong information, and requires consideration of design and construction operations. In the design process, the project client and the design side need to be connected, so it is necessary to use visualization technology as a communication tool from this point of view. The development of landscape information needs more application and development support, and requires a large number of professional teams to study for a long time, the study of the development of applications and practices in this paper is only a preliminary attempt.We hope to develop software platforms with more professionals to meet the needs of the landscape industry.

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Ecological killer - Brazilian tortoise

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Abstract: In the global development environment, the invasion of alien species has become one of the key issues of international concern. As one of the countries with great influence on the invasion of alien species, China has increased the prevention and control of invasion of alien species, and the realization of ecological environment optimization has become an inevitable trend in the development of the new era. With its strong reproductive capacity, environmental adaptability and Salmonella transmission capacity, the Brazilian tortoise has become one of the most dangerous 100 invasive species in the world. And in the development of more than 30 years, it has become an important factor threatening China's ecological environment security and biological species diversity. In this regard, it is important to recognize the harm of Brazilian tortoise and strengthen relevant research and governance.
Keywords: ecological killer; Brazilian tortoise; environmental protection; invasion of alien species

First, the cause of the Brazilian tortoise becoming an ecological killer
There are many reasons for the Brazilian tortoise to become an ecological killer. The analysis and summary of it can be summarized as internal factors and external factors, as follows:

1.INTERNAL FACTORS

The internal factors mainly refer to the influence of the Brazilian turtle's own factors on the ecological environment, mainly in the following aspects: First, the Brazilian turtle's environmental adaptability and vitality are relatively strong, which makes it have a strong advantage in the field survival. For example, although Brazilian tortoises are freshwater organisms, they can also survive in brackish water. Secondly, the Brazilian tortoise omnivorous animal has strong predation ability. Mud, shrimp, frog, squid, aquatic insects, snakes, aquatic plants, bird eggs, and chicks can all become the food of the Brazilian tortoise. To a certain extent, it not only poses a threat to the diversity of local biological species, but also is not conducive to the survival and development of native turtles [1]. At the same time, the Brazilian tortoise not only has a long life span (about 20 to 50 years), but its reproductive ability is relatively strong. Usually, the Brazilian tortoise begins to breed from January to May every year, and the number of eggs can reach 6 to 30 per turtle. Egg hatching time is about 71 days to 83 days, and the Brazilian tortoise has matured when it grows to 2 to 3 years old. Its maturity time is 5-6 years earlier than that of native turtles such as M. mutica. . In addition, in addition to the internal breeding of the population, the Brazilian tortoise can also cross the local tortoise to produce a "hybrid". For example, in the flower and bird fish market, a hybrid of the Brazilian tortoise and the Chinese tortoiseshell turtle is visible. Therefore, when the Brazilian tortoise is put into the wild environment, it will bring serious threats and damage to the local biological resources and the ecological environment. For example, the Keelung River in Taiwan was affected by the Brazilian tortoise, and its ecosystem was severely damaged. It was no longer possible to see the local turtle species. In addition, Brazilian tortoises can carry Salmonella. In the breeding of young turtles, more than 85 percent of Brazilian tortoises carry Salmonella and are transmitted to warm-blooded animals through manure and water resources for human health and life safety. affect. According to relevant surveys, 14% of patients infected with Salmonella in the United States are from turtle infection.

2. EXTERNAL FACTORS

The external factors mainly refer to the influence of human factors on the ecological environment of the Brazilian tortoise, mainly in the following aspects:
First of all, the essential characteristics of the Brazilian tortoise determine the simplicity and convenience of the Brazilian turtle breeding and management, and the Brazilian tortoise is colorful, making it one of the favorite pets. For example, in Hainan, Zhejiang, Hunan and other places in China, the number of Brazilian turtles is increasing by 5,000 per year, and the annual output in some areas reaches one million. At the same time, at this stage, the Brazilian tortoise has occupied one-third of the amphibians and reptiles in the flower and bird fish market. The price of a Brazilian tortoise is about 5 to 20 yuan. However, it should not be overlooked that in the process of raising pets, the abandonment behavior is widespread, and the occurrence of abandonment behavior causes the Brazilian tortoise to enter the wild, which poses a safety hazard to the local ecological environment.
Secondly, the Brazilian tortoise is a kind of animal which is more common in religious release.Many people lack awareness of the ecological significance of the Brazilian tortoise, so that they are released to the wild in a large amount, which poses a serious threat to the local ecological environment. . For example, Gong Shiping and Yang Jiangbo and other scholars found that the Brazilian tortoise is currently distributed in the wild in more than 30 provincial-level administrative regions in China, including the study of the distribution of foreign red-eared tortoises in China. The Yangtze River has a relatively large amount of water coefficient, especially in some densely populated areas, tourist scenic spots, and deep forest parks. The distribution probability is relatively high, and the reason for this phenomenon is artificial release.

In addition, compared with other countries, such as the United States (prohibited domestic trade regulations for non-adult Brazilian tortoises in 1975), Europe (prohibition of importing Brazilian tortoises in 1997), Japan (provisions for the import of Brazilian tortoises in 1997), South Korea (In 2001, the regulations on the importation of Brazilian tortoises were banned), etc. China's regulations on laws and regulations related to Brazilian tortoise trade and aquaculture management are still not perfect. Brazilian tortoises continue to enter the country through various channels and continue to expand throughout the country. . At present, there are 104 wild spots in 22 provinces and cities in China. There are about 34 rivers, such as Wanquan River, Pearl River, Yangtze River, Qiantang River, Suzhou River, Hengshui Lake, Taihu Lake, West Lake, Guihu, etc. There is the existence of a Brazilian tortoise. This not only increases the difficulty of Brazilian tortoise management, but also enhances the influence of Brazilian tortoise on China's ecological environment.

Second, explore the ecological environmental protection measures from the Brazilian tortoise.According to the above analysis, the Brazilian tortoise is a veritable ecological killer. It is one of the invasive alien species that China needs to strengthen and control. According to statistics, the direct economic loss caused by the Brazilian tortoise in China exceeds 120 billion yuan per year, and the ecosystem and biological species diversity The economic losses caused by heritage resources exceeded 100 billion yuan. In this regard, under the background of attaching great importance to environmental protection and promoting the construction of ecological civilization, the government, relevant departments, social organizations and the public should actively participate in the prevention and control of Brazilian tortoises and adopt effective measures and methods to practice [2]. In this regard, the paper puts forward the following suggestions for reference:

First, science popularizes and helps the public to establish a correct awareness of awareness and prevention. For example, government departments and relevant staff should clearly recognize the importance of education propaganda in the prevention and control of invasive alien species, so as to use the multimedia, including online media, television broadcasts, newspapers and periodicals, etc. to publicize the popular Brazilian tortoise and other foreigners. The characteristics and harmfulness of invasive species enhance the public's ability to identify invasive alien species, help them establish awareness of environmental protection, awareness of invasion of alien species, and reduce the occurrence of "pet abandoned" and "religious release". At the same time, relying on school education, students and the public to carry out popular science, to achieve an effective connection between student education and public education, to achieve the national ecological awareness, environmental awareness awareness and promotion. In addition, through the organization of special education and training activities, strengthen the professional knowledge, professional skills and law enforcement management level of law enforcement managers, and on this basis, assist the release associations and religious organizations to carry out scientific release activities and regulate the release behavior of the people.

Second, legislation will help strengthen the control of invasive alien species. For example, China should learn from the relevant legislative experience of other countries and formulate corresponding laws and regulations according to China's own actual conditions, so that the control of invasive alien species can be raised to the national level, thus providing a legal basis for the control and prevention of invasive species. And regulate the behavior of people by laws and regulations, such as the Wildlife Protection Law. At the same time, based on relevant policies and regulations to achieve effective control of Brazilian turtle commercial activities, strengthen the supervision and control of domestic Brazilian tortoise breeding enterprises, to avoid the problem of excessive breeding and breeding escape of Brazilian tortoise [3].

Conclusion: In summary, as a veritable ecological killer, the Brazilian tortoise has become an important factor that jeopardizes the stability and healthy development of China's ecological environment. Under the background of promoting ecological environmental protection and paying attention to the construction of ecological civilization, the government and relevant departments should increase the management of alien species such as Brazilian tortoises. Citizens should establish ecological awareness, standardize their behavior, actively participate in environmental protection, and reduce Brazilian tortoises. The spread of alien species in China's wild environment will jointly promote the stability and sustainable development of China's ecological environment.

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Current Situation and Investigation of Petroglyphs in Liaoning of China

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Abstract: Petroglyph is the earliest art language of human beings and also the source of human civilization. Although the number of petroglyphs in Liaoning is not large, and the form is monotonous, Liaoning occupies an important position in distribution zone of Chinese petroglyph and radiation circle of primitive culture. The research on petroglyphs in Liaoning cannot just provide strong support for cultural study in the key petroglyph area, and is the important source of civilization development in Liaohe River Basin, but also has important significance for improving cultural and historical connotation of the region, and sorting out local culture, primitive religion and art origin.
Key words: petroglyph; abstract; current situation and investigation

Petroglyph is a kind of cultural phenomenon where human beings in ancient times depicted and recorded their production mode, life and witchcraft thought on rocks with stone tools. It is precious culture heritage left to us by our ancestors [1]. Chinese petroglyph was found very early, and the amount of remains is huge, but it is rarely known by the outside world. Under the efforts of several generations of petroglyph people, as Hushan petroglyph succeeded in the application for the list in world heritage in July 2016 and Yinshan petroglyph is preparing for the application for the list in world heritage, the international status of Chinese petroglyph presents the rising trend [2]. The research and protection of petroglyph gradually become a hot topic.

1. REGION TYPE OF PETROGLYPHS IN LIAONING

In the late 1980s, researchers [3] proposed north and south dichotomy of Chinese petroglyph, i.e. Chinese north petroglyph and south petroglyph. LiaoningProvince is located in the south of Northeast China Region and faces the HuanghaiSea and the BohaiSea to the south; to the east, Liaoning and North Korea are separated by a river; it is separated from Japan and Republic of Korea by sea. It is the sole province along the coast and boundary in Northeast China Region. Meanwhile, it also opens to the outside world in the northeast and east part of NeiMonggol Autonomous Region. Since the petroglyphs in Liaoning were mostly found after the third nationwide archaeological survey, they were not included in the north petroglyph. The articles about petroglyphs in Liaoning appear alone in the north petroglyph volume of Complete Collection of Chinese Petroglyphs [4]. Obviously, the petroglyphs in Liaoning belong to the system of north petroglyphs. Based on regional type division of Chinese petroglyphs, there are four regional types of Chinese petroglyphs, i.e. northeast forest region petroglyph, north prairie petroglyph, southwest mountain land petroglyph, and southeast coastal petroglyph. The petroglyphs in Liaoning are introduced in Section II of Chapter II Petroglyph in Northeast China Region in *Silk Road – Petroglyph Study* published by Xinjiang People's Publishing House in 2009. in this period, the regional type division of petroglyphs in Liaoning by researchers tends to geographical location factor. Of course, shape and structure characteristics of petroglyphs in Liaoning are consistent with the production method of north petroglyphs. But we should notice that abstract form of petroglyphs in Liaoning differs from vivid animal image of Yinshan petroglyph, and the production method of petroglyphs in Liaoning is also different form colored painting method in Great Khingan forest region. Thus, the region division of petroglyphs in Liaoning has certain limitation due to incomplete survey data. Anfinson[5] proposed north petroglyph system, southwest petroglyph system and southeast coastal petroglyph system in China. In the 21st century, he also proposed that the shape and structure features of groove, recess and mesh of petroglyphs in Central Plains are very similar to petroglyphs found in Liaoning. Human early thought symbol system stressed by researchers holds that Shaman culture originating from Siberia and northeast China and spreading all around is the keynote of the whole ancient civilization. In theory, the petroglyphs in Liaoning belong to Chinese north petroglyph system. Petroglyph volume in *Complete Collection of Chinese Art* edited by Zhang Lisha in 2012 puts forward the concept of "east petroglyph system in China". Prof. Zhang considered that Chinese east petroglyphs have numerous similarities in terms of petroglyph making mode, content theme, expression method and geomorphology. Petroglyphs in Liaoning are divided in Chiense east petroglyph system.

2. DISTRIBUTION OF PETROGLYPHS IN LIAONING

The production methods of petroglyphs in Liaoning mainly include drilling, carving, chiseling and polishing. The number of recess petroglyphs is largest. Besides, there are animal symbols such as bird, sheep and deer and star symbols. Figures are rare. Seeing from the regions where petroglyphs are found, there are petroglyph remains in Tieling, Fuxin and Chaoyang bordering Inner Mongolia – large province of petroglyphs. In addition, the shape and structure are also close to that of Yinshan petroglyph. In addition, HuludaoXiamgluMountain petroglyphs were found in Sanpu, and a large number of recess petroglyphs were found in Anshan. The number of petroglyphs in Liaoning is not large, and the distribution is loose, so they receive less attention.

2.1 Fuxin petroglyph

Fuxin petroglyph is located on Shihu Mountain, Dawujiazi Town, Fuxin Mongolia Autonomous County. The period of Liao and Jin in China is called "Hu Tu Hu Sai". 300 BC, Fuxin was the manor of Donghu. In "Hu Tu Hu Sai", "Hu" is the antonomasia of Donghu nationality; "Tu" refers to local place; "Hu" means there was petroglyph on the mountain "Stone Tiger" or there was wild tiger around 300; "Sai" refers the place which could be used as the protective screen, indirectly called ShihuMountain. The report with the title of Shichu Mountain Petroglyph in General History of Fuxin published by Jilin University Press believes that, ShihuMountain petroglyph is on the bare rock of AotuHutunMountain, GaosutaiVillage, DawujiaziTown, FuxinMongoliaAutonomousCounty. The petroglyph is centered by ring-shaped pit, and the carved lines are simple to form a synchronous and abstract graph. It is very miraculous. The stone carving is verified to be petroglyph, but the detailed content of petroglyph could not be certified. Later, local archaeologists affirm it as the petroglyph Shihu. The reason why it is very difficult to interpret Fuxin petroglyph is that its form is abstract and hard to understand, as shown in Fig.1.

Fig.1 Fuxin petroglyph in Fuxin Mongolia Autonomous County, China

2.2 Xianglu Mountain petroglyph

Xianglu Mountain petroglyph was accidentally found in the third nationwide archaeological survey in 2008. The petroglyph is located at the peak of Xianglu Mountain at the boundary between Nuanchitang Town and Gangyaoling Town,

Nanpiao District, Huludao City, Liaoning Province, China, and at the bluff side of the mountain with the altitude of over 400m. According to petroglyph style features and the times of Xianglu Mountain ruins found near the petroglyph, archaeological experts researched and verified that it is the ruin in Bronze Age (Xia-Shang-Zhou Period). The relative times of petroglyph is about 3000 years. It is the earliest petroglyph ruin in Bronze Age in Liaoning and even Northeast China Region. There are 4 petroglyphs in total, and they are arranged on the bluff cliff at the southwest side. The total length is about 30m. The first one is four-horn elk pattern; the second one is bird-shape pattern; the third one is the pattern of 20 animals (mainly deer shape); the fourth one is the smallest one, with the pattern of 3 little deer.

2.3 Chaoyang petroglyph

Chaoyang petroglyph is beside a quarry in Lishugou Village, Nanshuangmiao Town, Chaoyang County, Beijing, China. The patterns carved mainly include Buddha statue, pedestrian, dragon, running deer, flying bird, cattle, horse, tiger, wrestle and character. The pattern lines are mellow and full; the patterns are exquisite; the characters are neat, orderly and powerful. The year 1101-1110, 10 years in total. According to experts' deduction, these petroglyphs may exist for 1000 years.

2.4 Tieling petroglyph

The petroglyphs found in Tieling City of Liaoning Province are almost all recess petroglyphs. Tieling petroglyph is found on the hill (from the south to the north) in the west side of Diaobingshan City, including north mountain of Haojiagou Village, Faku Town, Faku County, south mountain and north mountain of Sheshangou to the north. The length from the north to south is 7.5km; the length from the east to west is 4.8km. There are 9 places and 24 sites. There are 53 groups of patterns, and 281 stone pit and groove patterns [9].

Fig.2 Sun, moon and star patterns of Anshan petroglyph in China

2.5 Anshan petroglyph

The petroglyphs in Anshan, Liaoning Province, China are mainly distributed in Qianshan District, Tiedong District, Lishan District, and Haicheng City. 17 places and 103 sites have been explored. There are 142 groups of patterns (including 86 groups of plum blossom patterns). 3102 recesses form the patterns of sky, earth, sun, moon and star, as shown in Fig.2. The distribution area of Anshan

petroglyph is wide. It is also the region where the number of petroglyphs is largest in Liaoning. The basic forms are very abstract, dominated by recess and groove. Most of them are carved on turtle-shaped stone, fish-shaped stone and dragon-shaped stone. There is no human or animal image. It is inferred that, the duration of Anshan petroglyph is long, from the Neolithic Age before about 8000 years to the Bronze Age.

3. MEANING OF PETROGLYPH IN LIAONING

Interpretation of petroglyph is one of the globally recognized three problems. Most petroglyphs in Liaoning are abstract, and the contents expressing the concrete shape and form are few. Thus, it is more difficult to interpret them. Large quantities of recess petroglyphs found in the north of Liaoning and Anshan are taken for example in this paper. Numerous recess petroglyphs were also found in Fujian, Taiwan, Guangdong, Lianyungang (Jiansgu) and Juci Mountain (Henan). Many scholars have reached a consensus and consider recess petroglyph was not just the symbol system before character appeared, but also the earliest art form. As for the interpretation of recess petroglyph, the academic circle approves the following views: original witchcraft, religious sacrifice, reproduction worship, sun worship, star image and territory boundary etc. we should notice that morphological characteristics of petroglyph have close relations with ethnic group evolution. The groove, recess and mesh pattern of recess petroglyphs in Liaoning are exactly the same with Juci Mountain petroglyphs in Henan. In particular, numerous abstract plum blossom patterns highly coincide with Yangshao Culture Miaodigou type with the symbolic pattern of flowers. We can see the relevance between Liaoning and Central Plain Culture, or infer some migration tracks of ethnic groups. Moreover, many petroglyphs in Liaoning are carved on turtle-shaped stone, fish-shaped stone and dragon-shaped stone. This also complies with the tribe worship features in Hongshan Culture period. Meanwhile, through comparison with jade ware unearthed in Hongshan Culture relics, we can also find that these abstract forms have many similarities. All these phenomena offer us with the thought and direction for deeply interpreting petroglyphs in Liaoning. More scholars of different disciplines are needed to study it together.

4. RESEARCH AND PROTECTION STATUS OF PETROGLYPHS IN LIAONING

Petroglyphs in Liaoning are distributed dispersedly, and the shape and structure features are not outstanding. In China where petroglyph research is in the boundary discipline, research and protection of petroglyphs in Liaoning are rarely valued and mentioned. Through consulting the official website of Institute of Archaeology of Liaoning Province, we can find that there is no report about research or protection of petroglyphs in Liaoning. It thus can be seen that, the research of petroglyphs in Liaoning is regrettable. Of course, such case is also related to the features of petroglyph research. Since petroglyphs involve anthropology, sociology, history, primitive religion, primitive art, archaeology and ethnology etc., it is hard to define the research directions and the specific implementation departments. Thus, local culture relic protection units conduct basic data and material sorting, and only a few scientific research institutions carry out the research. A research reports the positions, images, shape and structure features of all petroglyph remains found in Anshan. Petroglyph protection is a well-known problem. Petroglyph remains in Liaoning are in the outdoor environment. Due to weather erosion, many petroglyphs are faced with damage and even the fate of disappearance. Certainly, we can see that in recent years, the government sector, news media and social organizations have been making efforts to protect petroglyphs.

5. CONCLUSION

In one word, although the number of petroglyphs in Liaoning is not large, and the form is monotonous, the geographic position is special. It is in the north petroglyph system. The form of petroglyphs is highly similar to that of petroglyphs in the east of China. So, Liaoning occupies an important position in Chinese petroglyph distribution zone and petroglyph culture radiation circle. Drawing petroglyphs is a human culture behavior with cultural meaning and historical value. The research on petroglyphs in Liaoning cannot just provide strong support for cultural study in other key petroglyph areas, but also is an impotent source of civilization development in Liaohe River Basin. Furthermore, it has important significance for improving cultural and historical connotation in the region, and sorting out local culture, primitive religion and art origin and development.

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The Study on the Evolution Context and the Hot Spot of the Industrial Cluster Innovation

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Abstract: Clusters are the frequent birthplace of innovation. In this paper, the progress of industrial cluster innovation in 1990-2016 is summarized, and the distribution of research power, knowledge evolution and hot spots in the field of industrial cluster innovation are visualized through CiteSpaceIII. The study found that the industrial cluster innovation started around 1990 and a sharp increase after 2000, the influencing factors of industrial cluster competitiveness and the knowledge management in the cluster laid a knowledge foundation for the subsequent research , "innovation network", "the growth and updating of the cluster" and "knowledge management" are the hot issues in these field.
Key words: Knowledge Map; The Cluster; Innovation ,the Hot Spot

Since the 20th century, due to the economic excellence in the global competition and the huge impetus to regional economy of the silicon valley, the third Italy, and many other clusters, industry cluster phenomenon has aroused wide attention of academia and government. Industrial cluster is an important way to realize regional innovation, innovation is the driving force for the evolution and upgrading of industrial clusters, meanwhile, industrial clusters provide a wide range of space for innovation. Within the industrial cluster, there are a large number of related production enterprises, research institutes and intermediary organizations, which can make them sharing public facilities, reduce the exchange of information and logistics costs, forming regional agglomeration effect and competitive advantage[1]. However, due to the heterogeneity, cultural embeddedness and development phase difference factors, the cluster innovation of developed countries with good innovation foundation still have a certain distance to guide the industrial innovation practice in different development stages and bases.

In order to grasping the research progress of industrial cluster innovation and the knowledge framework, in this paper, the literature on the innovation of industrial clusters was searched and analyzed by searching the keyword "cluster" and " innovation" in Web of science,and the time span was selected from 1990-2016, so as to provide a basis for subsequent research.

1.THE NUMBER OF PUBLISHED PAPERS AND RESEARCH POWER DISTRIBUTION

The research on the innovation of industrial cluster can be divided into three stages: Stage 1 (1990-2000):the embryonic stage, the research results are mainly from the United States, the United Kingdom and Italy, which have laid a knowledge foundation for the subsequent research on the innovation of industrial clusters. Stage2 (2001-2010): rapid development stage, the number in this field has exploded. Stage3 (2011-2015):stable growth stage, the growth rate of the research achievement tends to be stable year by year. Besides, the research achievements of industry cluster innovation distributes approximately in 60 countries, and the top ten includes the United States, Britain, Spain, China, Italy, the Netherlands, Taiwan, Germany, Canada, France (Figure 1). The United States is the largest contributor of literature output in this field, accounting for 21.9% of total publications, far higher than other countries.

Figure1 The national distribution of   industrial cluster innovation research

2.KNOWLEDGE EVOLUTION OF INDUSTRIAL CLUSTER INNOVATION RESEARCH

The theory of industrial clusters was founded in the 1990s by Michael porter, a leading scholar in the field of competitive strategy and international competition at harvard business school. By searching the cited references with high citation frequency, Table2 lists the information of the top 10 classic literature cited, and the relevant theories proposed in these literature have laid a solid knowledge foundation for the research and practical exploration of industrial clusters at present, which mainly can be summarized as the following aspects: the competitiveness and influencing factors of industrial cluster, knowledge management and innovation performance of industrial cluster, innovation network mechanism and innovation performance of industrial cluster and so on[2-5].

Table2. The 10 most influential classic literatures on the innovation of foreign industrial clusters in 1990-2015

The author	references	Cited frequency
Cohen WM	Absorptive Capacity: A New Perspective on Learning and Innovation.(1990)	136
Porter ME	The competitive advantage of nations.(1990)	131
Porter ME	Clusters and the new economics of competition.(1998)	103
Bathelt H	Clusters and knowledge: local buzz，global pipelines and the process of knowledge creation.(2004)	98
Boschma RA	Proximity and Innovation: A Critical Assessment.(2005)	82
Audretsch DB	R&D spillovers and the geography of innovation and production.(1996)	72
Nelson R R	An Evolutionary Theory of economic change.(1982)	68
Marshall A	Principles of Economics.(1920)	66
Powell WW	Interorganizational collaboration and the locus of innovation: Networks of learning in biotechnology.(1996)	66
Porter ME	Location ,Competition, and Economic Development: Local Clusters in a Global economy.(2000)	60

3. RESEARCH HOTSPOT OF INDUSTRIAL CLUSTER INNOVATION

"Innovation" plays an important role in the study of industrial clusters, and existing researches tend to closely link industrial clusters and innovation. By the artificial clustering of high frequency keywords, the following research hot spots can be summarized:(1)Cluster network relations and innovation. The research content includes the cooperative relationship between innovation network enterprises in the cluster, networking, product innovation, open innovation, brokerage, internal resources and so on, which mainly based on the micro business perspective.(2)The growth and globalization of industrial clusters. The research on industrial cluster upgrading and innovation includes internal and external perspectives, and the external perspective mainly focuses on the theory of "global value chain", and the internal perspective pay more attention to regional innovation ability, the life cycle, upgrading and growth of the cluster itself. (3)Knowledge management and innovation in industrial clusters. Industrial cluster is an information space with intensive knowledge and specialized human capital reserve. However, there is a large amount of transferable knowledge in the cluster, so enterprises must proactively acquire it in order to promote innovation[6]. so how to improve absorptive capacity of knowledge, knowledge search, knowledge spillovers and sharing, proximity are the focus of attention in this field.

4.Conclusion

Through the time zone clustering, literature co-citation, co-word analysis etc, this paper show the knowledge context of industrial cluster innovation system research in recent 20 years. The study found that the industrial cluster innovation started around 1990 and a sharp increase after 2000, and the United States and the United Kingdom etc. are at the core of industrial cluster innovation research. The influence factors of industrial clusters competitiveness, knowledge management within a cluster laid the knowledge foundation for subsequent industrial cluster innovation research. And the constant hot issues concerned mainly include cluster network relations, the growth and globalization of industrial clusters, knowledge management and innovation performance in industrial clusters and so on.

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An Analysis of Zhang Yiman's Personality in Movie Mr. Donkey from Freud's Personality Structure Theory

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Abstract：In order to explore the image and personality structure of the heroine Zhang Yiman in the movie *Mr. Donkey*, this paper explores the personality regulation mechanism of the heroine based on Freud's Personality Structure Theory. It tries to restore the process of conflict and adjustment among the Id, Ego, and Superego of the struggling heroine's inner world, and it reveals that the inner desire of the heroine comes from her Id's desire for sex, and the source of pain is her Ego's inability to regulate her Id's strong desire. It manifests that the Personality Structure Theory plays an important role in exploring the character's image, the deep personality regulation mechanism of characters, and the literary value of art works.
Key words: Zhang Yiman; personality regulation mechanism; Personality Structure Theory

1. INTRODUCTION

Mr. Donkey is a tear-jerking, realistic absurdist comedy directed by Zhou Shen and Liu Lu. The film was selected as the most popular film among college students at "the 14th Guangzhou University Student Film Festival" in 2017, and the drama *Mr. Donkey* has also won the title of "the pinnacle of little theater" with zero bad reviews. Its background is set in a remote mountain village in the era of the Republic of China (1912 ——1949), with a donkey (the donkey was reported as "Teacher Lv" to get an extra salary, in Chinese donkey has the same pronunciation with Lv) as the main clue, and with deception as the theme, an absurd story began. Lu Xun, a famous litterateur in China, once said, "tragedy is to force humans to see the destruction of what is valuable in life, loyalty, faith, etc.". In this story, loyalty and faith are being destroyed, dignity and pride are being trampled on, interpersonal trust is being undermined, and the dehumanization, the withering beliefs, the fragile life, all these thought-provoking tragedies interrogate the conscience of the audience. Since its inception, the movie has drawn extensive attention from scholars and critics, but domestic scholars tend to study this film from similar perspective of female consciousness awakening and male chauvinism, or to reveal the change of human nature. Seldom have scholars paid attention to personality regulation mechanism of the heroine.

So what is the reason that causes the change of the heroine's character? The answer can be found by studying the inner personality regulation mechanism of the female character. The construction of the female's image illustrates the spiritual choice of a specific era, and also reflects the moral standards and ideology of that era[1].

2. PERSONALITY STRUCTURE THEORY

Sigmund Freud's theory of personality structure includes two phases: early personality structure theory – Iceberg Model, which divided personality into two parts: unconsciousness and consciousness. Freud believed that unconsciousness is the part that is under the iceberg; consciousness is on and above the surface, and unconsciousness accounts for the most proportion of the personality. According to Freud's point of view, the unconsciousness is a kind of instinct, impulse or desire that is unaware by humans, which governs humans' behavior subconsciously and it is the great driving force behind human behavior. Later personality structure theory – "three-level personality structure theory", indicates that personality consists of Id, Ego and Superego[2]. Id is made up of instinctive desires and impulses of the body, for example, libido (vitality, sexual desire). It is governed by the principle of happiness instead of the moral standards, and it pursues only for the pure pleasure of satisfying the desire. For example, a baby will cry when he is thirsty, if he is given water in time and the baby's desire is satisfied, he will stop crying. Ego is separated from Id, and is guided by the principle of reality. Its function is to serve Id, to satisfy the Id's desire guided by the rules and principles of the reality. The role of Ego in personality is like a modulator. For example, a married man will have a natural physical reaction when he sees a beautiful young woman smiling at him that is a kind of desire from the Id, but at the same time, the Ego will come out in time to suppress the Id's desire and impulse, and thus play a role in modulating the personality. Superego is composed of the moral qualities of reason and conscience. It abides by the principle of perfect, and it is at the highest level of the personality. Its function is to restrain the immoral desires or impulses from the Id, instruct individuals to act in accordance with the norms of social morality, guide human beings go for the ideal goal,

and help them develop a perfect personality. The three parts of personality are not isolated from each other or exist separately, but are interrelated, interactive, conflicting and coordinated [3]. Id is the physiological aspect of the personality, which is the driving force of life. Ego is the psychological aspect of the personality, which is driven by Id and supervised by Superego. Superego is the social aspect of the personality, which is guided by the moral standards and ethical principles. The function of Superego is to ensure individuals could maintain a stable and harmonious relationship with the surrounding society. Freud compared Id, Ego and Superego to three horses who are pulling a cart. The cart can be pulled away only when the three horses work side by side [4]; otherwise, the relationship among the three will be inharmonious, the mind will be abnormal, and the personality will be unbalanced.

3. PERSONALITY STRUCTURE ANALYSIS

3.1 A synopsis of the movie *Mr. Donkey*

The story is set in a remote mountain village in the period of the Republic of China. A group of university teachers with education dreams left the bustling city for a small village, and established a country school called "San Min primary school". Due to the severe shortage of water in this area, the president lied about a donkey for an extra salary as an English teacher. It was not until one day they got a letter from the Ministry of Education, and it says the commissioner of the Ministry of Education will come to inspect the teaching work of this primary school. Under this emergency, they decided to ask a coppersmith to impersonate the English teacher as Mr. Lv. It is surprising that the commissioner was quite satisfied with the "English teacher", and decided to appoint him as a model teacher to get a grant from an American philanthropist. However, a lie can never escape from being exposed. After figuring out the English teacher was a phony, the commissioner compelled everyone in this primary school to act in the "play" along with the "English teacher" to receive the philanthropist's funding. Nevertheless, there was a disagreement over the distribution of the funding, but the commissioner quelled the dissent with a gun. When the coppersmith realized his importance in the "play", his personality suddenly changed. In order to get an opportunity to study in the United States, he betrayed his wife without hesitatation and even humiliated his once cherished goddess Zhang Yiman in public. The story's development is becoming increasing out of control, and at the end of the story, in order to take the overall situation under control, the president even forced his daughter to be the commissioner's fiancée. As Sun Jiajia (the president's daughter) said in the movie, "if we don't correct our past mistakes, everything will get worse and worse." There is a Chinese saying: "If you tell a lie, you will tell a hundred lies to make up for the first one". Lies are always to be exposed, but the exposing process is full of pain, struggle, and sometimes it takes the price of life.

3.2 Zhang Yiman's Personality Analysis

Id is the "true self" at the bottom of the personality structure, which is the driving force of life. Zhang Yiman's Id is powerful enough to dominate her Ego and Superego. She is unwilling to marry a "weak" man like Pei Kuishan and the subsequent settled boring life. On the contrary, she prefers a different life like a one night stand. Boring country life erodes Zhang Yiman's sexual desire. When the coppersmith appears, her Id completely broke through the defensive line of Ego, and has projected her sexual desire to this strong young man, who is full of masculine characteristics. When the commissioner of the Ministry of Education came to inspect, the coppersmith was suggested by the president of the primary school to act as the English teacher, but the coppersmith rejected the suggestion. The situation is urgent and they do not have another choice, Zhang Yiman saved the embarrassing situation by blurting out "I'll sleep with him and persuade him in bed". On the one hand, it shows that she has a dedicated spirit to "take the overall situation under control"; on the other hand, it reveals her Id's powerful control over her Ego. Her Id is so powerful and irrational that she cannot resist the strong call of nature. It dominates Zhang Yiman's personality and she follows the Id's instruction to seduce the coppersmith to satisfy her uncontrollable sexual desire disregarding others' opinions on her "behavior". Id is governed by the principle of happiness, and the goal is to pursuit for the pleasure of satisfying the desire. The role of Ego should be to control the desire of Id, and to act in accordance with moral norms in guidance of Superego. However, it is clear that Zhang Yiman's Ego has lost the ability to control the Id at this time. When the powerful Id prevails in the personality, the personality system will inevitably be unbalanced, which also is a foreshadowing of her tragic ending.

The Ego represents reason and order, and plays the role of modulating the Id and the Superego. Its function is to satisfy the Id's desire and to act in accordance with the rules and principles of the reality in guidance of the Superego. Driven by her sexual desire, Zhang Yiman's Id was released, but such a bold expression of sexual desire was contrary to the ethics of the time, so she was satirized and insulted by people around her. After realizing the reason of being insulted is that the Ego's weak regulation of the Id, Zhang Yiman's Ego began to fight against the Id. The function of Ego is to protect and modulate the personality from being hurt. The Ego began to control and regulate the Id, so she slapped herself seven or eight times in

the curse of the crowd. This is an extreme behavior when her Ego is trying to modulate her Id excessively. From then on, Zhang Yiman's personality system began to become unbalanced because of the outside interference, and her psychological state has been affected.

Superego represents the moral qualities of reason and conscience, and it is at the highest level of the personality. Zhang Yiman's pursuit and desire for sex lead her in the situation of being accused and scorned, and the Superego pays more attention to the external moral evaluation of personality, so it requires Ego to regulate Id in accordance with the moral rules and principle of reality. After being insulted and humiliated by two men who had infatuated and admired her so much, her Superego began to conflict and confront with the Id and the Ego. When she saw her ugly image in the mirror, Zhang Yiman realized that the graceful figure with long hair and beautiful cheongsam no longer exists. Her Superego began to strike at her Id and Ego, and her personality system was completely unbalanced and, at last, she lost her mind. However, the modulation has not been completed yet until Zhang Yiman shot herself. The Superego, which represents the moral code of society, finally conquered the Id in this personality war. Under the supervision of the Superego, Zhang Yiman eventually found herself a new balanced personality by ending her life in an extreme way.

4. CONCLUSION

In the absurdist movie *Mr. Donkey*, Zhang Yiman is a character with modern concepts and a traditional identity. The construction of the female image in the movie illustrates the rebellious and innovative spirit of the era, and also reflects the moral standards and ideology of that era. Based on Freud's Personality Structure Theory, this paper explored the personality regulation mechanism of the heroine, restored the conflict and adjustment process of the Id, Ego and Superego of the struggling female, revealed the source of inner desire and pain, and it implied that the Personality Structure Theory can help to explore the character's personality structure and to excavate the literary value of art works.

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Key Points of Improving Badminton Footwork Training for Teenagers

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Abstract: Badminton is popular among young people as a popular sport. It is easy to get started with, but it is difficult to reach a certain level unless badminton players get some playing skills. Player's footwork, as well as striking skill, is a vital part in badminton skills training. As a real badminton player, he must master not only a skilled and delicate striking skill, but also a skillful footwork. In the course of the game, player's footwork is more important than his striking skill. Based on the characteristics of the footwork of badminton, this paper makes out some requirements and contents of badminton footwork training combined with the physiological and psychological status of teenagers.
Key words: Teenager; badminton; footwork training

Badminton is a sport that is relatively easy to get started with, but at the same time it has more complex and more technically powerful movements. Badminton enthusiasts need to train and master badminton skills if they want to improve their badminton skills. In recent years, with the popularity of badminton and the increasing level of skills of badminton fans, the content of badminton technology has been increasing, and the difficulty movements have also been increasing.

However, regardless of how the badminton technique develops, it evolves from the two basic techniques of badminton techniques, namely the basic batting technique of badminton and the footwork of badminton. Especially for the badminton footwork, a good badminton player can make timely judgments and take a position by judging the ball on the court and combining badminton footwork. This article analyzes the main points of the footwork training to improve badminton footwork skills for teenagers.

1. THE IMPORTANCE AND CLASSIFICATION OF BADMINTON FOOTWORK

On the badminton court, athletes can react quickly and reasonably by applying badminton footwork. And athletes can reduce the risk of being injured during the exercise by rational application of badminton footwork. Therefore, the skilled application of badminton footwork is very important for badminton sports.

The badminton footwork can be divided into two major parts, namely the basic footwork of badminton and the moving footwork on the court. The basic footwork of badminton includes stepping, pedaling, chassing, appeling, jumping, etc. While the moving

footwork on the court is a step of combining and applying the basic footwork of badminton according to the position in the court.

2. THE EFFECT OF STATION POSTURE AND RETURN CENTER ON BADMINTON FOOTWORK

To apply the badminton footwork well, improving your own badminton playing skills is important. In addition to the training of the badminton basic footwork, it is also important to grasp the position posture and the return center. The correct standing posture combined with the badminton's on-the-spot moving step can help the athlete reach the hitting point faster. The so-called "return center" refers to the athlete returning to the center of the court after hitting the ball and combining the application of the moving footwork on the badminton court to help the player react to the next ball.

The change in posture of the station is to follow the situation on the court. It changes according to the style of the ball, the quality of the return ball, and the style of the opponent's playing. For example, when there is not enough effort to return the ball to the opponent to provide a better chance of killing the ball, the standing position at this time should be opened on both feet, and the center of gravity should be lowered in order to better move to both sides. In addition, the return center is not static. In general, the center of the return is selected at the center of the stadium. However, in the actual game, the athlete will make reasonable changes to the reverse center by the judgment of the quality of the return ball, the style of the opponent's playing, the opponent's tactics, and the position of both sides.

3. ATTENTION SHOULD BE PAID TO THE STARTING AND RETURNING RHYTHM DURING THE HITTING PROCESS

For the application process of the badminton step method, it can be roughly divided into three steps, namely, the rhythm of start-up, return, and restart. In the daily training and competition process, the athletes will perform special training on the start and return rhythm of the hitting process. For example, for the return, when the opponent hits the ball, we should complete the return to the reversal center and complete the preparation for the next shot. When encountering a situation that fails to return to the reversing center in time due to a missed shot, the reversing center should be changed to ensure that his own pace is adjusted to the instant that the opponent hits the ball to get a high-quality shot. After that, the

reversing center should be adjusted according to the rhythm.

In badminton, the player's control of the rhythm can help him to win the game more easily. When the situation of the court is in its own initiative, the player should rationally adjust the start and return tempo according to his playing style and his own tactics, so that the pace of the court can be mastered in his own hands, thereby it will bring pressure to the opponent and win the match finally. However, when the situation of the court is that the opponent is in an active situation, the player should maintain calmness, then rationally change his own rhythm of start-up and return, and try to interfere with the opponent's rhythm to provide conditions for counterattack.

4. REQUIREMENTS AND CONTENTS OF BADMINTON FOOTWORK TRAINING FOR TEENAGERS

According to the above analysis of the importance of badminton footwork and the points of being focus on the application process, this paper makes out some requirements and contents of badminton footwork training combined with the physiological and psychological status of teenagers.

For the training of teenagers' badminton footwork training, it can be divided into six parts including training for teenagers to master the skills of starting, ankle joint flexibility and extensibility training, training of strengthening the strength of teenagers' lower limbs, training of speed and flexibility, and timing choices for footwork training and corrections to wrong footwork.

4.1 Training of start-up skills

Through the training of start-up skills for teenagers, it is possible to help them to better complete the batting action during the batting process and lay the foundation for the next step-by-step training.

4.2 Ankle joint flexibility and extensibility training

The ankle flexibility and stretching surface directly determine the size of the foot extension, especially when the ball is passively received. The size of the extension determines the impact of the ball. Due to physiological status of teenagers, their joint area and bone are relatively thick, and the joint capsule and ligament are well stretched and have high plasticity. Therefore, it is easier for teenagers to train their ankle flexibility and extensibility. And the training can help them to easily improve their footwork extension.

4.3 Strengthening the strength of teenagers' lower limbs

By analyzing the technical movement characteristics of the badminton, it can be found that the badminton sports have more requirements for the strength of lower limb than that of the arm and wrist. Therefore, teenagers should be particularly trained in their lower limb strength. In addition, badminton movements are mainly based on rapid movement, so the use of dynamic exercises is often used in the training of lower limbs, and static exercises are rarely used. In the training program for strengthening the lower limb strength of adolescents, it is necessary to design the strength training of the explosive force that exercises the youth's upward elasticity and the explosive power of forward, left, and right.

4.4 Speed and flexibility training

Speed can help badminton players move faster and complete the batting action. And flexibility can help players deal with changes in their opponent's shots. When training teenagers, the training of speed is divided into two aspects: explosive training and endurance training. The former aims to help teenagers to improve their speed in an emergency, while the latter helps young people to maintain a relatively fast speed on the court. The training of flexibility lies in the training of the young people's center of gravity to help them to maintain their own focus in the game, and to make a reasonable response according to the situation of the stadium.

4.5 Timing opportunity for footwork training

When performing footwork training for adolescents, comprehensive consideration should be given to the physiological and psychological status of them, and appropriate time and state should be selected for training. The application of the footwork is based on the nerve conduction to the muscles. For the young badminton players, the basis of the footwork training is to improve the conduction speed and strength of the nerves to the muscles. In order to better achieve the training of muscle conduction speed and strength, the time for footwork training should be selected during the peak training period. It should not be carried out during fatigue. The training during fatigue is not only poor training, but also causes some damages for the athletes themselves.

4.6 Correction of the wrong footwork

Due to the individual differences of understanding level and his own exertion habits, some actions that appear to be correct may cause errors due to misunderstandings or habits of understanding which is a matter of detail and is generally difficult to detect. If it is not corrected, such bad habits will not only affect the performance of young athletes, but may also will damage the muscles of young athletes. In order to help young athletes better correct their mistakes, computer and video cameras can be used to analyze the movements through slow-motion and frame-moving motions, which will help athletes better understand their own wrong movements and deliberately correct them during training to better improve the technical level of young athletes.

5. CONCLUSION

With the development and popularization of badminton, more and more people will join this sport, and the youth badminton training mechanism will become more and more popular. In order to guarantee the professionalism and scientificalness of youth badminton training, the training plan formulated by combining the characteristics of badminton with the

psychological and physiological conditions of the youngsters can not only help teenagers to complete the training content better, but also improve the efficiency and quality of young badminton training. The training lay a solid foundation for young badminton players to enter high-level players.

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Probe into the Design Strategy of Modern Agricultural Product Packaging

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Abstract:This paper analyzes the development and design of packaging of modern agricultural products, probes into the brand image, region and green health of agricultural products, clarifies the market orientation of agricultural products, propagates the concept of brand, and spreads regional culture. Performance of the value of the product itself, the use of bionic design techniques to meet the psychological needs of consumers.

Key words: agricultural product ;packaging design; bionic design ;brand image

Agricultural products, as primary unprocessed agricultural products, are closely related to people's lives. Consumers' choices are more diversified in the era of rich materials. The quality of products is considered and the packaging is also concerned. Packaging is the spokesman of products, how to attract consumers, and consumers have a sense of relevance, packaging design needs to solve the problem. How to have a place in the market and be able to survive, this also has a profound impact on the entire agriculture.

1. Problems in packaging design of agricultural products

Agricultural products are the essential basic ingredients in people's lives. Relatively speaking, consumers are more concerned about the quality of products, but on the dazzling array of commodity counters, consumers have more choice than that. Packaging is the outerwear of products. Not only the basic function of protection, but a "silent sales guide." But in the market circulation of agricultural products packaging has not reached this standard, but there are many problems.

1.1 No sense of design, no sense of brand

Now many agricultural products enterprises do not pay attention to packaging design, so that there is no brand image, which leads to the confusion of packaging image, grade decline, no aesthetic interest and can not have a fixed consumer group. From the existing packaging of agricultural products, the packaging of most products stay in accommodation, protection, transportation and other basic functions. Some enterprises have a little sense of design, but ignore the aesthetic sense of design, the level of design is backward, which directly results in the disadvantage of agricultural products competition.

1.2 Excessive packaging, lack of ecological awareness of environmental protection

In today's market, the prevalence of packaging gift boxes lead to excessive packaging, waste of natural resources. Excessive packaging will not improve the quality of products, can not meet the emotional needs of consumers, but let consumers feel the appearance of products inside packaging, impelling consumers to reduce the good sense of corporate image. With the strengthening of people's consciousness of environmental protection and aesthetic ability, the demand for the quality of agricultural products is also reflected in the packaging of agricultural products. The introduction of bionic design can increase consumers' trust in products.

1.3 Color expression is single, packaging image is homogenized

The influence of color on vision is very direct, especially in the modern society, in which the spirit, art, technology and media develop unprecedentedly, the function of color has been expanded infinitely. For example, chili peppers are also divided into many kinds, some are slightly spicy, some are sweet, and some are super spicy. At this time, they need to be distinguished by color rather than directly unified red to express the characteristics of their products. The single color is also one of the reasons for the homogenization of packaging image. Some enterprises do not hesitate to imitate successful brands in order to push their products to the market, but ultimately they cannot base themselves on the market, and the packaging of products without new ideas eventually declines.

2. Thinking of Image Design of Agricultural products Packaging

Through the analysis of the problems existing in modern agricultural products, from the product characteristics, brand image, regional culture and other aspects to consider the design of the packaging image of agricultural products, the adoption of ecological design with affinity, but also better reflect the sense of simplicity of agricultural products. Give consumers a healthy food derived from nature.

2.1 Analysis from product characteristics

The characteristic of agricultural products is "green health", and the direct feeling to consumers is the sense of simplicity. This is also the consensus of many agricultural products brand promotion and the way to distinguish other kinds of food. Considering the design of packaging image, it is a kind of popular design method for consumers, which can show the features of the content directly.

2.2 Analysis from a regional perspective

Brands are undoubtedly one of the best ways to sell products, and brands can give consumers a certain degree of loyalty. Brand image of modern agricultural products is vague, positioning is not clear, so brand construction is not accurate. Therefore, enterprises need to excavate their own regional culture, investigate and analyze the types and psychological needs of consumers, so as to establish the brand image of enterprises.

2.3 Analysis from the perspective of environmental awareness

With the enhancement of people's cultural level, bionic design, as the joint point of human social production activities and natural world, is intended to make human society and nature achieve a high degree of unity. In product packaging design, the concept of green design is realized, and the aesthetic sense of design is not lost, so that natural elements are presented in the packaging design of products. So bionic design is an affinity design method, it can produce an emotional resonance with consumers.

3. Agricultural product packaging design strategy

Bionic design is more suitable for the packaging of agricultural products, can not only reflect the characteristics of agricultural products, but also have emotional resonance with consumers. How to use bionic design to express the packaging of agricultural products, will be considered from the following aspects.

3.1Application of Natural Morphology Bionics in Packaging Graphics

Natural form can be described as the baptism of years under the great works of art. Agricultural products can be said to be natural gifts, but also representative elements of the natural form. Bionic design uses natural form elements for reference and then applies to design, such as fresh products, with fresh as the main feature, so the natural form of leaf shape and even the natural form of the product itself can be considered as design elements.

3.2 Application of Natural Color Bionics in Packaging Color

Color is a strong sense of impact in a short period of time. Natural color bionics is from the life, the regional culture of agricultural products, the personalized characteristics of agricultural products, the use of color to convey the connotation of agricultural products, the feelings of agricultural products and the story behind the back of the brand, so that consumers feel the difference of products, And the unique charm of the product.

3.3 Application of Natural material Bionics in Packaging Materials

Environmental protection promotes consumer preference for green packaging design. Natural material bionics meets the needs of people at present and can directly utilize the natural materials or processed composite materials. There are a lot of natural materials, such as bamboo, leaves can be used as packaging materials, rice dumpling is the best representative, with lotus leaves to wrap glutinous rice, in the taste of the moment to feel the natural flavor, at the same time feel the atmosphere of the festival. Agricultural products themselves are healthy green, should always reflect its main characteristics. Therefore, the selection of materials should pay attention to environmental protection, safety, recyclable characteristics.

4. Conclusion

In the 21st century, in an era of environmental protection, design should take into account the relationship between man and nature, apply bionic design better to the packaging of agricultural products, focus on improving the problems existing in the packaging design of agricultural products, and understand the psychological needs of consumers. Make packaging and content perfect combination, promote sales, enhance the competitive advantage of agricultural products in the industry.

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Analysis of the use of digital painting in the design of modern poster

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Abstract: this paper analyzes the development of modern poster design and the application of digital painting, probes into the application and understanding of digital painting in poster design from the aspects of the exposition of digital painting in poster design, the present domestic situation, and the effect produced. Enhance the artistic sense of poster design, spread regional culture, show the value of poster design, use digital painting to meet the psychological demands of the viewer.
Keywords: poster design; digital painting; digital mutual; emotional expression

1. Expounding the poster design in the digital age

We live in the design market supported by innovative science and technology system. Poster design also tends to digitize with the update of science and technology. The expression of design has been integrated with all the local cultures of the world, and the poster design creation is more multicultural. This new cultural innovation also makes the design moral of poster design more abundant, not restricted in the scope of traditional character expression and color, at the same time effectively exerting the contemporary science and technology level, using and integrating digital image, electronic technology synthesis, Digital painting and other technology and design platform to complete the poster design, greatly extended the design concept and concept of modern poster design, poster design works also highlight the number ofCharacter of word and information age .

2 Digital painting in poster Design

2.1 Feasibility of Digital painting in poster Design

Digital painting, as the element and visual design language used in poster design in the new era, has the power of thinking expression and artistic creation, and its visual expression is free and varied in form, colorful and fashionable. It can give visual communication effect which is easier to understand than characters and logos. Designers can get rid of the limitation of space and reality when they conceive poster design, so they have wide area characteristic in poster design. In the digital age, the development of digital painting is influenced by the high quality design of developed countries, the design conception is correctly guided, the application of digital painting in poster design is not confined to ordinary painting level, and at the same time, taking on the core content of designer's design ideas and corporate culture, forming a complete and scientific visual communication system, the poster design has become an irreplaceable art form.

2.2 Analysis of the current situation of Digital painting in poster Design in China

The development of digital poster design in our country is in the groping stage, compared with western countries, there is a certain gap. At present, the digital painting used in commercial poster design in our country has not enough experience and theoretical basis. Digital painting in poster design is still in the process of exploration, and the poster design of Chinese culture has not really constituted a system. However, the designers of the digital age who are learning under the perfect educational system have become familiar with the design methods that should be mastered in the digital age through study. The design means of the combination of photography and digital painting require the designers not only to have the unique ideas of the designers, It also requires designers' aesthetic appreciation and profound understanding of poster art.Nature selects elements to creative design, to the end of the processing fusion creative thinking expression, the above content all manifests in the skilled poster design creator's global control skill.

3 the effect of digital painting in poster design

There are a wide variety of expressions in the design of digital painting posters. Designers use the digital paintings superposed by the layers, the integration of various elements and the design of various methods to use the filter mirror to create a poster design with a strong sense of design. Using the existing digital technology to sublimate the creativity is also the inner goal of the designer. Compared to the way of performance of paper painting, digital digital painting as a digital symbol, the use of digital design platform is the only way. With the use of design software, designers in the poster design hair.In the age of global information digital media, designers' use of design elements can be collated and changed with ideas, thus contributing to the creation of its indefinite forms and various visual effects. Moreover, the artistic effect that photos in poster design can not touch solves the constraints of photo and manual painting mode. The designer's thinking is described by the design method of funny and graphic secondary design. The application of painting technique not only expounds the design thought but also adds the visual effect. The echoing elements of the pattern and the texture drawing of the simulated paper grain perfectly highlight the modernization of digital art,

which is relatively complexMiscellaneous and diverse design actually embodies the composition of digital number painting design idea, that is, the designer's course and experience is the subjective expression of personal experience through the expression of design creative language such as the shape, color characteristic and texture of the material that can be felt. Poster design digital expression refers to the external cause of visual object or visual movement and the active or inorganic behavior pattern of visual elements. The constitutive characteristic of this behavior pattern is not only the feeling that the viewer finds out from the visual information, but also the behavior of human psychological change. By simulating their intrinsic attributes, designers depict endless, rational analysis.The quality of the appearance of. Screen texture phenomenon in addition to the physical characteristics of paper painting, techniques are also the core elements. In the process of painting, due to the use of pen posture, there are flat, scattered and stacked distinction. Handwriting performance unique effects, known as brushstroke special effects, strokes will give the viewer clear and hazy, complete or broken, large and delicate different feelings. The difference in the method of painting results in a different visual sense of poster design. Under the light pen, the picture is light and delicate, subtle and glossy; under the heavy pen, the picture presents a heavy feeling, highlights the stroke, and focuses on the expression of the styling. Expression, can be understood as the expression of emotion and mood. In common sense, the expression is derived from the human face or the specific mood in the body of the human body. In daily understanding people are used to analyze and understand through emotions. From the inference, expression is usually related to human

factors. The origin of the line is called the source of art. And the art of the digital age is usually linear. The concept and thought of digital painting inspired a profound fate in China. Painting is based on the visual perception of material form, and the material posture is different, so the lines exist in various forms. The cultural education and various national feelings coexist in the way of application, bringing up the thousands of images of the painting.

4 conclusion

When making up visual elements, designers should pay attention to the ability to accurately grasp the structural shape of things, and the overall control of such characteristics as distortions, turns, angles, and so on, under different conditions. On the other hand, the design method of shape and deformation basis of object image. Through familiar with these poster design volume modeling ability, so close to the real, artistic expression of the feeling and transfer of design ideas. At the same time, the character of poster design is that the message is understood quickly by the public, so when using digital painting to shape the form, we should pay attention to the prominent features and structure core of the object image. So what designers are looking at here is not only the modeling of digital painting, but also through research and analysis to achieve flexible use of digital painting to create new poster design ideas.

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An Organic Combination of Intercultural Communication and College English

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Abstract—Language teaching cannot be independently implemented without culture teaching. Intercultural communication and language teaching should have the same important status. It is necessary to combine culture and college English. However, college students tend to ignore the importance of intercultural communication competence, and their culture knowledge is little. In the process of college English teaching, teachers can combine the knowledge teaching and the forming of intercultural communication competence appropriately. And there are five principles for the teachers to follow: the principle of mainstream; the principle of systematicness; the principle of contrast; the principle of practicality; the principle of step by step. In addition, culture is a dynamic development process, therefore, teachers should pay attention to the target country's culture that is be based on the characteristics of culture changing, and make the students master the latest target country's culture trend. Finally, this paper lists some teaching methods and strategies to combine intercultural communication and college English organically.
Keywords—intercultural communication; college English

1. INTRODUCTION

Language is a social phenomenon, the language of the "social" shows that the system can't be a kind of language exist in a vacuum, independent development, course system, in the words of the people form all the restriction of the exist in the social factors of language. Language teaching cannot be independently implemented without cultural teaching. Cultural teaching and language teaching should have the same important status. On the one hand, cultural teaching provides the real context for language teaching to promote the improvement of language ability and communicative competence, while on the other hand, the learner can reflect on the culture of the target language while reflecting on the culture of their mother tongue.

English learning can not only improve students' comprehensive application ability of English language learning, but also can improve the students' humanity knowledge, enhance their humanistic quality, expand their horizons, and make them more comfortable while they are dealing with the problems in the future life and work. Students' understanding of English culture is limited to resources provided by books, Internet and other media, and the intercultural concept is almost zero. Non-English majors have low English literacy skills. Therefore, it is necessary to combine intercultural communication and college English in the classes.

2. COMBINE ENGLISH TEACHING WITH CULTURE TEACHING

Teachers can make fully use of the English teaching materials and other language and culture learning materials. While teaching the English language knowledge, teachers can introduce the related culture knowledge, thus, infiltrate culture in English classes and guide students to focus on culture content. In culture teaching, teachers can't follow one's inclinations towards the culture content, but should be subject to elaborate design and preparation before classes. Combine language teaching with the target country's culture knowledge. In addition, culture infiltration should be conducted systematically in the whole textbook, and the culture knowledge should be shown repeatedly to improve students' understanding and the degree of mastering.

In the teaching process, teachers should find the corresponding entry points and compare the target country's history, education, politics, economy, customs, social problems and other culture knowledge with our country's. Each culture content should be carefully and thoroughly prepared, rather than just teaching the students what they are interested in, or what they are familiar with. It's better to combination language teaching with culture teaching in the whole process of language teaching. Attention should be paid to culture infiltration can be made in vocabulary teaching, listening teaching, speaking teaching, reading teaching, and writing teaching according to the actual situation.

3. THE PRINCIPLES OF SELECTNG CULTURE TEACHING MATERIALS

a) The Principle of Mainstream

Culture contents are very rich, and extremely complicated. Every culture contains different types of culture, such as the United States. Because of regional differences, eastern culture and western culture are formed; the different social classes resulted in middle class culture, poor class culture, and the hippie culture; and drug addicts subculture, gay culture group, etc. As language teaching in the teaching content should be the "common core" part of language, culture introduction should also be the mainstream culture part of British and American culture, because the vast majority of English

language and non-verbal communication behavior can be found from the mainstream minimization algorithm explained, and the negative non-mainstream culture should be thought to be weakened and ignored.

b)   The Principle of Systematicness

The intercultural teaching's common problems are as follows: the biggest problem of culture input is the lack of systematic teaching, that is, in the process of language teaching, the culture knowledge is in fragments. While teachers come across a cultural phenomenon in their teaching, they give students a kind of explanation. The culture teaching content and method also have no unified specific demands. Before the implementation of intercultural teaching, therefore, teachers should have one teaching syllabus and appropriate teaching goals for the culture import of foreign language. In this way, foreign language teaching imports all aspects of the social culture and knowledge systematically, so as to avoid blindness and chaos in the process of culture import tendency. Culture teaching is systemically and consistently.

c)   The Principle of Contrast

Target language culture and native language culture have similarity and individuality. The similarity is the common ground between the native culture and the target language, and it has the positive transfer which is significant to the study of the target language and its culture. Individuality is the particularity of the native language and the target language culture. In the whole teaching process, comparative principle can make the students understand the similarity and individuality of the two kinds of culture, and deepen the understanding of diverse cultures, thus, make the students avoid making mistakes, and the communicative culture migration on the language expression becomes more appropriately.

d)   The Principle of Practicality

Intercultural teaching should follow the principle of practicality, which should be aimed at teaching content and students' need of daily communication. The culture content should be closely related to the daily communication, and closely related to the ability improvement. In addition, teachers should take the students factors, such as the nature of career in the future, into account. To understand culture is to master and use language better. Language is used for communication. If the knowledge of language and culture that students have learned are closely related to their daily life, and closely related to the ability, the learning motivation will become more powerful, and students' learning interest and learning efficiency will be greatly improved.

e)   The Principle of Step by Step

The teaching of language is the process of from the simple to the deep, from the simple to the complex, which is step by step. English culture teaching should also follow the principle of step by step. According to the students' language level, receptivity and comprehension ability, the content of culture teaching is determined, that is, from the simple to the complex, from the simple to the deep, and from the phenomenon to the essence. The emphasis, mode and quantity of culture teaching are based on the students' basic knowledge of language knowledge, acceptance and comprehension. For example, teachers should help students understand the culture information provided by the text and avoid introducing other extra content. For students who enter the second half of colleges, students or students with better basic skills can be given more abundant and "recessive" materials. If the teacher does not care about the actual situation of the students and the content of the textbook, it is difficult for the students to master the knowledge of culture.

4. TEACHERS AND STUDENTS DISCUSS THE DYNAMIC DEVELOPMENT OF CULTURE

In the process of culture teaching, the teacher must realize that culture is a dynamic development process, therefore, in the teaching practice, teachers should pay attention to the target country's culture that is be based on the characteristics of culture changing, and make the students master the latest target country's culture trend. Thus, teachers and students should be able to explore and discover the dynamic culture, rather than simply introduce the teaching method to students. In the culture teaching, teachers should discuss the dynamic of the culture of the target country with the students according to the hot events, public focuses, emergencies, etc.

5. TEACHING METHODS AND STRATEGIES OF INTERCULTURAL TEACHING

Intercultural teaching in college English classes ultimately aims at improving students' intercultural awareness and intercultural communicative competence. To improve students' learning initiative, let the students change from passive learning to active participation, initiative exploration, to improve students' study enthusiasm, exploring students' learning potential, there are some teaching methods and strategies.

5.1 Intercultural Performance

Students play different roles based on the hypothetical communication scenarios provided by teachers, and report their actual behavior in groups or in large classes. In other words, teachers create an environment for learning and using the target language, and students play a simulated communication process according to the cultural environment. In this method, the teacher is the guide and the student is the executor. The teacher plays the role of "director", the students are all "actors", and at the same time, watching the students' performances in the audience's capacity to achieve the purpose of learning.

5.2 Symposium

Combining culture teaching content, the teacher gives

a story, a short essay or a video, let the students read after the discussion, tell their own points of view, discuss the content of the deep cultural differences, the teacher finally gives evaluation and summary, so teachers can mobilize students' motivation better, as the theme is discussed by them. Students learn to communicate in the process of discussion, and it is more easily for the teacher to finish the teaching task.

5.3   Students Should be Encouraged to Read Widely
Teachers can guide the students read some British and American literature and English newspapers and magazines, and prompt them to pay attention to while reading to accumulate the cultural background, social customs, social relations of knowledge. It is very beneficial to cultivating students' intercultural consciousness and the ability to intercultural communication. Such as, after studying the teaching material "foreign festival", teachers can guide students to read the background related to the foreign different festivals, celebrations and other materials, through a lot of reading, the students' understanding of the culture will become more mature and more comprehensive. It can help students understand culture more deeply and understand the values and beliefs of the culture.

5.4   Other Activities
In addition, teachers can carry out other kinds of extracurricular activities according to students' actual practice. Students do English radio such as organization, reported the major events that took place at home and abroad and culture, sports, etc., in the form of wall newspaper open learning English garden, in a planned way to introduce the local conditions and customs of English-speaking countries, celebrity anecdotes, etc. Hold English debates, speech contests, create a good learning atmosphere, enrich students' extracurricular life, cultivate their cultural interest, improve their cultural literacy and intercultural communication skills.

6. CONCLUTION
The organic combination of intercultural teaching and college English teaching is a long-term work and process. In this process, the teachers must have the compassion, patience and confidence. Teachers should keep learning the intercultural teaching theories and intercultural teaching methods. In addition, teachers should keep up with the pace of the information age, explore, improve the new intercultural teaching methods, and improve the intercultural teaching competence in college English classes.

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Application Research of Data Mining based on Analysis of Network Operation Maintenance

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Abstract: In fact, data mining is the process of discovering knowledge and finding out the regular information in complex data. The data analysis of network operation maintenance is actually the process of data mining. After the use of data mining, the data analyses of network operation maintenance are more effective and accurate. Data mining is analyzed in this paper to explore its significance in network operation maintenance.
Key words: network operation maintenance; data mining; application research

INTRODUCTION

With the rapid development of information technology, operators are getting more and more information and the information are more and more complicated. The traditional method of network operation--artificial analysis--can not satisfy people's demand for information, and the method of data mining, which belongs to the intelligent information technology, can find out the corresponding regularity in the complex network information and analyze the information that people need. Therefore, it is necessary to use data mining to analyze the data of network operation maintenance in today's society.

1. BASIC INFORMATION OF DATA MINING

1.1 Definition of data mining

With the continuous development of information technology, the development of various industries needs a lot of data to maintain, and data mining has been widely applied. At present, data mining is involved in many fields, such as meteorology, stock, hospitalization, audit, data statistics and so on, and the application in these fields has also been widely popularized. The so-called data mining refers to the process of obtaining regular information in a large number of complex data. The data mining includes algorithms in many fields such as database, statistics and so on. The technology of artificial intelligence is applied to mine data. Only using various methods can we quickly develop the related work[1]. In addition, data mining is converged through a variety of ideas, including artificial intelligence modeling, evolutionary calculation, search algorithm, statistical sampling detection, hypothesis estimation and so on. These algorithms are mainly for the situation of large information, which can quickly and accurately calculate the accuracy and efficiency of the data.

1.2 Process of Data Mining

The process of data mining is mainly divided into four steps, that is information collection, data integration, data mining and result display.

(1) Information collection search out the accurate information features in a large number of data based on the corresponding data, and then uses the corresponding information collection strategy to expand the search and collation range of the data and save it in the data. An appropriate way of data storage plays a vital role in collecting complex data so that information collection is meaningful for data mining.

(2) Data integration is to integrate the data with different features and different sources through logical thinking, which is beneficial to the smooth expansion of data mining and to provide accurate and appropriate data and information for decision-makers.

(3) Data mining is to ratiocinate regularly and statistical data and to make decision with appropriate tools, to analyze the effective data information, so that people can understand the content of the data for the first time, and achieve the goals that mine information validly, timely and accurately.

(4) Result display refers to test the correctness of the data. Experts accurately determine the information that is excavated, and then the correct data is passed through the relevant transmission channels, and users can watch the information or data in the corresponding way.

1.3 Function of data mining

The function of data mining technology is divided into two sections. The first one is to predict behavior and trend in order to have a general understanding of the unknown situation. It is to analyze a certain information or behavior information, and to mine the effective information according to the results of analysis. The method of data mining can further predict a certain information or behavior and fully understand its development trend. Data mining is used to analyze the securities information by some securities company to master the latest securities situation [2]. The second is the correlation analysis of the data. It can guide students to build a virtual processing system on their own computers, and then link hard disk formatting, partitioning, and installation programs to enable each student to separate the main engine's software system from other programs in case that other software can be infected when one system appears to be virus.

2. THE METHOD OF DATA MINING IN ANALYSIS OF NETWORK OPERATION MAINTENANCE

2.1 Decision Tree

The method of decision tree refers to the data model which appears in machine learning. It is a clear and accurate method to express the probability of the appearance of the decision, and it can express the probability structure of statistics directly. In the algorithm of decision tree, every node represents an object that needs to be calculated. The place of the fork represents the value of an object[3]. The value between the root node and the leaf node is expressed as the value of each node. The nodes are divided into decision making, opportunity and conclusion.

In addition, the formation of decision tree is divided into three steps: feature selection, generation, and pruning. (1) Feature selection is a criterion for splitting a specific feature as a selection object node in multiple data. All of them are different, and the evaluation methods are also different. It is precisely because of these differences that they form a decision tree algorithm with a large difference. (2) The formation of decision tree is based on the criteria of feature evaluation. The scope of the decision tree is determined from the generation of the top-to-bottom node to the maturity of the decision tree. (3) The so-called pruning is the removal of excess "branch" from the decision tree. Because the decision-making is easy to generate redundant "branches" in the process of formation, it can only be cut out through related technical methods to avoid the existence of complicated algorithms. The scope of the decision tree has been narrowed down to make the process of algorithm precise and concise, and finally to complete the data mining faster.

In the decision tree algorithm, the most important is to play a pre-judgment on the data mining. The model of the decision tree algorithm can effectively analyze the data development trend and expression. After the pre-judgment, effective preventive measures against unknown hazards can be taken.

In addition, the decision tree has many advantages. For instance, discrete data (numerical data) can effectively calculate the effective rules and algorithms, find out the regularity of the data quickly, and thus improve the speed of data mining. And the decision tree algorithm is simple and easy to understand. It has some features with high efficiency, and it can quickly understand the rules through the characteristics of the algorithm, and further improve the ability to understand the data [4]. While everything has its two sides, no exception for Decision Tree. Its processing of data missing problems is still not perfect and it is difficult to handle. It is easy to overlook the concentration of data and its fitting.

2.2 Association rule

Among the numerous data, taking the rule that its existence exists between its variables is the principle of association rules, and it is more widely used in the analysis of network failures. The operation of network faults is mainly performed through computer knowledge. Only when the network faults occur regularly can the data mining association rules be used properly. Only in this way can the accuracy of the algorithm be guaranteed. When mining information through the association rule algorithm, the choice of mining objects must be prioritized by selecting the network operation information database, fault information processing system, etc., so as to achieve the regularity of the data. In addition, during the operation process, the mining method should be properly improved according to the mission objectives. Under the premise of ensuring the regularity of data, the correlation rules of the data parameters, failure locations, and equipment models in the event of failure should be further discovered, and effective technical support for troubleshooting can be provided [5]. Besides, the application of association rules on fault early warning mechanisms can make certain predictions of unknown fault events and predict the development trend after the occurrence of faults, so as to make the most scientific solution and find a certain degree of regularity among them. Only by obtaining the regularity in data mining can we predict the unknown faults and can we solve the fault events in time. When predicting the faults, we can take timely defense measures to minimize the damage.

3. CONCLUSION

With the continuous development of computer technology, the use of data mining can effectively solve the problem of large amount of information and high actual effect of network operation and maintenance data analysis. It can provide effective information data for decision-making in time and make scientific decisions. And data mining technology and network operation and maintenance data analysis have a strong work fit. It can improve the operation and maintenance of network operation and maintenance data, and the efficiency of its analysis. It can finally help the network more secure and stable development.

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On the Determination of Jurisdiction of Tax Inspection Bureaus

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Abstract: In order to identify the legitimacy of the tax inspection bureaus' obtaining the jurisdiction over issues outside their "specialized responsibility", this Article makes the confirmation from the perspective of legal interpretation methods and legal attributes of jurisdiction obtainment. In terms of legal interpretation, the major methods used are systematic interpretation and teleological interpretation. As for the legal attribute of jurisdiction obtainment, that the tax inspection bureaus obtain jurisdiction over issues outside the "specialized responsibility" is derived from the State Administration of Taxation delegating the power of handling other illegal acts to the tax inspection bureaus during its inspection procedure through the recapitulative designated jurisdiction.
Key words: tax inspection bureau; issues outside "specialized responsibility"; jurisdiction; legal interpretation; designated jurisdiction

Question Posing
The jurisdiction of tax inspection bureaus has always been a hot topic of discussion in both theory and practice fields. The first paragraph of Article 9 of the Detailed Rules for Implementation of the Law on the Administration of Tax Collection provides that the tax inspection bureaus are specifically responsible for the investigation and handling of cases involving tax evasion, avoidance of pursuing tax arrears, tax fraud and tax resistance (hereinafter referred to as the cases of "specialized responsibility"). If that is regarded as the legitimate authority of tax inspection bureaus, a realistic problem that is unavoidable would be: Under the existing legal framework, whether the tax inspection bureaus have the right to handle other types of tax-related offenses beyond the cases of "specialized responsibility" (hereinafter referred to as issues outside "specialized responsibility")? In this regard, members of the legal profession hold different opinions, and this question has become the common dispute of the cases of administrative reconsideration and administrative litigation caused by tax inspection over the years.

I. Determination on the Legitimacy of Jurisdiction over Issues outside "Specialized Responsibility"

i. Determination by Legal Interpretation
Legal implications are not undoubtedly unambiguous most of the time, so interpretation is a necessary method to make the law specific in cases. According to the general principles of jurisprudence, legal interpretation includes literal interpretation, systematic interpretation, legislator teleological interpretation, objective teleological interpretation, historical interpretation and comparative interpretation. In general, interpreters often need to employ various methods in a certain order, among which literal interpretation is the first basic method to be used. There is no need for any other interpretation when the literal interpretation can reach a unique and definite conclusion or when it is clearly justified. Only when the literal interpretation cannot reach a unique and definite conclusion, other interpretation methods should be adopted. Due to differences in the literal interpretation of the word "specialized responsibility" in Article 9 of the detailed rules for the implementation of the Law on the Administration of Tax Collection, two varied conclusions have been drawn regarding the functions and powers of the tax inspection bureau. At this point, other interpretation methods should be adopted. On this issue, given that historical interpretation and comparative interpretation are lack of significance, we might as well try to use systematic interpretation and teleological interpretation methods to understand or interpret Article 9 so as to accurately define the jurisdiction of the tax inspection bureau.

1. Systematic Interpretation
The so-called systematic interpretation is to interpret a specific legal provision by putting it into the entire law or even the whole legal system so as to correlate this provision with other ones.
First, in regard to the Law on the Administration of Tax Collection and its detailed rules for its implementation, the first paragraph of Article 9 stipulates that the inspection bureau is specifically responsible for the investigation and handling of cases involving tax evasion, avoidance of pursuing tax arrears, tax fraud and tax resistance. The second paragraph stipulates that the State Administration of Taxation shall clearly divide the duties of the taxation bureaus and the tax inspection bureaus so as to avoid any overlapping of duties. Judging from the above provisions, if the authority of the tax inspection bureaus only refers to the investigation and handling of cases of tax evasion, avoidance of pursuing tax arrears, tax fraud and tax resistance, then there is no need to authorize the State Administration of Taxation to divide the duties of the taxation bureaus and the tax inspection bureaus. That is to say, the second paragraph of Article 9 has no reason to exist, otherwise there will be logical contradictions.
Second, from the perspective of the entire tax legal system, Article 9 of the detailed rules for the implementation of the Law on the Administration of Tax Collection is mainly aimed at resolving the division of internal administrative affairs within tax bureaus below the provincial level. In addition to

establishing the principal provisions for jurisdiction of the tax inspection bureaus, i.e. they are specifically responsible for the investigation and handling of cases involving tax evasion, avoidance of pursuing tax arrears, tax fraud and tax resistance, Article 9 authorizes the State Administration of Taxation to clearly divide the duties of the taxation bureaus and the tax inspection bureaus so as to avoid overlapping of duties. Based on this authorization, the State Administration of Taxation has successively compiled and issued a series of normative documents including Guo Shui Han[2003]140, Guo Shui Fa[2004]125, Guo Shui Fa[2009]157, and Shui Zong Fa[2013]66, which further clarified that the tax inspection bureaus have the following three authorized duties in addition to the investigation and handling of cases of "specialized responsibility": 1. to investigating and deal with other tax violations besides cases of specialized responsibility; 2. to lead uniform arrangements of special tax inspection deployment; 3. to offer assistance on invoices of cases of tax violations. Obviously, the jurisdiction of tax inspection bureaus includes not only the investigation and handling of cases of "specialized responsibility", but also the authority to deal with other illegal acts found in the inspection, and extended authority including inspection management, tax inspection, investigation and treatment, which was closely related to the investigation and treatment of illegal tax acts.

Finally, from the perspective of the entire tax law system, China's current system of tax collection and administration is a pattern of three separated duties -- collection, administration and inspection. Taxation bureaus and tax inspection bureaus generally do not directly participate in tax administration in their own name, but entrust the duties of tax collection and administration to the tax offices which are their dispatched offices or to the taxation sub-bureaus directly affiliated to them, while tax inspection is the responsibility of the tax inspection bureaus. Thus, the division of duties among tax authorities for tax collection, administration and investigation is clear. However, since the competent tax authorities can also carry out routine tax checks on taxpayers in accordance with the law in the process of tax collection and administration, in order to avoid conflicts between their duties and those of the tax inspection bureaus, the scope over which their tax inspection rights are exercised needs to be further subdivided. To this end, the State Administration of Taxation has formulated some normative documents to further clarify the responsibilities of the competent tax authorities and the inspection bureaus. In general, the scope of duties of tax collection and administration departments and inspection departments should be divided according to the following three principles: first, in the process of collection and administration, the tax collection and administration agencies at basic level are responsible for the routine inspection and handling of taxpayers and withholding agents on the fulfillment of their tax obligations. Second, tax inspection bureaus are responsible for investigating and dealing with cases of tax violations (including case selection, inspection, trial and execution). Third, the special tax inspection deployment shall be led and organized by inspection bureaus.

2. Teleological Interpretation

For some controversial legal issues, interpreters often use multiple methods, among which the teleological interpretation is the final method to be used to solve this problem thus having special significance. In the legislative activities, legislators are regarded as the subject, while the law formulated is the object. after the subject created the object, the two separated, and the law as the object gradually developed its independence. Subjective teleological interpretation is the analysis on the subject, that is, the investigation of legislators' legislative intent, while objective teleological interpretation is the investigation of objective purpose of the law. Judging from the subjective teleological interpretation, since the legislator's subjective intent lacks the support of the legislative interpretation, this article only does interpretation from the objective purpose.

According to Karl Larenz, teleological interpretation means that interpretation is based on the coordinated aims that can be understood and fundamental ideas. Although the interpreter takes the purpose determined in history as the starting point, the inference results for these purposes must be carefully considered. Therefore, the interpreter has actually transcended the "will of legislators" in historical fact, and understands the law with the inherent rationality of the law. Zheng Yongliu believes that the objective purpose is to probe into the will of the law itself, and it is the criticism and understanding of the law by the adopters according to the current situation, which reflects the nature of judge-made law. It can be seen that the objective teleological interpretation is to meet the needs of reality and to understand the legal provisions according to the current situation. Judging from the actual situation of tax violation cases, it is necessary to do investigation, evidence collection and application of the law before determining whether some tax violation constitutes tax evasion, avoidance of pursuing tax arrears, tax fraud and tax resistance. In addition, tax inspection bureaus may also find other illegal activities of taxpayers when performing tax inspection and special inspection. If tax inspection bureaus do not have jurisdiction over issues outside "specialized responsibility", they will need to transfer the cases that are being inspected or have been inspected to other tax authorities, which will inevitably lead to waste of administrative resources and does not conform to the principle of administrative efficiency. At the same time, tax inspectors feel confused with weak work initiative for fear that they will surpass their authority. As a result, they will not be able to guarantee the full collection of state tax revenue. Therefore, vesting tax inspection bureaus the authority to investigate and deal with general illegal acts outside the cases of "specialized

responsibility" can not only prevent the waste of administrative resources caused by the transfer of cases to the taxation bureaus for further investigation during the investigation of the tax inspection bureau, but also prevent the repeated investigation from causing inconvenience and adverse effects to taxpayers, withholding agents and tax related parties. Meanwhile, by doing so, the pressure of inspectors can be alleviated and their work enthusiasm can be improved. Therefore, the "specialized responsibility" is understood as being specifically in charge and is of exclusiveness. Other tax authorities other than inspection bureaus shall be excluded from exercising jurisdiction over cases of tax evasion, avoidance of pursuing tax arrears, tax fraud and tax resistance. The State Administration of Taxation shall delimit the powers of other agencies of taxation bureaus and inspection bureaus in respect of the jurisdiction over other tax violations. The above explanation to a large extent is a realistic necessity.

ii. Determination on Legal Attributes Obtained from the Jurisdiction of Issues of "Specialized Responsibility"

Whether the inspection bureaus have jurisdiction over issues outside "specialized responsibility" depends on the legal attributes of obtaining the authority There is a view that inspection bureaus exercise administrative authority outside the "specialized responsibility" based on the administrative authorization of the State Administration of Taxation. However, administrative authorization is a well-defined notion in the administrative law, which refers to the legal act that some administrative law rule-setting organs in the administrative law system delegate a certain range of administrative authority to organizations or institutions outside the administrative system in the form of laws or regulations. First of all, the main body of administrative authorization is the organ that enjoys the authority to formulate administrative law norms, including the legislative organ and the administrative organ. Second, administrative authorization must be expressed in strict legal forms, generally in the form of laws and regulations; Third, the authority granted by administrative authorization is administrative power. Finally, the recipient of administrative authorization is an organization or institution outside the administrative system. However, the State Administration of Taxation placed the issues outside the "specialized responsibility" under the jurisdiction of inspection bureaus, which is stipulated only by normative documents and obviously cannot be the basis for administrative authorization. In addition, in accordance with the provisions of Article 9 of the detailed rules for the implementation of the Law on the Administration of Tax Collection, the tax inspection bureau is an independent administrative subject within the administrative system and does not meet the requirements of being a recipient of administrative authorization. Therefore, the behavior of the Sate

Administration of Taxation does not meet the basic conditions of administrative authorization in the sense of administrative law.

So, how will this behavior be defined? In terms of the source of power, handling issues outside the "specialized responsibility" originally is the authority of the taxation bureaus to which the inspection bureaus are affiliated. The State Administration of Taxation, through issuing a series of normative documents, divided the powers of other agencies of taxation bureaus and the inspection bureaus, directing at internal documents issued by lower-level agencies, not at taxpayers. The State Administration of Taxation itself does not have the substantive right to punish taxpayers. In other words, the obtainment of jurisdiction over issues outside "specialized responsibility" by the tax inspection bureau is an internal behavior based on the decision of the State Administration of Taxation on the jurisdiction over the internal issues of the taxation bureaus below the provincial level. Accordingly, the tax inspection bureaus' obtaining the jurisdiction over issues outside the "specialized responsibility" stems from the designated jurisdiction of the State Administration of Taxation. The so-called designated jurisdiction refers to the jurisdiction vested to an administrative organ that didn't have it by an administrative organ at a higher level or the decision that issues with disputed jurisdiction will be administered by some administrative organ in the form of decision in accordance with the provisions of the law or the hierarchical command. The State Administration of Taxation designates tax inspection bureaus to exercise jurisdiction over cases outside the "specialized responsibility" through a series of normative documents in accordance with the provisions of Article 9 of the detailed rules for the implementation On the Law of the Administration of Tax Collection, which meets the basic conditions for designated jurisdiction.

In conclusion, that the State Administration of Taxation, through general designated jurisdiction, transfers the jurisdiction over issues outside the "specialized responsibility" discovered in the inspection process to the tax inspection bureau, is the redistribution of jurisdiction over the internal affairs within taxation bureaus by the State Administration of Taxation, which belongs to the designated jurisdiction.

Conclusion

In order to clarify the functions and powers of tax inspection bureaus, it is suggested that the legal implication of "specialized responsibility" be accurately defined, or Article 9 be directly amended as follows: The tax inspection bureaus shall be responsible for investigating and handling cases of tax evasion, avoidance of pursuing tax arrears, tax fraud, and tax resistance. The State Administration of Taxation shall clearly divide the duties of taxation bureaus and tax inspection bureaus in handling other issues so as to avoid overlapping of duties.

Research on Educational Development of Art Design Major in Vocational Colleges

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Abstract: The education of Art Design major has developed rapidly in recent years. However, the professional qualities of the students in vocational colleges are relatively weaker than those in ordinary colleges and universities. In addition, the traditional teaching concepts and teaching methods similar to those used in art classes have been deeply rooted. The educational patterns and teaching methods of art design major is relatively lagging behind. Therefore, the Art Design major in vocational colleges is confronted with severe challenges. Its curriculum reform is imperative. In order to arouse the attention and in-depth thinking on the development of art design major in vocational colleges, this paper is centered on discussion and research on the following aspects: to improve the quality of students and cultivate their interest in the major; to change the teaching concept of teachers and implement the project-oriented teaching; to expand the professional content and advocate the involvement of local features into teaching.
Keywords: Art Design, Interest Cultivation, Project-oriented Teaching, Local Features

Design comes from life and also serves life. The art design major is a kind of beautification of life, and it can even lead the trend of social life in some aspects. Therefore, the education of art design major should take the lead in life, which trains innovation talents of designing and serves the society.

The Art Design major in vocational colleges has developed rapidly recently. But due to relatively weak professional quality of students, who are from technical secondary schools and adult college entrance examination, combined with deeply rooted, traditional and similar art lessons' teaching concept and method, the education mode and teaching method of Art Design is out of date and short of creativity. Thus, the development of Art Design in vocational colleges is confronted with severe challenges.

Design requires innovation, novelty and individuality. The art design major education should burst the restrains and take the road that conforms to the characteristics of itself so as to cultivate qualified designers. It is imperative to change many aspects of art design major in vocational colleges, such as teaching management mode, curriculum reform and so on. The change should be multifaceted and systematic, instead of a simple change in the way of teaching. The author will talk about his ideas in the following aspects.

1.IMPROVE THE QUALITY OF STUDENTS, ENHANCE THEIR PROFESSIONAL INTEREST

1.1.Quality of students

The Art design major in vocational colleges is faced with the problem of students' quality. Only when they fail to enter a university without good academic courses' scores, do some students switch to this major halfway. At the same time, some colleges have to lower standards to complete their enrollment targets. As a result, students' level of academic and expertise are generally not high, which increases difficulties for teaching and is not conducive to the cultivation of students' interest. Actually, colleges want to raise the entrance level and control the enrollment scale so as to improve the quality of students and facilitate the cultivation and export of professional talents. In this way, a virtuous circle can be formed.

The author insists that it is an important precondition to recruit high-quality students: colleges have reasonable additional major examinations and proper increase of academic scores; students choose the major based on interest. The improvement of students' quality will definitely benefit the teaching henceforth. Thus, students recruiting can decide whether colleges can train great designers or not.

1.2. Interest cultivation

The art design major has extremely high requests: formal beauty expression ability, creative ability and manipulative ability, which are basic to designers. Teaching is the key point to achieve these abilities. The author believes that the teaching emphasis should be the cultivation of interest, not just knowledge. There will be no significance if students are not interested in the major, no matter how good the teaching is.

The teaching will be always around how to enhance students' interest. It is like a catalysis for learning. The cultivation of interest is an essential part of the teaching. The reasonable and effective teaching shows students great prospect and value of the major. As an incentive, students are motivated to study and achieve more than teachers' expectations. However, the cultivation is not an overnight action. It should be unconsciously influenced. Teachers should play a very important role as guides for the cultivation.

2.CHANGE TEACHERS' CONCEPT, IMPLEMENT THE PROJECT-ORIENTED TEACHING

2.1 Professional teachers and communications

Students are a group of active thinkers who keep up

with the trend. Art design is an extremely fashionable major. Therefore teachers will lag behind the development of art design industry if they have little contact with society and new things. And students' interest will not be fully aroused.

One teacher described: besides working and housework time, there is only bedtime left for teachers; also occasionally overtime working, and sometimes even be on duty during summer and winter vacation. There is little time for teachers to communicate with peers and experts. The normalized management assessment system also has restricted the development of teachers to some extent. What art design needs is the collision of ideas and the spark of heart. Professional communications and exchanges will contribute to the development. This requires teachers to keep up with the fashion trend. Teachers should go deep into design industry, communicating with the peers and improving together. It can not only make up for the shortcoming caused by teachers' long separation from design practice, but also provide new ideas for the improvement of teaching methods and the optimization of curriculum.

Meanwhile, the author considers that more opportunities should be made to encourage teachers to penetrate into design industry. The original enterprise training, various types of training, continuing education and so on play a certain role, while these are often accompanied by a series of assessments. Teachers often feel passive. So the final effect is limited in a short period.

These years, because of some concerns, some teachers in vocational colleges quietly and secretly bring real design work to students. In fact, this is combined with the project-oriented teaching, although lack of a formal reputation. In the situation, teachers have multiple roles among colleges, companies, customers and students. It does not only shows a simple requirement of professional ability to teachers, but also reflects industry requirements, such as the industry knowledge, inter-industry interpersonal relationship, business ability, etc. Students think that it's right to follow these teachers because: first, they can apply what they have learned; secondly, they can enhance professional skills; and thirdly, they can accumulate practical experience in advance. And then on one hand, teachers' "secret" practice should be justifiable and become a teaching means; on the other hand, arbitrary command of students should be avoided.

In a word, teachers expect a more flexible and reasonable management system to enhance their academic level so as to improve the teaching.

2、Project-oriented teaching

Professional studios have become increasingly popular in vocational colleges. There are many kinds of studios. Some are named after majors such as graphic design studio, environmental art studio and pottery studio; some are named after celebrities, famous teachers and so on. The hardware environment of these studios is in line with the development, and they gradually move towards professional design companies and factories. If lessons are in these studios, the classroom effect will be greatly improved.

The project-oriented teaching, as a new teaching model for the job market, can shorten the employment adjustment period and even achieve the effect of "zero adjustment period".

As for this new teaching model, a new content of teaching and corresponding teaching plans should be urgent. The model is expected by art design major and welcomed by teachers and students. Teachers can bring simulative design work into the studio for teaching, and even bring real work to make students experience the feeling of working in a design company. By doing this, students can understand and grasp working processes of design companies and professional design teams, and even communicate with customers to get practice and experience.

The author thinks that the development of project-oriented teaching has put forward new requirements for various curriculum standards. The standards are bound to be project-oriented. To achieve "Teaching is learning", teachers must be more familiar with design process, and also should consider difficulties of courses in projects. Thus the teaching and students' ability can be effectively combined, and then the curriculum standard can be practical.

3.EXPAND THE PROFESSIONAL CONTENT, ADVOCATE THE INVOLVEMENT OF LOCAL FEATURES INTO   TEACHING

The art design major can be subdivided into several development directions, such as graphic design direction, environmental art design, and etc. If there is no emphasize on the major, colleges can not show their advantages and characteristics and not be competitive. Nowadays, many colleges and universities set up design major one after another. Vocational colleges are lack of competitive advantages compared with them. However, the major can be specialized and optimized if vocational colleges integrate local features, advantageous industries and traditional culture into it.

The author teaches in a vocational college in Suzhou. As is known to all, the traditional arts and crafts in Suzhou occupies an important position in the excellent cultural heritage of the Chinese nation. It is well-known both at home and abroad for its long history, exquisite craftsmanship, rich categories and masterpieces handed down. These Suzhou elements provide many references for the professional development of environmental art design, graphic design, arts and crafts design and etc. It is valuable to study how to mix the teaching of art design with local features of Suzhou. Vocational colleges and teachers shall develop thoughts, adjust teaching methods,

place extra emphasis on teaching goals and curriculum content and involve local traditional arts and crafts into teaching. All these can make the students able to deeply know the local culture of Suzhou and apply Suzhou elements to their own design. At last, students' professional competence can be improved, and more design talents will appear.

In a conclusion, vocational colleges and teachers have a long way to go before the curriculum reform achieves good results, the major wins a good reputation and has a place in the competition of colleges and universities and students grow to be designers.

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Training Strategy of Innovative Talents in Colleges and Universities Based on Constructivism Theory

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Abstract:Constructivism is integrated into the cultivation mode of innovative talents in universities. The dialectical relationship between constructivism and innovative talents is discussed from the perspectives of knowledge, students, and teachers. It can effectively change the traditional ideological and political education in colleges and teachers, and ignore the students. The disadvantages of learning the status of the main body provide the theoretical basis, and then provide a new perspective for the development of the scientific path to cultivate students' innovation and initiative.
Key words:higher education; innovative talents; constructivism

1 INTRODUCTION

The cultivation of talents in colleges and universities has always been related to the profound changes in society and provides important talent guarantees for the transformation of society. Nowadays, society urgently needs complex and innovative talents. How to cultivate innovative talents in colleges and universities is becoming increasingly urgent[1]. Constructivist learning theory can proceed from the students' actual development, and emphasizes that college students should improve their own innovation ability in the process of learning. Essentially, they should give full play to students' autonomy in learning. This is in line with the spirit of innovation advocated by modern education. To learn from the uniqueness of constructivist teaching theory in cultivating students' creativity in universities, we must carry out research on the theory, methods, and practice of constructivism. While understanding the connotation of constructivist theory, we must develop correspondingly with the characteristics of our own schools.

2 THE THEORETICAL BASIS AND CONNOTATION OF CONSTRUCTIVISM

Constructivism is a brand-new model of educational practice. Socrates, an ancient Greek philosopher, began to use knowledge of maternity to teach knowledge. In the process of teaching, he answered questions and guides students by asking questions. Teaching, in a series of questions to guide students to think positively, eventually the students form the correct answer from the mouth. The study of modern constructivism originated from Swiss child psychologist Piaget. Piaget believes that the acquisition of children's own knowledge is gradually formed by children through the interaction with the surrounding environment. Subsequent psychologists such as Sternberg and Vygotsky further studied constructivism, Sternberg thought that individual initiative played an important role in the construction of cognition, and Vygotsky thought that social culture was in the construction of individual knowledge. Plays a key role. Although the consummation of constructivism theory has not formed a unified theoretical system, the connotation of constructivism is generally consistent.

The constructivist theory believes that students are the active builders of the entire knowledge structure; teachers play a role as a bridge in the teaching process; they are the promoters in the student learning process; and textbooks are the knowledge media between students and teachers (as shown in Figure. 1). The constructivist teaching model needs to stimulate students' autonomy and let students take the initiative to become the constructors of the meaning of knowledge. Teachers play a guiding role in all aspects of teaching, helping students to construct the meaning of knowledge; and the knowledge in textbooks is the active construction meaning of students. The materials and objects; teaching equipment is no longer a means and method for teachers to impart knowledge, but is a cognitive tool used to assist in the creation of teaching situations and collaborative learning.
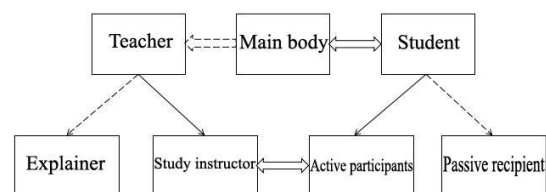
Figure 1   Teaching Subjects and Role Changes in the Vision of Constructivism

Constructivism also believes that the teaching model should be changed from the traditional "teacher-centered" to the "student-centered" perspective of constructivism (as shown in Figure 2). Students should respect individual differences and pay attention to students' interactive learning. In the learning process, the subjectivity is fully utilized, and it is possible to actively engage in the construction of knowledge so that students' learning can become creative and autonomous. Allowing students to shift

from learning knowledge to solving problems is a central task that can help students shift from focusing on results in the past to focusing on their own learning processes. In the teaching process, the training and cultivation of students' innovative ability is increased. From the last summative appraisal to the process appraisal, it is also necessary to move from the pursuit of one-sided knowledge memory and retention to the pursuit of learning to different situations.
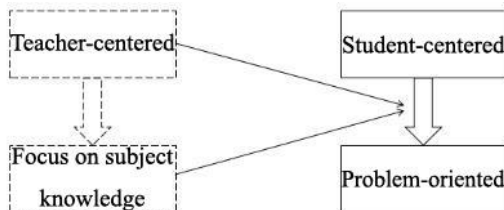
Figure 2: "Teacher-centered" turns to "student-centered"

As psychologists at home and abroad have studied the laws of human cognition and learning processes, constructivism has also been widely studied and developed in pedagogy and philosophy and other related disciplines. The research on talent cultivation under the guidance of constructivism theory is organically integrated. The constructivist theory viewpoint has a positive guiding role in cultivating innovative talents, and provides a new perspective for the cultivation of innovative talents in colleges and universities[2].

3 CONSTRUCTIVISM THEORY GUIDES THE PATH TO ACHIEVE INNOVATIVE PERSONNEL TRAINING

3.1 Creating a development atmosphere suitable for innovative talents

Constructivism holds objections to placing the teaching process in the classroom, but is willing to put learning in a complex and real situation, allowing students to link past experience with their situation in the learning process. The subjective experience of oneself understands the essence of knowledge. This kind of real situation created by teachers should bring true feelings to students and can inspire students to integrate the knowledge they have learned into the social real life. In the process of teaching activities, college teachers use more intuitive graphics, teaching aids and multimedia equipment to allow students to understand the image of knowledge. Pre-class teachers should provide students with image teaching content as learning materials imported before class. Students can use their own initiative by setting some teaching content to be discussed in class. Students can search for network resources and other paper resources. Other ways to explore learning knowledge. Teachers must also set appropriate learning situations in the classroom so that students can strengthen their mastery of knowledge through group discussion and classroom presentation[3]. Good learning please follow a learning activity with a certain emotional

atmosphere. Confucius, a great educator, puts forward that "it is not to be indignant, not to behave, not to give up, to give a lesson without saying anything, but not to do it again." That is why students under the influence of teachers inspire students to emphasize the importance of integrating into learning situations before inspiration. Significance, and the use of good learning situations to fully mobilize the students' initiative and enthusiasm for learning.

By stimulating the initiative of students' learning, students are inspired to use existing knowledge and experience to reorganize new knowledge content and then complete the construction of the meaning of knowledge. A good atmosphere can inspire students' creativity, and creativity can also promote students to strongly explore problems and constantly reflect on their innovative behaviors. Therefore, creating a suitable development atmosphere for innovative talents is conducive to cultivating students' innovative spirit and innovative consciousness.

3.2 Promote the development of personality and knowledge generation of innovative talents through collaborative learning

Collaborative learning can be carried out effectively in college classrooms, through the form of "consultation" and "conversation", which is the main way for students to realize the construction of knowledge significance. The "negotiation" methods include "self-negotiation" and "mutual consultation". The two forms of consultation can effectively promote the cultivation of innovative talents. "Self-negotiation" refers to the self-construction process of students' individual meaning. "Mutual consultation" is the process of student's individual building knowledge in the process of communicating with others. In the process of collaborative learning, we must combine problem-based learning methods to encourage active discussion and exchanges between students and teachers and between students and students. Teachers are required to ask questions that are rich in depth and have value for thinking, inspire students to be bold. Question, and use a critical eye to look at the problem, allowing students to improve their ability to innovate, self-learning, and teamwork through the process of surveys, data analysis, and results demonstration. By analyzing problems and solving problems, students can cultivate their own independent thoughts and can inspire students' sense of innovation. Another level is to encourage students to actively participate in teamwork, encourage students to conduct cooperative learning, and develop the ability of students to communicate with others. In the classroom teaching, teachers should arrange the general tasks in the teaching materials to students after school to learn, provide information and ways of learning, and require students to complete the corresponding learning tasks in a quality and quantity manner. In the class, we must combine important

issues and ask important questions for students to discuss the solution to the problem. According to the tasks assigned by the teacher, students should do well in group discussions. In this process, each student must participate in the discussion. During the activity, the tasks were divided and the corresponding tasks were completed. Finally, the whole class was displayed in a centralized manner. Teachers and students ask questions to each other so that students can truly become the subject of learning.

3.3 Unceasingly consummate the assessment system and lift the potential bondage of innovative talents

The academic performance of traditional education has introduced education to one extreme, which has greatly hampered the students' ability to innovate, develop their creative qualities and create a creative personality. In the past, the evaluation of education was based on only one assessment score to determine the selection of talents. It only focused on the results rather than the process[4]. The evaluation of traditional education is based on scores as an important reference, according to the assessment criteria established by the school, the identification of students' knowledge. But the individual's creativity is not easily measured by any set of uniform standards. So how to better evaluate the construction of student knowledge, we must use the evaluation of stage evaluation and self-evaluation methods to make up for the drawbacks of the summative evaluation system. Learners, teachers, and school education administrators must observe the changes in students' present and the past through staged assessments, compare students at one stage with others, and profoundly analyze the construction of individual students and overall students' knowledge significance. Based on the results of periodic evaluations, the students should set clear goals in the next stage under the guidance of teachers. The process of self-evaluation by students is the time for self to re-examine themselves. Students continuously sum up their own experiences of success and failure,

realize their constant surpassing, and provide a source of motivation for students' continuous innovation. In order to cultivate innovative talents, colleges and universities must formulate multi-assessment standards that suit the characteristics of the students in the university, and must adhere to the three basic principles of diversity, dynamics, and openness.

In summary, the constructivist theory puts forward a student-centered teaching philosophy that aims to change the problem of neglecting student subjectivity in traditional education. Students need to be active participants in knowledge rather than passive knowledge. Teachers also need to constantly change their roles in the teaching process. The cultivation of innovative talents in colleges and universities in the new period meets the needs of social development and suits the objective development of economic development. It is of great practical significance to strengthen the integration of constructivism into the cultivation of innovative talents in colleges and universities, and to provide theoretical basis and practical model for the cultivation of innovative talents.

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Translational Eco-environment Study of The Call of The Wild and its three Chinese Translation Versions

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Abstract: Since the mid-20th century, the global ecological trend emerged and human civilization has transformed from industrial civilization to ecological civilization. Eco-translatology, as an inter-discipline, emerges as the times require. For this theory, the translational eco-environment is very important.Scholars at home and abroad mainly study this novel from the perspectives of literature, such as from the perspective of the image of Buck, theme of the novel and so on. There are few scholars who have studied the Chinese versions of this novel from the perspective of its translational eco-environment.

Key words: translational eco-environment, The Call of the Wild

1 INTRODUCTION

Jack London(1876-1916), as one of the most popular American novelists at the beginning of the 20th century, was quite a prolific writer.He has many identities- writer,adventurer as well as practitioner of modern industry. And his works included a wide range of contents, which mostly came from his own experience, such as: adventure, gold rush, ecology, socialism, prison reform and so on. Among these experiences, the most important is his travel in the north-the Klondike Gold Rush in the 1890s. Although he did not get rich in material life when he came back, he brought back with rich spiritual life - understanding of life and real writing materials.

London is especially famous for his North Tales and Animal Tales, especially The Call of the Wild (1903). Many of scholars think London is a naturalist. Lots of works were published to analyze how living environment can influence animals and human beings. In The Call of the Wild, the dog Buck was tame at the beginning as his living environment was comfortable. Unluckily, after he was sold to the extremely cold northern area, he became cruel like others, because he had to fit the living condition to survive. In his description, London showed us that the living environment played a significant role in the development of Buck.

With the economy developing fast, the eco-environment is damaged at an alarming speed. It is universally known that when human beings develop the economy, the environment should be protected. Under this background, some scholars of social scientific study fields, such as translatology, have paid their attention to the study of ecology, therefore eco-translatoloy is put up with and develops very quickly.Eco-translatology is a new theory which was proposed by Professor Hu Gengshen in Tsinghua University in 2001. According to eco-translatology, translation is defined as "a selective activity of the translator to adapt to the translational eco-environment". (Hu 220-221).

According to Professor Hu, translational eco-environment is a different context considering their basic concepts. "Context is the environment where language is used"(Wang Dechun，2001:37).Based on this definition, context does not cover language itself and language usage. Translational eco-environment is more inclusive than context.

Professor Hu Gengshen uses Darwin's theory of evolution to introduce the norm "translational eco-environment" as follows:

The factors involved in translational eco-environment are a collection of many elements, including the original language, the original text and translated language systems, the overall environment of translator and the survival state of translation works. They influence the translator's best adaptation and optimized selection. Besides, the translational eco-environment also restricts the translator's multidimensional adaptation and adaptive selection. (Hu, 2011:7)

From this definition, we know that translational eco-environment is the dynamic environment and includes many factors, such as language, communication, culture, society, authors, readers, publishers, sellers and so on.

Recently, the definition of translational eco-environment was expanded. On the whole, as for translation, anything beyond the

translator can be regarded as translational eco-environment; and every translator acts as a part in other translator's translational eco-environment.(Hu，2011:7)

2 TRANSLATIONAL ECO-ENVIRONMENT STUDY OF THE CALL OF THE WILD AND ITS THREE CHINESE TRANSLATION VERSIONS

2.1 Translational Eco-environment of the Source Text

2.1.1 Historical Context of The Call of the Wild

Jack London was born after the end of Civil War and died before the First World War. During that time American society underwent great changes, such as the rapid development of capitalist economy, Gold Rush and the economic crisis in 1873. However, the development of economy did not use natural resources reasonably and sustainably.

After the Civil War, the capitalist industrial economy of US developed very quickly. As the process of industrialization kept deepening and the popularity of machine production makes people lose jobs and question their social identities. Many people, like Jack London, began to question the industrial civilization and missed their old, simple lives.London showed his anxiety of industrial civilization and his works reflected different aspects of American society that was changing rapidly.

With the approaching of the 20th century, the corporative economy soon replaced the agricultural natural economy in America. The economy developed rapidly but humans' attitude to the nature does not improve-people are not in harmony with nature. On one hand, they wanted to escape from this industrial society to the usual stable traditional society. On the other hand, they cannot escape, the society needs institutionalized civilization. Therefore, they were anxious and painful in the spirit.

2.2 Translational Eco-environment of the Target Text

2.2.1 The Translational Eco-environment of Liu Dajie and Zhangmenglin's Translation Version (in the 1930s)

This version was published in 1931 and it was the first translation version of The Call of the Wild. Since 1840, China dumped from a great eastern empire into a weak semi-colony and semi-feudal country．From then on，Chinese nation went into a dark age since those imperialist countries carved up China and slaved Chinese people at their own will．Faced with this kind of sad national condition and the environment, many patriotic scholars were shocked and they eagerly sought ways and tried their best to revitalize the Chinese Nation and to enlighten the masses．

These patriotic scholars wanted to unlock National Intelligence and seek reformation to save the country．Especially after the "May Fourth Movement" in 1919，the social ideology evolved. May Fourth Movement's slogan is "to advocate new literature, reject the traditional literature" and the style of fiction was lifted to a dominant position in the literary circle of that time. With a view to rejuvenate China, the famous scholar Liang Qichao put forward " reform the people of a country, it is a must to reform its novels；likewise，to reform the morality, it is a must to reform the novels；to reform the religion, it is a must to reform the novels；to reform the politics，it is a must to reform the novels；to reform customs，it is a must to reform novels；to reform arts，it is a must to reform the novels; even to reform the personality, it is a must to reform the novels". His opinion was soon favored by progressive men of letters，and changed people's idea．

In 1931, the northeastern part of China was invaded and occupied by the Japanese invaders, which greatly hurt and irritated Chinese people. It became a national concern to resist Japan's invasion and to make China strong and powerful again. Under this kind of environment, the translation of the novel The Call of the Wild can help to enlighten people and lift people's courage to fight.

2.2.2 The Translational Eco-environment of Jiang Tianzuo's Translation Version (in the beginning of 1980s)

Jiang Tianzuo, a famous translator in China, was born in 1913 and died in 1987. Here the author chose his 1981's version to be analyzed. As we all know that from 1966 to 1976, this was the period of the "Cultural Revolution"，during which period the Chinese Nation suffered an extremely untold loss, no matter in politics ,military, economics or culture field. Old-fashioned and rigid literary concepts and creative modes were still prevailing. Realism was still deemed as the only correct creative mode as well the only standard to judge foreign literature，thus it became a 'translation norm' to restrict translations.After the 10 years "Cultural Revolution", especially after the execution of the reform and opening up in 1978, the Chinese people and Chinese literature entered into a new stage. From 1976 to 1979, this period was the recovery, reconstruction and restoring period of new literature and the dissolved literary organizations were organized again.Those literary and art workers who got caught were set free and works banned had the opportunity to get published. The ideology changed from

emphasizing the politics, restricting ideology, overthrowing everything to highlighting economy, emancipating the mind, and advocating opening up. This period was experiencing ideological transformation and mind emancipation and the Chinese people were inspired and worked hard to hug the future.Jiang Tianzuo's first translation version of The Call of the Wild was published in the early 1950s and under this circumstance, his second translation version embraced the mass who were eager to acquire new knowledge and ideas and enrich their minds.

2.2.3 The Translational Eco-environment of Liu Rongyue's Translation Version(in the 21st century)

Liu Rongyue, a member of the Chinese Translation Association and the Chinese Writers Association, was born in 1960. His translation version of The Call of the Wild was published in the beginning of the 21st century. Since the government carried out the policy of reform and opening up, the socialist market economic system has been constructed. People were prosperous than ever before and they wanted to try their fortune and are more concerned about their well-being than the ideology. People's thought in this situation was kind of the people's thought during the gold rush period in America. Thus the literary circle also keeps pace with this tide. Therefore, many authors and translators would take the commercial value and intended popularity in the market into consideration when they wrote or translate works. They must strive to strike

the balance between pure literature and its commercial value. Thus they choose the kind of works which could be interesting and appealing to common people.

There is also another phenomenon which should be mentioned that in the late 1990s and the beginning of the 21st century was exactly the English- learning rush, especially after the Olympic Games held in 2008. A lot of famous foreign works showed their faces on the market, and The Call of the Wild was the outstanding representative of them.

Chapter 3 Conclusion

Through the analysis in this thesis, some conclusions can be drawn. Different translators chose to translate this work in various translational eco-environments and they all have to adapt to the translational eco-environment of the source text.

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The Application of Neural Network in Predicting the Impact of Climate Change on the Runoff in Nile

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Abstract: Climate change exerts an important influence on the runoff in the Basin of Nile River. Therefore, it is of great significance to do researches in this area. In this paper, we establish a neural network model to predict the effects of climate change on the runoff of Nile River (at Dongola). In this model, we use temperature, rainfall and early runoff as input and the final runoff as output to do the prediction. The sensitivity analysis shows that the increase of precipitation and temperature has a relatively larger influence of the runoff of Nile River (at Dongola). Between the two effects, the rise of temperature is more significant, and the increase of runoff is concentrated in summer.
Key words: artificial neural nets; runoff forecasting

Introduction: In recent years, climate changes like the rising in temperature and the space-time division of precipitation have aroused the widespread concern of people. By the end of the 21st century, the global temperature will rise by 1.4-5℃[1] according to the prediction of the Global Climate Model (GCMs). Meanwhile, the temporal and spatial characteristics of precipitation will also change greatly. This means the distribution of water resources in Nile River, of which the watershed is sensitive to the climate change. Hence, it is of great significance to predict the impact of climate change on the runoff of the Nile Basin.

1.ARTIFICIAL NEURAL NETWORK MODEL

The key factors that affect the flow of river basins are: rainfall, evaporation, prophase runoff and soil water content in prophase. For the Nile Basin (Dongola), the change process of runoff can be expressed as the following nonlinear relations:

$$Q_t = f(Q_{t-1}, P_t, P_{t-1}, E_t, E_{t-1})$$

In which, E_t, E_{t-1} were the current evaporation and the prior evaporation.

Dongola section of the Nile, has long-term rainfall, temperature, runoff data.

The correlation between temperature and evaporation is stronger in the same period (Fig 1)
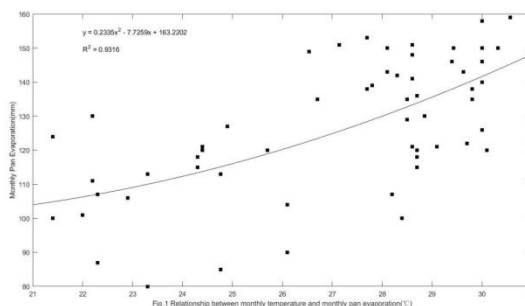
Fig.1 Relationship between monthly temperature and monthly pan evaporation(℃)

Therefore, this paper uses temperature to replace evaporation.

The Dongola section of the Nile is entered x_i, and the output is y_i, u_i is the internal state of the neuron, and the neuron model is:

$$\begin{cases} u_j = \sum \omega_i x_i - \theta_j \\ y_j = f(u_j) \end{cases}$$

This piece directly puts us on the model. Firstly, the data of monthly runoff, rainfall and monthly mean temperature of 1996.1-2016.1 Dongola are normalized, and the input data is mapped to 0-1 to eliminate the influence of dimensional difference on the precision of model recognition.

In this paper, the number of each hidden layer in the model is determined, the initial learning rate is randomly generated, the number of neurons is trained and validated, the number of neurons is 8, and the Ann model of five-D input and one-dimensional output is established.

The calculation result of the model is evaluated by the efficiency coefficient [], and its formula is as follows:

Among them, Q_i $Q_i^{'}$ is the actual flow rate and estimated flow of the Nile Dongola segment, q is the actual flow mean, n is the data sequence length.

The model training results are shown below:
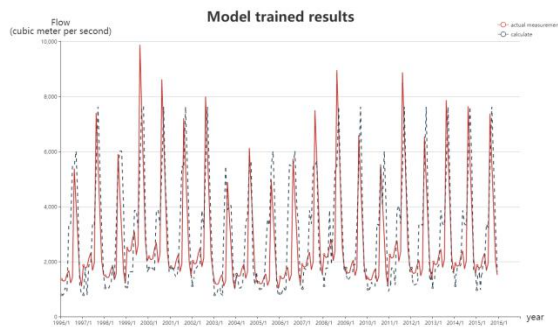
The efficiency coefficient of the model is: 0.89. In addition, we also verify the average monthly flow, the model calculates the monthly mean runoff and the measured monthly runoff is very close, the efficiency coefficient is 0.92, the average error is 1.5 cubic meters per second, which shows that our model is more reliable.

2 HOW TEMPERATURE INFLUENCES THE FLOW IN NILE RIVER AT DONGOLA

In our ANN Model, we got the relationship between Q_t, Q_{t-1}, R_{t-1}, T_t and T_{t-1}. To research on how temperature influences the flow of Nile River at Dongola, we raise the temperature by $1°$, $2°$ and $3°$ respectively. Then we get the change of flow rate with the increase of temperature. The varying curve is shown in Figure 9.
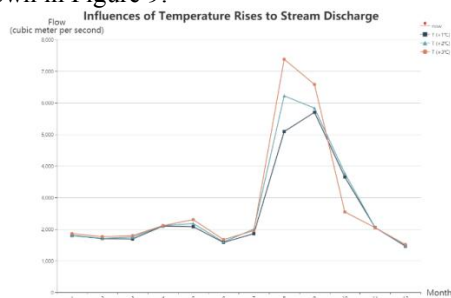
Figure 9. The Influence of Temperature Rises on Steam Discharge

Figure indicates that with the increase of temperature, the runoff of Nile River at Dongola will get lower. The statistical results indicate the following two conclusions.

1) When the temperature is raised by $1°$ to $3°$, the mean annual discharge will decrease by 5% to 40% in summertime (July, August and September) and decrease by 1.19% to 38% in wintertime (December, January and February).

2) When the temperature is raised by $1°$ to $3°$, the flood period as well as the rainless period are both slightly prolonged. This will aggravate the seasonal flood in Sudan. Also, the drought situation will be likely to be worsen when temperature increases.

3 HOW PRECIPITATION INFLUENCES THE FLOW IN NILE RIVER AT DONGOLA (IN SUDAN)

Similarly, to study precipitation's influence on the runoff of Nile River at Dongola, we increase the precipitation by 5% to 20%. Then we can get the change of flow with the increase of precipitation. The result is shown in Figure 10.
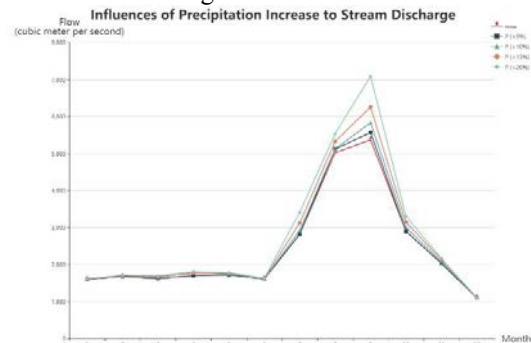
Figure 10. The Influence of Precipitation Rises on Steam Discharge

As is shown in Figure 10, with the increase of precipitation, the discharge of Nile River at Dongola becomes larger gradually. Statistical result shows that: when precipitation increases by 5% to 20%, the mean annual discharge will increase by 1.47% to 89.31% in summertime (July, August and September). In other period of time, the increment of water discharge is relatively small. By access to information [7], the rainfall in Sudan mainly concentrates in July, August and September. This is in line with our model, which shows our model performs well.

4CONCLUSION

Based on the hydrological hydrology of the Dongola section of the Nile River basin, the Ann model with the prophase runoff, precipitation, temperature as input and runoff as output is established, and the sensitivity analysis of the influence of temperature and precipitation on runoff shows that the runoff of Dongola section is very sensitive to the change of rainfall and temperature. The effect of temperature rise is more significant. An increase in rainfall can alleviate the drought, but on the other hand, the increase in runoff is mainly concentrated in the summer, which will bring pressure to flood control work. In addition, due to the complexity of the factors affecting runoff, the forecast results of climate change forecasting model are still very uncertain, Dongola is in the northern part of the Sudan, it is a tropical desert climate, it is very susceptible to drought and flood, far away from the ocean water vapor, the groundwater drop and other factors Hard the problem to be further studied.

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Study on Introducing Japanese Culture into Japanese Teaching

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Abstract:This thesis is aiming to give new ways to Japanese language teaching. It is composed of four parts. The first part talks about the situation of current Japanese teaching in China; the second part states the relations between culture and language; the third part talks about the goal of Japanese language teaching; the fourth part make an analysis on the differences between Chinese culture and Japanese culture, and the last part is giving suggestions on how to introduce Japanese culture into Japanese Teaching.
Key words: culture, language, cultural teaching

Since China's reform and opening policy in 1978, China has been keeping a close connection with the outside world. Many people began to learn foreign languages to better the communication with foreigners. Japanese is the second most important foreign language in our country. The number of Japanese learners is the second largest, only next to English learners. As of today, more 385 universities and colleges have set up Japanese major and there are over 150000 Japanese– majored students.

1. THE CURRENT SITUATION OF JAPANESE TEACHING IN CHINA

According to a questionnaire done by the author, the effect of Japanese teaching is far from satisfactory, which can be reflected from students' ability of using the language. Many students still find it difficult to communicate with native Japanese speaker although they have learned Japanese seriously for many years. In fact, this is a common barrier that language learners usually come across.

Many factors lead to the phenomenon. The first factor is that there is something wrong with our teaching target. In Japanese language classes, teachers spend most of time explaining new words, phrases, language points and grammar because by doing so, students can gain a high score in the examination. Currently, students' performance in our country is still decided by the scores that they gain in the examination. Therefore, less attention is paid to how to use the language. But the main reason for language learning should be the ability to use it. So, it is important for foreign language teachers to change their teaching target from language learning to language using.

The second factor is that students don't have the environment to practice Japanese. In our country, Japanese is only a foreign language. So students don't have enough time and opportunity to speak Japanese.

Another factor is that some Japanese language teachers themselves don't command enough knowledge of Japanese culture. In this way, it would be difficult for Japanese teachers to convey Japanese culture to their students.

The above factors together results in the lack of introducing Japanese culture into Japanese teaching. Professor Li Guoliang argues that "The ignorance of communicative culture will affect the quality of foreign language teaching and the students' ability to use the language as well." Therefore, it is of great importance for Japanese language teachers to introduce Japanese culture into teaching. Only in this way can the students command the language totally.

2. THE RELATIONSHIP BETWEEN LANGUAGE AND CULTURE

Culture can be defined as the total way of life of people; it includes the patterns of belief, customs, objects, techniques and language which characterize the life of the human community.

Language is a set of symbols and the rules for combining these symbols that are used and understood by a large community of people.

Based on Samovar & Porter's theory, human beings communicate with others in language. However, there is a condition that people should share the same culture, because language not only expresses a person's meaning but also expresses a nation's culture.

For one thing, we can say that language is an essential, indispensable and important part of culture. It is born with culture and develops and interacts with culture also. Culture is the root of language. Different culture cultivates different language. When human society develops, culture changes at the same time; which culture changes, language will change as well.

For the other thing, culture is maintained through language. Human beings use language to express, receive and store information. Our forefathers' valuable knowledge, experiences and customs, etc., which in total can be called "culture", is record by language. Culture is handed down from generation to generation by either written language or oral language.

From the above mentioned, we can well conclude that language and culture are closely connected with each other. The two cannot be divided in any cases. In this sense, the close relationship between language

and culture results in a close relationship between language teaching and culture teaching. To learn a language well, we should learn the culture behind it. Therefore, it is an urgent task for Japanese language teachers to introducing Japanese culture into Japanese teaching; only in this way could Japanese learners command the language genuinely.

3. THE SIGNIFICANCE OF CULTURE TEACHING

Culture teaching is supposed to achieve the following goals:

(1) Culture teaching can help students to understand the fact that the behaviors of the people are rooted from the culture, that is, social variables such as age, sex, social class, and place of residence all influence the ways in which people speak and behave.

(2) Culture teaching can help students to have a better understanding of the words and phrases in the target language and help students to develop the necessary skills to locate and organize information about the target culture.

(3) Culture teaching can help to stir students' interest and curiosity about the target culture. We all know that interest is the best teacher for students. Under current mechanic teaching methods, teachers just explain the words, grammar and passages word by word and students are supposed to listen carefully and take down notes and do homework after class. Their performance is decided by the scores that they gain in the exam. Japanese learning is boring and dull. If teachers can introduce colorful and lively Japanese culture into Japanese teaching, then students' interest would be aroused again. Surely, they would like to take Japanese classes because it is interesting and lively. And their Japanese level would be improved gradually and Japanese teaching can achieve the targeted result.

Besides, language teaching will widen students' horizon and broaden their mind. By introducing Japanese culture into Japanese teaching, students can have the opportunity to learn more, know more and gain more. Knowledge will make a full man and will increase their competitiveness and bring great benefits to the students' future development.

What's more, learning Japanese culture will help students to have a general learning about the difference between Chinese culture and Japanese culture. And this would help students to establish cultural confidence.

4. THE DIFFERENCES BETWEEN CHINESE CULTURE AND JAPANESE CULTURE

As we have already talked about in the above paragraph, to learn Japanese well, it is important and necessary to learn Japanese culture. Learning the differences between Chinese culture and Japanese culture will make the learning process easier.

China and Japan are neighbors in location. The relationship between China and Japan was formed since ancient times. The Chinese culture and Japanese culture are often mistaken by westerners because they think the cultures of the two countries are similar.

In fact, Chinese culture had a strong hold over Japan up to the Tang Dynasty. Buddhism came to Japan through Chinese. This religion has a strong influence over both, China and Japan. But, as the influence of Chinese culture over Japanese culture began to decrease, Japanese culture came into being and developed continuously, creating its own features. And a lot of differences between the Chinese and Japanese culture began to be obvious. Up to now, though there are some similarities between the two eastern cultures, there are more differences between them.

1. Language

It is widely believed that the Chinese language is a very difficult language to learn because it is very complex and difficult. In terms of dialect, there are more than 200 dialects used throughout the country. But as to written language, there is only one written language, that is, Chinese. And to learn the written language requires great skill and memorization.

In Japan, however, there are a variety of written languages, for example, Katakana, Hiragana, Rōmaji; while they share the same spoken language, that is, Japanese.

We all know that Chinese culture has an influential impact on Japanese language. In fact, the Japanese written language was originated from the Chinese language. This style of Japanese writing is called "Kanji". However, the spoken language of Japan is completely different from that of China.

2. Food

In China, there are eight famous cuisines. Chinese food is different in different regions and has different taste. For example, Shanghai-style food is spicier and is often associated with seafood. Cantonese-style food is blander and westerners like it a little bit more. Generally speaking, Chinese people often use a lot of oil to fry their food along with using various flavors and spices. Our food mainly includes duck, chicken, pork, and beef.

Japan is an island country and Japanese food, like their culture, was isolated for a long time, too. So it is natural that seafood accounts for a large proportion. In addition, Japanese people use little oil to cook their food, so Japanese food is considered to be healthier. In fact, in Japanese cuisine, most of the food is raw.

3. Names

In our country, most Chinese names are monosyllabic, for example, Lee, Wang and Han; on the contrary, most of the Japanese names are polysyllabic, such as Hayate, Minato, and Yuzuki and so on.

4. Religion

In China, three main religions are widely practicing across the country. They are Buddhism,

Taoism and Confucianism. Buddhism has the most influence on Chinese people.

In Japan, Shinto is the largely practiced religion, just like Buddhism in China. Besides, it is a common phenomenon that most Japanese do not follow a single religion, that is to say, they may be practitioners of Shintoism and Buddhism at the same time.

5. Mannerisms

It is a common thing for Chinese people to talk or laugh loudly in public places, for example, in restaurants, or when taking public transportation. It is a way to show enthusiasm and delight for Chinese people. In the past, Chinese people tended to be shy in public, but now with the development of society, things have changed. It has become common for Chinese people to show their affection in public especially in the coastal parts of the country.

However, Japanese people consider it rude to talk or laugh loudly in public places. Most of the Japanese just play their cell phone or read books when taking public transportation for travel. Besides, Japanese people consider it rude to show affection towards loved ones in public.

What's more, it is considered to be impolite for Chinese people to make a lot of sound when eating noodles, and according to traditional Chinese dinning etiquette, the food served in the dinner should be left a little to show the masters' generosity. If the guests eat up all the food, the master would be a little embarrassed because it reflects that the master doesn't prepare enough food to serve the guests. But things are opposite for Japanese people. In Japan, guests will eat up all the food and they will make a loud sound when eating noodles. Such a move is to show that the guests are so satisfied with the prepared food that he couldn't stop eating up all of them.

6. Architecture

Traditional Chinese architecture stresses more emphasis on the use of wood, which is opposed to the modern ways. In modern architecture, high rises are preferred because the Chinese population is very large and there is a high demand for houses. There are no much open spaces on any property, because all the available space has been used to construct buildings for people to live in. According to traditional concepts, there was also an emphasis on the so-called *Feng Shui.*

As to Japanese architecture, Chinese architecture has a great influence on Japanese architecture for a long time. Besides, Buddhism also had a major impact on Japanese architecture. Japanese people make use of mattresses on the floor for their sitting arrangement, and the houses are built elevated from the ground by a few inches. This is to be adapting to the hot and humid Japanese climate. Except for the kitchen, rooms in a Japanese house are not designated for any particular purpose, for example, any room can be used as a dining room or a living room or a bedroom based on the needs.

The size of the rooms can also vary a lot. Usually, most of the rooms are separated by a sliding partition wall so that the size of the room would be adjusted easily. Wood is often used to construct the houses because wood helps the house to remain cool in the hot and humid weather.

5. WAYS TO INTRODUCING JAPANESE CULTURE INTO JAPANESE TEACHING

It is no doubt that making students immersed into the targeted cultural atmosphere is the best way to increase students' cross-culture communicative awareness and improve their communicative competence. However, it is difficult to create such an atmosphere because in our country, Japanese class is still the main place for students to learn Japanese language. Apart from that, the students have little opportunity to learn and practice Japanese, let alone learning the Japanese culture. In this sense, it is the Japanese teachers' urgent task to introduce Japanese culture into Japanese teaching in order to improve students' Japanese learning from the root.

Generally speaking, Japanese teachers can introduce Japanese culture into the language teaching in the following ways:

1. The language teacher should pay more attention to language fluency rather than language accuracy. It is obvious that under current teaching modes, Japanese teachers often stress much emphasis on words and sentence patterns and grammar while stressing less emphasis on how to use the language to communicate with native Japanese speakers. That is to say, the language teacher pays a lot of attention on language accuracy. This resulted in the phenomenon that though the students have learned the language very diligently, they still feel uneasy when talking to others. As a matter of fact, the reason why we learn a foreign language is to use the language to communicate. So, teachers should convert their teaching concepts from stressing language accuracy to language fluency.

2. Teachers should help students to have a full understanding about the texts' cultural background. When giving lessons, the language teacher should not only explain the words, the language points, the sentence patterns and grammar in the texts, but should also provide some other information for students to study. For example, the teacher can introduce the author of the texts, the traditional customs related to the passage, the background of the creation of the work, and the significance of the texts and so on. Only in this way could the students have a better understanding about the Japanese culture.

3. The teacher can make full use of festivals. Festivals have a close connection with culture. Festivals are symbols of culture. China and Japan share some common festivals because Chinese culture has a strong impact on Japanese culture.

However, different culture has different festivals. Though the two countries share some same festivals, the meaning of the festivals varies a lot.

Let's take the Dragon Boat Festival for example. There are huge differences about the same festival. First, the date of the Dragon Boat Festival is different. Chinese people celebrate the festival on the 5th, May, in lunar calendar. Japanese also celebrate the festival on the 5th, May, but in solar calendar. Second, the meaning of the festival is different. In China, the Dragon Boat Festival is a day to memorize Qu Yuan, a famous and respected poem in ancient China. But in Japan, as the festival is on the same day with the Boy's Day, so, on the very day, special wishes are given to the children. And last but not least, the food served for the festival is also different.

So, it is a good way for language teachers to make good use of festivals to introduce the culture to students, such as the origin of the festival, the special meaning of the festival and the way people celebrate the festival. By doing so, the students can not only have a better understanding about the festival itself but also learn the culture behind it. In addition, teachers should also help the students to make a comparison between Chinese festivals and Japanese festivals so that students can have a deep understanding about the different cultural backgrounds; and at the same time, it will help students to establish cultural confidence in our traditional Chinese culture.

4. The teacher can help students to form the habit of reading. It is well believed that reading can broaden our sight and cultivate our soul. Japanese language teachers should help students to form the good habit of reading. For example, teachers may introduce some classic Japanese literary works for students to read in their spare time. Students will have a comprehensive and thorough learning about the Japanese culture in this way and they will form the

good habit of reading, which will bring lifelong awards for them.

5. The teacher should make full use of multi- media to give language teaching. These media easily attracts the students' attention and arouse their interest. They will make the dull learning easy and interesting. Besides, these media would also provide practical materials for students to follow and to imitate.

From what we mentioned above, we can reach a safe conclusion that it is necessary for Japanese language teachers to introduce Japanese culture into the language teaching, because it can make Japanese classes interesting and practical and arouse students' interest in the language learning; at the same time, it will help students to improve students' cross-communicative ability as well. In this sense, the language teachers should convert their way of teaching and give up the previous teaching approaches which just stresses words, phrases, sentence structure and grammar; on the contrary, they should try to introduce Japanese culture into the Japanese language teaching and pay more attention to improve their teaching content in order to make sure that students can learn the useful and practical knowledge and can also put what they have learnt into practice. Only in this way can Japanese teaching achieve the targeted effects.

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Effect of Post-Method Theory on College English Teaching in China

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Abstract: To explore the impact of the post-method theory proposed by Professor Kumaravadivelu on college English teaching in China, the application of post-method theory in college English teaching was explored. In addition, questionnaires were distributed to college English teachers at a university in China to directly obtain the theory and practice of post-methods for college English teachers. The research results showed that although only a small number of first-line college English teachers were familiar with the post-method theory, most college English teachers' teaching practice in the classroom coincided with the post-approach macro instructional strategy. It is concluded that this method provides a theoretical and practical reference for the application of following post-method theory in Chinese college English teaching.
Key words: Post-method theory; college English; English teaching

1. INTRODUCTION

Teaching is a systematic and planned activity that requires the participation of teachers and students. Teachers need to use certain educational techniques and teaching methods to achieve their teaching goals. With English teaching, there must be an English teaching method. The teaching method in a specific historical period must be compatible with the political, economic, cultural and social development of this period. With the development of society, the teaching method in the "method age" has gradually shown its own limitations. Because the teaching method itself is too idealized, it does not take into account the influence of various environmental factors on English teaching [1].

In 2001, the American linguist Kumaravadivelu proposed the concept of "post-method teaching method". The post-method teaching method is not another alternative teaching method to solve specific problems. It is also the inheritance, transcendence, and development of previous teaching methods. It is a set of dynamic teaching ideas [2]. It embodies the concept of "teacher empowerment" and emphasizes the influence of political, economic and cultural factors on teaching effectiveness. Traditional teaching methods only focus on certain aspects of teaching, and there are mutual exclusion and opposition between different teaching methods. The post-method teaching comes from the teaching practitioners, that is, the teachers. The teaching

practice is guided by the bottom-up teaching theory [3]. For the people (education administrators) working behind the scenes in the education chain, education policy makers, curriculum standard makers, teacher trainers, textbook writers are focused. For teachers who directly influence teaching effectiveness, they are given more rights. They are encouraged to construct teaching theories and maximize their personal potential. They can be converted intellectuals and contribute their own strength to the research process of localized foreign language teaching concepts.

The post-method teaching method has attracted the attention of many experts and scholars in the field of curriculum and teaching theory research in colleges. It also has specific experimental research on experimental teaching in basic English teaching. In the early 1990s, the "New Basic Education" experimental research conducted by Professor Ye Lan of East China Normal University was a major theoretical and practical research of the post-method teaching in China's basic education. The "New Education" experimental study takes teachers as the entry point. It emphasizes the influence of teachers' professional development on teaching effectiveness and the personality development and characteristic education [4]. Aiming at the application of post-method theory in college English teaching, the influence of post-method theory on college English teaching in China is explored.

2. POST-METHOD TEACHING

This teaching method originated in post-modernism in the 20th century and had a certain influence in the field of literature and art. Soon afterwards, the post-modernism trend of thought has affected many fields and has also spread to the field of education. The impact on the field of education is manifested in advocating the removal of subject centers and teaching authority, paying attention to the harmonious relationship between people. In 2001, U.S. linguist Kumaravadivelu formally proposed the post-method teaching method. It is not another alternative teaching method, but a set of dynamic teaching ideas. Traditional teaching methods only focus on certain aspects of teaching, and there are mutual exclusion and opposition between different teaching methods. The post-method teaching comes from the teaching practitioners, that is, the teachers. The teaching practice is guided by the bottom-up

teaching theory. For the people (education administrators) working behind the scenes in the education chain, education policy makers, curriculum standard makers, teacher trainers, textbook writers are focused. For teachers who directly influence teaching effectiveness, they are given more rights. They are encouraged to construct teaching theories and maximize their personal potential. They can be converted intellectuals and contribute their own strength to the research process of localized foreign language teaching concepts [5].

The post-method teaching method consists of three parameters such as speciality parameters, practical parameters, likelihood parameters, ten macro-level strategies for guiding teaching activities, and specific micro-strategies and KARDS models for teacher education. This article will analyze the theoretical connotation of the post-method teaching method from the above three aspects.

Specificity parameter requires that the curriculum policy makers involved in language education should conduct field visits according to actual situations in different regions. Therefore, the policies are consistent with local conditions and provide guidance. The administrative department of education shall do a good job in the implementation and guidance of the policy according to the actual situation. Theoretical researchers must realize that a teaching method cannot be suitable for all regions and all groups of people. Theoretical studies must be conducted according to different social backgrounds, cultures, and economic development levels. With the development of society, teachers in different regions must have the idea of keeping pace with the times, respect the subject status and individual differences of students, and independently determine the teaching objectives and teaching content, so that students can actively participate in classroom teaching and constantly reflect on updating their teaching methods. To guarantee the effective implementation of the speciality parameters, this involves the second parameter of the post-method pedagogy (practical parameters).

The practical parameter discusses the relationship between theory and practice. The theoretical researcher's theory requires that first-line teachers test the degree of compliance with the current learning group through practice. The effective implementation of this parameter puts forward higher requirements for teachers. First is the teachers' reflections and actions. Second is the teachers' comprehension and intuition. With their insight and intuition, they constantly reflect on the issues that affect the effective classroom practice in classroom teaching and propose solutions to the problems. In addition, they also need to construct their own teaching theory in this process. This parameter also requires the democratization of curriculum decision-making, which means that the decision-making subject of

curriculum changes from the unification to diversification and the sharing and redistribution of power. The purpose is to break the solidified role identity and reform the original top-down curriculum decision-making model. Decision mode. However, implementation of this parameter needs to take into account the peculiarities of the actual situation and consider the possibility of practical parameter implementation. This also involves the third parameter of the post-method pedagogy (the likelihood parameter). The possibility parameter advocates that with the guidance and permission of education policy makers, it consciously decentralizes the decision-making rights of the curriculum. Teachers give full play to subjective initiative and actively formulate suggestions and policies for education policies. Due to factors such as political particularity, environmental speciality and geographical differences, visitors can watch the learners and teachers' subjectivity. In the classroom teaching process, there should also be a harmonious and equal relationship between teachers and students, which is conducive to the realization of the student's main status and the improvement of students' autonomy in learning. The purpose is to attach importance to the social and political consciousness that teachers and students bring into the classroom. The relevance of post-method teaching and social forces is greater than its relevance to the maturity of pedagogy. In other words, the specific parameters and practical parameters of the post-method teaching method after implementation need to take into account factors such as specific political, economic, cultural, and social needs, teachers' educational background and the student's social background. In addition, the influence of these factors on the teaching effect is greater than the effect of the teaching method itself [6].

In 2012, Kumar put forward a model to improve the professional development level of teachers from five macro perspectives [7]. The KARDS Model for teacher education includes five modules: knowing, analyzing, recognizing, doing and seeing. The indispensable implementation of the three parameters and the ten macro-strategies framework in this model is a concretization of the parameters and the macro-strategic framework in teacher professional development. It provides theoretical guidance for teachers in their professional development.

According to the curriculum requirements for 2014, college English courses should be suitable for all credit systems in ordinary universities, accounting for 10% of the total credits (about 16 points). College English test should account for 30% of English learning" [8]. Therefore, English language is indispensable in classroom teaching. College English education has always been a very controversial topic in the field of second language education, and most people in our language education community often

hear and use this terminology. Therefore, we are almost constantly thinking about its flaws, then post-method teaching allows us to surpass and overcome the limitations of method-based pedagogy.

3. METHOD

This article surveys the questionnaires for college teachers. A total of 60 questionnaires were distributed and 50 points were recovered. The questionnaire included 17 questions about post-method theory. The questionnaire is written in Chinese and contains four parts. The first part has two questions about the teacher's familiarity with the post-method theory and its application in practical teaching. The second part contains 5 questions about teacher interactions. The third section contains 5 questions about the teacher's teaching skills. The fourth section contains 5 questions about the teacher's teaching content and teaching objectives.

4. RESULT

The results of the questionnaire survey for teachers are summarized in tables 1 and 2, and figures 1-3.

Table 1 Teachers' Familiarity Degree of Post-method

Familiarity Degree of Post-method		Freque ncy	Percent age	Valid Percen tage	Cumulat ive Percen tage
Valid	Totally understa nd	5	9.1	9.1	9.1
	General understa nding	25	45.45	45.45	54.55
	Not at all	25	45.45	45.45	100
	Total	55	100	100	

Table 2 Teachers' Teaching Method Adoption

Teachers' Teaching Method Adoption		Fr equenc y	Pe rcentag e	Valid Percent age	Cu mulariv e Percent age
Valid	Method s mixe d	45	81.8	81.8	81.8
	One specif	9	16.4	16.4	98.2

ic method				
Never use	1	1.8	1.8	100
Total	55	100	100	
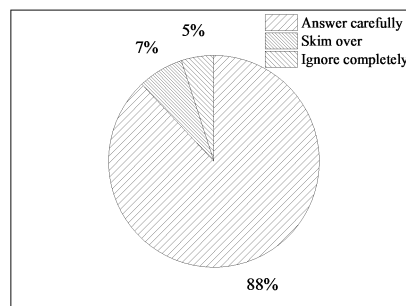
Figure 1 Solutions for Doubt from Students
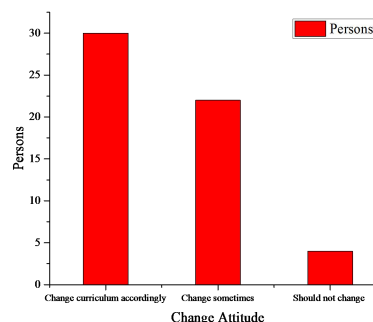
Figure 2 Teachers' changing Curriculum Situation
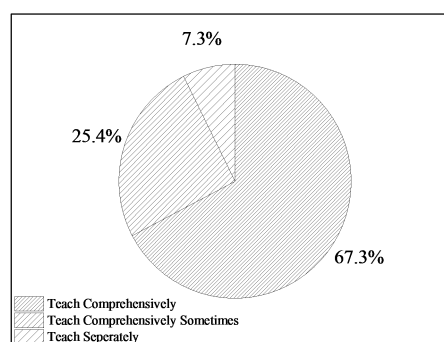
Figure 3 Teaching Comprehensively

According to the results of the questionnaire survey in table 1, it is known that 45.45% of the teachers have never heard of the post-method theory teaching method, 45.45% of the teachers have some understanding of the post-method theory, and only 5% of the teachers have complete knowledge of the post-method theory. This shows that the post-method theory teaching method also needs to be promoted and in China.

According to the data in table 2, it is known that 81.8% of teachers use a mixed teaching method

according to different situations in the classroom. Only 16.4% of teachers use only one teaching method in class. Only 1 out of 55 teachers did not take any teaching method. Generally speaking, the big picture 1 is the result of the survey on the sixth question—teaching interactions. 88% of the teachers will seriously answer student questions, 7% of teachers will skip questions, and 5% of teachers will completely ignore Student problems. This shows that nearly 90% of teachers will appreciate the students' problems, especially different ideas.

Figure 2 shows the results of the survey on curriculum reform. It is known that 54.6% of teachers change the curriculum according to the actual situation, and 40% of teachers will make changes when necessary. Only 5.4% of teachers will not change. This shows that nearly 95% of teachers will change courses when necessary.

Listening, speaking, reading and writing in English are a whole, and teaching should also be conducted as a whole. Figure 3 shows the survey result on teaching methods. It is known that 67.3% of the teachers are teaching comprehensively, 25.5% of the teachers sometimes do this, and 7.3% of the teachers teach student with listening, speaking and reading method.

In short, for the question of how many post-method theory teachings have been acquired by Chinese teachers in Chinese college, the survey results of the first part of the survey questionnaire designed in this paper have already answered, that is, less than 1/10. 9.1% of teachers have a good understanding of this theory. This is the beginning of the promotion of the post-method theory teaching method in China. In addition, most of the teaching activities are in line with post-method pedagogy. As we have said, from a small selection rate, there is no representative of post-method. A considerable number of teachers are still on the middle path. For example, in learning methods and strategies and changing courses, nearly half of the teachers choose sometimes. Another problem is that nearly three-fourths of the students are not active in the classroom during the normal course of the class. This indicates that the teaching activities need to be improved to make the students inactive.

5. CONCLUSION

In this paper, the impact of post-method theory on Chinese college English teaching is explored. Through the questionnaire survey on the college English teachers of a university in China, the theory and practice of the post-method of college English teachers are directly obtained. The study shows that although only a small number of first-line college English teachers are familiar with the post-method theory, most college English teachers' teaching practice in the classroom coincides with the post-approach macro instructional strategy. This paper provides a theoretical and practical reference for the application of follow-up method theory in Chinese college English teaching.

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Water Curtain Technology Foresight Of Future Fashion Arts Industry

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Abstract:Water curtain technology is a major emerging industry in the field of visual communication in recent years. The understanding of water curtains is achieved through the simple visual communication technology. Water is used as a carrier to enable water to form an order with video images and projection technologies in different forms. A visual communication technique for the picture. Water curtain projection technology has now developed into a door, using projection or indirect use of projection and lighting to create a new type of visual communication art that measures stereoscopic images or stereoscopic effects similar to holographic projections. Through the combination of water and video technology, virtual reality and water projection technology will be a new breakthrough in the field of visual communication. This article analyzes the technical principles of water curtain projection technology and analyzes the application of water curtain technology in different fashion industries and art fields to analyze the combination and future trend of water curtain technology and fashion industry. Analysis of the future of water curtain technology as an emerging visual art.
Keywords: water curtain technology, practical application, fashion industry.

1. THE TECHNICAL PRINCIPLE OF WATER CURTAIN PROJECTION

1.1 Technical Principles of Water Screen Projection

The basic principle of water curtain projection refers to the use of video projection technology to project images, graphics, spatial images or multi-dimensional images on a water curtain or a water curtain to reach the effect of imaging.

Water curtain projection technology has developed rapidly, and its projection output light source has been diversified. The projection object can be a computer-generated composite advertisement or animation, or can be a traditional signal output source such as a VCD, a DVD, a video signal, or a video signal source, etc. Wait. The input light source can be selected according to different sites and different effect requirements. The water curtain receptors divide the curtain type, large-scale water curtain and surface type these three ways.

1.2 water curtain projection technology features

1.2.1 Advantages

(1) The screen is huge.

Fig.1 Scene ofwater curtain projection

Generally small curtain, length and width can be customized according to actual requirements, the area can be adjusted within a reasonable range of ratio; and relatively large lake water curtain, in the actual application of data can be more than 150 meters long, height up to 30 meters Above, the nighttime viewing effect can be compared with some landmark buildings. Water curtain projection technology can also be adapted to local conditions, such as the use of local landscape waterfalls, natural waterfalls, and any natural water source suitable for the projection of water curtains. The feature of large projection area of water curtain projection technology is unmatched by other projection technologies.

(2) Various forms

In the embodiment can be roughly divided into, relatively simple use of the pool surface projection imaging, there are rectangular vertical plane, there are irregular vertical plane, there are 360-degree annular stereo imaging form. One of the more famous circular three-dimensional water curtains was officially released in 2011 at the Hong Kong Ocean Park.

(3) Shocking visual impact

The water curtain uses its natural falling body and the light source projected on the oversized projection receptor to change its unpredictable and magical effects, and in many water curtain performances, it matches the auditory impact of sound effects and gives the audience a live view. In addition to the visual and auditory impact, the water projection projection art is a new visual communication art that combines visual effects, auditory effects and natural materials. Let the audience have a more novel and vivid understanding of the visual communication art.

1.2.2 Weaknesses

(1) Input costs are too high

Although the curtain-type water curtain can be enlarged in equal proportions, the increase in area also faces the same practical problems as the large-scale water curtain-type water curtain with the increase in production costs and the high cost of the post-maintenance.

(2) Site restrictions

Because the water curtain projection needs the supply of water resources when playing, the water curtain projection technology is limited by the space in the specific use, which greatly limits the flexible use of the water curtain projection. For example, the curtain-type water curtain, although it can use the circulating water to play the projection at a fixed site, it is very inconvenient to move. Another example is a large-scale water curtain type water curtain that can be implemented in very open, outdoor

areas, pools, lakes, riversides, riversides, beaches, or squares that provide excellent water supply and drainage systems.

(3) Technical limitations

In addition, because of objectivity and technical problems, there are still many technical problems in the water curtain projection technology. Take a large-scale water curtain as an example, limited by the power of the ultra-high pressure water pump, the height of the bottom-up spray is limited, and the water curtain projection Large screen, playing video and other dynamic images, high brightness requirements for large-scale project projectors; ultra-long ultra-wide screen, splice fusion technology and so on. It is the problem that the current water screen projection technology needs to be improved.

2. APPLICATION OF WATER CURTAIN PROJECTION TECHNOLOGY

2.1 Application in Performance

At this stage, there are many occasions where the application of water curtain projection technology is relatively large, and the performance programs and commercial advertisements are mainly used. The water screen projection is in actual performance occasions, and it matches the shocking feeling of the scene reflected by the sound effects, which is unmatched by other plane projection technologies. Visually immersed and vividly projected images create lifelike visual effects

Fig.2 Scene ofwater curtain projection

Picture source network

Also this year, at the celebration of the 700th anniversary of the birth of Charles Charlie IV in the spa town of Karlovy Vary in Prague. People also used water screen projections to commemorate the Holy Roman Emperor and the King of Bohemia (Czech Republic). He brought the medieval Czech Republic into the most powerful period.

2.2 Combining with Interactive Devices Landscape Art

In the application of interactive device art today, there is no lack of use of the combination of water curtain device and interactive device art. The large-scale installation art "Raining Rain" in London and New York is a typical example of the combination of interactive device technology and water curtain technology. In 2015, Rain House entered the Shanghai Yude Yao Art Museum. This device is a venue with an area of 150 square meters and is by far the largest "rain house". The most appealing aspect of this work is that it can instantaneously perceive the behavior of the audience through the high-tech equipment on the ceiling, and create artificial raindrops in conjunction with the water curtain device, so that the heavy rain will stop suddenly when the audience goes. "Rainhouse" allows viewers to complete artistic creation in the interaction with the rain, in order to explore the interactive relationship between human and technology, human and nature.

2.3 The current status of the combination of water curtain technology and fashion art industry.

At this stage, water curtain projection technology is still limited to the use of some of the fashion industry brand conferences and some architectural exterior wall decoration applications, and some interactive installation art exhibits. In some brand conferences, water curtains are generally used for indoor projection, while outdoor large-scale water curtains are used in relatively few projections. The main reason is that foreign technologies are relatively expensive and domestic technologies are relatively insufficient. Perfection, some performances are not particularly satisfactory. Now many of the domestic markets are used in water curtains that are decorated with external walls of buildings. Most of them use large-scale curtain-type water curtains and LED light sources to create a decorative exterior wall effect.

3. SUMMARY

Its future development direction should gradually improve its own mix of artistic and multi-art styles. While gradually improving itself in the field of visual communication art, it will surely have new collisions with other types of art. In conjunction with multi-art, water The screen projection technology will gradually develop from its technical scope into a new water screen projection art based on visual communication and combining multiple arts and collocations.

The disadvantages of the water screen projection technology still exist at this stage. Any art has its advantages and disadvantages. In general, the development direction of the water screen projection should be an interactive art class that can be developed in collaboration with many types of art. It is believed that in the future development of the water screen projection technology, its drawbacks will be continuously improved in the gradual improvement. Its development direction is constantly moving toward practicality and artistry. While the water screen projection technology is constantly improving itself, the water screen projection demonstrated in the future is no longer the supporting role of the fashion industry, or the presentation tool of other arts. It is to become a art class that can coexist with many kinds of arts, with the use of coexistence with its own artistic, new interactive visual communication, water screen projection art.

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The Concept of "IncompleteDesign" in Leatherware Design

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Abstract: In the age of global economy, consumer demands have raised from satisfying basic survival needs to self-realization. At the same time, pursuing the full display of individual uniqueness and personality has spurred individualized consumer demands, which requires the development of garment and garment accessories design to make a breakthrough in the inherent design patterns and ideas.

In this context, after analyzing the domestic and international cases of leatherware brand design, proposed the concept of "incomplete design" which was more interesting than the products under the traditional design model, and advocated the production and matching methods to be easily mastered by consumers for establishing interaction and contact with consumers. The implementation of the concept of "incomplete design" will design "humanization", which involves consumers in the product design process and finally complete the products by DIY means, thereby satisfying consumers' unique taste and personalized needs and allowing consumers to show their creativity.

Keywords:Incomplete Design, DIY, Design Pattern, Leatherware

In today's China, the continuous development of the economy has led to a tremendous material enrichment of the society, the national income continues to increase, there is a significant increase in domestic consumer spending, there is a dramatic shift in the consumption structure, and consumer demands have raised from satisfying basic survival needs to self-realization. At the same time, with the continuous improvement of public life style and taste, the public pursues the full display of personality and personality, free choice of their own unique garment and accessories and being able to integrate themselves into the social culture and fashion culture trend. This rise of personalized consumer demands requires the development of garment and accessories design to break through the long-established design patterns and ideasand transfer from the single and closed design model to the comprehensive and interactive design.

With the rapid development of science and technology and the Internet, the popularity of intelligent software and the diversification of network platforms have created an era of information globalization and DIY has become more convenient. Tutorials about DIY design skills can be found on the Internet, and corresponding processing services and DIY materials can also be purchased through the network platform. DIY design can produce and preview the approximate effect through smart APP, thereby making DIY simpler and easier than before. At the same time, in this context, DIY is not simply an individual's independent behavior. It has begun to infiltrate closely with various industries and has produced many different forms.

The international brand FURLA launched Customize Your Metropolis personalization service to create the FURLA classic Metropolis bags that belong to consumers themselves. The detachable button design behind the bags allows DIY to replace the Metropolis bag cover, thereby creating different effects and reflecting the "light DIY" design philosophy that belongs to FURLA.

Figure 1 FURLA Products

FENDI's Strap You colorful shoulder strap has been continuously introduced since its introduction in 2015. It can be DIYed anytime anywhere to match any handbag, thus adding unique fashion charm.

Figure 2 FENDI's Strap You Colorful Shoulder Straps

The domestic brand DCAMP also increases consumer's personalized creative demands and travel interest through the changeable pattern DIY.

Figure 3 Branded DCAMP Suitcase

DIY brand O BAG products adopt a modular and integrable concept. The main product lines are DIY concept handbags, backpacks, watches, sunglasses and bracelets. Its bag body has more than 20 colors. Moreover, its handles and straps have hemp rope, cotton rope, leather, imitation leather and many other options. Coupled with the inner bag and accessories, the main details of the entire bag can be freely reorganized based on consumers' preference.

Figure 4 Branded O BAG Products

Inspired by the "DIY" approach, this paper proposed the concept of "incomplete design", focused on research and discussion from the perspective of design development, and summarized the implementation of the "incompletedesign" approach that could be applied to the actual situation of the leatherware industry and combined with standardized production modes. For example, the accessories assembly DIY includes detachable and replaceable bag covers, shoulder straps and handles. The surface decoration DIY includes accessories and fasteners that can be attached to the body surface. Moreover, the body surface can be hand-knitted, painted and beaded and undergone other forms of secondary creation.

The concept of "incompletedesign" is more flexible, easier and more interesting than the traditional design model. The main features of the flexible and easy concept are "light design, light production, light technologyand light customization". Here "light design" refers to that the designers reserve part of the design right for the consumers. "Light production" refers to simple and easy-to-grasp processing and production methods that need to be completed after the consumers purchase the merchandises. "Light technology" refers to the simple skills used in DIY matching and production. "Light customization" refers to simple customization concept that consumers can experience during the consumption process.The products under the "incomplete design" model essentially enable consumers to participate in the decoration, matching and assembly process of the entire product according to their own needs and creativity rather than negatively accept the finished product from the producers. Therefore, the individual will and creativity of the consumers are respected in this process.

As more and more leatherware companies change from the processing model of bulk orders to the business model of stimulating production with design and marketing, products under the "incompletedesign" model completes the direct communication with the users in the sales process. The needs of today's society and the trend of popularity are grasped in the communication process. Moreover, the first-hand customer data can be obtained through the customers' purchase behaviors, purchase quantity, price, customized conditions, special needs and hobbies. Such customer information can help designers accurately design products to help establish close relationships between sales and customers. The "incompletedesign" products meet the personalized needs of consumers and the display of creativity, thereby achieving their appeal of self-realization. The same values and concepts help the brand to attract a group of solid and loyal customers and build consumer recognition and sense of ownership for the brand.

The design for the future is based on human-centered thematic thinking. The research on the development of design methods will continue to be based on human creativity requirements, the rational requirements of materials, and the requirements of the designers to control the entire design process. In other words, no matter how many new methods emerge, after all, it is still about how to understand the purpose of the design (basic objectives), the nature of the design process and the role of the subject in the design process.

This paper put forward the concept of "incompletedesign" model, explored the development models and methods from the perspective of original product design and development, guided the research direction, and proposed the concept and implementation method of "incompletedesign" that can be applied to the actual situation of Chinese leatherware industry, thereby effectively meeting the personalized needs of the current consumers in the

shortest period of time, allowing consumers to participate in part of the product design process and promoting the design of "humanization" and "interaction". The establishment of consumer recognition and exclusive sense of the brand not only facilitate the improvement on product commercial value, brand service value and cultural value and other added value, but also increase the repurchase rate, thereby bringing considerable economic benefits.

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Resplendent Handcraft , Curvaceous Silhouette , Noble Aura——An Ode Contributes to Elie Saab Haute Couture

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Abstract:Elie Saab (born 4 July 1964, age 52) is a Lebanese fashion designer. His main workshop is in Lebanon, with additional workshops in Milan and Paris.

In this paper, through the introduction and the first part summarizes the origin and development of Elie Saab, expounds the relationship among the resplendent handcraft ; curvaceous silhouette ; noble aura and the brand culture, through the brand culture influence to the product design style.

The second part we look back the fabulous design of Elie Saab 2017 brand fashion trends: which its color and style reflects the idea of its noble aura culture influence on design style, from the classic and modern combination of style, color change reflect the influence of the design to the brand.

Finally come to the conclusion that the influence of the Elie Saab style culture from the design style that extends to the company culture, to the generation of Haute Couture luxury brand laid a solid cultural foundation.

Keywords: Detail-oriented , Handcraft , Elie Saab , Haute Couture

1. Introduction

Early Life

Elie Saab is the eldest son of a wood merchant who raised five children in Damour, a southern coastal Beirut suburb, part of Greater Beirut.

Born to Maronite Catholic parents in Beirut, Saab is self-trained and began sewing as a child. At the age of eight his attention was already turned to fashion. He used to cut patterns out of newspaper and searched his mother's closet for any lace he could find. He used his sister as his model, raiding his mother's closet for anything he could drape upon her. However, his family was pleasantly surprised when he turned out a blue and white striped gown for his sister. He felt inspired by the elegance and beauty in a woman.

Career

In 1981 Saab moved to Paris to study fashion, and later returned to Beirut to open his fashion label. in 1982, when he was 18 years old, with a team of 15 employees. At first, his atelier was specialized in bridal couture making wedding dresses and gowns using rich fabrics, lace, detailed embroidery, pearls, crystals and silk threads. In Beirut, his reputation grew from dressing the women in his neighbourhood, and was soon enhanced by high society women who began sporting his designs.

Elie Saab's style is a unique fusion of western and eastern culture. He uses noble materials such as taffeta, organza, noble and satin paired with more fluid and light fabrics.

In 1997 Saab was the first non-Italian designer to become a member of the Italian Camera Nazionale della Moda, and in 1997, showed his first collection outside Lebanon in Rome. In 1998, he started ready-to-wear in Milan, and in the same year, he held a fashion show in Monaco, which was attended by Princess Stéphanie of Monaco.

In 1999, Queen Rania of Jordan wore Elie Saab for her enthronement. One of his dresses thickly embroidered with emeralds and diamonds was reportedly sold for $2.4 million.

He became more well-known in the United States after he became the first Lebanese designer to dress an Oscar winner, Halle Berry, in 2002. Berry wore a burgundy gown by Saab to the 2002 Academy Awards when she won for Best Actress. Berry later wore another dress by Saab to the 2003 Oscars.

In May 2003, the Chambre Syndicale de la Haute Couture invited him to become a member, and he showed his first haute couture collection in Paris in July 2003. His first ready-to-wear collection in Paris was the Spring-Summer 2006 collection.

In 2010, Saab dressed 102 celebrities for events, up from 40 in 2009. The figure for 2011 up until March was 88. The brand has boutiques located in Beirut, Dubai, Doha, Paris, London, Geneva, Hong Kong, Moscow, New York, and Mexico, 100 retail outlets total. In 2011, Elie Saab launched his first fragrance "Le Parfum".

2.Look Back: Elie Saab 2017 Brand Fashion Trends

The Lebanese couturier Elie Saab presented in Paris his collection for the next fall. The Nirvana classic "Come as You Are" was the sound tracked for Elie Saab show.

This collection mostly in shades of gold, was inspired, as his notes explained, by his early work in the 1990s. Saab said his original gowns were "reinterpreted to evoke the glistening, golden palaces of Byzantium".

Beyond the flattering golden hues, what distinguished this Saab collection from other ones was the generally light touch he used with embellishments.

Saab closed off the show with a nostalgic note, his wife walked down the aisle in a golden wedding gown of Saab's creation 25 years ago.
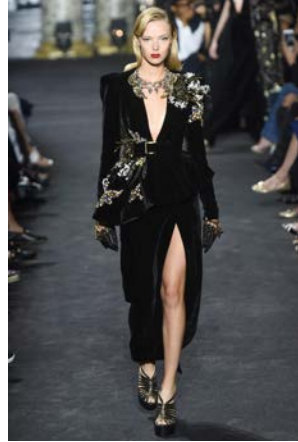
With a Madison Avenue store in the works for 2017, Elie Saab had a ready-made theme for his new couture collection: New York, New York. Sirens and horns blared on the sound system, and Saab printed a press book with quotes about the city from famous locals and visitors. It's been a good week for the Big Apple; Gilles Mendel riffed on his adopted hometown in his first-ever couture show yesterday. Chez Saab, lit skyscraper windows were a decorative motif on the first few gowns, but beyond that the direct references to NYC were fairly few and far between. It certainly seemed to energize him, though.

The knock on Saab has been he's got a look and he sticks to it, with one collection blending into the next. Over the past couple of ready-to-wear seasons he has made an effort to inject youthfulness into his aesthetic. Today, for the first time, he showed a handful of mommy-and-me

dresses, the little girls' frocks every bit as lavishly detailed as the women's. There's no quicker way to the fashion crowd's heart than putting kids on the runway, but youthfulness wasn't the point here.

This was an exceptional Elie Saab collection because of how expressive it was. Birds flocked on the skirt of a gown with a black velvet bodice; hearts appeared as prints and as crystal embroideries. And there were all manner of flowers—picked out in yellow, light blue, bordeaux, and black beads on tulle; embroidered in 3-D on Chantilly lace; and appliquéd in watercolor silk on another graceful gown. That hardly sounds like a novelty at couture, where flowers are many designers' stock in trade, but Saab has always preferred a monochromatic look, most often with shimmery tone-on-tone embroidery. His embrace of change augurs well for his Upper East Side store, and for the brand in general.3. Conclusion

This paper studies the relationship between the Haute Couture culture and Elie Saab's fabulous handcrafts, found the social culture not only affects the design style, and further influence the brand's corporate culture. So it is concluded that during the colonial cultural aggression, "Elie Saab-style culture", which was inclusive and tolerant to diversity, ultimately became a unique Haute Couture culture upon collision and integration with Western culture. In the strong cultural background that most foreign luxury brands claim their genuineness and long history, but detail-oriented handcrafts luxury brands shall make the consumers in the global market be aware that luxury brands can come from the Middle East by its "being inclusive and tolerant to diversity". In addition, consumers shall more and more pay attention and believe that the eastern culture (incl. Middle East) can absolutely nurture world-renowned brands and establish national confidence, thereby enhancing national self-identity. The handcraft Haute Couture brands shall always stick with exquisite traditional techniques during the design as "Elie Saab-style culture" did, and on this basis, constantly draw on design concepts and essence from the Western cultures, thereby eventually creating "famous handcraft and details-oriented brands" in the field of luxury goods.

Fashion reflects the creativity of the clothes because with the help of creativity, clothing the myriads of changes. Put the creativity into the design which breaks the habit of thinking as well as breaks the shackles of the traditional concept. With innovative ideas and unique perspective in different forms and content, which opens up the new way of dressing. The purpose of creative clothing is often the pursuit of a new form of clothing. A good creative fashion, from the perspective of the functions, although cannot directly serve our daily life. But it can bring many new ideas, new thinking and new forms to human being. These information greatly improve the aesthetic ideas and aesthetic ability of human being. At the same time, these works are often

generally accepted by customers. It will have a new popular content, which stimulates and promotes the commercialization of apparel products sales so as to obtain considerable economic and social benefits. The creative content of clothing works is relatively broad. Both in the shape of new forms, new structure, new methods. Moreover, materials of new processing, new combination, new color and new changes. Fashion is a mirror of social life; its design and style reflects the social and cultural dynamics in a certain historical period.

Fashion technology has been improved a lot. From the aspect of materials, cotton is commonly used in clothing because it do no harm to our skin, Silk is the luxury material which possess high quality and good looking. With the help of new technology, the output volume of these materials have been improved a lot. Some cloth materials are complicated which consists of a lot of materials so as to achieve wonderful visual effects. Some materials have folding and three-dimensional effects which need take the advantage to realize their effects. Although people would not use these materials in their daily life which definitely helps the development and evolution.

These four factors have great impact on the development of fashion. Designers and fashion organizations should take the advantage of these four most important factors so as to improve the status of fashion design, to produce more colors in fashion design, to bring more innovation to fashion

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design and to develop more kinds of material and styles. Fashion should improve the civilization of human beings and the development of modern society.

Go so far as to the brand competitiveness, it's a brand's competitive ability which can exceed and compete with other similar products, this kind of competitiveness is not easy to imitate. It is to open up the marketplace and the ability to acquire greater market share. Brand competitiveness so that enterprises can higher prices than similar products sold at the same price for additional market space, even in the market is depressed and price competition environment for enterprises to gain high profits in the fierce market competition seek survival and development.

Brand competitiveness has been probed over and over but still intricate to unveil.

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Study on Cultural Communication Function in Fashion Products

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Abstract:Firstly, from the fashion point of view, compared with fashion concepts and fashion behaviors, fashion products are at the top level of fashion expressions. Fashion products are transformed from people's fashion ideas and fashion behaviors, but they have completely separated from people's concepts and behaviors. Fashion products have become a materialized form of fashion. When it comes to fashion, it always mentions the social functions and cultural values of fashion. Regardless of brand culture and ethnic culture, it is true that fashion is a carrier of culture. And then it comes to the conclusion that fashion products do have the function of cultural transmission.
Keywords: Fashion products; Cultural communication; Research significance.

1.PROOF OF CULTURAL COMMUNICATION FUNCTION OF FASHIONABLE PRODUCTS

1.1 Fashion Product Definition

The so-called fashion refers to a specific lifestyle and cultural phenomenon that appears in a certain period of time, while a fashion product is a product derived from it. The traits of fashion enable it to accurately and timely grasp the pulse of different eras and cultures in different regions, and to record these cultures in the form of fashion and remain in the history. Fashion communication can promote communication between different cultures.

1.2 Cultural Communication Research

Based on research on the relationship between fashion products and culture, differences between different regions, historical backgrounds, cultural heritage, and cultural landscapes create cultural differences in their fashion from the perspective of fashion culture. The inheritance and development of different cultures symbolize the progress and development of human society, which is a product of human lifestyle and all social values. Moreover, the historical inheritance of cultural development also depends on the continuity and inheritance of social production development. At the same time, it is proposed that the influence of cultural factors on product design is intangible, just like the values, traditions, customs, etc. of the general purchasing groups. Product design is a cultural issue that affects people's lives resulting in culture become a

form and popular.

1.3 Relationship between Fashion Products and Cultural Communication

It is easy to know that fashion products have a close relationship with culture and can be used as the carriers of cultural communication. After a large number of literature inquiries, most of them think that culture can be used as the support of fashion products, but almost none of them mention the role of fashion products in cultural communication. This also shows the value and significance of study of the application of the cultural communication function of fashion products.

2. USING DESIGN TO REFLECT THE CULTURAL COMMUNICATION FUNCTION OF FASHION PRODUCTS

2.1 Relationship Between Design and Culture

Design must be based on culture. Design concepts, design ideas are all related to cultural heritage. If there is no culture as a foundation, design will not give people the feeling of flying up. Design itself is a concrete embodiment of culture. Design elements always reveal the color of culture. So culture determines the level and height of design. At the same time, the behavior of the design is subject to cultural constraints, and the results of the design reflect the culture. The first step in designing behavior is to understand the social and cultural background, including functional requirements, target population, customs, color preferences, and so on, with which cultural information design can be carried forward. Designers are people, and people always live in a certain historical period. Under a certain social background, their ideas and behaviors come from the culture of that particular era. Therefore, the result of the design is to reflect the culture of the era.

2.2 Examples of Verification

The colorful scrolls of Chinese art are based on numerous regional arts. The research and achievements of regional art reveal the unique landscape and value of regional culture and it is a new trend of future development. The formation of unique discourse patterns and expression

habits on specific historical cultures, living environments, ethnic groups, folk customs, and many other factors are the results of the precipitation of various cultures through the national thinking mode.

The regional nature of culture determines the cultural characteristics of design. Different regional cultures shape people with different tastes, and people of different tastes create different social values. Regional culture achieves different values through mining and integration, and plays an active role in the development of regional economy and various undertakings. The increasing national style and humanistic characteristics of the design are the results of people's spiritual pursuits. The design will continue to replenish culture and image in order to create regional characteristics and sustainable development. The integration of regional culture and personality design, and the design of regional culture need to adapt to the environment.

What is even more striking is the significance of the design embodied in products such as souvenirs of the city for cultural communication. Tourist souvenirs are the epitome of local folk custom and traditional culture, and they are the carriers of local characteristic cultures that reflect the tourism destinations. In general, consumers may also purchase souvenirs while they are experiencing local customs in tourist destinations.The main reason for consumers to purchase souvenirs is that the purchased souvenirs can reflect the local characteristics. It is precisely this local characteristic that is embodied in local culture.

3. THE SIGNIFICANCE OF CULTURAL COMMUNICATION FUNCTION OF FASHION PRODUCTS

3.1 Personalized Personal Communication

China's socio-economic and cultural dissemination cause has made great progress since its reform and opening up.

The Chinese people have realized their life from being at a subsistent level to a well-to-do life, and they have begun to be attracted by the trend of the times. They have begun to pay attention to their own personal image, to develop their own individual charm under the influence of fashion, and to show themselves. At present, there are many young people who consume popular products. They are very concerned about the pursuit of fashion and follow the trend. They interpret fashion with actions and are full of youthful vitality. From this perspective, this group of young people with large consumption will become the main body of future cultural communication, and the cultural content of

fashion products they pursue will affect all walks of life.

3.2 Improve cultural influence

Now we emphasize the importance of culture in design. Design should not be groundless. It needs a base of culture to keep it up. Such a design is perfect. In recent years, the design works on traditional culture have appeared in an endless stream, and major museums have begun to carry out the design of cultural expos. With a long history of Chinese clothing culture and the background of the Go globally strategy adopted, it is particularly important to improve the cultural communication strategies and techniques of fashion products.

4. CONCLUSIONS

According to the design goal, the significance of this study includes the following two aspects: First, after researching and analyzing the existing case of cultural communication of fashion products, it has been concluded why the fashion product can be selected as a carrier for cultural output, and a text file is available. Second, combined with the design, we have studied how to apply design to realize the cultural communication function of fashion products and conclude a methodology in the study of contemporary apparel and apparel products design. This will provide a path for the dissemination of traditional culture under the One Belt One Road Strategy, inspire contemporary people's interest in interpreting traditional culture, and contribute to the inheritance and development of Chinese traditional culture.

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On Reformation and Innovation of Students' Ideological and Political Teaching in Higher Education

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Abstract: With the continuous development of the era, all fields in our country have been continuously optimized and improved. As an important guarantee for the progress of the country, education has received more attention from all walks of life this year. In the context of the new era, China's education has undergone tremendous changes from preschool education to college education. In higher education, the importance of ideological and political education has increased year by year in order to raise students' ideological and political awareness and cultivate comprehensive talents. This article will combine the present situation of ideological and political theory teaching in higher education, analyze the problems in the teaching of ideological and political courses, and put forward methods to promote the reformation and development of ideological and political education and teaching in colleges and universities.
Key words: higher education; ideological and political teaching; reformation; innovation

The structure of China's education has undergone tremendous changes in recent years, and reformations and innovations have been carried out in all aspects. More and more attention has been given to students' ideological and political education in China's schools, especially in higher education, in order to cultivate positive and progressive young talents. In our current higher education, the teaching of ideological and political courses is an important part of the college students' ideological and political education, and it is also a comprehensive practice process based on the theory study of ideological and political courses. Through the teaching of ideological and political courses, students can associate what they have learned in class with the status quo in China by combining theory with practice, which can trigger students' thinking and ideological progress. This article will analyze the current situation of ideological and political education in colleges and universities and explore how to make effective reformations and innovations.

1. THE CURRENT SITUATION IN THE TEACHING OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

Under the background of the new era, China's college education has gradually undergone tremendous changes, more and more attention has been given to education by the education department, especially in the teaching of students' ideological and political education. Reformations and innovations have been carried out in recent years, and great achievements have been made too. However, there are still many problems in the teaching of students' ideological and political education at this stage.

1.1 The teaching content has a lack of pertinence and effectiveness

In higher education, the teaching goal of ideological and political education is to enable students to establish correct world outlook, views on life and values. During the process of teaching, we must pay more attention to the combination of ideal and reality. Teachers must not only lay out facts and reasoning, but also combine emotions with actual situations. Besides, they must study students' needs and help them solve their practical problems for college students. Teaching should be targeted. However, at the present stage of the ideological and political teaching, teachers often focus only on theoretical teaching, and ignoring the needs of students, which is lacking in pertinence, disassociates from reality, and finally makes teaching ineffective. Teachers often do not pay enough attention to specific issues that go around students such as employment, family, and emotions. The teaching content is not close to students and to reality, which leads students to ignore the meaning of the ideological and political curriculum and makes teaching less effective.

1.2 The teaching methods lack diversity and flexibility

At this stage, China's science and technology have made great progress and great changes have taken place in the teaching philosophy. However, in our current ideological and political education in colleges and universities, there are still some phenomenons that teachers abide by the traditional education and teaching model, which seriously affects the teaching results. In the traditional model, teachers have always occupied the main body of teaching, and students are in a passively accepted position. In the same way, the role of multimedia teaching is neglected in the teaching process. Multimedia technology, as a new technology emerged in recent years, should be effectively used in classroom teaching to improve teaching efficiency. Unfortunately, some teachers have neglected the application of information-based education because of their own educational concepts

or operational skills at present, which, to a certain extent, limits the effectiveness of teaching.

1.3 The teaching faculty is weak and unstable

In the current stage of university education, there is a serious shortage of teachers. In colleges and universities, the traditional concept is to do a good job in the teaching of students' professional courses, which ignores the teaching of ideological and political courses. Besides, the corresponding faculty is also relatively weak. All these have a certain impact on the ideological and political curriculum teaching in colleges and universities. In recent years, due to the influence of colleges and universities in expanding the enrollment of students, the pressure on teachers who are already scarce has gradually increased. Teachers have no time and energy to thoroughly understand students' ideological realities. Besides, it results in the lack of pertinence of teaching content and correspondingly, and students cannot be well-targeted. What's more, some students are not enthusiastic about the study of the ideological and political courses. They believe that they should just take a look at the book and do not listen to the class, which seriously undermines teachers' teaching passion. As a result, teachers do not pay enough attention to their work or they evade the issue. The teaching atmosphere in the classroom has also gradually declined, which leads to the gradual negative tendency of ideological and political theory teaching.

2. THE EFFECTIVE WAY TO IMPROVE THE REFORMATION AND INNOVATION OF IDEOLOGICAL AND POLITICAL TEACHING IN HIGHER EDUCATION

2.1 Innovation of teaching ideas in ideological and political courses

In order to do a good job of ideological and political education, teachers must pay attention to the change of teaching concepts and teaching forms. First of all, teachers should change the traditional teaching philosophy from teacher-oriented to student-oriented, and identify the students' primary role in the classroom. Students in modern society often have distinctive ideological characteristics. They have active thinking, independent awareness and strong subjectivity. And they usually have their own opinions about different things. That requires teachers to emphasize on the students' character in the process of teaching, to update teaching concepts, and to take into account the student's needs in the teaching process, so that they can achieve the effectiveness of teaching. In the process of teaching, teachers must also consider the pertinence of teaching content. They must abide by the rules of students' physical and mental development in order to understand students' needs in depth and explore reasonable teaching methods based on their interests, hobbies and habits. Teachers ought to provide a platform for students to make performance and

follow the principle of equality between students and teachers. And they should communicate effectively with students in daily life and understand students' ideas and concepts too. This kind of teaching model that being a friend of students has a positive impact on students' learning.

2.2 Innovate of teaching content and teaching system in ideological and political courses

If teachers want to achieve the teaching goals in the ideological and political education in colleges and universities, they need to optimize the teaching content and teaching system. At present, there are various degrees of lagging in the teaching content and teaching system, and there exists a situation that it can be separated from students' ideological reality and social reality, all of which result in the lack of effectiveness and pertinence in the teaching of ideological and political courses. As a result, it is necessary to fully integrate the specific content of students' ideological reality, the current social reality, and the specific requirements of talents in the process of teaching to enrich the teaching content to achieve the effectiveness of the courses. To stimulate students' interest in learning and to trigger their independent thinking, in the process of teaching, the content of teaching should be combined with force and reality and be close to student's life and needs. It should closely integrate with the reality of China's reformation and opening up and modernization, and link with the ideological reality of college students in order to strengthen students' active learning initiative. Related optimizations in the curriculum system should be made to improve students' understanding of the curriculum. Teachers ought to provide sufficient time and more space for students to think and comprehend the curriculum, which has an impact on improving teaching effectiveness.

2.3 Innovation of teaching methods in ideological and political courses

Under the background of the information age, the teaching methods of ideological and political courses in colleges and universities need to be flexible and diverse. It should fully integrate modern science and technology, and optimize the classroom teaching. The traditional teaching method will lead to students' lack of participation in the teaching process and the atmosphere of the teaching class is not good either. The main role of students in the classroom cannot be effectively reflected, which has constrained and affected the effectiveness of the teaching of ideological and political courses. Therefore, teachers must continue to explore effective teaching methods. Besides, teachers must optimize and innovate their own teaching methods to increase students' participation in the classroom. Teachers should have the idea that students are the dominant position of the teaching, and more attention should be paid to students. Teachers should focus on the use of talking and communicating methods and research-based

teaching methods in the process of teaching to increase students' enthusiasm for participation. At the same time, in the process of teaching, the application of multi-media teaching tools is emphasized. For the problems in teaching, the relevant status quo and related knowledge are displayed through multi-media. On the whole, we can see that innovation of teaching methods in ideological and political courses do benefits us a lot. On one hand, students' interest in learning is improved, and on the other hand, teachers' teaching efficiency is enhanced. By this way, students will receive self-education and self-improvement in the process of active participation.

3. CONCLUSION

The times are constantly improving, and the pace of progress will be faster and faster. In order to adapt to the progress of the times, we must make reformations and innovations in education to meet needs of the talents for social progress. In the current higher education, the ideological and political education should be reformed and optimized in light of the actual situation, so as to improve students' ideology and cultivate the comprehensive talents for the society.

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Study on the Construction Mechanism of Online Courses for Dancing Majors

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Abstract: This online course is based on the student's original course named *Basic Training for Basic Skills*. Students can master a wide range of knowledge about dance by the training of basic Chinese classical dance and the master of the rhythm of Chinese classical dance. It enables students not only to have a combination of the sensitivity to music and of the expressiveness in the creation of dances, but also to master the norms, solid basic skills, and technical skills in the process of learning, so that the mind and body can be integrated into one and the skills can also be combined into one [1]. In addition, in the process of setting up an online course for dancing majors, teachers must pay attention to the development of students' thinking ability, so that students can not only use the body to show the dance, but also exercise their ability to explain and demonstrate [2]. The final purpose of setting up this course is to lay a solid foundation for the training of qualified dancers in the future by teaching students in accordance with their aptitude. Therefore, this paper mainly studies and analyzes the construction mechanism of online course for dancing majors.
Key words: classical dance; music dance; online course; construction mechanism

INTRODUCTION

At present, in the process of cultivating talents who can sing and dance, our school has a single mode of cultivation. Therefore, the process of training all-round talents is not satisfactory, and students' creativity and on-site performance need to be further strengthened [3]. Therefore, this article mainly studies the construction mechanism of online courses for dancing majors to make students get a full range of teaching. In the mechanism of curriculum research, the main contents include course orientation, course attributes, course content and teaching methods, etc. The specific content is as follows:

1. THE PRACTICE FOR CURRICULUM REFORM

For the time being, the dance majors of our school are mainly aimed at enrolling 30 to 40 people each year in Shandong provinces and cities. In the process of cultivating talents, our school always adheres to the teaching philosophy of "people-oriented, teaching students in accordance with their aptitude" to steady improve students' dance skills. However, the professional training is not static. In order to enable students to learn dance better, and to enable our school to better establish and improve the online courses for dancing majors, some certain reforms and practice of the curriculum should be carried out.

1.1 Reform

(1) In the process of teaching, student-oriented is emphasized and the degree of difficulty of the course is adjusted.

On the construction of online courses for dancing majors, the Chinese classical dance course is mainly divided into two parts: one is to teach students the basic skills of classical dance; the other is to focus on the rhyme of classical dance of students. The rhyme of classical dance is based on the basic skills of classical dance. When setting up the basic training of basic skills, students' actual professional level is fully understood and analyzed, and correspondingly, the curriculum standards of Chinese classical dance courses are adjusted in advance [4].

(2) In the process of course designing, appropriate emphasis will be placed on the physical rhythm.

The training of the rhyme of classical dance is an important part of school's teaching of Chinese classical dance, it is also the most important content for students to learn Chinese classical dance. Therefore, when carrying out teaching reforms, the teaching of the rhyme of Chinese classical dance goes through the curriculum standard from shallow to deep. In the curriculum design process, appropriate emphasis will be placed on physical rhythm teaching, which includes carrying props and limb coordination training. By cultivating students' dance sensation, students can complete difficult dance works in the process of accumulating. Through such teaching reforms, not only the students' basic abilities but also their abilities in dance performance have been enhanced [5].

(3) In the process of curriculum reform, the training of students' emotions should be strengthened.

Many students will feel that classical dance teaching is very single and boring during the long learning, and they will have a certain degree of burnout. Therefore, in the process of curriculum reform, students' emotional training needs to be strengthened so that students can like learning classical dance to their heart. For the classical dance teaching, only focusing on the emotional cultivation of students can make them better comprehend the true connotation of classical dance basic training, and can they better

inherit and carry forward the essence of classical dance. In order to enhance the students' emotions, teachers can adopt different methods, such as designing stage performances and setting suitable performance environments, so that students can better express emotions while learning Chinese classical dances. Besides, the audience can appreciate them when performing, and the emotions shown by the dancers can be brought into their own emotions. Only conveying emotions to the audience during the performance process can the audience resonate, which is called a successful performance.

(4) In the process of curriculum reform, cultivating students' comprehensive ability should be focused on.

In the process of learning classical dance, students need to demonstrate more skills and emotions. This means that learning classical dance can better exercise students' ability to neutralize. Therefore, in order to enable students' abilities to be used as much as possible, teachers should focus on cultivating students' comprehensive abilities in the process of curriculum reform to make students demonstrate their unique "beauty".

1.2 Practice

The teaching practice is plainly the reflection of teaching methods. In the teaching process, the main methods adopted are:

(1) Guide students to disassemble actions so that they can learn demonstrations more intuitively through online courses for dancing majors. With detailed language guidance, students can be more clear in the learning process and can be repeatedly reviewed.

(2) Through online courses for dancing majors, students can combine theoretical knowledge with practical content to conduct detailed study.

(3) Students can use multi-media teaching software to make learning fun and enhance their own learning ability.

(4) In the process of the construction mechanism of online course, the teaching style can be more standardized and a rigorous sense of classical dance can be established.

2. PLANNING FOR COURSE CONSTRUCTION

2.1 The goals of the construction of online courses

At present, with the continuous progress of the times and the continuous development of science and technology, Internet teaching has become an important means in modern college teaching, and it is also a development trend of current teaching. Especially in the teaching experiments of recent years, many colleges and universities have achieved great success through teaching online classes such as "Tree of Wisdom". As far as dance is concerned, many colleges and universities use the Internet model to make new progress in the development of dance teaching and expand new channels for students to acquire knowledge. Through the development of online courses, it can not only improve students' own learning ability, but also promote the development of dance teaching reform.

2.2 The construction of online courses

(1) To establish an online course, the media data must be firstly improved.

In the process of building an online course for dancing majors, it is not possible to separate from the basic curriculum, and a multi-media library of curriculum teaching based on "Chinese Classical Dance" should be constructed. The works stored in the form of video materials are continuously played back, exquisitely and fixedly viewed through multi-media technology, so that the specific dance forms appear constantly in students' visual field, which can facilitate students' memory, contemplate and capture the base elements in the dance.

At the same time, in addition to perfecting the basic curriculum, it is necessary to continuously improve the teaching courseware, set up a network of Q&A columns, and arrange chapters for thinking about questions when building an online teaching classroom. Students should be tested online and be given a download. The platform for learning materials improves the evaluation mechanism for online teaching classrooms so that teachers can continuously update and correct online courses.

(2) An interactive platform for course exchanging should be built.

Simply setting up a learning platform cannot satisfy students' desire for knowledge learning. To make the online course for dancing majors more complete, an interactive platform based on the "Chinese Classical Dance" curriculum should be established to realize the teacher-student relationship and to form an online platform for online communication, online job processing, online course testing and other functions, which not only conforms to the development of the times, but also facilitates students' self-study [6].

(3) The teaching methods should be innovated.

In order to make the online classroom better play its advantages and characteristics, when it comes to the construction of online courses for dancing majors, it is necessary to fully innovate teaching methods. Only by continuous innovation can students break the passive learning mode and make students like Chinese classical dance to their heart.

3. CONCLUSION

The construction of the online course "Chinese Classical Dance" mainly serves students and teachers of our school. At the same time, it also turns to the whole society and benefits all social network sharing platforms, so that the dissemination of knowledge will no longer have rationality and limitations, and more scholars who love Chinese classical dance can better learn Chinese classical dance.

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The Construction of Medical Immunology Course System Based on Three Courses of Theory-PBL-Experiment

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Abstract: Medical immunology is a core curriculum for undergraduates of various medical colleges and universities. To perfect the teaching system of medical immunology, adapt to the rapid development of immunology research, and to let students learn the basic theory while learning about the latest research progress with clinical immune diseases and practical implementation of relevant immunoassay techniques, this article establishes a medical immunology course system based on the theory-PBL-experimental three-link teaching which changes the previous course system of medical immunology that is mainly composed of theory explanation and confirmatory/observed experiment. The current course system has achieved good teaching results and the instructors have gained experience and reflection in the establishment of the new immunology course system.

Keywords:medical immunology; PBL; related experimental system; curriculum system

Medical immunology is a crucial core curriculum in clinical medicine, pharmacy, nursing and other related majors. The construction of the curriculum system has always been the focus of undergraduate teaching in many major medical colleges. Since the 1970s, the theory and experiment of medical immunology have entered a molecular era. From the molecular mechanisms of antibody diversity to cytokine genes, signaling pathways, and cellular immunotherapy represented by CART, and from theoretical research to clinical application, the teaching content of medical immunology has been greatly enriched. Higher requirements and opportunities are given to reform and innovate for the construction of medical immunology course system. In order to adapt to the development of scientific disciplines, to improve medical students' theoretical knowledge and practical ability, and to change the previous course system of medical immunology that is composed of classroom theory explanations and confirmatory/observed experiments, we have established a medical immunology course system based on the three-link teaching of theory-PBL-experiment. After several years of teaching practice, the course system has achieved good teaching results. In the course of perfecting the new teaching curriculum system, the author summarizes several experiences and reflections.

1.The teaching of theory courses - mainly line-framework mode, focusing on the systematicness and divergence of knowledge

At present, the rapid development of medical immunology is astonishing. Every year, every month, or even every day, new research information has been constantly reported, especially about human cytokine genes, signaling pathways, and immune-related gene structures [1]. However, medical immunology textbooks in medical colleges have been slow to update due to numerous reasons. The outdated textbook content has become an important factor hindering the improvement of the teaching quality of medical immunology. Therefore, in order to change the current situation, many teachers supplement the teaching with latest research progress in the classroom.

Although medical immunology is a rapidly developing science, its development is based on many basic theories. If we only blindly introduce students to the latest research results and neglect the teaching of basic theory, the students will not understand the basic mechanism, and what they learn is just the castle in the air. For example, one of the hot topics in current medical immunization research is tumor cell immunotherapy represented by CART. If students really want to understand the mechanism, they must master basic theoretical knowledge such as immune function, immune response, and tumor immunity of T cells; otherwise, it is impossible for them to understand this research hotspot.

To ameliorate the above-mentioned situation in medical immunology teaching, we adopt a teaching mode that combines the basic theory and the latest development. First, the theoretical knowledge in the textbook will be arranged in a line-frame form, so that students can understand the basic knowledge and focus on the systematics of theoretical knowledge. Based on that, the latest research information will be combined into the theoretical knowledge, and students will be guided to think, broaden their views, while their divergence of knowledge being extended. For example, in the "B lymphocytes" section from the textbook, B-lymphocyte differentiation and development - B lymphocyte surface marker - B lymphocyte classification - B lymphocyte function" is used as a line - frame to give a comprehensive and systematic introduction to students so that students

master the relevant basic theoretical knowledge of B lymphocytes. On this basis, the latest information and research results of regulatory B-cells (Breg) in recent years are supplemented to guide students to learn B-lymphocyte in a broader field of vision [2]. From the basic theory to the latest research results, a step-by-step learning path is laid for students. Through the establishment of the above-mentioned theoretical teaching system, the students gain a solid foundation that is able to be built on. We have applied the above teaching methods in the classroom and received good teaching results, making many students interested in medical immunology.

2.Theory courses teaching - use animation and other multimedia courseware to visualize theoretical knowledge:

At present, university classrooms teaching mostly use multimedia courseware, but the courseware content are mainly sentences or even a large section of text. In fact, this teaching method is a continuation of a chalkboard and a chalk-based teaching method in the past, lacking the vividness and interactivity of multimedia. Medical immunology can be very abstract and cumbersome to present. It is very boring and difficult to understand just by expressing in words and in regular classroom setting. If multimedia images, sounds, animations, videos, and other forms are used properly by the teacher, the complicated and boring concepts of medical immunology can be intuitively and vividly displayed in front of students. The students will understand more easily about what they have learned, and it is easier to deepen the impression and easily remember [3][4]. For example, in the introduction of "the three ways of complement activation", after making an elaborate multimedia video courseware,   we show the student a set of animation processes: "activation signal of the three complement pathways $\rightarrow$ $\rightarrow$ complement enzyme digestion $\rightarrow$ $\rightarrow$ activation fragment generation $\rightarrow$ $\rightarrow$ C3 convertase Generation of $\rightarrow$$\rightarrow$C5 invertase production $\rightarrow$$\rightarrow$ formation of membrane attack complex $\rightarrow$$\rightarrow$ completion of complement function", etc. The animation of this process is much more clear and vivid compared to the tedious text presentation of this biology process. Therefore, the students have a stronger memory of this part of the content, and their minds are impressed by the vividness of the animation videos in the classroom, which greatly improves students' interest in learning and learning efficiency. At present, we are making more animated video of tedious theoretical content, including complement activation pathway, antigen processing and presentation process, T cell-mediated adaptive immune response, B cell-mediated specific immune response, innate immune response and immune regulation and other parts. We hope to make these vivid and intuitive multimedia courseware that can deep in the students' understanding.

3、Establishing a Teaching Model of Clinical Immunology Based on PBL Curriculum System

The medical immunology in medical colleges consists of two parts—basic immunology and clinical immunology. Basic immunology focus on the physiological phenomena including antigens, immune system, immune response, immune tolerance, immune regulation, immune effects, and immune inheritance. Clinical immunology mainly studies various immune phenomena related to clinical diseases, such as hypersensitivity reactions, immunodeficiency diseases, autoimmune diseases, tumor immunity and transplantation immunity. Medical colleges and universities are the cradles for future doctors, so learning clinical disease-related content is very important and practical. In order to enable students to thoroughly combine their knowledge with medical clinics, we have established a clinical immunology teaching model based on PBL (problem-based learning, PBL) teaching, which allows the students to analyze clinical cases in order to learn clinical immunology content of medical immunology.

The PBL teaching model is problem-based learning, which is an exploratory, problem-driven learning model [6]. In 1969,Howard Barrows, an United States neurology professor, pioneered PBL teaching model in McMaster University in Canada and is currently used by more than 1,700 medical schools worldwide[7]. Different from the traditional "teacher-centered" approach, PBL emphasizes the "student-centered" approach to establish an active learning model and to focus on design issues and problem solving. The students analyze, explore, and summarize issues to obtain knowledge. The part of clinical immunology in medical immunology is mainly to study the immunological mechanism and immune detection of clinical diseases. Therefore, the teaching of clinical immunology is very suitable to adopt the PBL teaching model: given a set of clinical problems, the students gain knowledge by collecting information about the problems, analyzing, reflecting and discussing the information. During this process, teachers takes a role in guiding and answering key questions to enable students to achieve learning goals [8]. When teaching about clinical immunology such as hypersensitivity, immunodeficiency, autoimmune diseases, tumor immunity and transplantation immunity, the teachers have design a curriculum system based on PBL teaching. The class was first divided into PBL groups of seven to eight students. Then, the teachers established "clinical cases" according to the clinical immunology teaching content. To achieve the purpose of self-learning, student groups used the theoretical knowledge of medical immunology to self study, ask questions about "clinical cases", demonstrate clinical cases, conduct discussions, and evaluate each other. For example, when learning "hypersensitivity reaction" with clinically common cases of allergic asthma as

the teaching clinical case, the students will enter the learning process that was designed by the teacher step by step: they will first learn "symptoms of clinical cases", and then gradually be presented information about study clinical testing, clinical medication, and latest immunotherapy. The teachers guide students to search relevant information about the symptoms, types, immunopathogenesis, clinical immune detection and diagnosis, etc., to encourage students to inquire about the latest research results represented by immunotherapy, and to use medical big data related epidemiological analysis [9]. In addition, while the students are able to master the knowledge of medical immunology, the PBL learning model has also strengthened student skills such as data searching and analysing, generalization, teamwork, verbal skills and interpersonal communication, which have laid a solid foundation for students to become future doctors.[10].

4 、 Establishing a Teaching Model of Medical Immunology Experimental Courses Based on Comprehensive Design Experiments

Medical immunology is a course that closely integrates with experiments. In the laboratory class, students can consolidate and deepen the understanding of theoretical knowledge. At the same time, the theory of medical immunology is based on countless experimental results, so it is very important to master modern immunological techniques. For medical students, it is crucial to master the commonly used medical immunology techniques. However, the quality of the teaching of medical immunology experimental courses is currently restricted by many factors and needs to be improved urgently. The main reasons are as follows [11]: First of all, the experimental content is outdated. Medical immunology has entered the molecular level, but many experimental contents are only confined to the primary level such as shape observations. Some content of the experiment even stays at development level of medical immunology in the 1970s, which is inadequate to introduce students to the latest experimental techniques. The outdated content can neither improve the students' enthusiasm for learning, nor making the experimental techniques taught in the university qualified to meet the needs of future career. Second, the experimental course content was unreasonable. The study of medical immunology needs to be gradual and progressive. Even small experimental projects are made up of in-depth experimental steps. Since previous experimental results are all the basis of subsequent experiments, a satisfactory and truthful final result requires the experimenter to have a high sense of responsibility and scientific rigorous attitude for each step in the experiment. However, in current medical immunology experimental course content, there are many unrelated confirmatory/observative experimental contents. Students only "fill in the

blanks" and perform several key steps to obtain corresponding results. In consequence, the students have no responsibility for result of the experiment, the contents of the experiment were fragmented, and the students often have no impression on the contents of the experimental class after the semester is done, let alone research and analysis of the experimental results. This teaching method improve neither students' interest in the course nor experimental course teaching quality [12]. At the same time, this kind of teaching method of "filling in the blanks" means that the teacher prepares all the reagents and supplies for the students so that the students do not know the ins and outs of the experiments. When they are at work, they simply do not have the means to do the experiment, which is highly detrimental to their future career development.

Given the above-mentioned current situation, many medical colleges started to create innovative experiments to replace the original experimental course setting[13]. However, the vast majority of innovation experiments are related to scientific research topics, often involving frontiers of different disciplines. The theoretical knowledge in undergraduate curriculum is incapable of serving as a basis for the design concept and ideas of the leading issues. In the end, the students only learned some fragmented experimental procedures. They neither have a deeper understanding of theoretical knowledge nor do they really understand the experimental techniques of medical immunology[14][15].

Considering the above drawbacks, we designed a systematic and complete immunology experimental course system that is combined with the theoretical knowledge of medical immunology and the "clinical cases" of PBL teaching. Based on the detection methods of PBL clinical cases and classroom theoretical knowledge, we designed a series of interrelated experiments; that is, the results of experiment I will be used in experiment II, the result of the previous experiment is the material for the later experiment, and so on. This course system will make the fragmented experimental skills learned by the students become continuous and systematic. At the same time, it can completely change the previous students' irresponsible attitude toward the experimental results. To complete the experimental course, students must pay attention to each experiment. Since the results of the previous experiments directly affect the subsequent experiments, students will develop a much stronger sense of responsibility for every step and for every experiment. At the beginning of the experiment design, the teachers explain the purpose of the experiment to the students, inspire the students to use their theoretical knowledge and PBL cases to design their own experimental project, and give the right

guidance that encourage the students to learn. In the experiment planning, the teachers will guide the students into the their role in the lab and supervise them to prepare their own laboratory reagents and related experimental materials. Different from the "fill in the blank" type of teaching, this kind of experiment planning will ensure a serious and responsible attitude to conduct a comprehensive preparatory work. For example, in the case of the "allergic asthma" in the PBL curriculum, patients need to perform multiple tests - ELISA for cytokines, IgE antibodies, allergens, etc. These assays are based on "antigen-antibody" specific binding theory. We lead the students to design a set of experiments based on the antigen-antibody specific binding theory, which includes the latest and most commonly used techniques in immunology: density gradient separation of immune cells, surface markers of immune cells, flow cytometry,analysis of cell death, ELISA detection of immune cytokines, protein electrophoresis of cytokines, and Western blotting. The above techniques are also the most practical and advanced technologies in current medical immunology research. After theoretical study, case analysis, experimental ideas, experimental flow design, and final training of specific experiments, this experimental course system is full of attractiveness to students. Students are able to develop thought processes, make meticulous experimental records, analyze each experimental result carefully, and take responsibility seriously. In the end, all students treat their thesis on experiment with extreme care so that the paper is complete and systematic, and they ask to keep their theses as the record of the first scientific research.

After several years of practice, Medical Immunology course at Shenzhen University School of Medicine gradually has adopted theory-PBL-experiment as its teaching model. The reform of teaching contents and methods of Medical Immunology has greatly motivated the students and teachers. The inputs from teachers and students are the determining factors for the success of educational reform, and only in the continuous reform and innovation, medical immunology can truly become a core curriculum that students like very much and are very devoted to.

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Curriculum Research on Teachers' Etiquette Based on PBL Learning Method

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Abstract: While imparting knowledge, teachers are also inheriting civilizations. They are more of a model for spiritual civilization. Therefore, teachers' appearance and behaviors have a deep educational and infectious influence on students. If teachers are able to correct their own attitudes and maintain their own words and behaviors, they will play a strong guiding role for students. Students will learn teachers' behaviors in a subtle way in their daily learning. This will be vital both for students and society. It requires teachers to pay special attention to their own etiquette and behaviors, and to cultivate their appetency.

Key words: PBL learning method; teachers' etiquette; curriculum research

1. INTRODUCTION

With the wide use of multimedia technology, the modern teaching mode is gradually entering into people's life. Therefore, it is urgent to innovate the teaching method. We all know that teachers are the dominant during the process of teaching. Only if teachers have good manners or etiquette, can they guide students to better cultivate their own ideology, and be excellent talents with good values.

2. THE NECESSITY OF STRENGTHENING TEACHERS' ETIQUETTE

With the continuous development of the era, the comprehensive national strength has become an important standard for the competition among countries in the present world, and the competition among the talents is the most important in the comprehensive national strength. We all know that education is the key means of cultivating talents, and the role of teachers in education is to cultivate talents. Therefore, it is necessary to strengthen teachers' etiquette for the comprehensive national strength or for education.

Relevant information shows that Comrade Hu Jintao had repeatedly stressed the importance of teachers in the education career at the National Conference on Education in 2017, thus we should further strengthen the professional quality of teachers, and train teachers into a well-educated team, which is energetic, reasonable and noble [1]. One country can make better progress only when it has made progress in education, so we must pay attention to the importance of teachers in education and teaching.

In addition, there are several documents showing that in order to strengthen the comprehensive national strength, it is necessary to steady teachers' education.

In the case of innovative training mode, teachers' etiquette should be further trained to improve the application in practical work. Etiquette is the key means to train the teacher's image, which is related to the inner temperament of the teacher and can help teacher to establish a good appetency that attracts the attention of students in the classroom. And it can cultivate students' ideology and sentiment indirectly.

3. THE ADVANTAGES OF PBL LEARNING METHOD

In the past, online course teaching paid more attention to the explanation of knowledge and ignored the subjective status of learners. In the process of teaching, teachers just instill knowledge into learners. It is easy to put the cart before the horse, and to reduce learners' enthusiasm for learning. In the PBL (Project-Based Learning Method) network course, it is possible to construct the course more comprehensively, to enrich the theoretical knowledge of the etiquette course, and to effectively improve the quality and efficiency of the network teaching. In addition, the PBL learning method focuses on the combination of theoretical knowledge and practical operation, and advocates that students conduct self-study and cooperative learning to further improve students' interest in learning and thus improve teaching effectiveness. While cultivating teachers' etiquette, it also reminds teachers to pay attention to their own words and behaviors in daily teaching and life. An instructor should always remember that he or she is a person of exemplary virtue, and have the idea of things Dos and Don'ts [2]. Besides, the competition among countries is the competition of comprehensive national strength, and the manifestation of comprehensive national strength lies in the spread of spiritual civilization. As the wise person of spiritual civilization dissemination, the teacher's own etiquette is directly related to the spread of spiritual civilization.

4. TEACHERS' ETIQUETTE COURSE ON PBL LEARNING METHOD

4.1 To improve teachers' etiquette and ensure the quality of teaching

In practical teaching, teachers' etiquette and image both determine the teaching effect of the classroom and influence students' ideology and personalities. Students are precisely at the age when their curiosity is relatively strong. In the process of being contact with teachers, students pay special attention to teachers' appearances and words. If having standard etiquette and affinity, and setting an example,

teachers can be beloved by students, which promotes emotional communication and enhance feelings between teachers and students. Thus, in practical teaching, teachers should always maintain a good moral cultivation and improve self image. Relevant education and management departments should pay more attention to the training of teachers' etiquette, and then improve the quality of teaching. With the continuous development of information technology, education and teaching have also been innovated. As a new teaching method, PBL method is of great help to teachers' etiquette courses under the arrangement of a large number of online courses. With the help of PBL learning method, we can make full use of teaching resources, give full play to the advantages of educational resources, and help teachers better establish good etiquette norms.

4.2 To improve teachers' etiquette and enhance teachers' overall image

Despite the rapid development of science and technology, the methods, contents and ideas of our teaching are still stagnant, which has a certain relationship with the inner quality and image of teachers. When teachers' etiquette has been promoted, teachers' concept will be relatively improved. The teaching method should be innovated in the course of teachers' etiquette teaching, in order that teachers can have access to more advanced teaching methods and ideas, and they can innovate their own teaching ideas in the future and use new teaching methods in the process of teaching to further improve teaching efficiency [3]. Under the influence of education for all-around development and new curriculum reformation, most of teachers have begun to pay attention to their own etiquette and image, and carry out strict control of their own words and manners, in order to avoid the phenomenon of damaging teachers. But it still arises some uncivilized questions for few teachers, such as behaving vulgar in class, disrespecting students' personality, and abusing students at will, which seriously damages the physical and mental health of students and causes a very negative influence on the students. Therefore, it is vital to enhance teachers' etiquette, and we must make effort to avoid the case that a rat's excrement destroys a pot of soup. PBL learning method is supported by a large number of network information and resources, which ensures that teachers receive the most advanced knowledge in the course of etiquette. Both in teaching and in daily life, they always pay attention to their own behavior in order to avoid improper behavior. It can promote the whole body image of teachers, and imperceptibly affects the behavior of students.

4.3 To improve teachers' etiquette and strengthen the construction of spiritual civilization

China is a country of civilization and etiquette. Everyone's civilization is based on etiquette, and personal civilization is an important manifestation of social civilization. The Central Government of the Communist Party of China once pointed out that we must vigorously promote the spirit of Chinese civilization and regard the spirit of "diligent, self-reliance, dedication, honesty and trustworthiness, and patriotism" as the basis for morality to further improve citizens' morality and to cultivate people's all-round development, and make every citizen be a person with culture, etiquette, self-cultivation, and discipline. From this point of view, we can see that civilized morality and ritual culture are crucial to one country's continuous development. The focus of education for all-around development lies in the cultivation of innovative talents, and the modern teaching method is to cultivate innovative talents through network information technology. Network information technology can provide more various instructional resources for teaching. It can be wonderfully interacted with graphic and textual human-machine interface. It also has a large-scale information base and knowledge base, which has a great effect on inspiring learners' interest in learning [4]. Thence, the application of modern teaching methods in the teaching of course for teachers' etiquette is conducive to cultivating teachers' sense of innovation, to improving teachers' etiquette and to cultivating their spiritual civilization. As a model in colleges and universities, teachers have a certain influence on social civilization. The so-called "teacher" is the teacher's behavior which has a great influence on students. Students are the future of the country, and it is of utmost importance to cultivate students' behavior and morality. To strengthen teachers' etiquette and image-building is an important step in building a social and civilized spirit, and it is also a key move in cultivating social innovative talents.

5. CONCLUSION

With the integration of multimedia technology into the field of education and teaching, the traditional teaching model has been subjected to a strong impact, and a large number of online courses have embarked on the teaching classroom, which has also affected the effectiveness of the network's education and teaching. While PBL learning method is an inquiry learning method, it emphasizes on the development of learners. Applying the PBL learning method in the teaching of course for teachers' etiquette can effectively improve teachers' ritual development and further strengthen their ability to control their own behaviors so as to avoid improper ones.

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Analysis of the Main Characters' Alienation from Perspective of Consumerism in the Great Gatsby

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Abstract：As one of the most eminent American writers in the twentieth, Francis Scott Fitzgerald (1896-1940) is also a representative of "The Lost Generation" in American literature. In the 1920s--the roaring "Jazz Age", People chased material possessions and worship consumerism. Individual success only can achieve through money. Wealth became the measure of human self-value. Influenced by the consumerism and steadily increasing material desire, people did not feel satisfactory and delightful in their inner heart while they felt far emptier and more perplexed, even entertained the idea of being controlled by material, which is the alienation phenomenon. *The Great Gatsby*, as Fitzgerald's most famous novel, profoundly accounted of individuals' underlying and unfilled material desire and represented the spiritual wilderness of people beneath great wealth and success. From the perspective of consumerism, the whole thesis aims at dealing with the alienation of the main characters of this novel affected by consumerism. What's more, combining with the influence of consumerism and the theory of the alienation of Fromm, this thesis puts forward the method to eliminate alienation and make the society healthy.
Keywords: F.S Fitzgerald; consumerism; alienation; *The Great Gatsby*

INTRODUCTION
Fitzgerald is a prolific writer, composing four novels and more than one hundred excellent sixty short stories filled with wit in the short period of his writing career. Resorting his plentiful imagination and subtle layout of the plots, he vividly depicted a society where the traditional puritan morality disintegrated and consumerism widely pervaded every aspects of all lives.
The Great Gatsby is a good illustration. Gatsby, a poor youth born in Midwest, had a crush on Daisy, a wealthy girl. It seems that Daisy is what he sought to gain. And With the help of Nick, he and Daisy get a reunion, only to find that Daisy is not the ideal love of his dreams. By accident, Daisy kills a woman, and plots flee away with Tom to escape from the blame .So, lastly, Gatsby is misunderstood to be a crime and shot.
1. THE HISTORICAL BACKGROUND OF CONSUMERISM

In the period of The First World War, America made a big fortune overnight, which stimulated the development of monopoly capitalism .The manufactures, spared no effort to seduce people to consume. At that time, American economy thrived, causing the increase of personal wealth. And people were anxious for superior social status identity accord with their wealth.
As we all know, the pompous and boisterous history of America in the Jazz Age is the decayed course of American traditional values. And American traditional values, to a large extent, are influenced by the puritanism. Namely, puritanism is the root of American culture. The first puritan settlers in American land were religious refugees from Europe, questing for religious freedom. When they arrived at America—this wilderness land like new Eden of Garden, committed to build an ideal country, the forefathers painstakingly cultivated the primitive land. Then their spirits constituted the main puritan values, including piety, humility, seriousness, honesty, diligence and frugality. While entering into the Jazz Age in the 1920s, American economy was prosperous unprecedentedly. The desire for spiritual and material improvement turned into the pursuit of material wealth and social status. With the disintegration of the puritan's value, people revolted against traditional values and immersed themselves in the trend of consumerism to fill their spiritual emptiness.
2. THE PEOPLE'S ALIENATION INFLUENCED BY CONSUMERISM
(1)Fromm's Alienation Theory
Fromm put forward the ideal of alienation in his book *The Sane Society,* profoundly dissecting the mode of production in a capitalist society based on the theory of humanism. The purpose of producing living materials is to meet the needs of people's life, to lay a solid material foundation for people's happy life, so that people can live with freedom. But in trend of consumerism, the machines were so widely applied to the field of production that people seemingly were controlled by machines, repeating the simple work every day. In the field of production, people had been alienated as the goods through the exchange of their labor to get the money, lost their creativity and independence.
Alienation would be more prodomient in capitalist consumption. Consumption should have been the way of meeting people's demand, but People's

consumption was to show their own value and existence. Consumption became an approach to establish personal identity and gain social status. Even the precious puritan values –sincerity and the noble romantic love lost their original meaning owing to money.

(2) The Main Characters' Alienation *in the Great Gatsby* Influenced by Consumerism

The protagonist, Gatsby, a poor peasant boy from North Dakota, defines himself as the son of god. Determined to succeed, to climb to the higher social class, he ran away from home, and finally obtained wealth through hardships. Especially when he was young, he was brave faced with disaster at sea. In addition to, he fought with the enemy bravely in the war. In his career, he demonstrated the pioneering spirit and heroism of American ancestors. In the face of love, he is persistent, exclusive romantic. He treats his friends with sincerity.

But all of these have become disillusioned under the influence of consumerism. His love is closely bond to money. His love and dream, Daisy, valued money more than loves itself. In order to get enough money, he gave up his integrity and engaged illicit activities. Then he lived in the vicinity of Daisy where he held a feast every day, with splendid lights and full seats, to attract Daisy. In order to get the social status matching to Daisy, he lied to Nick about his humble origin. He refused to acknowledge his parents. All of these make Gatsby die of his dreams that he weaved for himself. Therefore, under the influence of consumerism Gatsby is alienated as an experiencer and a prey of his dream and separated from the real world in the pursuit of his dream.

Daisy, a member of upper class is very attractive on account of her beautiful appearance, her elegant behavior and her pure wearing. It seems that daisy is a lovely and innocent woman. And when Nick sees daisy for the first time, he says:" they were both in white and their dress were rippling and fluttering as if they had just been blown back in after a short flight round the house."(Fitzgerald, p12) It is her innocent and her pure that make Gatsby impressive and fall in love with her. Her personality is so pure before she stepped into the abyss of the consumerism. If daisy did not hasten to marry Tom for wealth rather she waited for Gatsby patiently, she could not tragically bring her spiritual life fall. At last, she lost her precious pure and innocent personality in the trend of consumerism; as a result, she becomes greed, arrogant, hypocritical and superficial.

In fact, when knowing the love fair of her husband Tom, daisy wants to flee from him and be independent from her rich husband. However, because of lusting for wealth and honorable title, she cannot makes choice following her inner heart. On the contrary, she indulged herself in all kinds of carnival parties to numb her feelings about the betrayed husband and her purposeless life. Thus, she shuts up her inner heart and becomes ruthless. To a large extent, Daisy subjects to the material wealth. For the wealth, she plots with Tom to escape from the punishment after she kills a woman, and dumped Gatsby, a wholehearted man. Therefore, Daisy is alienated into a fetishist for wealth. In the end, her mercilessness to Gatsby's death demonstrates the money erodes her humanity little by little, and the consumerism makes her dehumanizing.

3. CONCLUSION

Fitzgerald depicted a vivid picture of much-publicized orgies American society in The Great Gatsby. With the flourishing economy and the collapsed social morality, especially the puritan values, People were manipulated by consumerism and were alienated into slaves of material，anxious for more and more extravagant commodities to prove personal wealth and social status. With China's economic growth; material living conditions have been greatly changed. However, there are some alienated behaviors in our real life. People consume excessively even purchase the luxurious goods, not for utility, but proving their value. In social life, some people feels uneasy and anxious about life, and the relationships among people become distrust and alienation.

How to avoid people's alienation and help to establish healthy personality in our society? Based on the Fromm's alienation theory, the suitable way to make society sound is to put people at the center of society. Therefore we should respect the principle of human subjectivity. And the socialist core values should play a positive role in guiding the improvements of the individuals' self-consciousness, so that the core values of socialism will be recognized and absorbed by people. What's more, our focus should not only be the aspect of economic development to meet with the material needs of people, but also pay more attention to their spiritual needs, strengthening their sense of happiness.

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Case Study On Traceability of Edible Oil Enterprises

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Abstract: The need of establish a reliable traceability system in food industry has become an urgent task due to the emerging food safety issues. We present an comprehensive case study to demonstrate a applicable system to ensure traceability in modern commercial food grade oil production.
Key Words: food recall; food traceability; traceability

1. FOOD RECALL AND FOOD TRACEABILITY CONCEPT.

1.1. "Food recall is a procedure in which a producer reduces or limits the hazards caused by food unfit for human consumption by replacement, volunteer return, supplement or amendments of consumption instruction with the compliance of the relevant regulation. [1] Food recall is a mitigating measure aim to avoid future damage after incidents.

1.2. Food traceability: traceability, also known as " origin ", is defined by the term ISO9000 < Quality Management System- Fundamentals and Vocabulary > as "the ability to trace the history, application, or location of the object under consideration" [2]. The essence of traceability is record keeping and location identification. In 1990's , food safety incidents were frequently reported around the world. In 2002, on International Codex Alimentarius Commission , France and other European Union countries proposed   to establish a recording system for improving communication on information related to food safety, controlling of food born diseases, and protecting consumers' interests. Later, this system is known as the food traceability system[3 / 4]. Many researches have been conducted on food traceability since then.

1.3. Food recall is related to the health and safety of consumers and the self-interest of enterprises. The food recall system helps to maintain the industrial standard of food production and enhance social stability through the implementation of the food recall system.

1.4. Food traceability is from producers to consumers. It starts at farms, goes through every link in the supply chain, including raw materials suppliers, processors, transporter, sellers and POS. Its main purpose is to identify the possible cause of food safety hazards, determine the origin and features of products.

2. STATUS OF DOMESTIC LAWS AND REGULATIONS ON FOOD TRACEABILITY.

1.1. In October 1st 2015, the Food Safety Law of the people's Republic of China (42th), the food safety traceability system is implemented by the country, and covers whole food production. Food producers and traders are required to adopt the food safety traceability system compliant to the law mentioned above, and guarantee the traceability of their products. China also encourages food producers and traders to apply advanced information technology in collecting, maintaining production and trading record. CFDA works with the Sate Council and relevant departments to facilitate the establishment of the coordinated traceability system for food safety

1.2. In September 1st 2015, State Food and Drug Administration decree No. 12 <measures for the Administration of Food recall> came into effect, with special provisions on the cessation of production and operation, recall, disposal, supervision, legal liability, etc.

1.3. At current stage, it is essential for food enterprises to implement internal food traceability system.

3. CASE STUDY ON TRACEABILITY OF EDIBLE OIL ENTERPRISES.

3.1 The basic situation of enterprises.

The main products of the large Sino-foreign joint edible oil production enterprises are small packaging and bulk edible oil. The extraction of oil from raw materials are not included in the operation. The raw materials are unrefined edible oils, such as soybean unrefined oil, rapeseed unrefined oil. The finishing products are the refined vegetable oils through Octant method. These producers established and passed ISO9001: 2008 ,ISO22000: 2005 (Food Safety & Quality Systems,) possessed relevant documents required by law and industrial regulation.(Figure 3-1 Product traceability process).

3.2 Case study on traceability.

In order to ensure the effectiveness of product traceability, the producers organise recall and tracing of their products simulation annually. Grade I product recall simulation exercise of 5L Soybean and product tracing simulation exercise of 5L

blending oil was carried out in 2009;. In order to protect the product formula, enterprise information, customer information, the names of involved entities will not be disclosed

3.2.1. Grade I recall simulation report of 5L bean.

Recall products and batch numbers:

Identify flawed product :   February 15, 2009 night shift   Line 7   Discovery of 5773 cases of 5L Peas were identified as not compliant to producer standard. It is necessary to recall 4896 cases and 4392 cases of 5L*4 bean products with production date   February 15, 2009 and February 16, 2009.

Recalling reason: acid value exceeded national standard.

Recall time: Notice time: 2009 05. 19 am 8:00.

Retroactive notification to warehouse：2009 05. 19 am 9:00.

Warehouse completed traceability report: 2009 05. 19 am 11:00.

Product recall notices and announcements to Marketing co., Ltd.: 2009 05. 19 noon 12:00.

DUTIES:

Quality control department—————Identify the scope of the product distribution, issue internal and external notice and announcement to the involved parties, determine the repurpose method or disposal method of the recalled product.

In-plant logistics-----------Trace the distribution of recalled product, including: "receiving area, receiving unit, Delivery date, Shipment quantity."

Marketing co., Ltd.-------- Confirm the distribution and location of recalled product; catalog and condemn in-stock affected product , issue notice and announcements to all channels of the market regarding the recalled product that have been shipped, recover the recall products and assume responsibility.

General Manager--------- Issue approval to recall and dispose the product.

Recall contact list: (annex 1)

The list of products recalled: (annex 2)

Recall process:

On May 19, 2009, 8: 00: 00 * Cereals and Oils Co., Ltd. was notified that the acid value of 5L*4 Grade I soybean oil with production batches 2009-02-15 and 2009-02-16 7 exceeded the industrial standard and a total of 9288 boxes of soybean oil were recalled.

Quality control department mobilised the quality and safety management office, then notified the factory logistics and requested an urgent tracing. The product was traced and recovered via record at 9:00.

11:00, the factory logistics filled a <the list of products to be recalled>to the quality control and safety management office

At 12: 00 , the Office of quality control and safety management issued a product recall notice (figure 3-2) and a recall announcement (figure 3-3) to the Marketing co., Ltd. together with <the list of products to be recalled> , requested the Marketing co., Ltd. to contact its warehouses. The products were identified and sealed for disposal. At the same time, a recall notice were issued through radio regarding the product that had entered into the market

Annex 1:

The List of interior Liaison staff

name	job	phone number	Office phone
＊＊	In-plant logistics manager	＊＊	＊＊
＊＊	Director, majordomo of quality	＊＊	＊＊
＊＊	vice director, director of quality management	＊＊	＊＊
＊＊	quality control engineer	＊＊	＊＊
＊＊	quality control engineer	＊＊	＊＊

The List of exterior r Liaison staff

name	job	phone number	Office phone
＊＊	account manager of Marketing company	＊＊	＊＊
＊＊	Chief of Operations	＊＊	＊＊

Annex 1:   the list of products to be recalled （excerpt）

number	Delivery date	Invoice number	Serial number	customer	wagon number	Total quantity of shipments : case

1	09-03-13	8027718 3	110498	Marketing disposable customer（catering）	Hebei J43380	1100
2	09-03-13	8027741 1/4	110489/88	**business trade	Tianjin AA3 573	1704
3	09-03-14	8027777 82	148011	**Grain and oil supply co., Ltd.	Tianjin AC5 330	1300
4	09-03-14	8027741 8	110486	Balinzuo qi Fengjiu Milk supermar ket	Beijing G581 93	800
5	09-03-19	118300	118300	CD69	Shanxi D227 70	1580
6	09-03-19	8028042 6	148057	**Comm ercial and Trading Co.,Ltd.	Hebei D470 23	1253
7	09-03-19	8028046 65	148047	**Grease co., Ltd.	Shanxi L142 47	1330
8	09-03-27	8028523 37	148150	**Food oil Wholesal e	Tianjin AA7 202	1500

3.2.2 Tracing report of 5L blending Oil Simulation.

Analog traceability product name: 5L blend oil

The date and batch number of the analogue traceability p-roducts: 2008-10-13 6 08:00 to 2008-10-13 6 23:59

Cause of traceability simulation: water content exceeded industrial standard

Tracing Process:

Ⅰ. Tracing process of small package oil(t) and its filling process:

After tracing down the 5L blending oil(t) and recovery of its filling process record on the 6th line on October 13, 2008, Following information and records are obtained:

1. Message: (table 3-1)

2．The records were: < Handover record of oil in small packing workshop>、<stores requisition>、< Control record of Oil-filling Line> 、 < inspection record of Oil-filling Line> 、 < Quality Inspection Report Form--- product>……

Ⅱ. Tracing process of oil tanks:

On September 195h, Identified and recovered the information and records on the base oils of 19B on October 9th and October 13th ,

1. Message: (table 3-2)

2. The record was < Single tank ledger >、<Tank Metering Daily>.

Ⅲ. Oil traceability:

Identified finished product 10#,5#,19A,12# canned and barreled unrefined oil E, Obtained the following information and records.

1 . The information of 10# Tank Raw Oil A: (Table 3-3)

Unrefined oil A originated from imported oil that was shipped on August 4, 2008 (Trump 6).

2 . The information of 5# Tank Raw Oil B: (Table 3-4)

Unrefined oil B was originated from **agricultural oil that arriv-ed on March 30, 2008, Grade 4 oil of the grease bank that arrived on April 9, 2008, unrefined palm oil that was shipped on May 5, 2008 in Ship (Zhezhou 9), Grade 4 oil that was shipped on July 16, 2008 in Ship (Zhepu Oil 78), mixed Grade 1 oil of 5 batches from Xiangrui that was shipped on. August 5, 2008.

3.The information of 19A Raw Oil C: (Table 3-5)

Raw oil C was sourced from mixed raw oil C3 batches purchased from Feixian on April 22, 2008, June 18, and July 28, 2008.

4.12# Tank Raw Oil D: (Table 3-6)

Raw oil D was sourced from Samsung's D3 mixed oil which purchased on June 26, 2008, July 3, and July 16, 2008.

5.Barreled raw oil：

The raw material oil E was sourced from the raw oil E of** plant oil that arrived on July 24, 2008.

6.Raw oil 3 ：

Raw oil 3 originates from Anyang's raw oil 3 that arrived on February 1, 2008 and July 23, 2008.

7.Raw oil 4:

Raw oil 4 was sourced from Shanghai's raw oil 4 that arrived on September 10, 2008.

8.The records are:< long-time reaction record （Ⅰ）> , < long-time reaction record（Ⅱ）>,< daily sheet of oil quality>,<the records of 300T refining and decolorization>,< the records of 300T refining and deodornzation >,< daily sheet of physical refining >,<(Oil) Inspection Report>……

Ⅳ.The refining process involves traceability of auxiliary materials:

1. Information: (Table 3-7)

The source is the clay of four suppliers from NingCheng, Anji, Zhangjiakou and Leping.

   2.records<(Manufacture   Subsidiary) inspection report>

V. Summary

The most complex product of the company was traced back to the source . Through the record analysis, more comprehensive   information is obtained. Managing issues in the tank area were identified. Raw material oil A was imported in large volume. The fast turn over rate exceeded the tank area's limited capacity. Under this situation, oil mixing was invertible. The logistics department was advised to utilise both large and small tanks to reduce the mixing.

4.Conclusion

This case study provided retrospective view on establishing and managing a traceability system relevant to food industry.

Abstracts：

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Construction of Smart Campus based on Web Services and Internet of Things

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Abstract: The construction of smart campus is based on the Internet of things and the Web services. Through using the ubiquitous feature of the Internet of things and the advantages of Web services as well as combining with the popularization degree of smart phones, the smart phones are taken as the service clients to build the smart campus. The idea of Web service composition is used to realize the full utilization of Web service resources. In this paper, the architecture of the smart campus based on the Internet of things and the Web service is provided and the key technologies have been described.
Key Words: Web service; service composition; smart campus; Internet of things

1.   Introduction

The construction of smart campus based on the Internet of things relies on the powerful perceptual ability of the Internet of things. All kinds of data in campus are collected and preprocessed. After preprocessing, the data will become the data resources. After storing these data resources, these resources will be used in the next step. In this paper, it is proposed to use the web services to deal with these resources and the automated web service composition technology is employed to improve the utilization of web services. Compared with the dedicated software or the information platform based on the traditional C/S or B/S architecture, the web service technology has the following advantages:

1.1   The compatibility is well: the web services can support the existing programs through providing the service interfaces for existing programs. The existing programs can be incorporated into the web services through taking the function as the service interfaces so as to reduce the amount of development of web services.

1.2   The coupling is loose; the service and the service interfaces are independent of each other. When a specific service is changed, the external performance of the service interface is not affected. When the service is upgraded and expanded, the whole will be slightly affected.

1.3   It can be reused: through combining with some services, some new functions can be implemented to meet the demands. The reuse of these services makes the secondary development unnecessary.

1.4   It has the nature of openness: the colleges and universities can make a part of their functions as open interfaces. Relying on the educational network, the sharing of resources with their brother colleges and universities can be realized so that the educational resources can be fully used.

In the second section of this paper, some basic concepts have been introduced. In the third part, the architecture diagram of the smart campus has been provided and the rest parts are involved with the collection and the processing of data. These links have been introduced. Finally, the summary is given.

2.   Basic concepts

Based on the computer Internet, The Internet of things uses RFID、 sensor equipment, wireless data communication and other technologies to construct a "Internet of Things" that covers everything in the world. In this network, the objects can "communicate" with each other without human intervention. The essence is to realize the automatic identification of objects and the interconnection as well as the sharing of information through the Internet by means of intelligent acquisition technologies such as RF automatic identification (RFID), sensor network and wireless communication, etc.

The wireless sensor network is a network that is composed of sensor, data processing unit and tiny nodes of communication module by means of self organization. The various sensors built into the nodes are used to measure the heat, infrared, sonar, radar and seismic signals in the surrounding environment so as to detect the physical phenomena such as the temperature, the humidity, the noise, the light intensity, the pressure, the soil composition, the size, the speed and the direction of moving objects. For the communication modes, the short-distance wireless low-power communication technology is generally adopted.

According to W3C definition, Web service should be a software system to support the interactive operation of different machines between networks. The Web services are usually made up of many application interfaces (API). They can execute the requests for services submitted by customers through the network, such as the remote server side of the international Internet.

At present, the mainstream smart phones have

generally supported the high-speed wireless Internet access such as Wifi, which makes them become the ideal network terminals of LAN level. Android system is based on Linux. As Linux is a mature operating system on PC platform, there is no problem with its stability. C/C ++, java and other advanced programming languages supported by Android system can be programmed to achieve a powerful function. The design of IOS system also draws lessons from the MacOS system of PC platform and IOS also supports the programming of advanced languages.

3. Architecture chart of smart campus

The architecture chart of smart campus is shown in Figure 1.

different types of users and realize the compatibility of various communication protocols.

4. Key technologies

4.1 Data acquisition. In the smart campus, there are two main sources of data. The first one is to collect the information of devices and objects through RFID system and sensor network. The second one refers to the data from the original information system.

For the data acquisition of the Internet of things, there are mainly three steps: the first step is to collect the data through the Internet of things; the second step is to detect the data; the third step is to persist the detection of qualified data.

For the first step, the Application Level Event

Figure 1 Architecture chart of Internet of things module of smart campus

In this architecture, the lowest-level Internet of things devices are responsible for data collection and these data should be validated and standardized at first. The data general interface is responsible for parsing the data call instructions of each layer and shielding different databases and data formats, which facilitates the distributed deployment of all kinds of databases. The service agent and the communication agent form the bridge between the data processing and the upper application. The main purpose of the interfaces in application layer is to parse the communication protocols used by

Standards published by the EPCglobal organization can be consulted, namely the ALE standards. ALE defines two basic functions: the data collection and the data filtering. The second step is to verify whether the data format is correct and whether the data contains the necessary key information. This part can be implemented by java coding. The third step is to persist the data by using the JDBC technology developed by sun company. JDBC is a set of lightweight database access interface to support a variety of databases.

For the data in the original information system, it can be directly obtained by using web services.

4.2 Data processing

When the data is stored in the database, it can be read out and processed according to the demands of function. The technology of web service is employed here.

In the application of smart campus, a series of atomic services can be written for the resources. These services have a single function and they are closely related to the underlying data resources, such as the service of inquiring the books in library, the service of inquiring the number of seats in study room and the service of attendance enquiry for a course of study.

It is required to open the service registries with limitation, through which the brother institutions can use some of the published services. In order to make full use of web service resources, the existing services can be combined to produce more powerful value-added services.

Web service composition is integrated by the service search and the interfaces between services. A number of autonomous Web services are self-combined according to the application so as to provide a new and more powerful Web service. The service compositions can be divided into the static service composition and the dynamic service composition. Web static service composition is to determine the control flow and the data flow between web services in the process of development and design. The dynamic composition of Web service is carried out during the operation of the system. The control flow and the data flow are automatically generated. The dynamic composition of Web service mainly has the following four aspects:

1) Service registration. The service provider registers the developed web service for the service broker.

2) Service modeling. As the web services themselves are described by WSDL and the WSDL format used by each web service may be not uniform, these web services should be uniformly modeled so as to eliminate the semantic problems that may be encountered in the process of composition.

3) Service composition. Based on the established service model, the algorithm is used to automatically generate or manually synthesize the web service composition scheme that meets the demands according to the users' requirements. Afterwards, the scheme is converted into the executable code.

4) Search and execution of the composite services. The user can issue a query request to the composition engine. The composition engine can find the required web service composition according to the users' search requirements, execute and return the results.

Different functions have different requirements. According to the requirements, the web services should be dynamically or statically composed.

The main problems faced by the construction of web services are the choice of service granularity and the unified description of heterogeneous data. The small service granularity will increase the complexity of the service composition. The large service granularity is not conducive to the secondary utilization of services. The reason of the existence of heterogeneous data is that the new web services should be compatible with the original information systems in colleges and universities. However, the modules of the original information systems are independent. For example, the educational administration system and the financial system are independent of each other. They will be independently developed when some colleges and universities develop and apply these modules. Therefore, these modules have different data structures. The new web services should be able to utilize the original system data, which required a unified description of the heterogeneous data.

The application of the web service technology needs to solve the compatibility and the transformation of the original system as well as the support of the new Internet of things technology. The compatibility modification scheme of the original system is shown as follows:

Figure 2 Compatibility modification scheme

For the service broker, it operates the universal description, discovery and integration (UDDI) protocol. The service requester can discover the services through the service broker and the service provider can register the available services at the service broker.

The work done here includes the unified data format, adding the web service access interfaces and the concrete implementation of interfaces for the original business. The unified data format can be realized by WSDL in Web service. WSDL is a web service description language based on XML. WSDL support contains the shaping, the floating point, the character and other data types. It can also build the custom data types. WSDL is used to establish the unified access standards for data. Then, for web services, whether the platform is based on C language or based on java platform, the data types are uniform, which has the basis of data.

The following aspect is the addition of the web service access interfaces for original business and the specific implementation of the interfaces. The current mainstream Web service implementation is based on .net platform and java platform. The java platform is used here. Because the java has the cross-platform feature that is conducive to the future service extension. In literature [8], a feasible

web service scheme transformed by B/S architecture has been provided.

4.3 Presentation of data

When the web service processes the data, the data should be presented. Currently, the smart phones are widely used in colleges and universities. According to the survey, nearly 80% of students are using the smart phones. The operating system running on smart phones, no matter Apple's IOS or Google's Android, is based on the changes of operation system in the PC platform. These operating systems support the advanced languages such as Java and C++. Since JavaSE6.0, the native support for Web Service has been introduced. The client operation of Web Service can be written by using Java service class Example_Service and local interface Example. Therefore, the smart phones can be considered as the right platform for data presentation.

The organic combination of the Internet of things in bottom layer, the Web service composition architecture in middle layer and the smart phone terminal in top layer can build a smart campus together.

5. Realization effect of the smart campus based on the Internet of things and the web service composition

The construction of the smart campus system is based on the Web service composition and the Internet of things. In this system, the users only need a smart phone to gain access to the campus, understand the resources owned by the campus and use some of the services provided by the campus.

In the classroom, a mobile phone with RFID function can easily realize the function of checking on the attendance without the roll-call of teachers. At the same time, the students can use the Web service to check their attendance and propose the unique query request. For example, they can inquire about the attendance situation of a class on Wednesday.

Some students have had the experience of finding a suitable study room in difficulty. In this system, they can sue the Web service to find the free study rooms. The students can make demands on the distance between the study rooms and themselves and they can even limit the number of free seats in the study rooms.

The data collection can be realized by adding sensors to the heating equipment. The students can check the heating situation in their rooms through the Web service. If there is a problem with the heating equipment, it will be also possible to request maintenance to the logistics unit on the Web service composition platform, which saves a lot of manual work.

For the teaching and research resources in colleges and universities, teachers and students can query the relevant information through the Web service system and they can also download the information to their own smart phones or send the information to their own mailboxes and network disks.

In the library, the radio frequency identification technology is employed for the books, which can make the collection management of library become more convenient. As the efficiency of the radio frequency technology is much better than the one of the bar code technology. The use of the radio frequency identification technology is helpful to improve the digitization degree of library. Teachers and students can query and book the books through the Web service as well as directly borrow the books through the RFID function of mobile phones.

The data collection can be achieved by adding sensors to the seats and the sales windows of the canteen. Teachers and students can inquire about the menu of the canteen and the crowded degree of the windows through the Web service.

By issuing the Web services, the work of the office building can be made more standard and scientific. When teachers and students handle the business in the office building, the specific flow of the business can be queried through the Web service. Meanwhile, the Web service can also guide the sequence of the business processing of teachers and students.

Conclusion

Web service composition strategy makes the Web service become the reusable resources and the Web service resources that can be fully used. The advantages of the Web services are suitable for constructing the application scenarios of smart campus based on the Internet of things. With the popularity of smart phones, the client programs with powerful writing function become relatively simple. The organic combination of the Web service composition, the smart phones and the Internet of things can promote the digital level of colleges and universities to a higher level. The educational resources owned by colleges and universities are more fully utilized.

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Symbolism in Rip Van Winkle

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Abstract: There are many symbols in Washington Irving's short story *Rip Van Winkle*. Rip Van Winkle has three symbolic meanings. Firstly, he is the symbol of most people before the Independence War who hold an attitude of indifference towards their life under colonial domination. Secondly, he represents the war evaders that intend to escape from the reality and the responsibility and yet enjoy the glory of victory after the war. Thirdly, Rip Van Winkle stands for backward traditional methods or American traditions. Dame Van Winkle, on one side, symbolizes Britain and the repression; while on the other side, she can be seen as the symbol of heroes inheriting the martial character of ancestors and sacrificing in the war.

The present paper analyses the symbols in the story, providing some new points of view to understand the text.

Keywords: Symbolism; Rip Van Winkle; Dame Van Winkle ;

1. INTRODUCTION

Washington Irving is an American author, essayist, biographer and historian in the early 19th century. American people consider his success in literature as a sign that American literature is emerging as an independent entity.[1] *Rip Van Winkle* is the most famous and frequently anthologized short story written by him. Rip Van Winkle is a simple, good-natured man. However, his wife always complains about his idleness and carelessness. In order to escape his wife's clamor, one day he strolls away into the woods and sees a man carrying a stout keg full of liquor. He drinks the liquor and soon falls asleep, while the sleep takes him twenty years.

2. RIP VAN WINKLE AND DAME VAN WINKLE

The story happens in the village at the foot of beautiful Catskill Mountains, and the historical background is the period under British colonial rule before the American War of Independence. People seem to live in a tranquil and harmonious life in such a peaceful village, which actually is numb and negative. Rip Van Winkle is exactly the symbol of most people at that time who hold an attitude of indifference towards their life under colonial domination. He does not care about his family business: his children, his wife and his land. "The great error in Rip's composition was an insuperable aversion to all kinds of profitable labor."[5] It is not because he is lazy, in fact he does not lack the spirit of industriousness and stamina. He is glad to help his neighbors and always has fun with other children in the village. "in a word, Rip was ready to attend to anybody's business but his own; but as to doing family duty, and keeping his farm in order, it was impossible."[5] "He declared it was of no use to work on his farm."[5] British control of America is aimed for the economic profits, restricting the development and making the colony be the place where the raw material is produced and the goods are sold. The earnings of their hands belong to Britain not to America. Their efforts are in vain.

The wife symbolizes the colonist, Britain and the repression. Rip Van Winkle is limited and constrained by his wife. "for those men are most apt to be obsequious and conciliating abroad who are under the discipline of shrews at home. Their tempers, doubtless, are rendered pliant and malleable in the fiery furnace of domestic tribulation."[5] After his wife's death, he returns to the home, finding the house gone to decay. On one hand, he is happy that "he had got his neck out of the yoke of matrimony, and could go in and out whenever he pleased, without dreading the tyranny of Dame Van Winkle"[5]; on the other hand, he feels lonely because of the loss of his wife. The implication is that some spectators of the war are at a loss without the supervision and control of Britain.

Beyond that, Rip Van Winkle spends the war in dreams. His lack of concern for his family illustrates his aloof and selfish character. He represents the war evaders that intend to escape from the reality and the responsibility and yet enjoy the glory of victory. In this sense, Dame Van Winkle can be seen as the symbol of heroes inheriting the martial character of ancestors and sacrificing in the war.

At last, Rip Van Winkle also stands for backward traditional methods or American traditions. When he comes back to the village, he finds that everything has changed and feels apart from the environment. His feeling of isolation signifies the total difference between "new" America and old traditions. Luckily, there is an old Peter Vanderdonk recognizing him and assuring people that his story is true. His daughter takes him home and takes care of him. "He soon found many of his former cronies, and preferred making friends among the rising generation, with whom he soon grew into great favor."[5] "(He) was reverenced as one of the patriarchs of the village, and a chronicle of the old times 'before the war'."[5] The acceptance and the

respect of the rising generation for him portend the combination of the old and the new.

3. OTHER SYMBOLS

There are many other symbols in *Rip Van Winkle* besides Rip Van Winkle and his wife. Following is the brief introduction to them.

(1)"Wolf"

Rip Van Winkle has a dog named Wolf. "Dame Van Winkle regarded them as companions in idleness, and even looked upon Wolf with an evil eye."[5] Both Rip and Wolf are afraid of Dame Van Winkle. Despite all this, Wolf is "as courageous an animal as ever scoured the woods"[5]. It is possible to consider Wolf as a symbol of American Indians. Wolf comes back to Dame Van Winkle after Rip falls asleep, which implies that most of the Indians fight on the British sides against Independents. In the end, Wolf becomes a half-starved dog, skulking about the house. "Rip called him by name, but the cur snarled, showed his teeth, and passed on."[5] The British retreated from North America after the American Revolution, yet leaving the Indians to face the victors alone. The ending is imaginable.[6]

(2) People that are playing at ninepins

One possibility is that they symbolize European countries taking the Independents side during the Independence War. Another possibility is—the people indicate that the ancestors of Americans are from different European countries, however, they unite together to fight for national independence.

(3) The bed of a mountain torrent

In the mountains, Rip meets "a short, square-built old fellow, with thick bushy hair, and a grizzled beard"[5]. Rip helps him carrying the stout keg and "they clambered up a narrow gully, apparently the dry bed of a mountain torrent"[5]. After his waking, he is surprised to find "a mountain stream was now foaming down it(the gully), leaping from rock to rock, and filling the glen with babbling murmurs"[5]. The different states of the gully reveal different atmospheres in America before and after the Independence War.

(4) Village and thunder

The village is the epitome of America, showing the changing and development in America.

Thunder is mentioned four times in the text. The first time, Rip shoulders the barrel up the hill and hears "long rolling peals, like distant thunder, that seemed to issue out of a deep ravine"[5]. This thunder forebodes the Independence War is around the corner. The second time, when the people play at ninepins, the noise echoing in the mountains sounds like long peals of thunder. The thunder means the Independence War is in progress and is extremely fierce. The third time, old Peter Vanderdonk tells the villagers that "his father had once seen them in their old Dutch dresses playing at ninepins in a hollow of the mountain; and that he himself had heard, one summer afternoon, the sound of their balls, like long peals of thunder"[5]. It shows the frequent wars in Europe. The last is in the end of the text, "Even to this day they never hear a thunder-storm of a summer afternoon, about the Catskills, but they say Hendrick Hudson and his crew are at their game of ninepins"[5], which can be interpreted as saying that war is unceasing and conflict has not been solved.

4. CONCLUSION

Rip Van Winkle has three symbolic meanings. Firstly, he is the symbol of most people before the Independence War who hold an attitude of indifference towards their life under colonial domination. Secondly, he represents the war evaders that intend to escape from the reality and the responsibility and yet enjoy the glory of victory after the war. Thirdly, Rip Van Winkle stands for backward traditional methods or American traditions.

On one side, Dame Van Winkle symbolizes the colonist, Britain and the repression. On the other side, she can be seen as the symbol of heroes inheriting the martial character of ancestors and sacrificing in the war.

Wolf may be considered as a symbol of American Indians. The people playing at ninepins are possible to symbolize European countries taking the Independents side during the Independence War, and indicate that the ancestors of Americans are from different European countries. The different states of the gully reveal different atmospheres in America before and after the Independence War. The village is the epitome of America, showing the changing and development in America, and thunder is the sign of war.

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A Study of Harvard University Autonomy Based on the Perspective of University Charter

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Abstract: Harvard University's ability to develop into a world-renowned institution of higher learning is the result of a combination of factors. But more important is the development of university autonomy with Harvard University regulations. University regulations are the legal basis and institutional guarantee of university autonomy. Thanks to Harvard University's statute protection, a unique spirit of university autonomy has been bred in Harvard University and a unique university autonomy system has been formed.
Key words :Harvard University; university regulations; university autonomy

I. Harvard University Autonomy Evolution

(Ⅰ) Supervisory Board Act of 1642: Subject to the Control of the Colonial Government

Founded in 1636, Harvard University in Massachusetts is the oldest private university in the United States. However, at the beginning of the school year, it was not officially recognized by the legal entity as an independent legal person, and it is still under the control of the Massachusetts colonial government. Not to mention university autonomy.

In 1642, the Massachusetts colonial government passed the "Act on the Establishment of the Supervisory Board of Harvard College", which is a very important legal document in Harvard University's constitutional system. Harvard College formally established a board of supervisors to become a "double-house" management model. In the beginning, the board of supervisors began to administer the internal affairs of Harvard University as a quasi-legal person. However, this bill does not specify Harvard College's status as an independent legal person. There is no substantive significance and solid legal protection for Harvard's university autonomy.

(II) The Issuance of the Charter of Harvard College in 1650: Preliminary Establishment of University Autonomy

An important sign of university autonomy is the university's status as an independent legal person. The "Charter" signed by the Massachusetts Colonial Assembly in 1650 marked Harvard's initial status as an independent legal person, established Harvard's bicameral management internal model, and established Harvard's second internal management organization—the Committee of the College. , and gave the council the authority to manage Harvard University's internal affairs and property, and laid the legal foundation for Harvard University autonomy.

However, during this period, the autonomy of Harvard College was not truly university autonomy. First, Harvard's independent legal status is still controversial. A university needs to have a franchise of a church or a country's royal power to establish a legal person society if it wants to acquire an independent legal person status. The concession form is granted to the university. The 1650 charter of Harvard College is granted by the Massachusetts Colonial Assembly. The status of the legal entity in Massachusetts is itself It is still controversial that the royal family has granted it, and whether its authorization has legal validity has also left a hidden danger for the corporate identity crisis of Harvard College in 1685.

(Ⅲ) Modification of Harvard University's Constitution in 1825: Professor Participating in University Internal Management

Professors' participation in the internal management of university affairs is an important manifestation of university self-government. The main subject of advanced knowledge in universities is the professor. Therefore, the teaching field should transfer the power to the professor group. Therefore, the professor is involved in the governance of academic affairs within the university. The inherent requirements of university autonomy. In 1824, the group of professors filed a joint request with the council to participate in the decision-making body, but was rejected by the council. Although the Board of Supervisors and the Board of Supervisors retain the right to supervise, the day-to-day management power of Harvard University is gradually transferred to the teaching group. The teaching group begins to participate in the autonomy of academic affairs, supervises the school's teaching work, and sends out professors in school decision-making. The voice of the group has become a force that cannot be ignored in the autonomy of Harvard University.

Ⅱ.The Characteristics Of Autonomous Evolution Of Harvard University

(Ⅰ) The limited nature of autonomy at Harvard University

Since the birth of modern universities in the Middle Ages, the autonomy of the university is the

autonomy in the gap between the right of teaching and the right of kingship. It is a limited autonomy. The autonomy of Harvard University is also the same, and it is always in a state of checks and balances with external control. Promulgating the Board of Supervisors Act from 1642, although given the Board of Supervisors to establish rules and regulations and manage the right to dispose of property, but can not be separated from the government and the church's control, to the revision of Harvard University's Constitution in 1825, professors involved in internal management, Harvard University's self-government from never From there, from external autonomy to internal self-government, gradually deepened, but the constant is that this autonomy is always limited autonomy. Absolute power leads to a tendency of authoritarianism or corruption. Complete autonomy will inevitably lead to the university's laggard and backwardness, and the development of the university requires not only external financial support, the protection of the government's rights, but also social and national support. Needs. In the course of the evolution of Harvard University's constitution, although Harvard University's autonomy has been continuously expanded, it is always necessary to accept supervision from the outside and avoid the autocracy and closure of the medieval guild autonomy. With the revision and change of Harvard University's statute, the autonomy right of Harvard University has been expanding. However, the members of the board of supervisors always include government officials. The government always reserves the right to supervise Harvard University and restricts the autonomy of Harvard University. The university is not an ivory tower outside the society from beginning to end. As an institution for talent cultivation and academic research, it is both social and academic. It is always in a social environment and is influenced and constrained by factors such as religion, government, and society. It needs support from society and it also has to bear certain social obligations.

(II) University Autonomy in Multiparty Game

Since the birth of Harvard University, it was between the church, the royal family, and the government. It was the university autonomy gained in the process of multi-player game of authority, royal power, political power, academic groups, and administrative groups. Compromise and balance of multiple forces. The adoption of the 1707 amendment was the attempt of Harvard College and the Massachusetts government to try to get rid of the British royal family. Although it resolved Harvard's status as an independent legal person, the college also made a certain compromise: that is, agreeing that the Governor selects members of the supervisory board and agrees. The Governor and

his parliamentarians joined the watchdog. At this point, the British royal family had certain supervision rights. The revision of Harvard's constitution in 1825 was the result of a game between professors' groups, school administrators, and the council. The professor began to join the decision-making body of Harvard University to make the school's administrative groups and academic groups co-exist in harmony and to use the professor's group in university autonomy. The influence. The development process of the constitution of Harvard University in this period was actually the process of multi-party game. The autonomy of Harvard University is the result of multi-party game, compromise, adaptation and balance.

(III) Deepening the Connotation of Autonomy of Harvard University

University autonomy is the internal spiritual logic of universities. It has always evolved along with the development of universities. Harvard University is also the case. With the changes of Harvard University's statutes, the connotation of university autonomy has been continuously deepened—from external autonomy to internal autonomy. At the beginning of its establishment, Harvard did not inherit the autonomy traditions of medieval universities. Instead, it formed close ties with religious and colonial governments. It is an inevitable trend that Harvard University's teaching rights and political powers are involved in the management of Harvard University. The main task is to acquire the status of an independent legal person and obtain the right to manage internal affairs autonomously, and gradually reduce the restrictions on the internal management power of the colonial government and religious forces and obtain external autonomy. Although the "two-hospital" management model has enabled Harvard University and many external forces to achieve a relatively balanced state of self-government and control, Harvard administration personnel are not specialized academic groups, and universities are, in the final analysis, institutions that study advanced knowledge. Decisions made by non-academic groups will inevitably affect the development of universities. Therefore, Harvard University will inevitably evolve from the pursuit of external autonomy to the search for internal autonomy.

Ⅲ. The Conclusion

University autonomy is the internal spiritual logic of the university and the foundation of the university's survival and development. Since its inception, Harvard University has been pursuing its own autonomy rights in a multi-party game. The university charter has provided the institutional foundation and legal guarantee for Harvard University autonomy. To some extent, the evolution

of Harvard University autonomy is the highlight of Harvard University's spirit. From the perspective of Harvard University's statutes, it examines the historical trajectory and unique charm of Harvard University's autonomy, grasps the spirit and connotation of university autonomy, provides rich spiritual nourishment and rational reflection for the autonomy of universities today, and better inherits and develops the autonomy of the university.

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An Analysis of the Definition of Female Image in Yeats' Poem A Prayer for My Daughter from the Prospective of Close-Reading

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Abstract：this thesis tries to analyze Irish famous poet Yeats' poem A Prayer for My Daughter from the prospective of Close-Reading so as to study the definition of female image in the poet's heart through his sincere wishes to his young daughter in the poem. Through analyzing this poem from the structure, rhythms, and rhetorical devices in this poem, we can know that the poet's wish and prayer for his daughter, such as being beautiful, courteous, innocent and inheriting custom and ceremony and so on, in fact, reflects the definition of female image in his heart. These virtues, to some degree, have positive significance for modern female.

Key Words：Yeats；A Prayer for My Daughter；the Perspective of Close-Reading ； the definition of female

William Butler Yeats was a famous Irish poet, dramatist and prose writer, the leader of the Irish Literary Revival Movement, who had acquired the Nobel Prize for Literature in 1923. Yeats' poetry has its own uniqueness, which owns characteristics of emotion of romanticism and aestheticism as well as the characteristics of novelty and fantasy of modernism. M.H.Abrams regarded him as "beyond question the greatest twentieth-century poet of the English language." (Abrams, 1993:1863) In studies of Yeats' poetry both at home and abroad, people have always been focused on studying the female images in his poems. People always think that Yeats' female images in his poems are under the influence of his beloved beautiful Irish actress Maud Gonne . Most of them believe that Yeats eulogizes Maud Gonne's beauty and expresses his desire for and sorrow to the unattainable lady.While from the Perspective of Close-Reading, in other words, "on the basis of the poem, making deep analysis of it" (Pan Lifeng, 2013. Trans) Yeats was quiet rational on his poem A Prayer for My Daughter, as he reasonably expressed his reflection of philosophy with fine and smooth description. He hoped that his daughter would not be too beautiful but with enough etiquette and that her beauty would not attract too much attention; he also hoped that his daughter would be intelligent but not so sophisticated. The poet's wishes to his daughter, to some extent, showed his opinions to the definition of female, such as being beautiful and ceremonious, which has positive significance for nowadays' female.

1.The deep analysis of A Prayer for My Daughter from the Perspective of Close-Reading

As one of Yeats' late creating, the poem A Prayer for My Daughter was finished in June 1919. In this part, this paper will analyze the poem from the structure, rhythms, and rhetorical devices from the Prospective of Close-Reading in order to get a comprehensive understanding about it.

1.1 The Structure and Rhymes of the Poem A Prayer for My Daughter

Hegel once pointed out, "There must be syllables and rhymes in poetry, because they are the most original and typical characteristics that readers can feel directly and they are even more important than the so-called flowery words." (Hegel, 1981) Through the perspective of Close-Reading, we can see the structure of the poem is that there are ten stanzas and eighty lines altogether in the poem, and every stanza includes eight lines. The rhythms of this poem are mixed. In the first、eighth and the ninth stanzas, the rhymes are AABBAAAA 、GGJJAAAA and LLNNBBBB. While from the second to the seventh as well as the tenth stanzas, the rhythms are as follows: CCDDEFFE 、GGHHAEEA 、BBIIJGGJ 、AABBAKKA 、EEAALBBL、AAGGMAAM and LLKKEJJE. From the above analysis of the structure and rhymes in this poem, we not only sense the beauty of the poem's form, the elegance, music and exquisiteness of the rhythms, but also the strong emotions that the poet expressed in his poem.

1.2 The Rhetorical Devices in the Poem A Prayer for My Daughter

Having analyze the structure and rhymes of the poem A Prayer for My Daughter in the preceding part, we have felt the grace and music of this poem. In addition, the rhetorical devices in this poem also worth studying deeply. In the following analysis, Yeats applied many figures of speech to his poems, such as contrast，hyperbole，personification，allusion and so on.

1.2.1 Contrast、Hyperbole and Personification

The first and second stanzas written with realistic description interpreted the motivation and background of this poem. In the first stanza, the poet showed a contrast that outside the window, the wind was howling, while inside, the poet's dear little girl was dreaming sweetly and quietly. An intense storm from the Atlantic landed in Ireland. "Gregory's wood and one bare hill" (L.4) could not withstand the ruins of the storm. In the waste hill, mounds of hay were blown away and the houses around seemed ramshackle in the storm. The father felt "the great gloom " (L.8) in his mind. In this part, the poet applied hyperbole to show us how intense the storm was. While "the storm" (L.1), in fact, has double meaning. It, on the other hand, symbolized the restlessness in the poet's heart--the worry about the society as well as about his dear daughter.

The poet "walked and prayed for this young child an hour" (L.7,9),   showing us a picture that a kind father full of sadness walked and prayed outside the house. This image also reveals the poet's deep love to his young daughter.

In the fifteenth and sixteenth lines, the poet used personification. He described that the future life was "dancing" and the sea was "innocent", which made the image more vivid. The poet prayed for his daughter, because he thought that her future life would "dance to a frenzied drum" (L.15), which came "out of the murderous innocence of the sea." (L.16). The power of nature was blind, violent with destructiveness and could not separate the sheep from the goats, which was also "the murderous innocence" (L,16). The storm, as a normal natural phenomenon, happened Occasionally. In order to escape from that kind of violence, people created the tradition, but then abandoned it. The turmoil and war in the world had just passed, but there was nothing kept except the violence and unrest in the tradition of the modern society. The realistic description showed the poet's endless thinking about the nature and tradition.

1.2.2 Allusion

In the forth stanza, the poet used allusions--three examples from Greek mythology, "Helen" (L.25), "great Queen" (L.27), "the horn of Plenty" (L.32), to prove that extreme beauties were destructive.

The first example is the ancient beauty "Helen" (L.25), Helen of Troy, who was the concubine of the king of Spartan, Menelaus. She gradually grew weary of the royal life. Later, due to coveting her beauty, Troy's prince Paris took Helen to Troy, which caused the Troy War. As a result, most of the warriors were killed, and the city of Troy was also destroyed by fire. As a matter of fact, Helen was not the cause of the destruction, but this was her ultimate fate as a beauty.

The next is the "great Queen" (L.27), Aphrodite, the goddess of love and beauty in Greek mythology, who "rose out of the spray" (L.27). Born in the sea,

she was also suggested as "murderous innocence" (L.16). Although she had the freedom to choose husband, and her vision was very high as a beauty, she was assigned to marry a lame, plain god Haphaestus for "Being fatherless".

Most beauties in life were born in "the horn of Plenty" (L.32), where there were full of fruit and grain. However, they did not make full use of their gifts, instead, they ate "a crazy salad with their meat" (L.31), sullying "the horn of Plenty" (L.32). In the poet's point of view, the extreme beauty, in fact, indicated destruction.

Through appreciating the figures of speech in the above passages, we have known that the these rhetorical devices not only make the lines more vivid but also make us understand the deep love and emotions that the poet expressed in his poem.

2.The definition of the female Image in the poem A Prayer for My Daughter

In the third stanza, the first image that the poet defined for female was the word "beauty". In his mind, beauty was necessary for female but he also doubted about the extreme beauty which would "make a stranger's eye distraught" or make the beauty herself addicted. He believed that "being made beautiful overmuch" would make beauties feel self-satisfied, "lose natural kindness" and the "heart-revealing intimacy ". And finally, she would not choose right and never find a friend. Next in the forth stanza, the poet applied two examples from Greek mythology, "Helen" and "great Queen" to prove that extreme beauties were destructive. In the poet's point of view, the extreme beauty, in fact, indicated destruction. Therefore, the poet hoped that female should have appropriate beauty in their appearances.

2.2 The Definition of Courtesy

While in the fifth stanza, the poet payed his attention on the word "courtesy". In his eyes, this virtue was different from the beauty. It was something that "not entirely beautiful" girl could only grasp or inherit through the experience of life. A girl who mastered courtesy was also as good as the natural beauty in the later life. In the six stanza, the poet turned his eyes on the image of "tree"- "the green laurel", which "rooted in one dear perpetual place". Only rooted in the earth deeply, can the tree "become a flourishing hidden tree". The same was that females who followed tradition would live merrily no matter what conditions they were in. Yeats once said that, in the twentieth Century, the people and social tragedy was that people, diverging from the tradition, turned to be floating grass. Therefore, he sincerely wished that females were living joyfully and magnanimously in traditional life.

2.3 The Definition of Innocence

In the seventh and eighth stanzas, the poet focused on the word "hatred", especially the "intellectual

hatred". Yeats considered that hatred usually bred from egoism and selfishness. The poet mentioned in the eighth stanza, the worst hatred belonged to the "intellectual hatred". As a typical representative of intellectual hatred, Maud Gonne, his beloved woman would rather sacrifice the horn of plenty to replace politics. He thought her "opinions" were stubborn and he felt sorry for her. Next the ninth stanza described the world where hatred was removed. If there were no more hatred, the soul itself would become "self-delighting/Self-appeasing, self-affrighting". Once the mind was in a state of purity and innocence, it was possible to overcome the confusion and uneasiness that leaded to the future. Thus, the poet hoped females to be merry and generous like the linnet instead of being beauties who had intellectual hatred and opinionated minds.

2.4 The Definition of Custom and Ceremony

In the last stanza, the poet emphasized "ceremony"and "custom". In modern society, people were seldom concerned about the tradition and the "custom and ceremony". Yeats thought that only lived "in custom and in ceremony", could females remove hatred from their hearts and leave space for "innocence and beauty". In the last two lines, "ceremony's a name for the rich horn/And custom for the spreading laurel tree" the poet repeated again the importance of custom and ceremony for women, and showed his expectation to the accustomed and ceremonious life.

3.The Significance to Nowadays's Females

After having further analysis to the poet's wishes to his daughter, we have known the definition of female that Yeats expressed in this poem. He thought that females should be smart and beautiful in appearances, for another, they should also be highly cultured and educated as well as kind and peaceful in the inner part. Above all, they should be successors and protectors of traditional ceremony and custom. In conclusion, the female image in Yeats' poem, not only has profound significance to than time's society, but also provide referential value to nowadays' society.

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Cultural Differences in Greetings between English and Chinese

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Abstract：Based on individualism and collectivism, this paper is to study the underlying cultural differences in Chinese and English greetings from the aspects of greeting title and content.
Key words: cultural difference; greetings; individualism; collectivism

1. Introduction

Greetings are important as well as frequent in everyday social interactions all over the world. Greeting is an act of communication in which human beings intentionally make their presence known to each other, to show attention to, and to suggest a type of relationship or social status between individuals or groups of people coming in contact with each other. Greetings are sometimes used just prior to a conversation or to greet in passing, such as on a sidewalk or trail. While greeting customs are highly culture and situation-specific and may change within a culture depending on social status and relationship, they exist in all known human cultures. Greetings can be expressed both audibly and physically, and often involve a combination of the two. Appropriate greeting behavior is crucial for the establishment and maintenance of interpersonal relationships.

2. Hofstede's individualism and collectivism

Individualism is the moral stance, political philosophy, ideology, or social outlook that emphasizes the moral worth of the individual. Individualists promote the exercise of one's goals and desires and so value independence and self-reliance[3] and advocate that interests of the individual should achieve precedence over the state or a social group, while opposing external interference upon one's own interests by society or institutions such as the government. According to Hofstede, individualistic cultures stress "I" consciousness, autonomy, emotional independence, individual initiative, right to privacy, pleasure seeking, financial security, need for specific friendship, and universalism. In an individualistic culture, personal goals supersede group goals, competition is often encouraged and the individual is treated as the most important element.

Collectivism is a cultural value that is characterized by emphasis on cohesiveness among individuals and prioritization of the group over self. Individuals or groups that ascribe to a collectivistic worldview tend to find common values and goals as particularly salient and demonstrate greater orientation toward in-group than toward out-group. Collectivistic cultures, by contrast, emphasize "we" consciousness, collective identity, emotional dependence, group solidarity, sharing, duties and obligations, need for stable and .predetermined friendship, group decision, and particularism. The core element of collectivism is the assumption that groups bind and mutually obligate individuals.

3. An Analysis of different greetings in Chinese and English based on individualism and collectivism

Collectivism in Chinese culture represents the collective identity, and differences in social rights and status are given more emphasis. Face embodies that state of identity and the face of group would be saved by means of other-oriented. Collectivism also stresses the importance of traditional culture and the general value of collectives, any individuals should abide by the rules of cultural identity of that group. Individualism in English explores the identification to self-value and social identity, and saving face for personal interests.

The core building block of collectivism is the collective unconscious of "connected self". Chinese people value warm human feelings and harmony. Under the strong influence of relationship orientation，the maintenance of ever-lasting relationship based upon good feelings between self and others has become common practice among Chinese people and the achievement of harmony in interactions is regarded as the ultimate goal. Therefore, it is not strange to see that Chinese are tend to greet people in the way like "qu na？(means where are you going)". These expressions of greetings seem strange to some English. They regard these have something to do with personal matters. In fact, Chinese employ these expressions to show warm attitude and consideration instead of interests in the hearer's personal matters.

Chinese culture has been long shaped and influenced by Confucianism especially by its concepts of Ren and Li. The Chinese social structure is basically hierarchical in nature and the principle of Ren and Li help reinforce the asymmetrical relationship by advocating the maintenance of differences between the emperor and his subjects, father and his son, elder brother and younger brother, male and female, and obedience of the lower position to those who are

superior in the society. Logically, in terms of interpersonal relationship, it has become an unwritten rule that authority and power relationship should be valued in daily transactions. What authority refers to varies with time. Nowadays it may include, for example, leaders at different levels, the elder and the aged and even people who are considered to be useful in the society. Authority is respected and listened to and power relationship, in sociolinguistic terms, is highly valued. Power relationship is best demonstrated in the use of titles or honorifics when addressing occurs. Power in case of point here is associated with age, education, social class, sex, social positions and ranks, and family relationships, etc. today. Therefore, Chinese prefer to greet others with titles or honorifics, like "Wang laoshi" to show respect and politeness.

English lay importance on individual identity, rights and needs. As some scholars have pointed out, there is only one principle in the West that regulates interpersonal relationship and that is individualism. The core building block of individualism is the "autonomous self". Individualism tends to dispose each member of the community to serve himself from the mass of his fellows and to draw apart with his family and his friends. So that after he has thus formed a little circle of his own. He willingly leaves society at largely to itself. They subordinate the group goals to their Personal goals. They value equality and they are self-oriented: self-reliance, self-realization, and self-autonomy. They like to greet people in this way: "Good morning! Jack. / Fine day, isn't? ". They like to call the first name of the hearer and choose neutral issues in their greeting expression.

4. Conclusions

Based on the above discussion, conclusions can be drawn. Chinese use honorific titles to show respect and politeness in greeting expression and tend to inquire hearers personal matters to show warmth and concern to achieve harmonious relationship. While English prefer to call the first name of the hearer and choose neutral issues in their greeting expression since they lay importance on individual identity, rights and needs and equality.

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Discussion on Effective Teaching Strategies to Improve English Teaching in Vocational Schools

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Abstract: With globalization,the role of comprehensive talents becomes more and more prominent. Students from vocational schools need not only great skills, but also need to master basic English to meet the requirements of future work. This paper attempts to explore effective teaching strategies by investigating the current situation of English Teaching in vocational schools, to improve the English teaching quality and achieve teaching goals in a timely and effective way.
Key words: effective teaching strategies; vocational school

1. Introduction

As a compulsory course in vocational teaching, English plays an obvious role in vocational education. However, it hasn't got better results in current vocational schools. There's big distance from students' English level after graduation to the requirements for "Applied Modern Talents". So, it's important to diagnose and analyze the status quo of English teaching in vocational schools, and discuss some effective strategies to enhance teaching quality.

2. The status quo of English teaching in vocational education

According to the present situation of English Teaching in vocational education, it exists several problems:

(1) Poor English foundation and low English learning interests

Students in vocational schools have poor English foundation and haven't form a good learning habit. Most students have fewer vocabularies and poor listening and speaking abilities.And they are lack of English learning strategies, which results in their low English learning interests. Students are forced to learn English in that situation.

(2) Unaware of English learning

A large number of vocational students do not understand the requirements of English language for t "Applied Modern Talents" in today's society. They believe that English is unimportant. They think that as long as they learn well, they can find and do a good job. This greatly reduces students' enthusiasm for English learning. In addition, vocational schools do not impose strict requirements on students' English learning, and they are more relaxed in English learning. which is one of the reasons why students' awareness of learning English is not strong.

(3) Backward English teaching methods and unideal teaching results

At present, most English teaching in vocational schools are still dominated by classrooms, books, and teachers. The teaching methods are rigid, and teaching activities are lack of creativity and teacher-student interaction. This really results in some Unsatisfactory that students lack the initiative to think and learn. It does not achieve the desired effect. Of course, some teachers use multiple teaching methods to improve students' interest in learning. However, due to the fact that students' enrollment is not fully considered and the level of students' English proficiency is significantly different, the teaching is lack of hierarchy, gradualism and overall planning. Unfortunately, the effect is not very satisfactory.

(4) Unideal English learning environment

As we all know, English learning needs to be accumulated and used in peacetime to improve. English classes in vocational schools are usually arranged for 4-6 hours per week, which includes both reading and writing as well as listening and speaking. If you want to master and apply the learned knowledge, it is not enough to rely on the time within the lesson. In addition, due to the shortage of teachers, most English teaching in vocational schools adopts a large class system, and teachers can't take care of every student in the class.

This can also lead to some students' lack of enthusiasm for learning English. Thirdly, the learning atmosphere in vocational schools is often not strong. There are not many students who take the time to study independently outside the classroom, and the phenomenon of morning reading is also rare. As a result, the time for English learning is far less than it should be. Teaching is also difficult to achieve satisfactory results.

Of course, in addition to these common problems, there are still other problems in vocational English teaching. We need to continuously forge ahead and find breakthroughs for improvement, which will open up a new world for English teaching in vocational schools.

3. Effective teaching strategies to improve English

teaching in vocational schools

According to the status quo of English teaching in vocational education analyzed above, effective teaching strategies should be adopted to improve English teaching in vocational schools.

(1) To cultivate students' learning interests

According to Bloom's theory of classification, knowledge can be divided into three categories: attitude, skills, and cognition, and the educational goals are different from low to high. Each category corresponds to different levels of learning. The higher the level of corresponding subjects, the more complex the content is, and the mastery of this subject is also more accessible.

The goal of attitude is usually focused on the awakening and growth of attitudes, emotions and feelings. The processes in the "Attitude" category can be further divided into five levels, namely Receiving, Responding, Valuating, Organizing, and Characterizing. Whereas acceptance is at the lowest level, students are closely related to interest, but they just need to be passive.The teaching of language knowledge itself is very boring. If students have no interest in learning, they can't reach the lowest level. It can be said that there is no learning at all. Therefore, the cultivation of vocational students' interests in English learning has become the premise and guarantee of English teaching in vocational schools. There are many teaching methods to cultivate students' interest in learning English. such as riddles, jingles, image teaching methods, body language teaching methods, and heuristics, which can be applied flexibly in teaching. It is also possible to intersperse some small games or other activities related to the teaching content in the lectures, such as vocabulary or translation competitions, and take certain classroom bonus incentives to encourage students to think positively so that their interest in learning can be improved. However, it should be noted that when these methods are applied, they need to be well planned ahead of time so that they can serve their teaching goals and cannot be blindly applied. In addition, teachers should also help students to realize the importance of English learning for students' future development.

(2) To give full motivation to students' initiative and enthusiasm for learning

Students are not only the object of teaching, but the subject of learning. Sukhomlins warned us not to choose children suitable for education, but to choose education suitable for children. English teachers in vocational schools should be required to teach the whole students, to come to understand their original English foundation and their ability to accept knowledge, learning psychology, learning methods, hobbies and expectations of teaching, and to respect the characteristics of students' personalities. Teachers should adapt their teaching to the needs of students, rather than forcing them to adapt to themselves. In this way, teaching is conducted in a targeted manner so that students can actively participate in the teaching process, which fully embody the student's dominant position and improve teaching efficiency. In addition, English teaching is an interactive process between teachers' teaching and students' learning. In this process, teachers are the dominant in teaching. The content of teaching is a limited language, that is, language fragments made up of phonetics, grammar, and vocabulary. Whereas students are the focus of learning. The subject's learning process is the process of actively selecting and processing this language information and constructing meaning. If students cannot self-construct and apply what they have learned, students' learning is ineffective. Therefore, in English teaching, teachers must create a learning environment that is easy for students to construct language and give full motivation to students' initiative and enthusiasm for learning.

(3) To enhance students' self-efficacy

In Bloom's taxonomy, he divides the process in the cognitive category from low to high into six levels: knowledge, understanding, application, analysis, synthesis, and evaluation. In this category, if students have not reached a certain level of cognitive level, they will not be able to reach a higher level of cognitive level. "This classification is hierarchical and progressive. In other words, if a student reaches a level of 'application' for a material, it means that he has also reached the 'knowledge' of this material and ' understanding ' level." The learning process for students is not a simple input, storage and extraction of information, but a two-way interaction between the old and new experiences and a gradual process.

This means that in the teaching process, if the learner is to fully learn and understand a certain learning content, he must take care of the individual's current level. According to the teaching objectives and content of vocational English teaching based on the provisions of the Ministry of Education's document "Basic Requirements for Vocational Education in English Teaching,", English teaching in vocational schools should focus on the ability to cultivate students' practical ability to use language. The practicality and pertinence of the content, which requires the English teaching in vocational schools should implement the principle of "practical and sufficient," and pay attention to students' English application ability, especially the improvement of oral communication ability. However, due to students' poor English proficiency, even if students have a strong interest in learning English when they first entered vocational schools, they are still fresh because they are new and cannot last long. Only when students are able to understand and speak can they truly enjoy English and regain confidence in learning English. Otherwise, students will gradually lose their enthusiasm for learning, leading to a vicious circle of irreversibility.

Therefore, in English teaching in vocational education, teachers should do a good job of basic teaching at the very beginning, and appropriately teach basic knowledge of English such as phonetics and sentences in the context of stimulating students' interest in learning. The teaching and learning activities are designed to be in line with the actual level of students to establish students' long-term confidence and enthusiasm in learning English. At the same time, career-related content should be selected to make students learn something useful. Some English national culture should be taught appropriately during the class so as to reduce the mistakes that students may make in the future because they do not understand the culture of English-speaking countries.

(4) To create chances for students' English application

In addition to the teacher's active efforts, various teaching methods are adopted and various teaching activities such as debates, role playing, and dialogues analogy are set up according to circumstances. Students are provided creative opportunities to use the language to cultivate and improve students' ability to use the language. What's more, schools should provide active support to create better conditions for students' English application. For example, schools should encourage students to actively participate in various types of English activities such as English speeches, English singing contests, English-language dubbing competitions, and English learning symposiums. We must also let students go to the society (such as foreign-related enterprises, trade fairs, etc.) from time to time to practice and combine the knowledge learned in classroom teaching with extra-curricular practice so that students can truly learn to use English, and at the same time, they will appreciate the practicality and importance of English.

4. Conclusion

On the whole, it depends on the joint efforts of schools, teachers, and students to improve teaching methods, to enhance teaching strategies, and to achieve effective teaching results. Only when the forces from these three parties are combined to move toward a consistent goal can we truly achieve effective teaching and cultivate talents with a high quality and high skills to meet the needs of the market for the society.

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Distinguishing, Analyzing, and Correcting of Suspicious Data in Automatic Meteor0logical Observation System

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[Abstract] The Automatic Weather Observation system (AWOS), especially the RVR of the runway, plays an important role in the landing and safety of aircraft under low visibility. Since RVR data is essential to determine whether the airplane can land or not, it has created good economic and safety benefits. But in actual work, it is found that the measurement results sometimes can have doubts, which needed to be determined, analyzed, and handled correctly, so that we can better assure flight safety.

[Key Words] Automatic Meteorological Observation System; suspicious data; distinguishing; analyzing; correcting

With the rapid development of Civil Aviation and the modernization and improvement of technology, many large and medium-sized airports in China are now equipped with Automatic Weather Observing System (AWOS) since the 21st century. The introduction of the equipment to meteorological personnel, pilots and other controllers, provides continuous real time meteorological information. It does not only improve air traffic control ability, but also makes it possible to maintain the flow of aircraft take off and landing during complex weather conditions. It has resulted to a good economic benefit and safety as well. RVR is an important part of the Automatic Observation System. It provides meteorological optical range and RVR values for flight and command.These data are distinguishing standards and plays and important role in the safety of flight landing and take off[1]. For the airport, to give the command to allow flight landing and take off as well. But in the actual work of meteorological observation, it is found that the accuracy of the measurement results are sometimes doubtful due to the influence of equipment defects, complex weather phenomena and special geographical location of airports. According to the maintenance and repair regulations of the handbook of the AOS, which is followed in the daily administration of our work, the observer should decide a sound result when the data is questionable. So, if the observer does not distinguish, analyze, and correct the accumulated data, the quality of the observation service will affect the efficiency and safety of the flight. This essay will discuss and summarize the terminal data of AWOS and the possibility of doubtful results occurrences. It will also cover how to analyze and make necessary corrections for sure outcomes. This procedure will help the observer to be more accurate during actual operation so as to enhance the quality of observation service and ensure flight safety.

Regulations on the use of measurement data for Automatic Meteorological Observation System. The Airport Meteorological Station should select a point along any of the runway where the Automatic Weather Station is installed as the basis for the meteorological observation point

The Airport Meteorological Station provide the data used as format code weather report and calculate it as climate information and statistics except data on cloud, visibility, and weather phenomena. Visibility, weather phenomena, cloud and vertical visibility are observed visually from the observation platform. The AWOS's data is only are reference.

2. Distinguishing and Correcting the Abnormal Data from the Display on the Screen and Actual Condition of Equipment

2.1 The CDU of the Automatic Observation System receives the sensors on the runway and collects the transmitted meteorological data. At the same time, it calculates some meteorological parameters that the sensors can not directly measure and sends the data to the workstation. Therefore, the weather display screen displays the parameter data and the data state at the same time. These data states are expressed in different color codes. When CDU thinks that the data is normal and valid, the interface is usually light gray. But, when the data of a particular sensor is lost or invalid, it is displayed as another color background, such as the Picture 1 below.


The Picture 1 The Date shows

Abnormal

When the system was designed, the data state of the background color of these data areas was defined as table 1 below .

Table 1 Data State Color Representation Table

Situation	Expiration	Background color	
Normal data	normal number	light gray	(gray)
Invalid data	value exceeding the preset limit value	red	(red)
Artificial data	numeric input is artificially input by the observer	yellow	(yellow)
Backup data	the value is obtained by other sensors	yellow	(yellow)
Old data	numeric value is not updated	white	(white)
Undefined data	null and void numerical statistics	light gray	(gray)
Lost data	no data	"////"light gray	(gray)

Therefore, when the observer monitors that the terminal display of the data is in other colors, ''////'' light gray or especially red; this shows that the data may be due to sensor faults, failures of communication lines, host module fault that is invalid or missing data, or the data is not available. They shall immediately notify the equipment inspector to maintain and fix it, notify the user to stop using the data, and write the records of equipment failure and time in the written column of the "Ground Observation (routine) Book". We shall also handle the airport weather report (METAR/ SPECI) in the following manner . Ar the same time. When the data of the wind speed and direction,temperature,dew point temperature, relative humidity, barometric pressure, and precipitation of the reference point outside the cloud, visibility and weather phenomena are faulty, the airport meteorological station / weather station should select an automatic meteorological observation point other than the reference observation point as a backup of the base observation point. Stations should give priority to automatic meteorological stations installed along runways as a backup. For example, an airport provides data on Automatic Observation System as the base observation point No.05, the other side of the Automatic Observation System will be used as backup automatic station. If No.05 wind is a possible failure(e.g.the Picture 2 below), wind data should immediately use the No.23 Automatic Station to observe, record and report.
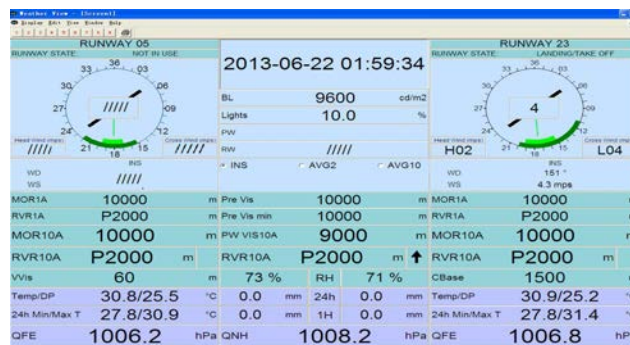
The Picture 2 the Wind Equipment Failure

2.2 When the Runway Visual Range (RVR) shows equipment failure, we should be in accordance with the regulation "stop the observation of RVR for it can not be observed because RVR is detecting fault in the instrument, so after repair, the Airport Meteorological Station shall immediately notify the department of Navigational Intelligence to release the NOTAM (Notice to Airmen)" [3]. It shall not be replaced by other relevant data and other backup observation points. For example, an airport provides data on Automatic Observation System as the base observation point No.05, the other side of the Automatic Observation System will be used as backup automatic station, if the using of the No.05 of the runway touchdown zone RVR shows equipment failure(e.g.the Picture 3 below), RVR data should stop observation, recording and reporting.

The picture 3 the RVR Equipment Failure

How to analyze and correct when the data is showing normal but is doubtful and incompatible with the actual weather conditions for a long time

Case Analysis September 19th, 2011 18:00 (UTC) , an airport was affected by a typhoon and is observed to have 18m/s winds and maximum wind speed of 30m/s. It began to rain at 20:00 and continued to rain heavily at 20:26. The leading visibility of artificial observation has been kept in 4000m to 5000m, but not less than 1500m. However, in using the runway, middle and end this group three RVR data shows 800m at the time of 20:00 and 21:00 continued to decline, after 21:00 it remained stable between 300m to 400m. At 00:00 the leading visibility was up to 7000m and continued to rise. The three groups of RVR is still at a low value of 400m-no upward trend. In

accordance with the relevant provisions ,the observer should release the data using RVR information of the runway ground area. Meanwhile, they should made a comprehensive decision after strengthening the observation and consider the other meteorological factor, that RVR value is significantly lower, it does not accord with the actual weather conditions, and continued below the Airport Operation Standard (the Airport special weather report standards of RVR is 550m). It will seriously affect the normal landing aircraft. Therefore, this situation is immediately reported to the equipment personnel. After a comprehensive assessment, the equipment personnel immediately decided the RVR equipment failure and issued a voyage announcement to stop using all RVR data. After the wind speed decreases, the outfield patrol equipment maintenance personnel immediately found that this is due to design defect of the RVR equipment. RVR probe protective cover is short, the airport runway in the sea, strong winds and heavy rain caused RVR probe covered by a large number of sticky powder particles and are directly caused by RVR numerical low distortion. After wiping the RVR probe, then the data returned to normal.

Therefore, when the Automatic Observation System data display is normal, but is significantly afferent for a long time with the actual weather conditions. The observer should strengthen the inspection of observation, record and report continually until the equipment personnel will inform the equipment failure and stop the use of the equipment. At the same time; in accordance with the provisions,the observer should be timely in their observations and judge all current meteorological elements reflecting the views communicated to the equipment personnel so that they can to make timely reference, in order to help them to determine whether the device failed or get the conclusion to stop using it. With this, we can better protect the normal flight safety.

How to analyze and correct when the data shows normal but is suspicious and consistent with the actual weather conditions.

On March 20, 2011 ，from 00：30 to 01：30 (UTC), a leading airport visibility is affected by fog and has been maintained between 100-200 m. The Automatic Observation System at both ends of the runway RVR display data is basically maintained between 400 m to 500 m, but, the 01:00 ends of the RVR display data has increased sharply to nearly 1400m and was maintained for about 10 minutes. In this case, the AWOS system did not alarm so it means it is not equipment failure.This RVR data is listed below:

0030Z：R16/0400N R34/0400V0500N

0100Z：R16/1400V1800U R34/1200V1800U

0116Z：R16/0500N R34/0250V0500N

0130Z：R16/0500N R34/0500N

The observer should make a comprehensive understanding of the meteorological factors that change at the same time in two different locations where RVR are quite similar.If an RVR tester really fails with not such a strong beat in such a short time the RVR data will show a low number, a high value, or no output data. If this result is maintained until the restoration of the RVR then it means it is not caused by equipment failure, it is just reality.

Afterwards, the photo taken by the photographers near the airport proved that the data was partly caused by some partial fog that flowed to the station and the runway(e.g. the Picture .4 below).

The Picture 4 The Partial Fog is Flowing to the Airport

Basing from our actual work and exchange of experiences, in the south during winter and spring, fast mobile advection fog/mist fog/fog is seen. In the north, a local phenomena is observed to have strong and quick sandstorm and blowing snow that invade the runway. In the summer, heavy convective precipitation and strong dust can be observe.

All these three situations or phenomena tends to make one or both ends of the relevant meteorological elements of Automatic Observation System to suddenly change. If the weather is stable this time and is now changed in the automatic observation equipment data to one or several directions, the observer should continue to monitor and analyze this data according to the comprehensive analysis of the previous time and weather conditions.

This data is analyzed and the result is whether a sign of fog, heavy rain, dust storm, complex construction, and other weather phenomena. Because the equipment can basically reflect these changes in advance, the observer should observe on time and accurately inform relevant information to users, such as controllers and forecasters.

5.Concluding Remarks

Based on the above analysis, we know that there are three kinds of phenomena with suspicious data which often happens in China's Civil Aviation Meteorological Automatic Observation System. We should administer the 3 ways below to

distinguish and correct them.

5.1 When the data and the actual status of equipment are abnormal, different colors will represent different code data state. When this happens, the observer should log the equipment failure and time in the written column of the "Ground Observation (routine) Book".In addition, when the data of the wind speed and direction, temperature, etc.and precipitation of the reference point outside the cloud, visibility and weather phenomena are faulty, the Airport Meteorological Station should select the data of a backup Automatic Meteorological Observation Point to replace it. Moreover, when the Runway Visual Range (RVR) shows equipment failure and can not be observed ,we should stop the observations of RVR.

5.2 when the data showing is normal; but have a long time difference with the actual weather condition, the observer should strengthen inspection and observe, record and report data until the staff is informed of the equipment failure and stop the use of it. At the same time, the observer should reflect the views communicated to the equipment personnel about the problem of the equipment, the current meteorological elements and they should also synthesize the meteorological elements to deliver results, in order to release the information of the equipment failure and stop the usage of the equipment.

5.3 When the data shows normal but doubtful; and there is no obvious difference with the actual weather conditions in a short time, this is often a sign of strong precipitation, advection fog, fog or broken dust or dust and other strong construction phenomenon.The observer should base the data on timely observation and record these changes in advance. Continuous monitoring and accurate timely information of the relevant data to the controllers, forecasters and other users should be done.

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Analysis of Application of Artificial Intelligence in Electric Automation Control

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Abstract:In today's society, science and technology are changing with each passing day, and development is very rapid. Artificial intelligence technology is also constantly evolving. Because it can solve many problems in many manpower production, it has become a topic of concern and hot discussion. The use of artificial intelligence in electrical automation control is also very extensive. It can not only improve the efficiency of production and operation of enterprises, but also ease the hard work and burden of people's labor work. This article will explain the concept of artificial intelligence and analyze its use in electrical automation control.
Keywords: Artificial Intelligence; Electrical Automation Technology; Automation Control; Productivity

With the rapid economic and social progress in our country, the market competition among all walks of life has intensified, and people gradually realize the importance of artificial intelligence to improve the level of enterprise productivity. The continuous development of productivity and progress, and the fierce competition in the market, all of these put forward higher requirements and standards for the production efficiency of enterprises. Artificial intelligence technology can be said to be generated to meet the needs of social development. The application of artificial intelligence in electrical automation control can effectively increase the production efficiency of enterprises and save the economic cost of enterprises.

1 Overview of Artificial Intelligence Technology Concepts

The concept of artificial intelligence mainly refers to the use of today's advanced information methods to simulate, calculate, or implement certain human activities through machine equipment or computer systems. It involves all aspects and functions and is very powerful. At present, the functions of artificial intelligence mainly include six aspects: data processing, voice function, visual function, movement function, word processing, and thinking function. The detailed contents are shown in Table 1-1.

Table 1-1 Main functions of artificial intelligence

data processing	Forecast data, mining data, analysis data
Voice function	Speech Recognition, Speech Generation, Sound Detection, RNN
Word processing	Text classification, text translation, text dialogue, NLU, NLP, NLG
Visual function	Image recognition, generating pictures, understanding animation videos
Sports function	Intelligent control, simulation robot, driverless
Thinking function	Simple thrust, automatic writing

Among them, the application of artificial intelligence technology is relatively successful for the application of the image, especially in face recognition technology, the success rate can reach 99.6%; voice technology mainly uses the recurrent neural network RNN technology, the calculation method is:

Output layer neuron activation value calculation:

$$O_t = f(v * S_t + b2)$$

Hidden layer neuron activation value calculation:

$$S_t = f(u * X_t + W * S_{t-1} + b1)$$

NLP is a natural language processing technology, which is divided into NLU and NLG technologies. The algorithms used mainly include statistics, probability, and neural network. Artificial intelligence technologies such as automated controls, drones, and electronic games are still at the research stage.

The advantage of artificial intelligence technology lies in its ability to perform multiple functional processing at the same time. Its fault-tolerant capability, learning ability, and regional storage capacity are strong. Even if it is a cumbersome non-linear relationship, it can fully simulate lifelikeness, as shown in Figure 1-2[1].
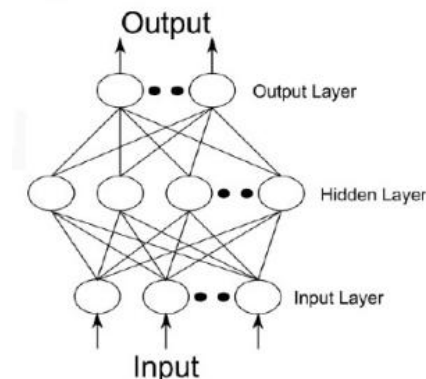

Figure 1-2 artificial intelligence technology

non-linear relationship simulation simulation
Because artificial intelligence technology has powerful computer computing functions, and it can also be widely integrated with many disciplines, it helps enterprises to achieve high-efficiency work operations to a great extent. This not only reduces the economic cost of enterprises, but also makes them very boring. The labor-intensive work has also eased the hard work of manpower and is therefore highly appreciated by people. With the continuous development and improvement of artificial intelligence technology, it will still become the trend of future social development.

2 Application Significance and Characteristics of Digital Artificial Intelligence in Electric Automation Control

Because artificial intelligence technology has extensive advantages and powerful functions, its application in people's life and work is very extensive. It can not only help humans to complete the work of high intensity, high complexity, and large degree of difficulty, but also enables refinement and accuracy of data and information processing. Therefore, the application of artificial intelligence technology to electrical automation not only contributes to the full automation of the enterprise production system as soon as possible, but also can reduce the economic costs and greatly increase the production efficiency of enterprises. It can meet the high standards of modern society for modern enterprise productivity. Strict requirements. However, taking into account the systemic nature of the electrical equipment and the high complexity factor, in the process of the actual use of artificial intelligence, the professional literacy of the corresponding staff must be excellent and carry out many practical researches. Compared with the previous electrical automation control, the application of artificial intelligence to electrical automation control, its significance and features mainly include the following four aspects.

(1) Compared with the previous electrical automation control, the application of artificial intelligence technology can complete many human work content. Some of the operations of electrical equipment are cumbersome, have a large degree of difficulty, and have a high degree of complexity. The human and financial resources it consumes are enormous. The application of artificial intelligence technology can achieve precise data processing, which is largely mitigated. Manpower and financial burden[2].

(2) In the application of artificial intelligence technology, taking into account that it can automatically achieve accurate data processing, so when staffing, the number of layout personnel does not have to be too much, to prevent human factors from causing problems in the operation of artificial intelligence. Compared to the previous electrical automation control, artificial intelligence is more accurate in the processing of data, and it can store and process data in a timely manner. The reduction in the error rate is conducive to better control of the productivity of enterprises.

(3) In the electrical automation control technology, there are many influencing factors, and the importance of the control object model is self-evident. The application of artificial intelligence technology can effectively reduce the influence of unstable factors on the electrical automation control, and provide higher system parameters. In this case, the relevant staff does not have to control the object model, and it can realize electrical automation control through a simple computer operation. In this way, the workload of human work has been greatly reduced, and the efficiency of automation has also been greatly improved.

(4) The application of artificial intelligence technology can make the operation of electrical automation control system more standardized and uniform. During the application process, both the operating parameter values of the system and the set parameters of the electrical automation equipment are standardized, and they are not easily disturbed by uncertainties. Because of the repetitive and cyclical production, it can ensure the product standards produced by enterprises [2].

3 Artificial Intelligence Applied in Electrical Automation Control

Artificial intelligence technology has been cited by all walks of life through its powerful functions, and it has played a vital role in improving enterprise productivity and automating and systematizing enterprise production. The application of artificial intelligence in electrical automation control has effectively promoted the development of electrical automation. Its application mainly includes the following four points:

3.1 Apply artificial intelligence to electrical automation

In the process of electrical automation, because of the large degree of difficulty and the high degree of tediousness of many work contents, it is very strict for the professional qualities and technical skills of the relevant staff. Not only does it have a wealth of professional theoretical knowledge, but it also needs a high level. Responsibility, in addition, its practical experience for electrical automation should also be rich enough, only in this way, it can effectively ensure that electrical automation equipment can be efficient and stable operation. In the past, electrical automation control relied on their own practical experience for the professional quality of the staff, and it was difficult to determine a best implementation plan. However, after the use of artificial intelligence technology, the use of computer systems for control can be updated to

improve the operation of electrical automation equipment and improve business productivity. In addition, in the electrical automation control, it is possible to fully utilize the genetic algorithm of artificial intelligence technology. This kind of calculation method is more advanced and can effectively help enterprises to optimize product design.

3.2 Apply Artificial Intelligence to Electrical Controls

The electrical control part can be said to be the key to the entire electrical automation control. As the core content of the electrical automation, the electrical control automation results, manpower consumption, and work efficiency all have a crucial influence on the efficiency of the entire electrical automation. Artificial intelligence is applied to the electrical control part, mainly through the artificial intelligence technology of the nervous system, fuzzy control and expert system. In the actual application process, the electrical control uses the calculated program functions to set the system and related parameters and programs in advance, and then judges the operating status of the device in turn, and then uses the different functions in the program to complete the overall operation of the system.

3.3 Apply Artificial Intelligence to the Basic Operations Section

The use of artificial intelligence technology in electrical automation, which mainly depends on its computer programming program, uses different functional modules of the system to complete different aspects of electrical automation control. In the past electrical automation control, its requirements and standard requirements for each operation step are very strict, because if there is a small food or error in the link, the products of the enterprise may not be able to operate normally, thus the enterprise Cause a lot of economic costs. Electric automation control is widely used in people's life and work. If the basic operation of electrical automation is simplified, it can better meet people's life and work needs. The use of artificial intelligence can completely simplify the basic operation of electrical automation. Moreover, using a home computer, the system can be updated or upgraded in a timely manner, and the system can be controlled in a timely manner through remote monitoring. In addition, the use of artificial intelligence can also simplify the user interface and store some data[3].

3.4 Apply artificial intelligence to accident and fault detection

In the process of electrical automation control, many uncertain factors in the outside world interfere with the operation of electrical equipment often produce some form of fault. Instant detection and processing of electrical equipment failures can reduce the losses and consequences that they cause. Electrical equipment fault detection and accident detection mainly refer to the detection of operational status and technical errors of electrical equipment, determination of the detailed location of the problem, judgment of its nature, and corresponding treatment. In general, once an electrical device fails, it can easily cause an accident. Therefore, by detecting the failure of electrical equipment, it is possible to effectively prevent and determine the possible accidents. This is of great importance for the efficient and stable operation of electrical automation systems. Therefore, the application of artificial intelligence technology to electrical equipment faults and accident detection is mainly to accurately locate the detailed location of the fault, and to deal with equipment faults in a timely manner so as to ensure that the system can operate safely and stably.

In the past electrical automation control process, due to the variety of faults generated by electrical equipment, its difficulty in the detection process of the fault is large and cumbersome, so the accuracy of the final test results is often not high. For example, in the event of a transformer failure and an engine failure in an electrical device, the collection, refinement, and study of the decomposed gas in the transformer are generally used to detect the failure of the electrical device. This kind of detection method is not only cumbersome and complex, it consumes manpower and physics, but it also has many inconveniences in troubleshooting and maintenance. It is very easy to have a great impact on the efficiency of system operation.

In addition, many times there may be errors in the judgment of electrical equipment faults, resulting in equipment damage, which poses a great threat to the economic efficiency of enterprises. With artificial intelligence technology, through its neural network, fuzzy theory, and expert system, it can rationally arrange system resources, effectively prevent and control problems previously mentioned, reduce troubleshooting and maintenance cycles, and greatly improve the accuracy, stability, and efficiency of system operation[4].

In summary, the scientific and technological development in today's society is changing with each passing day, and artificial intelligence technology is also continuously developing and improving. It is believed that the use of artificial intelligence in electrical automation will become more and more widespread in the future, which not only brings about electrical automation control The new development opportunity also provides a great guarantee for the normal, stable, high-efficiency and safe operation of the electrical automation system. In addition, it is beneficial to the enterprises to increase their economic benefits.

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On Introducing British and American Culture into English teaching

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Abstract: For Chinese people, though we have learned English for so many years, we still encounter some difficulties and barriers when communicating with people from English-speaking countries. In English classes, teachers still stress words and grammar more and pay less attention to introducing culture. And that's the right reason for the fact that though students have gained enough knowledge, they still couldn't use the knowledge freely.

In order to solve the existing dilemma, the author of this thesis proposes that English teachers should introduce British and American culture in English teaching because students should not only learn English words and grammar, but should also have a thorough understanding about British and American culture. Only in this way could they have effective and smooth communications with from people from English-speaking countries.

The thesis consists of five parts. Part 1 gives a short introduction about this thesis; Part 2 mainly discusses the relationship between language and culture; Part 3 talks about the difference between Chinese culture and British and American Culture; Part 4 states the significance of introducing British and American Culture into English teaching; and Part 5 gives suggestions for English teachers about how to introduce British and American Culture into English teaching.

Key Words: intercultural communication; Cultural background; English teaching

Ⅰ.Introduction

With the fast pace of globalization, the world seems to be a small village and communications between people from different cultural background becomes closer as well. It is indisputable that most of the communications are conducted in English because English is the official language of the "small village". Since the Reforming and Opening Policy in 1978, China has been embracing the whole world tightly and communications between Chinese and westerners become more and more frequent.

For Chinese people, though we have learned English for so many years, we still encounter some difficulties and barriers when communicating with people from English-speaking countries. It is true that we have different cultural backgrounds, but one thing that should be mentioned is that in English classes, teachers still stress words and grammar more and pay less attention to culture. And that's the right reason for the fact that though we have gained enough knowledge, we still couldn't use English to communicate with native English speakers freely.

Therefore, it is English teachers' task to make English teaching meet the needs of social and economic development. Foreign language teaching in our country should be changed from stressing the vocabulary and grammar to cultivating the students' communicative ability. From this perspective, British and American culture should be introduced into English teaching. Just as Li Guoliang argues, "The ignorance of communicative culture will affect the quality of foreign language teaching and the students' ability to use the language as well."

Ⅱ. The Relationship between Language and Culture

According to Samovar & Porter (2004:69), a language is a set of symbols, with rules for combing the symbols, which a language community uses and understand. Human beings communicate with others in language. However, the significance of the language in communication is based on the condition that people share the same culture. Therefore, language and culture are closely connected with each other. Exactly speaking, language is a part of culture, a carrier of culture and a reflection of culture.

Sapir Whorf has made great contributions to the research into language and culture. As to the relationship between language and culture, he argues that the language is a unique form of culture. Different culture nourishes a distinguished language with a different system of symbols. Culture is root of the language and is also the most distinguished attributes of the language. As human society develops, culture changes at the same time; while culture changes, language changes as well.

Language can also reflect culture in various ways. Language is an indispensable factor for culture acquisition, transmission and development. On one hand, language is a basic part of culture because culture is maintained through language. Human beings use language to receive, store, transmit and generate information. On the other hand, language records our ancestors' knowledge and experience. And it is language, either written language or oral language, that makes it possible for human beings'

civilization to be handed down from generation to generation.

From the above saying, we can safely say that language and culture are interrelated closely and affected mutually. And the close relationship between language and culture leads to a close relationship between language learning and culture learning. The close relationship of language and culture also calls for the urgent need to introduce British and American culture into English teaching.

Ⅲ. Difference between Chinese Culture and British and American Culture

To have a better understanding about British and American Culture, we'd better make a comparison between it and our Chinese culture. The following are some obvious differences that can be easily felt in daily communications:

1. Greetings. When Chinese people come across in the street, they often greet each other by saying "Have you eaten your meals?" However, westerners cannot understand it. If we ask a British man or an American "Have you eaten your meals?", he would probably think that you want to invite him to have a meal. He would probably answeres "Thank you, but I've already had today's lunch. How about tomorrow?" In fact, when western people meet, they often talk about the weather as a way of greeting to each other.

2. Privacy. We Chinese people often ask some private questions to show our care for others. For example, we may ask: "how old are you? Are you married? What's your salary?" We think them normal questions to start a topic. But westerners are very sensitive to these questions because they think these questions are about their privacy so they are very reluctant to talk about these questions. "Where are you going?" is another question that usually be raised by Chinese when greeting to others. However, this greeting, for most English-speaking people, is considered as a taboo. The natural reaction of Americans to this greeting would most likely be "It's none of your business".

3. Social customs. In China, it is a good virtue for a young lady to give her seat to an old man. But to the westerners, it is unacceptable in most occasions. Westerners always think it's the gentleman's duty to protect the lady even though the gentleman is at his seventies or older. Besides, if we say "You must be tired; have a good rest." to show our consideration to a foreigner, he could easily get hurt. He may firmly say "I'm OK, I don't need a rest."

Another custom that should be paid special attention to is addressing. Chinese people are famous for courtesy and politeness and this is particularly presented by means of address. In China, it would be very impolite and unacceptable to call someone's name if the person is older than you or his ranking is higher than you. But in most occasions, it is a common thing for westerners to call his father's name and his leaders' name directly.

Besides, it is well accepted that modest is a good virtue in China. Therefore, it is a convention for us to depreciate ourselves when someone praises us. If you don't do so, others would label you as "arrogant". For Westerners, things are different. They would accept your compliment delightedly. For example, if we say "The dress fits you very well. You look so attractive." to a Chinese woman, she is supposed to say "Really? I think it's ugly. I merely don't know what to wear today." But if we express the same compliment to an American girl, she would probably be very glad and say "Thank you. I'm glad you like it."

The above examples all reflects that Chinese and native English speakers have different cultural backgrounds. Hence, it is necessary and important to introduce British and American culture into English teaching so as to make the cross-cultural communication easier and smoother.

Ⅲ. The Goals of Culture Teaching

Tomalin& Stempleski (1993:7-8) modified Seelye's "seven goals of cultural instruction" and listed the goals of teaching culture as follows:

(1) To help students to developing an understanding of the fact that all people show cultural-conditioned behaviors.

(2) To help students to develop an understanding that social variables such as age, sex, social class, and place of residence influence the ways in which people speak and behave.

(3) To help students to become more aware of conventional behaviors in common situations in the target culture.

(4) To help students to increase their awareness of the culture connotations of words and phrases in the target language.

(5) To help students to develop the ability to evaluate and refine generalizations about the target culture in terms of supporting evidence.

(6) To help students to develop the necessary skills to locate and organize information about the target culture.

(7) To stimulate students' intellectual curiosity about the target culture, and to encourage empathy towards its people.

Ⅳ. The Significance of Introducing British and American Culture to English Teaching

1. To arouse students interest in English learning and improve English study

Interest is the best teacher for students. Under the current teaching modes, students have to spend a lot of time and energy on memorizing dull words and expression as well as grammar. Some of students become very passive to English learning and even lose interest in English learning. It's difficult for teachers to stir students' interest and it is not surprising that English teaching couldn't reach the

expected effects. If teachers can melt the language points into colorful and vivid culture, that is, introducing British and American culture into English teaching, students would have interest in English learning again. They would like to have English classes because it is interesting and lively. Their overall English level would probably be improved and English teaching can have the expected result.

2. To Widen students' horizon and increase students' cultural concepts

A good command of English plays an important role for students in the modern society. Learning British and American culture will help students to have a general understanding about the western culture and the cultural difference between east and west; at the same time, it will also help to lay solid foundation for students' lifelong autonomy learning competence and increase students' competitiveness, which will bring great benefit for their future personal development.

Ⅴ. Ways to Introducing British and American Culture to English Teaching

It is well believed that the best way to improve students' cross-culture communicative awareness and competence is to make students immersed into the British and American cultural atmosphere. But in China, English class is the center place for students to learn English. They have little chance to communicate with native English speakers, let alone learn the British and American culture. Therefore, it is necessary for English teachers to think of proper ways to introducing the British and American culture into English teaching.

Generally speaking, teachers can introduce culture teaching into English teaching in the following ways:

1. Stress the words' basic meaning as well as its cultural meaning. When conducting vocabulary teaching, teachers should not only teach the students the basic meaning of the words, but should also explain the cultural connotation of the words as well. Let's take the word, "老",or "old", for example. In Chinese, "old" often means "experienced" and "respected"; but in English, it means "burden" and "lonely", and that's why western people seldom use "old people" but "senior citizens" to refer to those that are over 60 years old. Another word that often causes misunderstanding is "爱人", or "lover" in English. Chinese people often call their wife "爱人", but in English, "lover" means people that has non-committed relationship. Animals also contain different meaning in different cultural backgrounds. In Chinese, "dog" is a derogatory term, such as "走狗",or "落水狗"and"看门狗"; however, in western culture, the dog is a faithful and lovely animal and is a commendatory term. They often say "You are a

really lucky dog", or "Every dog has its day", which means someone has good luck. Chinese people often think of "cat" as meek and lovely, but "cat" means dangerous women in British and American culture.

So, it would be of great significance for students to learn not only the basic meaning of the words but also its cultural connotations. By doing that, the cross-cultural communications would be easier and smoother.

2. Guide students to have a full understanding about the texts' cultural background. When explaining the texts, teachers should not only explain the words, the language points, the sentence patterns and grammar of the texts, but should also introduce some other knowledge, such as the background of the creation of the work, the author of the texts, and the significance of the texts and so on. For example, when giving "The Gettysburg Speech", teachers should have a brief introduction about the author, President Abraham Lincoln, the American Civil War, the deep reasons behind the War and the significance of the War so that the students could have a better understanding about that period of history and American culture.

3. Make full use of festivals. A festival is a special event that has a close connection with culture. It is a symbol of culture. Different culture has different festivals. In British and American culture, there are a lot of well-known festivals, such as Christmas Day, Thanksgiving Day, Easter Day and Valentine's Day. When the festival is coming, teachers can make good use of it to introduce the culture to students, such as the origin of the festival, the meaning of the festival and how local people celebrate the festival. In this way, students can have a deep understanding about the festival itself and the culture behind it. Besides, teachers should also guide the students to make a comparison between western festivals and traditional Chinese festivals so that students can have a deep understanding about the different cultural backgrounds.

4. Guide students to develop the habit of reading. Reading can broaden our mind and nurture our soul. English teachers should help students to develop the good habit of reading. Teachers may introduce some classic western literary works to students and discuss the content of the book with students. Students may have some difficulty at first because they can't totally understand the background in the works. Then it is the teachers' duty to help them. After all, a good beginning is half of success. By reading the masterpieces, students can have a thorough learning about the times, the people and the culture mentioned in the books.

5. Make use of mass media, such as TV, movies, internet and videos and so on. In one hand, mass media provides great convenience for students to learn native and vivid English, thus it is a good way

to improve their English learning and make learning easy and effective; in the other hand, it also provides practical materials for students to study the characters' gestures, expressions, actions and body language; hence, it is an effective tool for students to learn the British and American culture. Besides, students can also imitate them when being in the similar situation so they will know how to express themselves in English.

From the above saying, we can safely conclude that it is necessary for us to introduce British and American culture into English teaching. It can not only make English classes interesting and practical, stir students' interest in English learning, but also help students to foster fundamental cultural abilities and improve students' cross-communication ability. Therefore, English teachers should change their way of teaching and abandon the traditional teaching modes which just highlights words, phrases, sentence structure and grammar; instead, they should introduce British and American culture into English teaching and pay special attention to improve their teaching to make sure that students can learn the practical knowledge and can also put what they have learnt into practice. Only in this way can English teaching take the targeted effects.

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Public Sports Track and Field Teaching in the use of Multiple Feedback Teaching Method

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Abstract: At present the athletics class teaching has not completely get rid of the influence of traditional teaching methods and bondage, restrict the improvement of the students' comprehensive ability, restricted the students' learning enthusiasm, initiative and creativity. The multiple teaching feedback method is based on the theory of "three theories" and the main line of information feedback. It changes the unidirectional of information transmission in traditional teaching. In this paper, the author through theoretical analysis, try to change the "injection" of traditional teaching method in track and field teaching, making the track and field teaching classr information from "one-way transfer" to "transfer" garment, promote the track and field teaching reform to provide certain theoretical basis.
Key words: multiple feedback teaching method; Public physical education; using

The Program Structure of Multiple Feedback Teaching Method

Control System   Teachers are at the center of the control system in the class teaching, and the teacher determines the information that needs to be delivered, the quantity of the message and the speed of the transfer of information. In the course of class teaching, information is always controlled effectively.

Execution System   Issue information input after execution system when the control system, according to the instruction information for students learning activities, teachers' teaching activities include observation techniques, demonstration and my classmates by using multimedia to observe, listen to the teacher's explanation question, summarized, such as language transfer of information, students discuss and provide information when answered questions, reading textbooks, argument between teachers and students or between students, explore, discover, etc.

Feedback System   In the course of classroom teaching implementation of multiple feedback teaching method, information output, information input, feedback, re-output, re-input, re-feedback loop activities.

The Connotation and Significance of the Multi-feedback Teaching Method

Connotation of Multiple Feedback Teaching Method   Multivariate feedback teaching method USES system theory, information theory and control theory. The new teaching method established by the "three theories" principle is a kind of new and scientific comprehensive teaching method that teachers and students guide students to systematic and creative learning in the atmosphere of integration and cooperation, take the application of knowledge and development ability as the target, highlight the diversity of information exchange between teaching and learning, and the timeliness of information and feedback between learning and learning, and improve the quality of classroom teaching.

the Significance of Multiple Feedback Teaching   It gives feedback to teachers and students, to incorporate teaching and evaluation into the form of teaching and evaluation, to find out, to make a second study, to help teach the teacher in time to master the teaching effects, to control, to improve the method of teaching, to improve the effectiveness of the teaching, to reinforce the correct and improve the correct behavior of the students.

Motor Skills and Feedback Form

Visual Feedback   It refers to the way of transmitting information by means of demonstration, computer, graphics, video and other forms. It enables students to obtain information through visual observation, establish correct and clear action representation, modify action in time, and improve action technology effectively.

Auditory Feedback It is a way to convey information in terms of words or sounds, and it is a bridge between the feeling and the motion experience in the consciousness of a student, and

the teachers should try to avoid using abstract languages that are not realistic, and use language to analyze the characteristics and processes of the skills, and to make the students take the motor skills from time and space; We should take skills as a whole and give comprehensive guidance from various angles. For example, in the teaching of hurdling, we should not only give students the action information of each link, but also give students the key points, such as the rhythm between columns, the characteristics of swinging legs and the ability to combine running span.

the Kinesthetic Feedback   It refers to a kind of physical means for students to experience the feedback method of kinesthetic cues accompanied by actions. When learning complex motion skills, using visual and auditory feedback is difficult to perform or convey delicate motion essentials, and when students have a successful personal experience, kinesthetic feedback plays an important role.

Action feedback is the most direct way. Physical control should be carried out on students through some means. Students should have an ideal feeling of movement from the outside and practice according to the action requirements effectively. It can be divided into two types: coercion method and restriction method. When the final lash of the javelin thrower is applied, the student can not draw the gun in two rows. The student in the second row can hold the tail of the gun, and the student in the first row can whip it hard when turning over, so as to form a good posture of transcending equipment, thus establishing a good sense of muscle.

The Role of Multiple Feedback Teaching Method in Track and Field Teaching

Inspire Teaching Motivation   In track and field teaching, the use of multiple feedback can mobilize the enthusiasm of both teaching and learning, and the use of the multiplicity of information feedback can achieve the purpose of strengthening correct and correct errors. In public sports and track and field teaching, the teacher can make positive and accurate evaluation of various actions of students in practice, and the teacher can timely and correctly provide control information and evaluation information, form a complete teaching system and achieve dynamic balance in the teaching process.

Teachers can provide feedback information or regular examination of middle school students in track and field teaching, understand students' learning status in exams, analyze the completion of teaching goals, and know the next step of teaching.

Regulate Teaching Activities   According to the feedback information in track and field teaching, teachers often, timely, comprehensively and systematically understand the situation of students, timely adjust the teaching activities, improve and improve the content, methods, means and teaching methods of track and field teaching in public sports.

Cultivate Students' Abilities   By applying the theory of "multi-orientation" of information feedback, students can improve their ability to observe, analyze, summarize, solve problems and cultivate their creative thinking.

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The paradigm shift of foreign language teaching and the theoretical basis analysis of foreign language teaching technology

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Abstract: Based on famous American philosopher Thomas Kuhn's theory of paradigm shift, this paper explores the development direction of foreign language teaching and analyzes the theoretical basis of foreign language teaching technology, believing that the study of teaching methods and teaching techniques becomes a urgent problem to be solved in the foreign language teaching.

Key words: foreign language teaching; paradigm shift; foreign language teaching technology

In recent years, with the development of China's national economy and the world's economic communication and integration, the craze for going abroad based on the core desires of travelling abroad, studying abroad and working abroad has been gradually rising and sweeping over China. Yet, people have to face plenty of living problems when they go abroad because of the Cultural difference and obstacles to language communication. Therefore, foreign language teaching driven by the market demands comes into being. Many foreign language training institutions, foreign language crash courses, cram schools, and foreign language online classes have mushroomed.

However, many foreign language teaching institutions are backward in teaching methods and teaching skills, which seriously affect the quality of foreign language teaching and can not adapt to the growing demand of the market, and become a barrier in front of foreign language teaching workers because of the limited studies on the subject of foreign language teaching in domestic teaching practice. And there is no complete discipline theory and clear understanding of the trend of the development of foreign language teaching subject to support the development and progress of foreign language teaching in China.

This paper, explores the research direction of foreign language teaching methods, and analyses the discipline of foreign language teaching technology, proves the background and basis of its transformation, and promote the improvement of foreign language teaching technology and the quality of foreign language teaching according to the analysis and studies of advanced foreign language teaching technology and the future direction of foreign language teaching development by using the paradigm shift theory of Thomas Kuhn, a famous American philosopher.

I. The paradigm shift of foreign language teaching
According to the theory of "Paradigm Shift" in The Essential Tension was put forward by the American outstanding philosopher named Thomas Samuel Kuhn, he thought the demand of system for a technological means was changing. A technological means is used widely in system, and if the application of this means is demonstrated that can't satisfy the new demand of system growth. The means (Kuhn called it Paradigm) can be active/passive mutation to adapt to new demand of system. Or describe as more suitable for system's changes of new technology to replace the old backward technology, which makes the system always have the corresponding technical means, satisfies the continuous development of the system.

The premise of "Paradigm Shift" theory is that exists original technical means in the system, and the technical means have played a positive role in a certain range. Kuhn's "Paradigm Shift" theory is applied to the development of foreign language teaching by us. The traditional teaching style of foreign language in our country is tangible class teaching mode, the students gather in a classroom to learn foreign language knowledge from the teacher. The common teaching styles are followed: foreign words, reciting text; explaining/applying/exam of foreign language grammar; and the test of foreign language practices and ability. The teaching style exists commonly in the mid and long term in our country, which becomes a mainstream model of foreign language teaching and is also Kuhn's old "Paradigm". The characteristics of the old "Paradigm Shift" are prominent, mainly focused on the following points:

Firstly, Low cost, short period. The foreign language teaching in middle and primary school and some training institutes in our country usually use this mode, which focus amount of students on unified teaching, has saved teaching resource effectively and decreased cost. The teaching is followed as plans, and the period is relatively short.

Secondly, Single teaching form, boring teaching contents, not close communication, poor teaching quality. When education is carried out in the traditional class, the teaching form of teachers is

single, the teaching class is not interesting, it is not easy to arouse students' interests, and it cannot improve students' active learning enthusiasm. Teachers have less communication with students, students' learning situation cannot be timely feedback, and students' learning problems cannot be timely solved. The overall quality of foreign language teaching is relatively poor. The pattern of foreign language teaching wasted effort, makes the student to study pressure, study enthusiasm is not high, the poor quality of learning, the students' foreign language learning level is not good, unable to meet the needs of the growing social life activities. As the Kuhn's "Paradigm Shift" theory, the traditional foreign language teaching has already not satisfied the daily increasing needs of teaching quality. With the teaching pattern, the improvement of foreign language teaching quality is much more time and energy into foreign language learning, which will seriously influence students, especially all-round development of middle and high school students' comprehensive quality. And it will influence student's daily life, so that the students don't have enough time for extracurricular practice training and the improvement of comprehensive quality.

II.The theoretical basis analysis of foreign language teaching technology

In the theory of paradigm shift of Thomas Samuel Kuhn, it's not strict of the conflict between old and new paradigm, both of them have the big difference, which can meet the new requirements of system development. However, under general conditions, the new paradigm is the product of the variation of the old paradigm in meeting the requirements of system development. In other words, the new paradigm is the product of the development of the old paradigm with system development.

As a consequence, foreign language teaching subject develops continuously and gradually changing from the original research on teaching theory to the research on education technology , which on premise the market demand . But the teaching technology has been evolving from the backward education to the multimedia integrated teaching under the condition of informationization . The main reasons for this change are as follows :

A.   The practicality of foreign language teaching

Foreign language teaching is the biggest characteristic is its practicality, that is, students' foreign language learning quality is according to whether can meet the daily needs of students, whether they can effectively help the students to a normal life in the foreign language environment, that is to say, learn to whether can use in the life. And under the condition of market economy, foreign language teaching quality directly determines the foreign language teaching institutions can continue, the improvement of

teaching quality not only became the basic requirement of teaching institutions, has become a society to promote the development of their own requirements. On foreign language teaching on the basis of fully research and practice, we found that the biggest problems in the present foreign language teaching is the lack of teaching techniques and backwardness, so foreign language teaching research from the teaching theory research to the new teaching technology research has become inevitable. It is the most effective measure to improve the teaching quality and promote the development of foreign language teaching by teaching institutions to apply new technical means to foreign language teaching.

B. The application effect of new technology, new means and new methods is obvious

After a long period of practice, it has been found that the application of new technology, new means and new methods in foreign language teaching has achieved great success in improving the quality of foreign language teaching. As a new media era under the condition of multimedia applications, make students liberate from the original "blackboard chalk head" "deaf - mute" mode, into the immersive audio era, promote students study enthusiasm ,improve learning efficiency, enhance learning effect. students' foreign language learning stage in comprehensive and balanced development of listening, speaking, reading and writing. Again like one-on-one personalized teaching under network environment to replace explode cramming teaching mode, So that teachers can adopt education method in teaching students' characteristics to provide personalized guidance for students' foreign language learning. Thus students' learning situation can get timely feedback, learning difficulties can be effectively resolved, the teaching quality of foreign language teaching can   be greatly   improved .

C. Network information technology has inherent advantages in teaching activities

In recent years, China's social informatization has accelerated, China's per capita occupancy of computer, network utilization increased year by year, the Internet has become indispensable items in people life. Network activities have timeliness, convenience, timely feedback and close connection. The computer network information tools such as reference to the foreign language teaching activities, teachers can be more convenient and quick to understand the students' learning situation, and in a timely manner to the students' daily learning online guidance; Students in foreign language learning, can be in to more knowledge, expand the study knowledge, abundant knowledge reserves, brain and can continuously strengthen the related knowledge in daily leisure entertainment in memory. Compared with traditional education

technology, its advantages are obvious.

Through these studies, we now can be identified: foreign language teaching in the old paradigm is far unable to meet the needs of social development, the use of information network, multimedia and other technical means combining the new paradigm has been gradually applied into foreign language teaching, and in the future development of replacing the old paradigm, continuously improve the quality of foreign language teaching, satisfy people's demand of learning foreign language.

Conclusion:

In this paper, using the theory of Thomas Kuhn "paradigm shift", changes in the development of foreign language teaching research, and derivatives, the development of foreign language education technology subject to analysis, analysis that: under the information age, with new technology to improve the foreign language education technology become the necessary way of improving foreign language teaching quality, and constantly promote the development of the discipline of foreign language teaching.

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The reasons of influencing the effectiveness of college students' ideological and political education in the pseudo-environment

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Abstract:While the pseudo-environment brings opportunities to the ideological and political education, it also makes this education work at a loss. This is determined by the nature of the pseudo-environment. I am trying to find out the reason of the impact on the effectiveness of the ideological and political education in the premise of grasping the essence of the pseudo-environment.
Keyword: pseudo-environment; undergraduate; ideological and political education

With the use of information communication tools such as mobile phones, the pseudo-environment created by the media has a profound influence on the thinking patterns and behavior habits of contemporary college students. The communication media provided an updated channel, a wider platform and a continually improving effect for the development of the ideological and political education work. Meanwhile, the pseudo-environment created by the media also makes it more difficult to work in ideological and political education, as well as restricts the realization of the goal of ideological and political education in colleges and universities to a great extent.

1. The change of media environment has impact on ideological and political education

At present, the high marketization of communication media leads to the disorder of pseudo-environment information, which reduces the reputation of the message source of the ideological and political education, and makes it more difficult to work in this education. The most outstanding performance is the impact of the Internet viral transmission by chasing "click rate" on the ideological consciousness of college students. These "viruses" have strong vitality, spreading bad information by capturing the audience's "attention", making each audience a new source of information directly, growing up through the replication of the audience, creating terrible social influence. To college students, viral transmission is no stranger. They often receive junk mail of the merchant from the Internet, have successfully been induced to share and forward, including all people in the information circle. In this way, every college student who receives the information becomes an active communicator, who fulfills the purpose that "let everybody tell everybody" of the merchant, influences college students' life style and behavior choice. On August 11, 2014, there was an article on xinhuanet.com that "taught you how to eat the pizza hut", Illustrated with each step, guiding how to get the most salad at a time. Whereupon, everyone who likes to eat salad in pizza hut quickly reposted it on the Internet after discovering the article, even immediately went to the pizza hut to experiment. This kind of all has impacted the effect of the ideological and political education.

2.The formation of image of college students' ideological and political educators is difficult

In the pseudo-environment, ideological and political education workers are no longer the only information controllers, and out of the authority of the traditional education period, which largely undermined the persuasion of the ideological and political education. Besides, the quality of educators is uneven. Some can't even get into college students' lives, with a phenomenon of "no continuity" and "no embedding". Therefore, it is impossible to grasp the ideological trend of college students through the exchange of ideas. However, the media provides a broad platform for college students to obtain information. Journalists, editors, moderators, experts in a field, actors and even college students themselves become disseminators and sharers of information, who can freely comment on platforms such as weibo, BBS, and post bar, express their accepted ideas, which puts forward higher requirements for the ideological and political education workers.

As "gatekeepers" of information content, ideological and political educators' self image construction has a profound influence on the improvement of the ideological and political education effect. They need to keep learning and improving their theoretical knowledge, establish a fair and just, honest and trustworthy image of "gatekeeper", enhance the authority and credibility of the education. Nevertheless, to improve their comprehensive quality and to make for a very attractive personality is not just a touch, but needs long-term development and improvement. The "people's public servant" image is a good example. When the media always try to create a clean, honest

and impartial public servant image and enhance the audience's trust in the ruling party, to make the ideological and political education content indirectly and deeply popular, the paradox appears that the hardworking public servant pleading for the people reported by media today will instantly turn into loathsome opponent in the following day. The image that the media once created will quickly crumble and need to be questioned. Beyond doubt, such image shaping often reduces the effectiveness of the ideological and political education.

3. Campus media and new media never mix well

New media has the characteristics of fast transmission, convenient use and large information capacity. From QQ to blog, from BBS to micro blog, college students have experienced the modern life of "everyone can be a journalist". As a campus life, however, newspaper, publicity column, blackboard newspaper and so on have not fully integrated with new media. This makes a lot of ideological and political education content cannot be conveyed to college students in time through the existing campus media and cannot change the thought and behavior of college students substantially, with an unpromising effect.

In other words, campus media need to change the means of communication to keep up with the era. According to Wangqian's survey on campus media satisfaction in colleges and universities, 58.80% of respondents believed that campus media communication content is tedium, and that there is too little news close to life. While 45.19% of respondents agree that campus media is slow to update and not timely. 63.29% mentioned that the publicity work of campus media is not in place and the management system is not perfect. The lack of news materials on campus media, insufficient operation funds and insufficient attention of leaders have made it difficult to attract the attention of college students. To change this situation, campus media must speed up the integration with new media, carry out the dissemination of education content by means of time-sensitive communication, strengthen the link between education theory and practice, making it reasonable and penetrative.

4. Pragmatic transmission weakens the utility of ideological and political education

The media's "pragmatic" information dissemination makes the students more inclined to choose the information that seems to have practical utility, such as "how to become beautiful easily", and "how to get high returns with no pay". The utility of the patriotism, legal norms, moral concepts and other content, which the ideological and political education activity itself is to convey, is played down. Many college students regard the education as a synonym for "empty slogan", considering it has no effect on real life.

The mass dissemination of these so-called "useful" information has led to the prevalence of utilitarianism and pragmatism, making the narrow purpose of life and the idea of personal enjoyment spread among college students, which seriously affects college students' lofty ideal and the chase of good pursuit. With the promotion of the pseudo-environment, the pragmatic and practical principles utilitarianism observes have developed into the ideology of the society, leading the college students in the fierce social competition to following the trend and choosing the so-called social value orientation in order to adapt to the society. In 2013, the youth development research center of hebei university investigated the philosophy of students in 11 universities nationwide. The result shows that 66.99% of students believe in "pragmatism", when 11% believe in "hedonism", while 5% believe in "utilitarianism", and 5% believe in "individualism", leaving only 4.6% of students to chose "communism". Visibly, they emphasize tangible benefits and material gain when referring to the value orientation of life. Many students pay more attention to the short-term return of material benefits and no longer pursue lofty ideals and spiritual values. Some college students show their concern for themselves only and enjoyment of the rights and the benefits in their academic choice and interpersonal communication, making ideological and political education content hard to be recognized.

5. Skills of college students' ideological and political education communication are not improved enough

Contemporary college students have independent thought and sound personality, with the basic ability of judgment. If educators carry out education work with sense, while moving their emotion and Enlightening them with reason, it must be acceptable to them. Along with the change of communication environment in the information age, the composition of information is also complex. The communication skill of ideological and political education is to be improved so as to meet the needs of the age.

We have always been very disciplined in our infusing approach to mainstream values' education. However, it has been proved that this method and means need to be further considered in the media development of this moment. The establishment of mainstream values requires constant guidance and indoctrination, but the way in which it is implanted can be organically infiltrating through the medium, which means continuously softening the ideological and political education content, making it down to earth and particularly, while getting use of the method what one would like to see and hear and suitable for young people's psychological characteristics to achieve the dual goal of inculcation and implicit penetration. In the face of the new environment, ideological and political

education should be fully integrated into daily life, making the theory be understood and accepted by college students, making it possible to finish implicit education unconsciously according to content such as cultural knowledge, aesthetic appreciation, food and clothing and so on.

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Phoenix reborn in Parallel World- Dreams come true

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The appearance of strangers
Several centuries ago, because of king of Qin Dynasty so atrocity and like exploit labor's benefits so the farmer always die of hungry, wars always happened in China, many civilians left their house to protect their life. In the way, they met blood, fire, debris flow and 60% people die during the way, however, finally they find a place. It is so silent and beautiful, it near river and mountain and they are the first people find this area so they settle down to begin their life. More industrial involved. Life was improved. My story also begins after the TV produced.

"Xuan, remember to take your breakfast and be care for the coach when you cross the road." This is my protagonist's mom. She is a nurse in the hospital, which is the only one in the Happiness Town. She is the most beautiful woman in the town and my father is one hunter. But he once cut the meat careless to cut finger, he can't do this job again. So my mom takes more duties for the family.

When I as usual go school, I find one strong man followed back so I stopped. The strange man turns back and starts to run. Several minutes later, we entered a dark alley then the man stopped and faced to me, I asked:" Why you follow me?" the man said, "Because you are the god of choice and you will be a king of us. You will face lots of challenges and my mission is to protect you to avoid death." When I heard that, I was shocked, it's unbelievable. He wears helmet and armor. He pulls me and rush in the sky without any words. After several seconds we landed in a forest. He said: "You must stay here to face unexpected challenges with our helps to defeat enemies." After that he disappears. I am nervous and shout to the sky:"Who are you and I don't want to be a king, I want to back to my parents." But no one answer him.

Lots of green plants around me I can even smell grass surround me. The sky is light blue
like a river, clear and pure.

Unfamiliar Forest Magical Cave
I have nothing to do when a deep hole was found in the forest. Many strange plants near the hole. It is colder and colder when I close to the hole. However, I am so curiosity to explore it.

You don't need argue. Yes, I saw a dragon sleeping in the hole. Wow, I saw it! it made up by many animals, horns of the deer, the head of the camel, the eyes of the shrimp, the body of the snake, the belly of the frog, the scales of the carp, the claws of the eagle, the palm of the tiger, the ear of the ox.

Suddenly, the dragon opened his eyes and looks at me. I was scared and can't move one step at the moment. "Who are you? I stayed for a long time even forget the times."

I asked:"Why are you stay here? And Why you can speak?" " I am a dragon and I am the most clever dragon in the world. But I am punished by the God and I need find someone be the retinue of God however I can't leave the hole."He yawned when he said. I am very surprise, "Is God realistic?" I can't believe it. He said:"I can't let you leave here, umm..in fact, you are the first human being I met so I need to catch you and take you to see god. It's your fate." I was massed when he stopped, I need time to think about. I leave the hole without any words, the dragon doesn't stop me. I also heard he taunted: You will back soon.

Promised to go to Lingshan
I persuaded myself and back to the hole again. I followed the dragon walk to another world. In the deep of the hole, some different sight, more space than outside, some furniture including   bed, light and one bucket. The waste yard didn't clean, it is badly. I saw he push the bed away and one hole appeared. "Let us go, we will cross the hole and enter the gold's world." Then he takes my hand and then we jump to the hole. Yes, it is jumping. Not climbing to the sky just jumping. After sky and earth were spinning round my foot touch the land again. Then I find a corner to vomit.

It is actually different with the humans' world. There no cloud and the land is sort. The place is shrouded by one gold gas, it not only avoid others entering but also protect the civilians. Most people walk on the land, only ten percent of the population can fly in the sky. They all wear the strange helmet and armor. The jacket is made by a soft and hard material not just like the steel only hard but not soft and light. Not all of the god can fly, only the solider and nobles can fly. The dragon will teach me one kind of "Dragon shaped boxing" to protect myself, to ensure the safety and he will leave soon.

I'm lucky to learn from dragon, it is one complex box and made by many powerful dragon. It is so hard. I spent the whole day to exercise.

It's difficult to say goodbye to my friend who spent

lots of time to coach me, to accompany me in the lonely forest. At last a farewell gift was given to me, it's a small stone with soft blue color. I can recall the dragon when I'm in dangerous.

Reaching the home of God

Flying to the God palace without any hesitation. When the sky and earth were spinning round, we are near the palace. It is made by golden, blushing in the sun. It is so majesty that I forget my situation and fall into the art's world.

The God goes down stair and appear in my face. "Hey. Who are you younger boy? Why are you here? " I can't speak even one word. Then he saw the dragon "oh, one thing why are you here too? My house is full because of you." The dragon explained I was the slaver to be selected. Then the God seemingly remembers it. "Oh, I supposed you died outside." I guess, that is the Jesse. His height is close to one point eight five meter and his age is nearly to thirty-five. Then he looks at me and says "You will live here and do what you wanted." "Thanks " "Ok, the guy will lead you to your room." When I settle down in a small room with one desk, one bed and big window, I am not afraid the world, I'm eager to know the deeper of the world. Why no human beings? In fact our science & technology are so advanced but also can't find the world. It is very miraculous. What should I do？How can I back to home? What about my mom? How is she? With these questions I fall in the dream. In the dream I back to my home.

Become a Mozu

Everything are same, nobody bother me. One day, Jesse is back and leads me to his office. "Xuan, you must know this: you are my son, for my son died and he change to you. Your soul is my son's and I want you to trust me because I have most powerful and I don't need lie to you."

It is an amazing news for me, I am god's son and my father is leader of the god even the world. I can't help to open my mouth to say something, final, I give up I try my best to say but it also can't make a sound. After several minutes, I clam down and say "Oh."Then Jesse speak again "Father need your help now, the war will start between god and inferno and you are the only one who can avoid this."

"I am just a human being, how can I help you?"

"You can join the inferno and to know what they want to do then tell me all of them. Because you are a human and I can change your structure let you to be same as a inferno so that you can enter the army to stop the war. I do want to stop the war."

"Actually, we are brother, due to world outlook is difference so we start to quarrel and final we divided to two parts. One is inferno, one is God. He always wants to start war to take more treasure and more territories. Be the leader of the world. If he controls the world, people will suffer. He will kill someone if he is angry and many small races will disappear. If he controls the world, he will attack human's world and

control the world eventually. So you must to kill him to protect your home."

" En…, let me think. Ok, I will take this task to protect ourselves." Then he takes one liquid medicine to ask me have it. Something changed after it, two chafes in my head and one tail in my ass. It is very pain even I am faint away.

Contact Elian

I don't believe I am Jesse's son in my heart. But I need to protect my country. Jesse takes me to one tunnel and we stopped.

"Son, I can't lead you to the inferno's world if I go there the war will start by this excuse. You must make sure you are safe then think how to kill him."

"Ok, I see, I will protect myself." Then I enter the tunnel, and fall up like arrows quickly.

I am in a different world. The sun is made by a defunct and the sky is gray, every people is strange. Some people have chafes; some people have four eyes, some people just like an elephant and some people like a rat. Finally, I find the palace. Many guards are on patrol duty. If I want to kill Elian, I must enter the palace and close to Elian. I decide to apply a job in the palace. Then I walk to the palace and when I just touch the door, hundreds of guards appeared in front of me and use their weapons point to me and ask

"Who are you? Why are you here? What do you want?"

"No family and no job, highly appreciated a job here. Please!"

"You must leave here, we don't want another people to work here!"

"Jam let him in." Suddenly, one voice appeared, this voice is same as the animal's roar badly. Then I follow the Jam enter Elian's palace. The palace is almost same as Jesse's, I can't feel happy here, I feel scared and sadness. Soon, Elian appears and stands in front of me. He has round & scarlet eyes, with three chafes and one large tail.

"Tell me guy, Who are you? What do you want?"

"My name is Xuan and I don't have family and job. I want to have a job here. I know you are a man of great wisdom, highly appreciated."

"Okay, let me to check your identify." He uses his tail to twine me and his eyes keep staring at my eyes. I can't help sweating and trembled. After one minute, he stops and shout to me. "Okay, you can work here. Your job is door locker. If you break the rules, you will be put to death. You can live here without any pay." He is so parsimony, I accepted this conditions.

Eliminate Elian

I monitored Elian during my leisure time. As a result, I get along well with his guard. A good chances is coming, he will go to Spirit Mountain to collect medicine. So I come to the mountain earlier than him. I plan to attack him sneakily. I bend over the land and use grass to make a pitfall to catch him. I even make one explosive manually. I recalled the dragon and

discuss how we complete the action without anything missing. The elf also come and help us. When Elian closes to us, elf runs out and uses stone to attack the Elian then run to my pitfall. Elian is angry and creeps to the elf. His speed is so fast just like a car driving in the express way. Then elf jump through the pitfall then Elian fall in to the pitfall, I run into the pitfall and want use explosive to let him to death.

Before I go to the mountain I send related documents to Jesse. In my left hand is explosive and in my right hand is fire-stone, Elian is too angry to eat me. I also run to him. I was eaten by him. Yes. I am eaten but before I come to his stomach I let the fire-stone rub with the palisades and use this fire to set fire to the explosive and throw it to the deep body of Elian. After I finish this I close my eyes and no awareness.

Back to reality

When I open my eyes, I am in my room. Yes, OH, I am back. My parents stay with me. When I see my parents, I cry and say "Dad, Mom, I am really love you." They also surprise and hugged with tears together. Later, I know I was slept for two days with no awareness. In my leisure time I always think of elf, Jesse, Elian and my friend –dragon. I don't know if they are nonfiction of fiction I never talk to anyone else, it just like a dream. I just want to share you the idea whatever you faced, if you insist on and keep doing, you will catch your dream one day!

On Cultivating Students' Intercultural Awareness in College English Teaching

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Abstract: Since China opened its door to the outside world, our country has been in great need of talents who could communicate with foreigners effectively in intercultural communication. This is a challenge for our traditional College English teaching that emphasizes linguistic knowledge and overlooks communicative competence. In view of this, the purposes of this study are to be aware of the current situation of students' intercultural awareness and raise some strategies of cultivating students' intercultural awareness in College English teaching.
Key Words: College English Teaching; Intercultural Awareness; Cultivating

Introduction

Nowadays, "the frequent international link-ups and rapid development of the global economy have driven people as never before to across the national boundaries, which made the intercultural communication become indispensable anytime and anywhere." (Chen & Jiang, 2012:65) Under this situation, we, as global citizens, are more interconnected with each other, and required to communicate with different people from diverse cultures effectively. Nevertheless, to communicate effectively with people from diverse cultures requires one to possess the intercultural awareness, which is the foundation of the intercultural communication competence. This is a great challenge for college English teachers, and they need to seriously consider this problem, and attempt to integrate culture teaching into College English teaching in order to better cultivate students' intercultural awareness and develop their intercultural communication competence.

1. Definition of Intercultural Awareness

Intercultural awareness is "the cognitive perspective of intercultural communication. It emphasizes the changing of personal thinking about the environment through the understanding of the distinct characteristics of our own and other's cultures." (Triandis, 1977) It provides us with an opportunity to develop an understanding of cultural dynamics by reducing the level of situational ambiguity and uncertainty in intercultural interactions. Nowadays, many

researchers and scholars at home and abroad (Guan, 1995; Lin, 1996; Wang, 1996; Jia, 1997; Hu, 1999; Zhang, 2007; Kitao, 1985; Samovar & Porter, 2000; Chen & Starosta, 1996, 1997, 1998, 2007) have acknowledged the significance of intercultural awareness in foreign language teaching and learning process. Dirven & Putz (1993) once equated "the aim of foreign language learning as to an awareness of cultural communicative differences followed by increased tolerance and eventually accommodation."(Dirven & Putz,1993) Gumperz & Cook-Gumperz (1982) illustrated that "many of the meanings and understandings, at the level of ongoing processes of interpretation of speaker's intent, depend upon culturally specific conventions, so that much of the meaning in any encounter is indirect and implicit." (Gumperz & Cook-Gumperz,1982). In fact, for any language learner, being shortage of intercultural awareness will prevent her or him from acquiring a new language.

2 Research Instruments

2.1 Test Paper

The test paper is equipped with the following nine parts: 1)Related Knowledge of English-speaking Countries 2)Social Values 3)Time Awareness 4)Social Rules 5)Conversational Principles 6)Nonverbal Communication 7)Vocabulary Containing Cultural Implication 8)Verbal Communication 9) Contents in Textbook. There are 29 test items in the test paper. The author, by formatting these nine parts, mainly wants to review college students' mastery of English cultural background knowledge and their level of intercultural communication competence in Guangdong University of Science and Technology.

2.2 Interview

To make the study more convincing, the interview was carried out within a week after the test paper was completed, which aims at employing it as the complementary materials of the questionnaire. 30 students and 12 teachers were chosen as interviewees.

3. Results Analysis

3.1 Results of the Test

Table 4.1 Test Results of Students' Intercultural Communication Competence

	Testing Contents	People Getting Correct Answers	Percentage (%)
Intercultural Competence Test Intercultural Communication	Ⅰ.The Related Cultural Knowledge of English-speaking Countries	63	71.59%
	Ⅱ.Social Values	7	7.95%
	Ⅲ.Time Awareness	1	1.14%
	Ⅳ.Social Rules	1	1.14%
	Ⅴ.Conversational Rules	3	3.40%
	Ⅵ.Nonverbal Communication	23	26.14%
	Ⅶ.Vocabulary Containing Cultural Implication	20	22.73%
	Ⅷ.Verbal Communication	13	14.77%
	Ⅸ.Contents in Textbook	46	52.27%

From the analysis and statistics above, we can figure out that the intercultural communication competence of students studying in College English needs to be further improved. In the nine parts of test items, only the results of two parts, both the related cultural knowledge of English-speaking countries and the cultural knowledge in textbooks, are satisfactory. The rest test results of other parts are not good, especially the social values, time awareness and social rules in Western society, which all demonstrate students' poor mastery of intercultural knowledge and the lack of intercultural communication competence.

3.2 Results of Teachers' Interview

Through interviewing 12 English teachers and recording the main contents in the process of the interview, we find out that 10 teachers (83.33%) pay more attention to the intercultural communication knowledge in English teaching. 7 teachers (58.33%) could fully understand the communicative competence and cultural awareness required by College English Curriculum Requirements (For Trial) implemented by the Ministry of Education (2004), but 6 people (50%) admit they just have a superficial knowledge of intercultural communication. Meanwhile, 9 teachers (75.00%) think that having a proficiency of intercultural communication competence is beneficial to English learning. 10 teachers (83.33%) explain that they mainly focus on the training of language skills and neglect the imparting of cultural knowledge in class. Even there is cultural knowledge in teaching, most of teachers just use the slides to present them simply so that they can spare more time to stress on grammatical knowledge and the training for the future tests (e.g. CET-4/CET-6).

3.3 Results of Students' Interview

Based on the interviews of 20 students and the records of the process of the interviews, the study shows that there are 13 students (65%) paying much attention to the knowledge of intercultural communication in the course of English learning. 16 students (80%) hold that possessing the intercultural communication competence is beneficial to English learning. However, when it comes to the major factors affecting the barriers of intercultural communication, students' replies are as follows: 15 students (75%) deny the differences between Chinese and English language; 13 students (65%) repudiate the lack of English grammar and vocabulary; 14 students (70%) negate the different thinking patterns between the Westerners and Easterners; what's more, 17 students (85%) believe the different social values have no effect on the intercultural communication; which all make us feel great anxious about students' mastery of intercultural knowledge.

4. Pedagogical Implications

4.1 Improvement of Teachers' Cultural Quality

According to the present teaching system in China, the foreign language teaching in colleges or universities is mainly based on the classroom, and teachers, of course, become a dominated role in teaching. Under this circumstance, whether teachers have the strong intercultural awareness and adequate intercultural knowledge or not will directly influence the intercultural teaching results. If teachers only emphasize the grammar and translation teaching, it will be difficult to cultivate students to possess the strong intercultural awareness and develop their intercultural communication competence. Hence, teachers must change their mind, keep pace with times, learn and absorb the new intercultural knowledge as much as possible, so that they can improve their culture quality constantly and promote the intercultural teaching results.

4.2 Optimizing of Current Language Teaching

Mode in Class

In College English teaching, how to teach students the cultural knowledge and then better cultivate their intercultural awareness has become a heated topic among English teachers. In China, classroom is a main place for English teachers to impart the cultural knowledge to students because teachers and students almost spend most of their time together in the classroom. Thus, textbook plays a very important role in the context of College English teaching and learning. Hence, uniting diverse kinds of the teaching materials, making full use of the 45 minutes in class, and attempting to infiltrate the culture teaching into every part of teaching will be the best ways for English teachers to cultivate students' intercultural awareness and enhance their intercultural communication competence.

4.3 Cultural Infiltration after Class

Foreign language learning is largely a matter of practice. Only depending on the 45 minutes in class is not enough to cultivate students to possess the strong intercultural awareness and develop their intercultural communication competence. For this reason, it is essential for teachers to extend the class teaching to the extracurricular teaching and combine both of them to make students better master the language skills, as well as the cultural knowledge. For example, after learning the text "The Roots", the novel "Uncle Tom's Cabin" which also describes the tragic destiny of the Negroes can be the supplementary reading material for students. And after learning the text "The Merchant of Venice", then Shakespeare's famous drama "Romeo and Juliet" will also be a good reading material. Besides, teachers can also introduce many more English reading materials, like the novels "Bookworm Series" to students as their leisure reading, because the language in "Bookworm" is exquisite, brief and suitable for students to read. In addition, making the language learners directly experience the cultural differences will be also a best way to develop their intercultural awareness.

5 Conclusion

To change the current situation, the root causes of the problems should be identified and some educational reforms should be made. First, it is imperative to foster college students' intercultural awareness and enhance their intercultural communication competence. The knowledge of intercultural background should be integrated into College English teaching. Second, a feasible syllabus should be set up for College English students of Guangdong University of Science and Technology so that teachers can have a clear idea of the requirements for culture education, and students are likely to learn culture in a systematic way rather than in a random way. Besides, proper models of examination on culture competence should be available. Third, educators are supposed to take some measures to cater for the students' desires for learning language and its culture. Various optical courses on culture should be provided like Introduction to English-Speaking Countries, Cross-Cultural Communication in Business World etc.

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Exploring a New way to manage the Party branches at the Grass-roots level under the background of "Micro-era"

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Abstract: as the most basic organization of the Party, the scientific management of the grass-roots Party branch is an effective way to improve the combat effectiveness of the Party branch. With the development of the times, the "micro-era", such as Weibo, WeChat, mobile phone client and so on, has arrived. Whether the management of the grass-roots branch can keep pace with the times is related to the vitality and combat effectiveness of the branch.

Key words: "Micro-era", effective grass-roots Party branch, management

In recent years, with the rapid development of intelligent technology and Internet technology, the "micro-era", represented by Weibo, WeChat, Tencent QQand mobile phone client, has come quietly. The emergence of these new media directly or simply affects our study and way of life. As we all know, colleges and universities are a gathering place for intellectuals, Party members and comrades in colleges and universities are relatively strong in their sense of independent examination and study ability, and have more extensive access to information. The thought is more active, as the traditional management way of the basic Party branch also receives some impact. The 19th CPC National Congress report of the Party has made a comprehensive plan for the new era to comprehensively and strictly govern the Party, and has faced the new situation and new demands and new missions. The management responsibility of the Party branch at the grass-roots level in colleges and universities is even greater. The use of new media to realize the perfect docking with the traditional management has become the only way to manage the party branch at the grass-roots level.

First, the importance of strengthening the management of party branches at the grass-roots level

The basic Party members in colleges and universities are likely to be talents on all fronts. They are the future of the motherland and the hope of the great rejuvenation of the Chinese race. To manage the grass-roots party organizations well, to a large extent, they have also carried out good management and training of outstanding advanced party members, college students and excellent teachers. From the social level, strengthening the

management of the party branches at the grass-roots level will promote the stable development of the society. It is of great significance to improve the living standard and quality of the masses and to maintain the Party's image among the masses. In recent years, with the rapid development of society, our grass-roots Party branch construction management is also facing new problems, new adjustments. Grassroots Party organizations give full play to fighting The role of the bastion, condensing the combat effectiveness of the Party branch has a very important position and importance. Management is always to keep pace with the times. This is an important experience we have accumulated over the years, and is also a fundamental requirement for continuing to do a good job.

Second, the analysis of the current situation of the new media management of the Party branch at the grass-roots level

At present, some Party branches have found their own management mode in view of the problem of the large number of mobile party members and the difficulty of centralized management-e branch network management platform, but most of the grass-roots party branches in colleges and universities are mainly managed by traditional methods. Some simple "new media" management methods have also been added, such as QQG, the transition from traditional management to new media management, and the use of Internet technology and new media in the management of branches.

Third, exploring the path of realizing the New Media Management of the Party branches at the grassroots level

(1) to establish WeChat and QQQun to enrich the learning forms of the Party branches at the grass-roots level

Party branch management can begin with some basic new media, such as the introduction of WeChat and QQ groups. This should be the new media already used by most grass-roots Party branches. They have unique advantages in information dissemination. Without hindrance to the members of the Party branch, they will be provided with materials such as text, voice, video, pictures, and many pictures and text messages. They will carry out education on the advanced

nature of party members through groups, learn the party's theories, programs, policies, principles, and learn the advanced deeds of outstanding party members. Members can be directly location-free to achieve anytime, anywhere discussion. Through the form of group announcement, the notification is also made fast, the traditional one-to-one telephone short message notification mode, Now only one group announcement can be realized. The function of WeChat QQG has increased, group sign in, vote and so on can be actively used, saving time cost and material cost to a great extent. Greatly improved the management efficiency of the grass-roots party organization. Take the party building micro-classroom in our branch as an example, through the micro-classroom, the teachers of the Guan work Committee regularly push the current study hotspots to the QQ group. In this way, our Guan working Committee teachers can give full play to the remaining heat and collect and organize the study materials for the vast number of Party members and comrades. Let party members learn the theory effectively, each member of the group can download and copy the learning within the specified time, it has been proved through such a learning party Type, effective grassroots Party members according to the provisions of the study, and the learning effect is very good. At the same time, we hold regular Party members' micro-party class activities every year. Each member speaks a micro-party lesson through his own study and understanding. For example, he can make Party members speak party lessons in different places through the function of live broadcasting in groups. It has also broken the single pattern in which traditional organizational life is carried out indoors. For example, when party members arrive at the Red Revolutionary Base, it is much better to talk about a revolutionary history in this place than to sit in a conference room to talk about education and resonance. The party members can give full play to their advantages and combine their work and study to express their views and share their views with the party members. . By video recording, we post outstanding works to the group after the selection, which not only let other Party members learn, but also encourage our outstanding Party members to continue their advanced behavior to a certain extent. In addition, our high-quality activities can also enable more Party members and Party branches to learn and share resources through live broadcast.

(2) to establish the public opinion position of WeChat public number, Weibo and so on to carry out the branch construction.

Chairman of Xi Jinping put forward clearly: party committees at all levels should cover the work of the Party wherever the network develops, make full use of information technology to improve the education and management of party members, raise the level of the masses, and strengthen the positive guidance of network public opinion. Through the WeChat public number, Weibo and other new media, can more rich content, very good implementation of this guiding ideology, but also can be combined with reality, innovative methods of activities to avoid the singularity of activities, enhance the diversity and openness of activities, To play a comprehensive effect on the education of Party members. First, make the traditional organizational life from face to face learning model to the successful network mode, the traditional work model Under, the Party branch secretary mainly convenes the branch general meeting way to carry on the theory study, but the WeChat public number, the Weibo and so on new media can let the party member's study become more flexible and free, lets the party member use, the policy study propaganda is quicker, the convenience. Second, the content pushed through the public number and Weibo can be completely stored on the web page, which is helpful for party members to review and review at any time, and make up for the shortcoming that WeChat and other messages will soon be covered. Third, the learning content pushed by the branch via WeChat Public number and Weibo needs to be reviewed to ensure the guidance of the position.

(3) to establish the information management system for Party members, and to grasp the information and interact with each other effectively and accurately.

Taking Sichuan Institute of Technology as an example, the party member management system currently in use is mainly used by teachers who manage party affairs to input the relevant information of party members through the system. The party information management system mainly achieves only the functions of information entry and inquiry. Lack of interaction with party members. The development of party member management system and mobile phone app can make Party members information collection, all kinds of activities notification, learning content push, activity development become convenient, can more dynamic grasp the movement of each party member.

(4) to study and learn from experience

Under the background of "micro-era", some colleges and universities use a lot of "new media" to manage the Party branches at the grass-roots level, and the management experience is very rich. The "micro-media" management experience of the grass-roots Party branches can be drawn from each other. For example, sending representatives to good colleges and universities to visit and study, exchanging experiences, and so on, can be used for reference to introduce them into their own management. Or with good colleges and

universities to build a platform to achieve complementary advantages.

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English Reading Teaching Based on Constructivism Learning Theory in High School

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Introduction

With the development of the social culture and economy and the implementation of quality education, teachers are beginning to realize that laying a lot of emphasis on the grammar teaching and ignoring operational ability training may not meet the social demand for talents, which arouses teachers' awareness of training students' comprehensive language ability. Meanwhile, there exist many problems about the methods of students' reading and teachers' teaching. Even in some cases, the reform of reading teaching would fall into a dilemma. Therefore, how to effectively combine the theories about reading with reading teaching becomes a very urgent problem. Under the guidance of constructivism learning theory, this article will try to solve some typical problems in high school English reading teaching.

The definition of constructivism

Constructivism is a theory for knowledge and learning, emphasizing learners' initiative. The theory believes learning is the process based on learners' existing knowledge and experience to generate meaning and construct understanding, and this process is often done in social and cultural interaction. The constructivism with a profound ideological origin is quite different from the traditional learning theories and teaching ideas. Constructivism, like different types of filters, will make the reality from chaos into order. The teaching based on constructivism has great theoretical significance. Discovery learning, hands-on, experiential, collaborate, project-based, tasked-based are a number of applications that base teaching and learning on constructivism.

Constructivist view of learning, students and teachers

Constructivism is a process about constructing meaning that is realized with the help of others, that is, through collaborative communication activities among people. Constructivism learning theory includes four elements: situation, collaboration, communication and meaning construction. Situation, collaboration and communication emphasize learning conditions and processes, and construction of meaning is the ultimate goal of the entire learning process.

Situation: the situations in learning environment must benefit students to construct the meaning of learned contents. Collaboration: it occurs throughout the learning process. Collaboration has a crucial effect on searching and analyzing learning data, presenting and testing assumptions, evaluating learning outcomes and even constructing meaning. Communication: it is an indispensable part in the collaboration process. The members of a group must discuss with each other and plan how to complete the required learning tasks. In addition, collaboration process equates the process of communication to some extent. In this process, each learner's wisdom is shared by the entire group. Therefore, communication is one of the important means to achieve the construction of meaning. Meaning construction: it is an ultimate goal of the entire learning process. In the learning process, constructing meaning should achieve a more profound understanding to the nature and law of things reflected by the learning contents at present and to the intrinsic link between different things.

Establishing student-centered teaching pattern

Constructivism holds the point that student-centered should be reflected in the following three aspects: The teacher should give full play to the initiative of students and cultivate their creative spirits; The teacher should provide students with various opportunities, which can enable students to apply their knowledge in different situations, making the knowledge externalized; The teacher should guide students to understand objective things and solve some practical problems according to the feedback information from their own actions, which makes students achieve self-feedback.

Strengthening cooperation among students

Strengthening cooperation among students is another central content of constructivism. Students are encouraged to exchange message or

information and to attach importance to reading process. Communicative approach exerts a great influence on learners communicating with each other in the classroom. Students are also willing to express their wishes to their classmates. In the exchange process, students will get the views of other students for the article, so they can more fully understand the article. Cooperative learning, as a form of classroom teaching, is more liked by students. Especially at the completion of those tasks about reading with lower difficulty, it will get outstanding results. It can make each student give their strengths into full play. When they have problems, they can solve these in the relaxed atmosphere. The way to solve problems could enhance students' communication and their friendship.

Multi-semantic Audio Classification Method Based on Tensor Neural Network

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Abstract: Multi-semantic audio classification methods based on tensor neural network have attracted more and more attention in recent years. Tensor Uniform Content Locator (TUCL) was brought forward to express the semantic information of audio, and a three-order Tensor Semantic Space (TSS) was constructed according to the semantic tensor. In the case of multi-semantic classification, Tensor Semantic Dispersion (TSD) is far more than the typical Gaussian Mixture Model (GMM) in the classification of performance, and it can be concluded by comparing with the support vector machine learning model that the classification of precision of Radical Basis Function Tensor Neural Network (RBFTNN) model is obviously higher than that of Support Vector Machine (SVM). This paper will study and analyze the multi- semantic audio classification method based on tensor neural network combined with the current situation and related knowledge.

Key words: tensor neural network; multi-semantic audio classification; semantic description

At the present stage, the rapid development of science and information technology promotes the reform and progress of all walks of life in China. The emergence of information technology, such as multimedia technology, is providing convenience and efficiency in various fields. As an important part of multimedia applications, the recognition and classification of audio data is gradually concerned with the attention of the industry. And the automatic classification of audio data based on semantic content is a hot and difficult issue. At present, multi-semantic audio classification methods based on tensor neural network have made great achievements in the classification of audio data. This paper will elaborate on the multi-semantic audio classification method based on tensor neural network combined with relevant knowledge.

The status of semantic classification based on audio

At present, there are three main methods in the classification method based on audio semantic features: the first one is that the audio information is accessed through the metadata, and the audio emotion is taken into account in the visit process; the second one is to classify audio from the angle of the audio schools; the last one is to assort audio with GMM by semantic training. At present, the classification of audio resources is only combined with the single feature of audio, which has achieved good classification performance. But the number of classifications is less, and it can not satisfy the effect of the actual audio content analysis. From the meaning of audio data, it contains a variety of semantic information, and there is a certain relevance. The single semantics of the audio data can not fully express the information conveyed by the audio, so it needs to be associated with the relevant semantic information of the audio information. At this stage, when dealing with semantic information, text metadata is usually constructed as vector model,which can easily lead to "dimension disaster". In the process of descending dimension, the lack of data and the high characteristic dimension of the training samples will lead to the "over-compression" caused by the combination of different types of features, which will result in the loss of information.

In the process of constructing the automatic audio classification system, there are two kinds of algorithms commonly used named SVM and Hidden Markov Model (HMM). Among them, the SVM and HMM models are better in use, but their relevance in different semantic information is not fully considered, which will have a great impact on the learning effect of intelligent learning to model and the evaluation of the later stage. In order to solve the problem that recognizing audio data only with single feature, over-compression and neglecting the semantic relevance in the current research, the tensor neural network is gradually generated for the semantic indexing of audio resources, and the indexing information is mapped into the tensor semantic space, and the semantics of the sample space is depicted to enhance the relevance of semantics. The method mainly combines the discreteness of TSD to classify the audio resources. In this process, the experience sample knowledge is formed and the learning model of the classification is constructed and trained. The RBFTNN is used to construct the empirical knowledge model of TSD. The RBFTNN can ensure the semantic information feature extraction and the increasing of classification precision, and the multi-semantic detection and intelligence classification learning, which effectively improves the effectiveness and accuracy of audio semantic classification.

Implementation of semantic audio classification method based on RBFTNN

This paper refers to multi-semantic audio information as the research object to effectively solve the problem of audio features and classification tensor space mapping. A supervised RBFTNN learning method should be established to complete the automatic classification of audio data based on TUCL indexing. The implementation of this process mainly requires five steps:

TUCL in the three-order tensor form is used to index different types of audio information, and the tensor based semantic space is constructed.

to compute the value of intra class dispersion and inter class discreteness in all kinds of audio resources, and classify the audio resources through TSD to form TSD experience knowledge.

to initialize the RBFTNN model, and the establishment of the empirical sample set is divided into two parts: training sample set and test sample set, in which the training sample set is Tr (60%), and the test sample set is V (40%), and then the number of weights and hidden neurons in the network topology is determined.

to process the sample data by the established learning model, and then to establish the RBFTNN model, and save it into the model library for the intelligent learning of the classified resource information.

to complete the automatic classification of resource according to the established RBFTNN model. If classification target can be found and return to the target category, if not, the TSD classification of the new audio resources and the process of establishing the RBFTNN model are re executed.

Experiment and analysis of multi-semantic audio classification based on tensor neural network

Evaluation simulation of dispersion of classification performance

The 15 semantic features of 1000 pieces of audio are cited with TUCL, which are represented as three-order tensors, that is, the first order is external attribute semantic information, the second is the semantic information of copyright management, and the third one is content semantic information. One to four semantic words are used to classify audio resources respectively in this paper in view of incomplete semantic information. GMM is selected as the classification contrast scheme to compare the performance, and the simulation results of classification performance of four groups of different semantic TSD and GMM are analyzed and studied respectively. In the process of research, for a single semantic feature, the value of recall is increasing, but the value of precision is decreasing. The value of precision of TSD and GMM is almost the same when the value of recall is 0.3 to 0.6, and the algorithm used does not show better

performance. The classification performance of TSD algorithm increases with the number of semantic features. When the value of recall exceeds 0.2, the value of precision of TSD is at least 11% higher than that of GMM. When the value of recall is less than 0.6, the value of precision of TSD is 13% higher than that of GMM. The performance of TSD algorithm in this paper has been further improved compared with GMM when the value of recall is the same. Therefore, as the number of semantic features increases, the recall and precision of TSD algorithm are much better than the typical GMM algorithm.

Evaluation simulation of classification learning model

The research on the validity and adaptability of TSD+RBFTNN model for intelligent learning of semantic resource information classification is based on 1000 pieces of audio of indexing. The four groups of four different semantic information are classified by TSD algorithm, and the sample data containing different semantic experience knowledge are formed. This class is the target class, and the remaining audio resources are non-target classes when classifying one of these classes of resources. The classifier's performance in subsequent SVM training is far inferior to the classification accuracy of RBFTNN proposed in this paper. When the False Positive rate (FPR) is greater than 0.4, the accuracy of the method is at least 94%, while the accuracy of TSD+SVM classification is only about 50%. Therefore, the TSD algorithm is more effective in view of the classification of multi-semantic audio information. The TSD+RBFTNN classification learning method can make better classification and detection effect on the basis of ensuring higher recall and precision, which proves that it has strong classification learning ability.

Conclusion

The multi-semantic audio classification method based on tensor neural network is explored to solve the problem that the relevance of each semantic is not considered into and the effect of classification is not obvious in the presents researches of automatic classification of audio information. It can effectively make up the semantic defects of the traditional vector rendering. Great efforts are made to the research that how to automatically extract the semantic features of the audio resources and to improve the learning performance of the classifier by using the semantic information space accurately. We should continue to develop the research in order to achieve better results.

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Study on the Government Subsidy's Effects on the Market Expansion of New Energy Vehicles

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Abstract: In recent years, China's new energy vehicle industry has achieved substantial development thanks to the positive government support. China has already surpassed America and become the largest new energy vehicle market in the world. However, a lot of problems begin to appear in the development process of new energy vehicle industry, such as the uneven development of the market, the industry's excessive dependence on the government subsidy, the lag-in affiliated infrastructure facilities for the new energy vehicles. All of these problems raise a tough challenge for the development of the country's new energy vehicle industry.

To solve these existing problems thus to make the new energy vehicle industry gain faster and better development, the author makes deep research into new energy vehicle industry and proposes several countermeasures in this thesis.

The thesis consists of five parts. The first part gives a brief introduction about the market situation of new energy vehicle industry in China; the second part talks about the existing problems of China's new energy vehicle industry in the process of market expansion; the third part introduces government subsidy to new energy vehicle industry; the fourth part discusses the trend of China's new Energy vehicles' development under government subsidy and the last part gives suggestions on China's new energy vehicles' development.

Key words: new energy vehicles, government subsidy, market expansion

Currently, China has established a complete automotive system through generations' endeavors and contributions for more than half centuries. The automobile industry has become one of the pillar industries and has played a significant role in the development of national economy. However, with the problems including energy security and environment protection having caught more and more attention, the development of energy-saving or new energy vehicles is pressing and urgent. We should have a clear realization that the research, development and popularity of new energy vehicles should be an inevitable choice for our country if we want to have a sustainable development. In the past years, China's Central Government paid special attention to the development of new energy vehicles by providing favorable government supports for the industry. And the government supports including government subsidies did take effects on the market expansion of new energy vehicle industry.

Ⅰ. Market Situation of New Energy Vehicles in China

In China, new energy vehicles are used to designate plug-in electric vehicles eligible for public subsidies. It includes only battery electric vehicles (BEVs) and plug-in hybrid electric vehicles (PHEVs).

China is the world's largest country in the aspect of new energy vehicles' stock. According to statistics, the number of total sales was about 500,000 units in March 2016 and it increased to 1 million units in early 2017 and in December 2017, the number reached 1.7million units. As a matter of fact, most of new energy vehicles were sold during the last three years. The figure includes passenger cars and heavy-duty commercial vehicles such as buses and sanitation trucks. Only vehicles that were manufactured in China were taken into statistics. Home-made passenger cars account for 96% of new energy vehicle sales in China.

In 2016, China exceeded both the USA and Europe in the aspect of total sales and became the largest fleet of light-duty plug-in electric vehicles. As of December 2017, the total sales reached over 1.2 million units. What's more, China is also the world leader in the electrification of other transport modes. It has over 200 million electric two-wheelers, and 3-4 million low-speed electric vehicles (LSEVs).

BYD is well known as the most influential enterprise of new energy vehicle manufacturer. In 2015, BYD topped the first as the world's best selling manufacturer of highway legal light-duty plug-in electric vehicles. And in 2016, it became the world's top selling plug-in car manufacturer. What's more, in the same year, BYD was also the all-time second largest plug-in electric passenger car manufacturer after the Renault-Nissan Alliance.

Ⅱ. Existing Problems of China's New Energy Vehicles Market Expansion

A great many hidden problems that calls on special attention begin to appear and become more and more severe in the process of market expansion of new energy vehicle industry. The problems can be summarized in the following aspects:

1. The lag-in affiliated infrastructure facilities for the new energy vehicles

With the number of the new energy vehicles increasing, the lack of affiliated infrastructure facilities becomes a severe problem that hinders the further expansion of the new industry. Let's take the charging infrastructure facilities for example. According to the government plan, 500,000 charging points would be constructed before the year of 2020, but that still couldn't solve the problem by the roots. In addition to this, the layout of the charging points remains unreasonable as well, which makes it inconvenient for consumers to use and the utility of the charging points is at low rate. What's more, consumers also complain that the charging cost is higher than that they expect, which also reduce their enthusiasm about new energy vehicles when deciding which types of autos to buy.

2. The current unsound and inconsistent policy system

According to official statement, the Chinese Central Government has announced that subsidies for new energy vehicles are to be gradually reduced and then completely cancelled by the year of 2020.

In the past years, in order to encourage more consumers to buy the new energy vehicles, the Central Government as well as local governments provided high subsidies and a lot of favorable policies for new energy vehicles, especially purely electric powered cars. Sales of new energy vehicles in China have been higher than any other country in the world due to the governments' supportive measures. But the subsidies for new energy vehicles will decrease by 20% in 2017 year-on-year. Let's make a comparison. According to the previous government subsidy policy, the maximum subsidy last year was 110,000 Yuan, but from this year, the subsidy will drop to 66,000 Yuan. There is a sharp decrease in the aspect of financial subsidies. The result is that the change of the government policy raises a tough challenge for the development of new energy vehicle industry. Therefore, it calls upon further improvement and consistency of government policies.

In addition, some other problems also need solving, such as the local protectionism. For the sake of the regional economic development and financial income, some of the local governments set a lot of restraints on the type and brand of the autos for the customers to choose from, which leaves consumers fewer choices when buying the new energy vehicles. Such local protectionism will hinder the overall development of the new energy vehicle industry in the long run.

3. The industry's excessive dependence on the government subsidy

It is inevitably true that a lot of car manufacturers are willing to carry out the research and development of new energy vehicles just because by doing this, they can gain a huge amount of government subsidy from the Central Government. In the past years, the Chinese Central Government poured a great deal of money into the new energy vehicle industry to cultivate its development. This has caused a consequence that many car manufacturers are very dependent upon government input and that's also a big obstacle for the market expansion of new energy vehicle industry, because, with the decreasing of government subsidy and financial input, the auto manufacturer will face capital problems. They have to rely on themselves to develop and maintain the new energy vehicle markets.

4. The uneven development of new energy vehicle industry

At present, sales of new energy vehicles are mainly focusing on some big cities where "purchase restriction" and "license plate lottery" policies are taking effects and people in such cities have to turn to new energy vehicles because they have no other choices. This causes the uneven development of new energy vehicle industry. In cities where there is no such "purchase restriction" and "license plate lottery" policies, more people still would like to choose fuel-powered autos as their top preference as this is their consuming habit. As a result, the development of new energy vehicles in these cities is lagging behind and that causes the uneven development of new energy vehicle industry.

Besides, there are still emerging some other questions, for example, battery safety and battery recycling of new energy vehicles and the emission of carbon and so on. These problems are also urgent. They have raised tough challenges for the market expansion of new energy vehicle industry and are worth more special attention.

Ⅲ. Government Subsidy

1. The goal of government subsidy

Generally speaking, by providing policy support for the adoption of electric vehicles, the government expects to achieve the following four goals:

The first goal is to create a world-leading industry. Such an advanced industry will produce jobs and exports as well and do help to the country's overall economy development.

The second goal is to reduce its oil dependence on imports from foreign countries and regions, such as Middle East, to make sure of the country's energy security. With the improvement of people's life standard, more and more Chinese people will purchase cars. The huge amount of oil import would be a great threat to the country's energy safety as well as the stableness of national economy and society.

The third goal is to reduce urban air pollution. It is the government's top priority to fight against air pollution as pollution has caused great threat to people's life.

Last but not least is to reduce its carbon emissions. China is now diligently fulfilling its duty as a responsible giant power in the global stage to the better of the international climate change. New energy vehicles are sure to reduce its carbon emissions.

2. Chinese government subsidy to new energy vehicles

In 2009, the Chinese government made a plan to seize the fast growing new energy vehicle market to become one of the world leaders in manufacturing of all-electric and hybrid vehicles.

In June 2012, the State Council of China published a plan aiming to develop the country's new energy vehicle industry. The plan set a sales target of 500,000 new energy vehicles by 2015 and 5 million by 2020. However, the sales of new energy vehicles didn't meet the expectation. In September 2013, the Central Government released a subsidy policy which poured a maximum of US$9,800 into the purchase of an all-electric passenger vehicle and up to US$81,600 for an electric bus.

In October 2015, Premier Li Keqiang visited Jac, an automaker in East China's Anhui province. He voiced the central government's support for the development of the new energy vehicle industry by saying that the central government will take various favorable measures, including putting forward positive supportive policies and improving the charging network, for the development of new energy vehicles.

The Chinese government reaffirmed their priority to promote new energy vehicles in its 13th Five-Year Plan (2016-2020). The Central Committee of the Communist Party of China approved the document that emphasizes boosting technological innovations in the manufacturing of new energy vehicles and promoting the use of electric cars, plug-in hybrids and fuel cell vehicles, included in its latest Five-Year Plan. The consulting firm PwC estimates that the sales of new energy vehicles in China will climb to 1.4 million units by 2020, and about 3.75 million units by 2025.

But, just as talked about above, the Chinese Central Government has announced that subsidies for new-energy vehicles are to be gradually reduced and then completely cancelled by 2020. The move is to help China's new energy vehicle manufacturers achieve healthy, strong and independent development.

Ⅳ. The trend of China's New Energy Vehicles' Development under Government Subsidy

1. The shift of new energy vehicles' market from policy-driving to market-driving

At present, China's new energy vehicle field is experiencing a great transformation which can be summarized as the following four aspects. Firstly, the change of consuming structure. In the future, more new energy vehicles will be used for riding purpose. Secondly, the change of consuming subjects from public purchases to private purchases. Thirdly, the change of private consuming regions from "purchase restriction" cities to non-"purchase restriction" cities. And last but not least, the change of consumers' choices from "passively choosing" to "positively choosing". The above four trends reveal that market is playing a more and more important role in the development of new energy vehicle industry.

2. New energy vehicles will have faster and better development. It is well accepted that the auto industry will have four distinct features in the future: that is, electric, web-based, intelligent and sharing. The four distinct features also set the basic requirements for the auto industry. Those that cannot meet the four requirements would be washed out by the fierce competition of the market. So, autos have to become more intelligent and advanced. New energy vehicles can meet the standard exactly.

3. The sales of new energy vehicles would increase a great deal and the market value is supposed to reach 1,000 billion Yuan. It is estimated that the sales of new energy vehicles will increase to over 1 million units, and the number will be doubled by the year of 2020. In 2030, the sales of new energy vehicles will make a breakthrough and increase to 13 million units.

4. The competition of new energy vehicle industry will become hot. Auto manufactures needs strong capital and technology support if they want to have a share of the market. The National Development and Reform Commission said that the rate of foreign capital sharing would be cancelled in 2018. At thate time, more and more new strength would be injected into the industry, which will make the competition of the new energy vehicles become hotter and hotter. Those that couldn't be adapted to the market development would be finally washed out by the fierce competition. An enterprise may survive in the fierce competition on conditions that it has core technology, well-accepted products and enough capital support.

Ⅴ. Suggestions for China's New Energy Vehicles' Development

As is discussed above, though new energy vehicles' development has meet a lot of obstacles, the new energy vehicles will still have a brighter future. Following are some suggestions for the better development of the industry:

The first is to establish dynamic adjustment system of subsidy policy for new energy vehicles. All kinds of influential factors should be taken into consideration when establishing the system, such as the cost of new energy vehicles, the affiliated infrastructure facilities and the changing of government subsidy and so on. Government should decrease the subsidies gradually to give auto

manufacturers enough time to react upon to make sure of the stableness of the new energy vehicle market.

The second is to increase financial input into the construction of affiliated infrastructure facilities in order to meet consumers' urgent needs. In one hand, local governments can build more public charging points as well as private charging points to make the affiliated infrastructure facilities meet the development of new energy vehicle industry; in the other hand, it is local governments' duty to better the layout of affiliated infrastructure facilities so as to raise the practicality and make better use of these facilities and provide sound elementary surroundings for the market expansion of new energy vehicles.

In fact, to fulfill its commitment to promote electric vehicles, in September 2015, the Chinese Central Government released a plan to build a nationwide charging-station network by the year of 2020 to meet the consumers' power demand of 5 million electric vehicles. According to the plan, this network will cover not only residential areas, business districts, but also public space and inter-city highways. At the same time, the plan also makes specific requirements that there should be at least one public charging station for every 2,000 new energy vehicles. The plan also demands that new residential complexes should build charging points or assign special space for them and public parking lots should have no less than 10% of parking spaces with charging facilities.

The third is to raise consumers' acceptance about the new energy vehicles. For example, government can raise the threshold of the government subsidies to stir auto manufacturers to improve their technology and hence improve the quality and the competitiveness of new energy vehicles. At the same time, government can also raise consumers' awareness of environment protection and thus improve their purchasing willingness. Besides, government can also provide supportive policies for new energy vehicles to influence consumers' choices. For example, government can make a rule that new energy vehicles are not bound by the existing restraints such as "traffic restrictions" and "license-plate lottery".

In short, by carrying out the above countermeasures, China's new energy vehicles can break the existing obstacles and achieve better and faster development in the long run. It is well believed that a good and sound new energy vehicle industry will not only bring benefits to us for the time being, but will also do good to our future generations and the whole world as well.

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Effect of Investor Sentiment on Business Investment under the Regulation of Working Capital Management

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Abstract: In 2014 and 2015, the stock market in our country experienced a bull market, which was rarely seen in recent years. Investor sentiment was in high level and a variety of capitals were poured into the market. It has been proved that in capital market, investor sentiment, no matter high or low, will cause systematic deviation of stock price with basic price and will greatly influence the enterprise' entity investment, that is to say, investor sentiment has a great influence on the decision of investment by enterprise. In capital market, as a matter of fact, the investors are not always enough rational and this will often result in the overestimation or underestimation of the stock price. According to an analysis on Chinese listed companies from 2003 to 2010, when making investment decisions, the companies did pay special stress on investor sentiment because it was of great importance.

The thesis is composed of four chapters. The first chapter the introduction; it introduces the research background of this paper. The second part is literature review. The third chapter is the introduction of working capital and investor sentiment. The fourth chapter analyzes theories of psychology, economic and finance and therefore put forward the assumption of this research. The fourth chapter draws a conclusion based on the research. The fifth chapter gives some suggestions for the enterprises as well as government.

Key words: working capital, investor sentiment, enterprise investment

Ⅰ. Introduction

Since 2010, though the rate of economic growth in our country is higher than that of other countries in the world; the rate is still lower compared with previous years. And the country's total investment is decreasing in those years. So, in the year of 2015, the central government took some constructive measures including lowering the deposit rate in order to encourage enterprise investment. To the enterprises, good investment could bring great prospect to the future development. In one hand, it will help enterprise avoid managing crisis; in the other hand, it will bring high profits to the enterprise. In fact, enterprise investment accounts for a large proportion of the country's total investment. Only numerous enterprises play an active role in the investment field could the country's economy gain development. Therefore, in this sense, it is important and necessary to carry out research into the investment field, because, for one thing, it will guide the enterprise to invest rationally, for the other thing, it will help the government to have a better command of the investment from the macro perspective.

According to Tan and Xia (2011), among the enterprise's decisions, the investment decision-making is the most important one. However, in spite of the growing importance of investor sentiment, there is still a lack of researches into the affect of investor sentiment on enterprise' investment, especially about the developing capital market like China. In fact, the investors of the Chinese capital market are far from rational and mature. We all know that in the past years, there were sharp rises and falls of the stock markets. Therefore, it is of great theoretical value and practical significance for us to study whether and how the investor sentiment can affect enterprise' investment decision in China.

In 2014 and 2015, the stock market in our country experienced a bull market, which was rarely seen in recent years. Investor sentiment was in high level and a variety of capitals were poured into the market. In 2015, it was a common phenomenon in the street that people were talking about the stock price. Though the stock is hot, experts are cool and they are trying to analyze the hot market and find out the hidden unsafe factors. In fact, people are often driven to do some irrational decisions. In the 1990s, scholars began to pay attention to the sentiment problems which can be called "investor sentiment". It has been proved by scholars that many factors would affect the decisions, such as feelings, will and mood, and would also affect the enterprise' financial decision.

It has been proved that in capital market, investor sentiment, high or low, will cause systematic deviation of stock price with basic price and will greatly influence the enterprise' entity investment, that is to say, investor sentiment has a big influence on the decision of investment by enterprise. In capital market, as a matter of fact, the investors are not always enough rational and this will result in the overestimation or underestimation of the stock price. According to an analysis on Chinese listed companies from 2003 to 2010, when making

investment decisions, the companies did pay special stress on investor sentiment as investor sentiment plays a crucial part.

Ⅱ. Literature Review

A lot of scholars, economists and researchers made great contribution to the research of investor sentiment, for example, Brown and Cliff, (2004), Schmeling (2009), Yang and Yan (2011), Yang and Xie (2011) and so on. However, their studies about investor sentiment mainly focus more on its roles in evaluating the financial asset prices and its impact on stock returns. However, in recent years, in order to learn whether and how the behaviors of the irrational traders or noise traders in capital markets have impacts on the listed companies, researchers have begun to turn their attention to the impact of investor sentiment on enterprise investment behavior.

In fact, in the academic literature, it has always been a hot topic that whether or not investor sentiment affects financial asset prices. But, so far, there has been no consensus on how stock market mispricing affects individual enterprise' investment decisions.

The majority of existing researches is based on market timing, i.e., equity financing channel. Though the studies are focusing on the catering channel recently, they just analyze and test the integrate impact effect of investor sentiment on firm's total investment. The main purpose here is to probe the economic sources of these effects through testing the distinctive predictions of the mispricing hypothesis for different types of firms' investment.

According to the theory of "the equity financing channel", non-fundamental component of the stock prices is an important determinant of investment for the firms that are equity-dependent. Nevertheless, Polk and Sapienza asked a complementary question, whether or not there was an alternative direct channel that affects investment decisions which is not linked to equity issuance decisions, because seasoned equity offerings are rarely used to finance investment and it is important to assess whether firms change their investment policies according to the valuation of their stock, even if they are not issuing equity to finance these investments. They test a "catering" channel, through which deviations from fundamentals may affect investment decisions directly. The "catering channel" suggests that the firms' managers may try to boost short-run stock prices by catering to current sentiment, that is, they may invest heavily in order to stimulate or cater to optimistic market expectations, vice verse. Mispricing of the stock can affect firms investment directly (Hua et al., 2011; Tan and Xia, 2011; Dong et al., 2007; Wu and Wang, 2009).

Ⅲ. Working capital and investor sentiment

1. Working capital

Working capital, often shortened as WC, is a financial term which is used to represent operating liquidity that is available to a business, organization or other entity, for example, governmental entities. It is considered as a part of operating capital together with fixed assets such as plant and equipment. It is calculated as current assets minus current liabilities. And if current assets are less than current liabilities, then we say the entity has a working capital deficiency, which is also called a working capital deficit.

Working capital can indicate an enterprise's operational efficiency as well as its short-term financial health. The working capital ratio (current assets/current liabilities), or in other words, current ratio, shows whether or not a company has enough short-term assets to cover its short-term debt. Generally speaking, when the ratio is between 1.2 and 2.0, it is a good working capital ratio. When the ratio is lower than 1.0, it indicates negative working capital. In this case, it may have potential liquidity problems. If the ratio is higher than 2.0, it means the company is not making full use of its excess assets to gain maximum possible profit.

2. Investor sentiment

So far, there is no a standard definition of investor sentiment. But it is widely accepted that investor sentiment reflects the investor's investment willingness and expectation. It is very difficult to describe it because every though it does exist, every investor would give his own answers. But, it is well accepted that investment sentiment is a very important term, because it has an influential effect on the market. Usually, people tend to believe that investor sentiment is the optimistic or pessimistic attitude that investors hold towards the stock market.

It is believed that investor sentiment can affect enterprise' investment through "catering channel" directly. As is shown in the previous research, when making investment- decision, the management of the enterprise do cater invest sentiment through different types of investment. And they will cater more when the capital market is turbulent. What's more, fixed assets investment is considered to be the most important channel for mangers to cater invest sentiment; and in turbulence period, mangers will tend to use intangible investment to cater investor sentiment.

Ⅳ. Related theory

1. Information Asymmetry Theory

Information asymmetry is about the study of decisions in transactions where one party has more or better information than the other. This asymmetry will create an imbalance of power in the process of transactions. This may result in the going awry of the transactions, a kind of market failure in the worst case.

According to information asymmetry models, it assumes that in the transaction, at least one party

has relevant information, whereas the rest do not have any information or only have little. Some asymmetric information models can also be used in situations where at least one party can enforce, or effectively retaliate for breaches of, certain parts of an agreement, whereas the other or others cannot.

According to the theory, in the process of commodity exchanging, the seller possesses more information about the commodity than the buyer, so the seller takes the advantage. In this sense, the buyer has to ask for information from the seller. But the seller would only provide information that will bring benefit to himself. Therefore, there do exist some obstacles of the market itself. The market itself can't achieve fairness and equality in this way and it calls for intervention of the government to promote that the buyer and seller command the same information. Let's take the investment field as an example. The investors can't have a total understanding and thorough information about the items. Therefore, it is the government's duty to publicize the relevant information of the items to make sure that the investors can obtain enough effective information.

2. Social influence theory

Social influence means a person's emotions, opinions and behaviors can be affected by others. In the daily life, social influence has a variety of forms and it can be seen in conformity, socialization, peer pressure, obedience, leadership, persuasion, sales, and marketing and so on.

In 1958, Herbert Kelman, a Harvard psychologist, proposed that there are three broad varieties of social influence. The first is compliance. It means that people appear to agree with others, but actually, they would keep their dissenting opinions private. The second is identification. It means that people are easy to be influenced by someone who is liked and respected, such as a renowned scholar in the specific field, or a famous celebrity. The third is internalization. It means that people accept a belief or behavior both publicly and privately.

Everyone has his own judgment and has the right to make choices freely. But as man is social, he can't avoid to be influenced by others. In the collective life, he would be affected by others and his attitude, belief, and thought would be changed, no matter whether or not he accepts others' opinion. In all, social influence is everywhere. It is a broad term that can be related to many different phenomena.

3. Cognitive dissonance theory

In the field of psychology, cognitive dissonance is a term that is used to designate that the mental discomfort (psychological stress) experienced by a person who holds two or more contradictory beliefs, ideas, or values at the same time. The occurrence of cognitive dissonance is a result of a person performing an action that is in conflict with his personal beliefs, ideals, and values;

and also occurs when faced with new information that is opposite to his previous beliefs, ideals, and values.

Leon Festinger proposed in 1957 that human beings are always trying to achieve internal psychological consistency in order to mentally function in the real world. A person will become psychologically uncomfortable if he experiences internal inconsistency. In this case, the man would be motivated to reduce the cognitive dissonance. This can be achieved by making changes to adjust their stressful behavior, either by adding new parts to the cognition causing the psychological dissonance, or by actively avoiding social situations and/or contradictory information likely to increase the magnitude of the cognitive dissonance. Let's take the stock as an example. Although the price began to lower after he bought the share, the investor wouldn't sell it because, if he sold the shares, it would prove that he made a wrong decision in the past. Instead, he would rather believe that the stock is making a change and the down of the price is temporary.

Ⅴ. Influence of investor sentiment on enterprise investment

Based on the analysis on the listed companies, we could easily reach the conclusion that the investor sentiment has a great influence on enterprise investment. The following is the detailed explanation:

1. The relation between the investor sentiment and the enterprise investment

Data has proved that there is a positive correlation between the investor sentiment and the enterprise investment. That is to say, when the spirit of the investor is high, the signal would be sent to the enterprise management and the enterprise management will increase its investment. On the contrary, if the spirit of the investor is low, the management would cut its investment consequently. This is also in accordance with the results of existing literature.

2. The relation between working capital and enterprise investment

There is a positive correlation between the enterprise' working capital and its investment. That is to say, the higher the management of the working capital in an enterprise, the more that the enterprise would invest.

3. The relation between investor sentiment and the development of the enterprise

It has been proved that there is also a positive correlation between investor sentiment and the development of the enterprise. Reasonable and scientific investment would make the enterprise gain long term development. Working capital plays a very positive role in this process. That is to say, when the spirit of the investor is high, if the management of the working capital is effective, the

enterprise will increase its investment, and then the enterprise will gain more and realize long term development; on the contrary, when the spirit of the investor is low, the effective management of the working capital would help to decrease the enterprise investment.

Ⅵ. Suggestions

The above conclusion has a great significance for the enterprise's long term development. The following are the writers' suggestions for both the enterprise and the government:

1. For the listed companies

It can be seen that the management of the enterprise is very important for the enterprise to make the right decision, so it is of great importance for the enterprise to improve the quality and ability of its managing staff. This can be achieved through the following ways.

First, the managing staff should have a certain understanding about the finance theory; the more, the better. By acquiring the relevant professional knowledge, it would be practical and easier for the managing staff to make the right, proper and reasonable investment decision. What's more, the company should also introduce high-qualified experts and pay special attention to their professional suggestions when making investment decisions.

Second, the enterprise should have a strict management on the sentiment of the management staff. We all know that human beings are sometimes irrational, but as the decision-maker, they should not be influenced and cheated by the temporary false phenomenon and instead, they should keep a cool mind in the chaos of the market. Only in this way could they make the right decision.

In addition, the enterprise should also establish sound financial system and increase its working capital management.

2. For the government

The government should not only meet the demand of the giant enterprises but also meet the demand of the middle-sized and small firms as well. Only in this way could the market become mature and the economy develops healthily and quickly.

First, the government should establish sound financial service system and guide the investor sentiment reasonably.

Secondly, the government should increase its support to the middle-sized and small firms and increase supervision. The government should increase the construction of relevant law and rules and issue management criterion and punish severely those who break the rules. The government should also create a standard and lawful environment and protect the investor's enthusiasm and provide relevant support to make sure that the financial market is in sound order.

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Study on the image of human and animal in Shanhaijing and its application in grament design

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Abstract: Shanhaijing since ancient times because of its recovery without blame，ring Wei 'are regarded as masterpieces. The book is only more than 31000 words，but it recounts very rich ancient Chinese mythology，geography，history，medicine，mineral，animal and plant，sacrifice and so on. The fairy tale of ancient times recorded in the book and the mythological thinking of the original ancestors reflected in the text are valuable literature materials for scholars to study the original aesthetic thinking.
The aesthetic of human and animals integration is most prominent in Shanhaijing. This paper analyzes and interprets the human and animals image in Shanhaijing, and sums up the pattern characteristics and cultural connotation of it.
At the same time, taking the beast images described in Shanhaijing as inspiration resource for design, and surveying the practical significance of the image elements on modern fashion design, we focus on the elements transformation ways and methods of illustration of traditional books applying in modern fashion design. To combine the profound Chinese traditional culture elements with modern fashion design, we will explore more possibilities of the application and development of Chinese traditional elements in modern fashion design.

Keywords: Shanhaijing, human and animal integration, cultural connotation, element transformation

Introduction
Chinese traditional culture has left a lot of unique and precious cultural heritage, with some unique symbolic elements and images, often widely used by people today. The application of some graphic elements in Chinese traditional art and practical products to clothing design is a very common traditional method of activation. But how does it not flow to the form and the surface, how to see its cultural connotation from the image, and combine fashion orientation, modern aesthetic, actual demand and technology is worth all the time Research and improvement of the subject.

There are eighteen volumes in the book of The Classic of the Great Wilderness, including 5 mountain classics, 4 overseas classics, 5 inland classics and 4 great wild plains. It is valuable information for studying traditional culture and artistic image in Chinese ancient books. The content framework of the The Classic of the Great Wilderness is based on the mountain system, which details the name and location of each mountain and the river that originated in this mountain, and describes in detail the plant drugs with special utility, the different nature of birds and animals, and the sacrificial witch doctors. It is one of the oldest odd books in China.

Scholars have different cognizance to the nature of the "The Classic of the Great Wilderness", which are summarized as the following: geography book, history book, witch book and ancient astronomical calendar. The age of writing in The Classic of the Great Wilderness is hard to define, but scholars generally regard it as the Warring States period. Compared with other classic Chinese classics, scholars in the past dynasties have relatively little research on the interpretation of The Classic of the Great Wilderness. In the past, when people studied The Classic of the Great Wilderness, they often used traditional methods of citation selection and textual research. Now people are gradually starting to use scientific point of view to explore and analyze The Classic of the Great Wilderness. However, no one has classified the image of the human body of the human body in the The Classic of the Great Wilderness into a class and carries out a carding analysis. Therefore, this paper mainly studies the image of the human and animal complex described in "The Classic of the Great Wilderness", and tries to create a new form of Chinese traditional elements through the application of the image of the human zoonotic God in the costume design. Probably。

The research content of this subject is divided into three parts. First, it combs, analyzes and interprets the concept and category of the image of the human body and animal in the The Classic of the Great Wilderness, and then makes a modeling analysis and a summary of the cultural connotations of the image of the human and animal body.

Secondly, combining the case study of the designer's classic, through the way of transforming from the painting to the design element of the garment, the author deduces the image of the human and the animal body in the The Classic of the Great Wilderness as the application method of the book illustration in the costume design.

Finally, through the design practice and application, the design and application of the image of the human zoonotic God in the "The Classic of the Great Wilderness" as a source of inspiration and the application of the modern costume design to verify the application of the traditional culture in the modern fashion design.

2. Method

This paper mainly analyzes the image of the human and animal integration image in the Shanhaijing. We extract design elements and combine graduation design, and summarize the element transformation methods and approaches. According to the research content, the research methods can be divided into the following three parts: literature research method, case study method and comparative study method.

By carefully studying of the related literature in Shanhaijing, we obtain a comprehensive understanding of it. The analysis of cultural connotation of the elements in picture books, image characteristics is the main content of literature research.

While carrying on case study, the author classifies and gathers the elements of human and animal integration image in Shanhaijing, selecting the phoenixes of nine heads as a inspiration source for the specific trial of modern costume design.

At last, through comparative research, we compare different applications of paintings and illustrations in the clothing design, extracting the same and different places to incorporate in clothing, to activate the application of the traditional painting element in modern clothing design.

3. Discussion

Nowadays, under the influence of globalization, more and more people have realized the importance of the localization and nationality of design. To explore and understand the connotation of local culture is not only the identification of graphics and symbols, but also the identification of local culture. This topic through in-depth study of illustration in Shanhaijing classifies and sums the human and animal integration image, in combination with the social and historical background, culture, religions of the different times and regions, and from the image to painting style of selected human and animal integration image, and combining with the author's graduation design works to explore the expression of Chinese traditional graphics in contemporary time.

4. Conclusions

This article makes the following conclusion through the application of book illustration element in modern fashion design: through the graphic transformation, technique transformation and size transformation and cutting combination, the illustration elements of books can be applied to the modern fashion design, to achieve the effects of outstanding clothing theme and meet the demand of clothing products.

Combined with the author's graduation design, in the practical study of the extraction and the applications of colors of illustration elements, graphic transformation method, we find that only fully combined with modern aesthetic, the modern clothing structure, and modern technology, and under the premise of inheritance traditional artistic image in practice, it achieves certain practical significance in vigoring traditional Chinese elements of a long time.

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Research on the Spatial Pattern of Grassland and Evaluation of Ecological Environment Quality Based on Landscape Planning

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Abstract: Objective: To take the Tianzhu grassland of Gansu Province as an example to study the spatial pattern of grassland and evaluate the quality of ecological environment from the perspective of landscape planning. Methods: Based on the landscape planning method, comprehensive application of ArcGIS software and landscape pattern analysis software Fragstats Version 3.3, this article will conduct a quantitative study on the grassland of Tianzhu grassland in Gansu Province from the perspectives of totality, altitude, aspect and slope. Grassland spatial pattern changes. Results: (1) The grassland of Tianzhu grassland in Gansu province is dominated by grassland as a whole. Forest land and other landscapes are scattered throughout the period. (2) The fragmentation degree and complexity of grassland are high, and the boundary stability is poor; (3) The evaluation result of ArcGIS software shows that the EI value of Tianzhu grassland is between 18.9 and 46.3. The ecological environment as a whole has poor vegetation cover and severe drought and less rain. Conclusion: In the optimization of grassland spatial pattern in our country, the spatial pattern of grassland is optimized to give play to the role of grassland ecological landscape, maintain grassland ecological environment and biodiversity, and avoid the destruction of grassland spatial pattern.

Keywords: Wetland space; Landscape Planning; grassland; Spatial pattern

1.INTRODUCTION

In the process of grassland development in China, the landscape planning of the grassland landscape is planned to ensure that under the optimized conditions of the spatial pattern, the decision to enhance the landscape planning and design will not only help to maintain the grassland ecological balance, but also protect the grassland resources, thus enabling the design. The landscape planning scheme meets actual needs [1-3]. In recent years, the succession of grassland spatial pattern tends to be frequent, and the development speed of grassland is accelerated. In order to ensure ecological balance, the disorderly development of grassland should be slowed down, and the decision on landscape planning should be optimized to reduce the spatial pattern of grassland wetland due to landscape planning. Influence [4]. The formation of grassland spatial pattern reflects different landscape planning processes. At the same time, the spatial pattern of grassland influences the evolution of landscape planning to a certain extent [5]. In practice, we can understand the inherent laws of the evolution of wetland ecosystems based on the spatial pattern of grassland, and then understand the future evolution of the spatial pattern of grassland under the influence of ecological landscape planning and ecological projects, further optimize the design of grassland landscape planning programs, and optimize grassland space. pattern. This article will use the Tianzhu grassland of Gansu Province as an example to comprehensively apply ArcGIS software and Fragstats Version 3.3 of landscape pattern analysis software to conduct quantitative analysis from four perspectives: overall, altitude, aspect, and gradient.

2. GANSU TIANZHU GRASSLAND BASIC SITUATION

Tianzhu County is located in the northwest of Gansu Province and at the eastern end of the Hexi Corridor. It is longitude 102°07′-103°46′ east longitude, 36°31′-37°55′ north latitude, 142.6km east-west and 158.4km north-south, with a total area of approximately 6,865km2. (1) Topography: Tianzhu is known as the "Gold Basin of the Plateau." The landform is dominated by mountains. The terrain is high in the northwest and low in the southeast, with an elevation between 2040 and 4874m. (2) Hydrological conditions: The rivers throughout the county are widely distributed, with the Dynashan and Wushaoling and Maomao Mountains as the boundary. The Lingnan River mainly includes the Datong River, Jinqiangchuan River and Shimen River as the Yellow River system. Annual runoff reached 1.024 billion m3. (3) Climate conditions: It is a continental plateau monsoon climate with an average annual temperature of -8~4°C, a relative frost-free period of 90~145d, and an average annual rainfall of 265~632mm mostly concentrated in 7, 8, and 9 months.

The data and geographical basis of this study are the three scene Landsat-TM images of the Tianzhu grassland in 2015. Natural economic remote sensing series Figure 1: The 250,000 digital elevation DEM grid map.

3. TIANZHU GRASSLAND SPACE RESEARCH METHODS AND RESULTS

3.1 Research Methods

3.1.1 Methods for Studying the Spatial Pattern of

Grassland

In the study of the spatial pattern of grasslands, analyze the images produced by landscape planning. At the same time, because the landscape index is not a one-to-one relationship with the landscape pattern, it is a many-to-many relationship. Therefore, in the study of the effect of landscape planning on the spatial pattern of grassland, it is necessary to comprehensively analyze and consider the relevant pattern indices and pattern characteristics. Since plaque is the basis for the formation of different types of landscapes, plaque can be used as a spatial pattern index. In this study, the classification results were converted to raster data GRID format, using the landscape structure analysis software FragstatsVersion 3.3 on the number of plaques (NP), edge density (ED), type density (PD), and the largest plaques in the landscape. Area ratio (LPI), landscape aggregation index (AI), distribution, and IJI. figure 1 shows the Tianyi grassland landscape classification map:
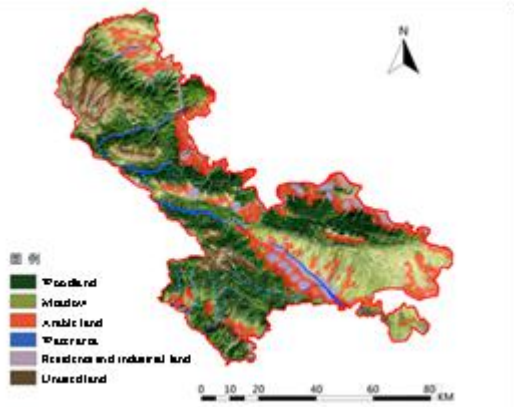

Figure 1 Classification map of Tianzhu grassland

3.1.2 Grassland Eco-environmental Quality Evaluation Method

(1) Selection of evaluation indicators and systems

This time, based on the "Technical Specifications for Eco-environmental Condition Evaluation" promulgated by China, the first-level indicators of water network density index, land degradation index, vegetation coverage index, biological abundance index, and environmental quality index were selected for evaluation. The analytic hierarchy process was used to calculate the ecological environment quality technology. (1) Biological abundance refers to the difference in the number of biological species in different ecosystem types per unit area. It indirectly reflects the abundance of organisms in the assessed area. (2) Vegetation coverage index mainly refers to the proportion of various land types to the total area. (3) Water network density index, ie the proportion of water area, river length and water resources to the overall evaluation area. (4) The land degradation index is the area of land occupied by ice erosion, wind erosion, or water erosion. (5) The environmental quality index refers to the load of

pollutants received by the environment, which is used to reflect the environmental pollution pressures of the assessment area.

(2) Obtaining materials and establishing a database

In this study, we need to use 3S technology to establish the geographic coverage based on the ARC/INFO geography of the vegetation cover index, biological abundance index, land degradation index, water network density index, environmental quality index, and eco-environmental quality index in the Tianzhu grassland area. Spatial database of information systems. figure 2 shows the abundance index of Tianzhu grassland and figure 3 shows the vegetation cover of Tianzhu grassland:
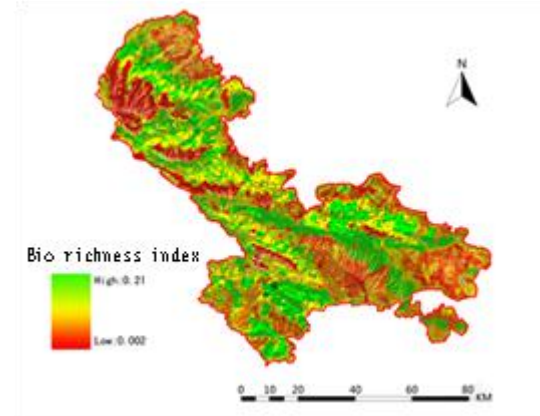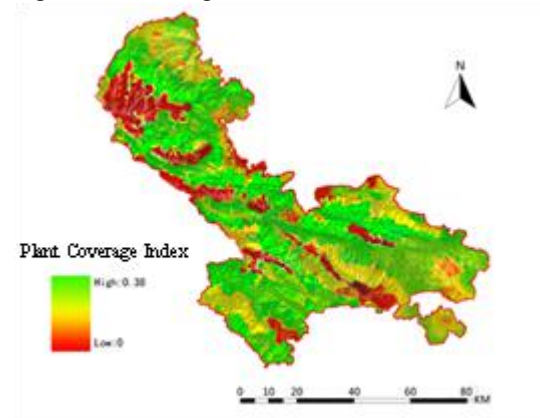

Figure 2 Tianzhu grassland abundance index

Figure 3 Tianzhu grassland vegetation coverage

3.2 Results and Discussion

3.2.1 Analysis of the overall landscape

From the data in Table 1, it is found that grassland and forest land are the largest landscape total scores in the entire grassland. Although woodland occupies a relatively large area, it is mainly dominated by low shrubs. Unused landscapes are mainly distributed in snow cover lands above 4000m above sea level, steep slopes of mountains and bare rocks. The distribution pattern of the entire water landscape is the smallest, accounting for only 0.42%.

Table 1 Percentage of Landscape Types and Number of Plaques

Landscape	CA（area）	PLAND	NP
Woodland	2174.3	32.9	548

Meadow	3024	68.1	987
Water area	32.4	0.55	105
Unused land	502	8.12	11.8

From the data in the table, the order of the largest patches from large to small is grassland, forest land, unused land, and water areas, indicating that the dominant landscape in the entire study area is grassland. The PD value and ED value of the grassland were also high, indicating that the grassland had higher heterogeneity and the degree of fragmentation was the largest. In addition, the values of IJI in the table are water area, grassland, unused land, and forest land. This shows that water areas, grasslands, and forest lands are mainly distributed in lower-altitude areas and belong to the transition zone of vegetation.

Table 2 Specific results of the landscape pattern index

Landscape	AI	LPI	ED	PD	IJI
Woodland	89.4	6.64	17.2	0.09	28.4
Meadow	86.9	13.4	24.9	0.15	61.9
Water area	55.8	0.22	0.65	0.03	69.91
Unused land	89.82	3.98	3.23	0.02	23.20

3.2.2 Grassland Eco-environmental Quality Evaluation

The ArcGIS software evaluation results show that the Tianyi grassland EI value is between 18.9 and 46.3, and the county average is 32,33.

The overall ecological status of Tianzhu grassland is poor and the vegetation coverage rate is low. There are obvious factors and conditions that restrict human survival. From the point of view of EI, Tianzhu's overall ecological environment quality is generally the lowest in the middle of Haxi Town and in the northwestern corner of Maozang and Danma, and in some parts of several townships in Qilian, and the ecological quality is in the west of the southwest. Big Beach, Berlin, Doush, and East Grand Beach are relatively good.

4. OPTIMIZATION AND DESIGN OF GRASSLAND SPACE LANDSCAPE PLANNING AND DECISION-MAKING

In the grassland landscape planning, the meadows and lakes in the wetlands and reasonable over-exploitation are further simulated and analyzed. In the landscape planning of the grasslands, the landscape planning plan can be further optimized to avoid a greater impact on the local spatial pattern of the grasslands. Impact, to ensure the stability of the grassland space pattern. Studies have confirmed that over-exploitation of the grasslands will lead to changes in the spatial pattern of the grasslands and affect the stability of the grassland spatial pattern. The main factors are as follows:

(1) The concept of landscape planning is backward.
(2) There is a lack of ecological protection for grasslands in landscape planning.
(3) Landscape planning lacks characteristics.

4.1 Optimize the theme of grassland landscape planning

Based on landscape planning and the change of spatial pattern of grassland, we can understand the inherent laws of the evolution of wetland ecosystem based on the spatial pattern of grassland, and then understand the future evolution of spatial pattern of grassland under the influence of ecological landscape planning and ecological engineering [6]. In the process of actually planning the grassland landscape, we should optimize the construction of wetland landscape based on the sustainable ecological protection model so that the wetland landscape planning can meet the purpose of combining the spatial pattern optimization with the landscape ornamental value and enable the wetland landscape to be viewed. Value and ecological balance protection can blend with each other, and the grassland landscape can be transformed into a sustainable natural environment system. Analyze the spatial pattern of grassland and predict the future trends of the spatial pattern of grassland, so as to further optimize the formulation of wetland landscape planning schemes, optimize the design method of constructed wetland landscapes, and achieve the objective of sustainable development of wetland landscape within the grassland spatial pattern through the natural succession of plant communities.

4.2 Wetland Purification Landscape

In the grassland landscape planning, we can adapt measures to local conditions, strengthen the protection of grassland ecology, use biological purification methods, and create a sustainable grassland ecological environment [7-8]. In the landscape planning for the core area of wetland purification, in order to optimize the spatial pattern of its grassland, it is possible to stabilize the grassland ecological resources in the region by amplifying the method of eco-interlaced zones [9]. Restoration and protection of wetland ecological landscapes will enable the grassland space area to become a natural ecological protection area that attracts amphibians, birds and wild animals, so that the designed wetland landscape can produce economic benefits and ecological environmental benefits. At the same time, in the landscape planning, it is also possible to promote the water purification of grassland ponds and maintain the grassland ecological balance by planting some aquatic plants or developing fish ponds in the grassland space. In the same way, the factors of grassland water level change can also be fully taken into consideration. As in the case of "traversing landscapes of Chinese gardens", natural and ecological elements within the grassland space are used to create an artificial wetland landscape with the function of wetland purification. For example, in the spatial pattern of grassland, we design and plan the marsh landscape and reed landscape, and use different natural ecological treatment methods to create artificial landscape planning effects with natural ecological changes.

4.3 Optimized design grassland features landscape

In the planning of grassland landscapes, in order to optimize the spatial pattern of its grasslands, the fisheries landscape planning is mainly focused on the dining and fishing area and optimized design. In the actual landscape planning, a variety of performance methods can be used to set fishing landscape area, sculpture area, and fishing gear display area in the grasslands, to divide the grassland landscape space and improve the planning features of the grassland landscape, so as to ensure that visitors can bring different Travel experience. In the landscape design, visitors can also provide landscape sites that can be used for fishing, fishing and other free activities. The rational use of grassland space can enable visitors to participate in landscape activities, so that the designed wetland landscape can satisfy people's leisure and activities. The demand [10]. At the same time, in the landscape design, we can enhance the characteristics of grassland landscapes and optimize the design of landscapes on the grassland scenery. Specifically, we can set up a racecourse and yurts in the grassland space area, relying on the local grassland wetland resources, allowing visitors to enjoy the grassland scenery. You can also participate in recreational activities on the grasslands.

5 CONCLUSION

In summary, the analysis of the spatial pattern of grassland based on landscape planning confirmed that in the process of landscape planning for grasslands, we should pay attention to the protection of the ecological balance of the grassland space. We can understand the inherent laws of the evolution of wetland ecosystems and avoid overexploitation of grassland resources based on the spatial pattern of grassland. , And can further optimize the wetland landscape planning program, in order to reduce the impact on the spatial pattern of grasslands, so that the prairie landscape planning meets the actual design needs, and can be a reasonable development and utilization of grassland space.

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Application of Blended learning Based on Moodle Platform in "Computer Basis" Courses

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Abstract: The development and application of the Internet have brought a great impact on education, especially in higher education. "Computer Basis" is a public computer based curriculum, and blended learning is a combination of traditional teaching and online teaching a way. This teaching method is also an important research direction in the reform of colleges and universities. This article first introduces the current teaching situation of the "Computer Foundation" course, and then introduces the basic theory of blended learning and Moodle platform, and finally puts forward the teaching design scheme of the course on blended learning in Moodle platform and the final realization the way.
Keywords: Moodle, blended teaching, higher education, PPT

1. INTRODUCTION

The "Computer basis " is the first computer foundation course for non-computer major under the guidance of the Teach and Instruction Committee. It is the first computer foundation course for non-computer major students in the school. Content related to computer concepts and knowledge in all areas of content and college students essential application skills and thinking skills. This course also lays a good foundation for students to continue studying computer courses. At present in our school, the teaching of this course adopts the teaching mode of "PPT teaching + practice", which is also the common teaching method used in college courses at present. This method still has many problems in teaching.

(1) There is a common phenomenon of "heavy teaching and light practice" in teaching. This phenomenon leads most students to master only the basic theory, but their ability to practice is poor. However, "computer foundation" High ability requirements. Although in the usual teaching process emphasizes that students should attach importance to the machine, but most of the students on the machine according to the instructions on the machine according to the requirements of the gourd can complete the task on the machine, little gain, can not be applied flexibly Knowledge, not to mention the improvement of innovation ability.

(2) In the process of theoretical teaching, "PPT" teaching mode is adopted, and the amount of information in teaching is large. During the course of class, the teacher only focuses on the teaching task requirements and focuses on knowledge instillation. Students are the recipients of mechanical knowledge. This teaching mode ignores the student is the dominant position in the learning process, can not give full play to the initiative and enthusiasm for learning. Achievements in teaching and teaching achievements are limited.

(3) A single evaluation of learning. The course in our school to test scores as the main measure of student learning standards. This method has many drawbacks. It can not evaluate students in all aspects, for example, they can not evaluate students' potential development ability and innovation ability.

With the development of Internet technology and multimedia technology, the means of acquiring knowledge are diversified. In addition to being able to gain knowledge in the classroom, there are many lessons and lessons on the Internet at the moment. In the Internet age traditional teaching model has been difficult to adapt to the trend of the times, this model must be improved. The focus of reform is to use diversified teaching methods and methods to improve students' initiative and creativity in learning so that students become the main body of study.

2 .BLENDED LEARNING BASIC THEORY

Although there are disadvantages in the traditional teaching methods, we can not completely abandon it. It also has its advantages in some aspects. On the one hand, it can systematically transmit knowledge and make students have a good understanding of the consistency and logic of knowledge. On the other hand, traditional teaching can also play a very good role in regulating and supervising students.

At present, network teaching is very popular. Under the guidance of certain teaching theories and thoughts, online teaching is applying multimedia and network technologies. Through the multi-lateral and multi-directional interaction between teachers, students and media and the collection, transmission and processing of various

media teaching information, Share, to achieve a teaching goal of a teaching model. Teaching in the network environment can fully reflect the dominant position of students, which is conducive to cultivating interest in learning, inspiring and motivating students to actively participate in teaching the initiative, initiative and creativity. Students can learn by themselves, control their own rhythm, content, to their thinking leave a certain amount of time and space, you can also repeat the study of an incident, and enhance learning effectiveness. This teaching mode also has its drawbacks. First of all, to carry out online teaching requires that both teachers and students must have some knowledge of modern information technology. However, at present, the information technology education in colleges and universities in China lags behind, which limits the development of online teaching. Second, students with poor self-learning ability have great limitations.

The two teaching methods are mixed, taking their own advantages, which is currently very popular hybrid teaching methods. With the development of Internet technology and multimedia technology,

hybrid teaching methods have been rapidly developed and applied in the field of education, and many new educational ideas and methods have been produced. The earliest blended learning theory was put forward by Professor He Kekang in Beijing Normal University. He pointed out that the hybrid teaching mode combines the advantages of traditional teaching with the advantages of network teaching. This teaching method requires that teachers should, during course design and knowledge transfer, , The classroom teaching and information technology integration, the teaching process "offline" (face-to-face teaching) and "online" organic combination of both play a teacher guide, inspire, monitor the teaching process of the leading role, but also fully reflects the students as a learning The main body of the initiative, enthusiasm and creativity. [1] Hybrid teaching is not a simple combination of "face-to-face teaching" and "online teaching". Instead, the teaching theory, learning methods, learning methods, learning environment, and learning Resources and learning evaluation and so on. Mixed connotation as shown below.
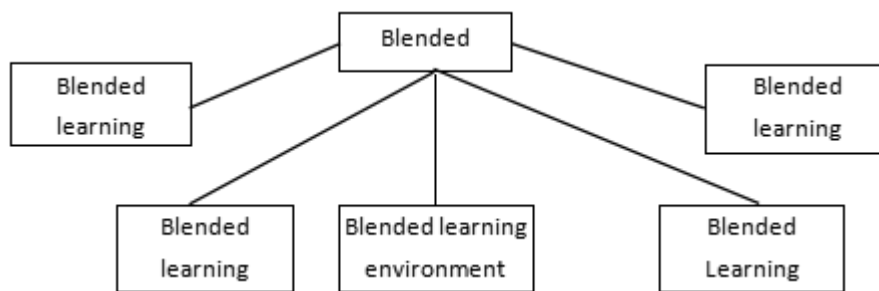

Figure 1: Mixed connotation

3 MOODLE ONLINE TEACHING PLATFORM

Moodle is an open online teaching platform, teachers can use the tools provided by the platform for the development of various courses for students,

Figure 2: Moodle main function

Moodle teaching platform has three major advantages.

First, peer-to-peer guidance between teachers and

students in the learning process, teachers can use a variety of tools to guide students in learning, in this model, students Is the main body of the learning process, you can use the platform to learn from, and can always communicate with teachers, classmates. Moodle main function as shown below.
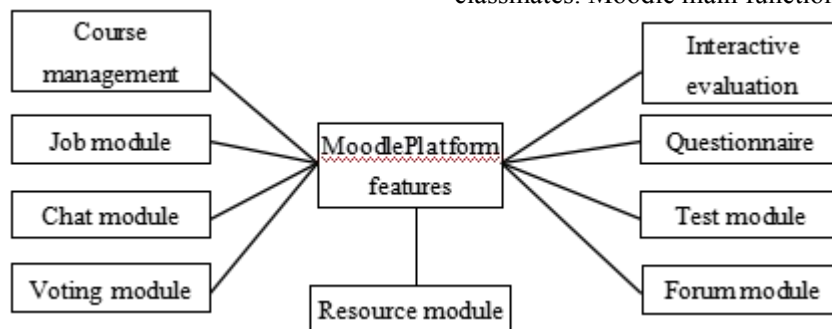
students can be realized through the Moodle teaching platform. Under the network environment, teachers can give lectures to all students or coaches

independently, so as to teach students in accordance with their aptitudes as much as possible, to discuss and answer questions between teachers and students As well as learning and communication between students through the computer to achieve, reducing the process of teachers to give students more room for interactive learning. Teachers can also adjust the teaching process based on student feedback.

Second, students can upload homework after completing homework assignments. Teachers can see uploaded homework at anytime, evaluate them on the platform, write suggestions for changes, and timely feedback the results to students. The students will make corrections based on the feedback results And autonomy learning.

Thirdly, Moodle teaching management platform well promotes the communication between teachers and students and between students. Voting, forums, and surveys and tests are good forms of feedback on student learning, in which students do not feel stressed or stressed out, and this is one of the great benefits of teaching interaction online. In these interactive activities, students and teachers are speaking under equal conditions. Although they are not face to face, they can further enhance understanding. Moodle teaching management platform, there is a great function is to allow each student to fully express their ideas, and classmates to communicate.

4 blended learning in the "computer foundation" course application

Through Moodle teaching management platform, the traditional teaching and online teaching two teaching modes are combined to play their strengths, can play a better learning effect. In the "computer-based" course based on the Moodle platform hybrid teaching process is implemented as follows.

Step 1: Based on the instructional design, the teacher creates an online course on the Moodle platform that corresponds to classroom teaching. All students are required to register online to become Moodle users.

The second step: teaching implementation process, first of all teachers in the classroom system to explain the main points of knowledge, and proposed learning objectives, layout of the corresponding learning tasks. In the meantime, teaching content related to this course, including instructional videos of knowledge points, assignments, content of discussions, interactive evaluation and quizzes, was added to the Moodle platform of the course.

The third step: Students in accordance with the teaching tasks and goals in the class, according to their own actual situation, self-directed targeted learning, teachers complete the teaching tasks, and upload the completed homework to the Moodle platform. In this process, teachers can use Moodle platform to guide students' learning, answering questions, correcting students' assignments and evaluating students' learning.

Step Four: After completing the above three steps, we should summarize and reflect on the teaching process at this stage, solve the problems that students are ubiquitous in the learning process, and privately solve individual problems. Then start the next teaching task.

Step 5: After all teaching courses in the course are completed, the teaching effects and the mastery of the students are summarized and evaluated. Continuous reflection based on Moodle teaching platform for mixed learning, improve teaching. Hybrid teaching framework can be expressed as the table.

Table 1: Hybrid teaching framework

	Moodle platform	Classroom
Teacher	Post teaching tasks Publish teaching resources Q & A and guidance Student evaluation	Knowledge points to explain and strengthen Problem discussion Q & A and guidance Summary and feedback
Student	Accept the study task Self-learning Ask a question study Exchange	Show and report Participate in problem discussions Hands-on practice summarize

Step Six: Course Evaluation. The evaluation system of the traditional teaching process is based on the test scores. In mixed mode, you can weaken final exam scores, increase attendance, assignments, group discussions and study documents. The proportion between them can be represented by the following figure.
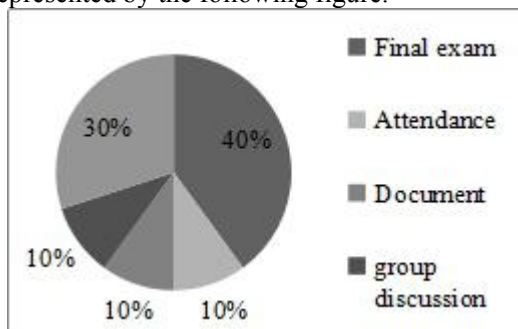

Figure3: The proportion of Course Evaluation

5 SUMMARY

The combination of online teaching and traditional teaching changes the roles of teachers and students. Teachers change from the imparting of knowledge to the promoters of student learning. Students who have passive knowledge recipients become the main body of learning and become the learning process The center has fully stimulated the enthusiasm and initiative of the students to learn. This learning model can make up for the shortcomings of the traditional teaching process.

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