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Research on English Language Learners' Autonomous Learning Ability Based on Metacognition Theory

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Abstract: The cultivation of metacognitive ability can be realized through direct teaching and practical experience. However, the traditional classroom model emphasis too much on teaching and lack of practice. Based on metacognitive theory, English language learners' self-learning ability focuses on the learning process. Self-inquiry, group cooperation and reflective evaluation can effectively compensate for the shortcomings of students' lack of practical experience, and promote the practice of students' metacognitive strategies and the cultivation of metacognitive ability.

Keywords: metacognitive; Self-inquiry; group cooperation; reflective evaluation

1. INTRODUCTION

As we all know, English learning is a compulsory course for all stages of education in many countries. For English learners, English learning involves many aspects, and the training period of English ability is comparably longer. Training a certain amount of independent learning ability for English learners brings a lot of advantages [1]. According to some related researches on metacognitive theory, metacognitive ability has a certain relationship with English learners' learning. Learners with strong metacognitive ability have weaker language learning ability than possessive metacognitive ability while the learner is much higher. Therefore, it is very important to learn and master metacognitive knowledge to realize the cultivation and improvement of English autonomous learning ability [2]. The following is an analysis of the definition and characteristics of metacognitive theory, and how to apply it to English learning to improve the ability of English language learners to learn independently.

2. THE DEFINITION OF METACOGNITION

American psychologist J.H. Flavell was the first to propose the concept of metacognition. The so-called metacognition is a cognition of cognition, that is, the cognitive subject's understanding of his cognitive ability, as well as the goal setting, planning, implementation monitoring and adjustment of cognitive activities. According to O' Malley and Chamot (1990), the cultivation of metacognitive ability should define it in three aspects: cognitive strategy, metacognitive strategy, social and emotional strategy. Cognitive strategies include how to

understand, extract and analyze data in the learning process, classify learning content, and use existing knowledge to understand and construct new knowledge [3]. Metacognitive strategies refer to the formulation of learning plans, self-monitoring of learning processes, and Self-evaluation reflection of learning outcomes. Social and emotional strategies refer to cooperating with others, encouraging each other, and using emotions to facilitate the successful completion of learning tasks. In the final analysis, metacognitive ability is to cultivate students' understanding of self-cognition status, and can consciously use metacognitive strategies to achieve the purpose of improving cognitive ability and self-regulating learning ability, which is also an important way to cultivate independent learning ability. The cultivation of metacognitive ability is inseparable from the specific subject content and PBL is such a teaching mode, which relies on specific situational projects, allowing students to explore problems, set goals, and make plans through group cooperation. The aim is to explore ways and means of solving problems and continue to reflect and adjust in the process to finalize the project.

3. THE ROLE OF METACOGNITION THEORY IN ENGLISH LEARNING

3.1 Analysis of the Relationship Between Metacognition and English Learning

Metacognition is considered to be the highest level and core factor in the structure of thinking, which plays a vital role in the development of intelligence and the improvement of students' learning ability and a breakthrough as well. Moreover, relevant research shows that metacognitive ability is an indispensable part of all intellectual activities, and for some students with strong metacognitive ability, their English learning will be stronger and more suitable for various learning methods. English learning is a process in which learners learn English knowledge and master English skills. The essence of their self-learning is to actively regulate and control all aspects of their own learning process. The behavior is determined by students' metacognitive level, learning consciousness and motivation.

3.2 Make Full Use of Metacognitive Strategies to Stimulate Learning Motivation

Metacognitive strategies have a significant role in promoting English learning activities. If you use

certain metacognitive strategies in English learning, train English learners to actively use the awareness of learning strategies, and adhere to the use of integrated learning methods to systematically cultivate their English learning ability. At the same time, the learning efficiency and efficiency of English learning can be further improved through various forms of learning strategies and methods. In addition, learners should often use these metacognitive strategies to solve problems in learning, and help to form a learning strategy that suits them, thus promoting the formation of English learning initiative, in order to stimulate deeper autonomous learning motivation, better The place serves English learning.

4. HOW TO USE METACOGNITIVE THEORY TO CULTIVATE AND IMPROVE ENGLISH AUTONOMOUS LEARNING ABILITY

4.1 Enrich the Learner's Metacognitive Knowledge and Experience

The metacognitive ability of English learners is basically determined by metacognitive knowledge and experience. It can be seen that language learners should strengthen their own cognition. Because there are fewer sources of knowledge, a certain external evaluation is needed. At this time, teachers, parents or social relationships around the learners are needed to influence the learners. Correct individual knowledge cognition has certain guidance, supervision and adjustment for learners to learn English. In the actual English language learning process, learners should actively seek appropriate guidance from the outside world to obtain more ideal effects. It will fully experience the joy brought by the learning results, and thus achieve the goal of cultivating metacognitive ability.

4.2 Strengthen Learners' Metacognitive Skills Training

Metacognitive skills are an important factor for English language learners to improve their ability to learn independently. In order to achieve the goal of improving autonomous learning ability, it is necessary to strengthen the training of metacognitive skills. On the one hand, we should pay attention to the training of metacognitive skills in normal English learning, often change learning strategies and methods, seek the methods that are most suitable for ourselves and the most interest in learning, and fully stimulate learning motivation to mobilize the

enthusiasm and consciousness of learning. On the other hand, this is a prerequisite for English learners to improve their metacognitive ability. It should also accumulate in daily life, continue to carry out metacognitive training, and let them develop a planned and organized habit, and at the same time be able to adapt to self-control and adjustment.

4.3 Guide Learners to Learn to Reflect and Adjust in a Timely Manner

Appropriate learning strategies and learning methods can timely evaluate and reflect on their own learning process and results, so as to adjust the learning methods and other factors in a timely manner. This is a necessary condition for any language learning. Under normal circumstances, excellent language learners will arrange and coordinate learning tasks and goals in a timely manner, jointly apply different learning strategies and methods, and reflect on their own problems. Therefore, in the actual learning activities, we should develop the habit of self-analysis and evaluation, and constantly reflect, monitor and adjust the self-learning process, so as to cultivate the adaptive learning ability of language learning.

5. CONCLUSION

In short, metacognition theory is applied in the process of language learning, which can cultivate and effectively improve the independent learning ability of language learners, so that learners can form their own English learning strategies and methods according to their actual conditions, and can combine various Ways to improve the efficiency of English learning [3].

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Research on Exploration on the Path of Creating College English Wisdom Classroom Based on SPOC

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Abstract: In the rapid development of educational informationization, how to effectively carry out the reform of the "Internet + education" model is an important topic worth studying. This paper aims to organically integrate SPOC and college English classroom teaching, so that online education and offline education form complementary advantages, in order to form a smart classroom that is feasible, credible, usable, and the ultimate goal of developing students' wisdom, and promote college English as well as teaching and reform.

Keywords: SPOC, online education and offline education, smart classroom

1. INTRODUCTION

With the rapid development of the MOOC, the defects of the MOOC are gradually exposed. The subjects of the MOOC are subject to the requirements and limitations of age, learning initial level, learning time, location, status, etc. The audience is wide and mixed. There is no particular specificity for the syllabus required by college students and colleges. [1] The MOOC does not distinguish the learners and promotes individualized teaching, so the learners cannot feel the individual sense of teaching in accordance with their aptitude. In order to make up for the shortcomings of online education, the SPOC (Small Private Online Course) based on the value of school-based has begun to enter the vision of educators.[2] This paper aims to organically integrate SPOC and college English classroom teaching, make online education and offline education form complementary advantages, promote the development of offline education and teaching mode, and explore scientific and effective construction of SPOC-based college English wisdom classroom. [1]

2. THEORETICAL BASIS

David Kolb put forward the Empirical Learning Cycle based on the empirical learning patterns of John Dewey and Piaget. He believes that the learning process is a ring structure, including concrete experience, reflective observation, abstract conceptualization, and active practice. The four learning stages must follow this learning circle. The organic integration of SPOC and traditional classrooms to generate a smart classroom is the perfect practice of David Cooper's theory of learning circles. First of all, with SPOC, students

acquire specific experience through a series of learning activities such as autonomous learning, and master the basic knowledge, which constitutes the starting point of learning. The next step in learning is to reflect on the experience gained. The most effective reflection place is the classroom. Under the organization of teachers, students practice and cooperate with each other, think about their own experiences, and recall, share, integrate and classify knowledge fragments. Then, in the reflection, it aimed at understanding the absorption [3] of knowledge points, the theoreticalization of knowledge into the concept. [3] The final step in learning is the Action phase whether the learner truly uses the knowledge he has learned to solve practical problems and apply what they have learned. This step can be done online through the smart classroom situation, and can also be done by using the SPOC task setting after class. All in all, the SPOC-based smart classroom takes into account the students' direct understanding of knowledge (through specific experience) and indirect comprehension (through understanding), prompting students to reflect on their knowledge points and to truly understand the knowledge through external practice.

3. SPOC-BASED COLLEGE ENGLISH WISDOM CLASSROOM CREATION PATH

The following takes the College English course as an example to explore the path of creating a college English smart classroom based on SPOC. The idea of creating a college English wisdom classroom is to incorporate the online SPOC teaching model into the organized classroom teaching, and to construct a smart classroom teaching process model that complements the bilateral advantages of "teaching" and "learning". In the teaching interaction based on the smart classroom platform, it is to promote and realize the wisdom of students. The creation path covers three steps before, during, and after class [4].

3.1. Before the Class

Before the class, the teacher interacted with the students through the SPOC platform, and conducted front-end analysis on the teaching objects and teaching contents at the beginning. Then, based on the full front-end analysis of big data statistics, teachers began to carry out targeted instructional design which covers the determination of teaching themes, the design and release of teaching micro-videos, the

preparation of assessments, and the elaboration of teaching ideas.[4] Different from the "knowledge unit"-driven curriculum represented by mathematics, the college English course is based on the "theme" and promotes the development of skills such as listening, speaking, reading and writing. Therefore, each classroom teaching design must first be determined as the topic of teaching. For the given teaching theme, the teacher selects or designs the corresponding micro video on the SPOC platform. Students use SPOC and the corresponding platform to self-learn micro-video and complete the learning tasks in advance with high quality, and enter the classroom with knowledge reserves and problems. [5]The final step in teaching design is to sort out the teaching ideas which is completed under the premise of SPOC's big data analysis on students' online learning behavior and online learning test scores, which is more targeted and intelligent. What needs to be grasped is that the creation of a smart classroom requires teachers to have certain improvisational creativity and can make certain on-the-spot play for teaching. However, in order to smoothly develop and smoothly connect the smart classroom, the basic teaching context should be sorted out in advance and made a "vision" rather than a "screenplay" preset. [2]

3.2. In the Class

In the class, the teacher firstly presents a brief topic guide based on the arrangement of the pre-class tasks, and gives the students the opportunity to share the results of their pre-class learning, covering individual presentation, group presentation, individual report, group report, debate, etc. The teacher immediately follows the questions reflected in the process. What else, according to the knowledge points and difficulties in English teaching, the teacher focuses attention to create situations, design task activities, and let the learning groups cooperate to explore propose questions, discuss problems, solve problems, and evaluate each other. As organizers, supervisors and helpers of classroom activities, teachers are always ready to adjust teaching progress and improve teaching methods in real time. Students, as participants in classroom activities, also adjust and optimize their learning behavior in real time. In the process of answering questions, discussion and debate activities and other activities should be adopted in the use of English knowledge, tempering English skills. At the same time, in group activities, group cooperation is to stimulate students' sense of mutual assistance and cooperation, develop innovative

thinking and practical ability in teacher and student interaction.

3.3. After Class

After class, teachers apply the most intelligent big data analysis function of the online SPOC platform to analyze the learning outcomes of students and detect the completion of student learning tasks. In this way, we will teach students in accordance with their aptitude, arrange personalized homework, and consolidate and expand English training. Students can also use SPOC to further interact with teachers, complete and submit homework online, and share their learning achievements in the study group to show their wisdom. The teacher's real-time evaluation feedback students' learning validity, further expands the learning theme and inspires students' critical thinking. In the process, the students' comprehensive ability and quality are continuously improved.

4. CONCLUSION

Under the current educational environment of "networking +", the traditional teachers' classrooms have been unable to meet the requirements of contemporary college students. The intelligent classroom connects online teaching and offline teaching, which makes the online and offline education form complementary advantages, and develops the wisdom of students as the ultimate goal, bringing new perspectives and opportunities for the development of education. [5]

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Analysis on the Application of Chinese Traditional Dragon Pattern Elements in Modern Fashion Design

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Abstract: Dragon pattern element is the most representative decorative pattern in historical development of China. As the symbol of the spirit and culture of the Chinese nation, dragon holds unique image characteristics. Its changeable images are compatible with body features, and its exaggerated dragon bodies and dragon horns illuminate distinctive national characteristics. In ancient times, Dragon pattern element was a symbol of power and auspiciousness. Nowadays, it is widely accepted in the art circles with its profound cultural background by the designers both domestic and abroad. This paper summarizes the design concept of dragon pattern elements in fashion design, and further analyzes the application of dragon pattern elements in modern fashion design.

Keywords: Dragon pattern element; Cultural connotation; Fashion design; Application research

1. CULTURAL SYMBOLS OF DRAGON PATTERN ELEMENTS OF THE CHINESE NATION

Dragon has become a unique cultural phenomenon in the development of China's history, and we Chinese see ourselves as the 'descendant of the dragon' (metaphor from the Chinese nation). As an auspicious beast with super power in historical records, dragon is full of mystery and deterrence, so it became the symbol of power and estate in the feudal society,

representing the supreme status. In the feudal society, it even constructed a complete set of dress system from the emperor to the subjects with the dragon pattern of clothing. The cultural connotation of dragon patterns in the civil society in the history of our country symbolizes good luck. Dragon patterns' cultural connotation have gradually changed from gorgeous and dignified images to friendly and simple styles from the Song Dynasty. While in the Yuan, Ming and Qing Dynasties, dragon patterns were used more in the accessories of people's daily life, which embodied the good wishes of the working people to exorcise evil spirits and pray for blessings. In modern society, the collision and fusion of eastern and western cultures have been deepened gradually. The image of dragon, as a 'nine like auspicious beast' (look like nine different beasts) composed of various animal models, which is the embodiment of the multi-cultural communication in the process of the formation of the Chinese nation, represents the cultural inclusiveness of the Chinese nation, is the common identity of Chinese at home and abroad, and becomes the symbol of national culture.

The design of dragon pattern elements can be divided into: front view of the dragon, picture of a moving dragon, picture of a sitting dragon, picture of a flying dragon, picture of a circled dragon (front view of a circled dragon, picture of a circled flying dragon) and other basic forms. [1] (see Table 1)




Front view of the dragon	Picture of a moving dragon	Picture of a sitting dragon
		
Picture of a flying dragon	Front view of a circled dragon	Picture of a group of a circled flying dragon



Table 1. Basic forms of dragon pattern elements

2. DESIGN CONCEPT OF DRAGON PATTERN ELEMENT IN FASHION DESIGN

2.1 Inheritance—Taking Shape, Extending, and Conveying Its Spirit

For the inheritance of Chinese traditional dragon pattern elements, it is not conservative and unchanged to inherit all dragon form. As the symbol of Chinese national spirit and culture, dragon shows all inclusive characteristics of Chinese national culture. Hence, what should be inherited in modern design is the spiritual connotation of dragon culture. By extracting the concept of traditional dragon decorative patterns, we can fully explore the extension of dragon form. For example, based on the symmetrical design or circular performance of dragon form, the design looks both stylish and magnificent. In addition, the abstract expression in the design makes the dragon pattern illuminates its unique charm. The abstract design of the dragon pattern elements usually simplifies or hides a detailed part of the dragon shape, so as to achieve the purpose of highlighting the key modeling, which have a distinct sense of modernity, could fully inherit the magnificent and inclusive spirit of the dragon culture, and actually realize the heritage of the spirit of the Chinese nation from essential aspect.

2.2 Development—Understanding, Refining, Redesigning

With the development of modern design concept and garment technology, the traditional design method of dragon pattern couldn't fully meet the modern design needs, so designers need to use dragon pattern elements with a developmental insight. Based on the understanding of the national culture contained in the dragon pattern elements, and combined it with the modern design concept, the spiritual connotation of the dragon pattern elements is extracted, so as to form the modern redesign of the traditional dragon pattern elements, and inherit and develop the dragon pattern elements creatively. It's a long-term process for the interweaving and integration of dragon pattern elements with thousands of years of development history and continuously changing modern design concepts, which requires designers to undergo the design study process of 'understanding--refining--redesign' in order to create

modern design works with both traditional national cultural connotation and innovative spirit actually.

3. APPLICATION OF DRAGON PATTERN ELEMENTS IN MODERN FASHION DESIGN

3.1 Deconstruction and Reconstruction of Dragon Pattern Elements

Deconstruction and reconstruction are generally integrated methods. Re-design requires divergence, focusing, innovation, implementation, expansion and improvement through transplantation, deconstruction, and reconstruction based on the classic dragon symbol prototype. Deconstruction is to prepare the foundation for reconstruction. The original structure is broken up by shifting, splitting, and replacing the dragon symbol prototype. Based on inheriting the spirit of the dragon symbol prototype, reconstruction combines new semantics and context, endows it new concepts and connotations, and enriches its information content. By utilizing points, lines, faces, geometric shapes, pixelation, etc, a new visual graphic symbol is designed.

3.2 Local Use and Deformation of Dragon Elements

Local use is to take some parts of the dragon symbol prototype as the main design elements, in order to show a rich, simple and stylish modern fashion design. By adjusting and deforming of some parts of the dragon symbol prototype or the trajectory of some lines, deformation could make the clothing design more novel and unique. The dragon design symbol in Figure 1, the designer mainly highlights the design of the dragon's head. Its main feature is the angle on the dragon's head and the deformation of dragon horn was carried out to a certain extent. This kind of shape was utilized in several parts of the costume, combining with the design of the dragon body shape, which as a whole holds the exquisite and profound emotions, making the clothing design extremely distinctive.



Figure 1. Local use and deformation of dragon pattern elements

3.3 Innovative Integration into New Materials of Modern Costume

Dragon patterns are mainly used in traditional costumes in the form of brocade, embroidery and Chinese silk tapestry. In the new era, people are trying to apply the dragon pattern with a profound cultural heritage to the slightly hippy casual fashion clothing through new materials and techniques, and embroider the dragon pattern on the chest, back, and waist, cuffs, side seams of various casual costume. Through this kind of innovation, the long-standing, extensive and profound traditional culture integrate with the modern people's desire to break through the traditional restraints and seek for a ease and free spiritual pursuit, then the dragon pattern costume is endowed with a modern and fashionable characteristic

3.4 Modern Color Innovation of Dragon Pattern Visual Effect

In fashion design, color design usually leaves people a direct visual impression, so combining color matching in the design of dragon elements will have a more visual impact. Through the use of color matching, the visual effects of clothing can be enhanced, exaggerated or weakened. The use of dragon pattern clothing in traditional culture is suitable for solemn environment, which represents the official rank and status and gold is usually used as the main color. For modern design, the color matching of dragon claw and dragon tail can be transited through the gradual color effect based on the golden dragon pattern, so that the visual effect of traditional golden dragon pattern on modern costume is harmonious in that case, which not only reserves the traditional dragon pattern's realistic character but also integrates the illusory mood, and adds the modern visual effect of color. In addition, in the design of dragon pattern, multiple colors and gradient colors can be used as a whole to enrich the visual effect of costume, making the image of dragon pattern elements more vivacious and pretty. [2]

4. CONCLUSION

Dragon culture is a unique cultural phenomenon in the development of the history of our country. As the most representative decorative pattern, the dragon pattern has become the symbol of the country and our national culture. Extensive integration with modern design concepts and advanced clothing technology is needed to create the dragon design costume that both own the characteristic of national cultural connotation and the spirit of innovation.

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Three Full-education: Research on Innovative Thought of Enhancing the Effect of Employment Guidance Education in Colleges

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Abstract: Enhancing employment guidance education is an important way to improve the employment ability and quality of college students in the new era. "Three full-education" has provided a new way for guidance which adheres to the concept of "full of people, the whole education and all-round education. It establishes an educational system obeying such concepts to guarantee successful operation mechanism and eventually promote the recruitment situation of college students.

Keywords: Three full-education; Undergraduate; Employment guidance

1. INTRODUCTION

The employment of college students has always been widely concerned by all walks of life. The Ministry of Education announced that the amount of college graduates in 2019 is expected to reach about 8.34 million, 140000 more than that in 2018[1]. The situation is grim, which is still a hot issue. The report of the 19th National Congress pointed out that "employment is the biggest livelihood" and "promoting the employment and entrepreneurship of young groups including college graduates and migrant workers through multiple channels". This requires colleges to constantly update the employment guidance education to improve the employment ability and quality of students and increase the overall employment rate. Based on the concept of "three full-education", this paper discusses the new methods of carrying out the employment guidance education for college students, to enhance the effectiveness of the guidance, and to provide reference for the high-quality employment guidance education in colleges.

2. EMPLOYMENT GUIDANCE EDUCATION AND THE CONCEPT OF "THREE FULL-EDUCATION"

Human resource is the first and the most active factor in innovation activities. How to cultivate talents with professional ability, moral character and strong sense of innovation has raised a problem that universities have to solve. This needs innovative educational concepts. In December 2017, the "Implementation Outline for the Improvement of the Ideological and Political Work of Colleges" issued by the Party Group of the Ministry of Education proposed the construction of a "three full-education", which embodies the inherent requirements of character

building in higher education and corresponds to the political legislation and ideological development in campus. It is an advanced educational concept that advocates coordinating from three aspects: full of people, the whole education and all-round education. We need consider pertinence in our work and finally achieve the mission of cultivating socialist builders and successors in all-round development.

The employment of college students is a huge system engineering which needs to collaborate many aspects. All staff education in employment guidance reflects that the main body of education is not only counselors (counselors in many colleges are the main force of employment education now), but also needs to mobilize all the personnel and departments that can be mobilized to form a joint force of employment guidance education. For example: curriculum teachers, alumni, families, peers, student work departments, employment departments and enterprise personnel. The whole education in employment guidance refers to the time. Education can't be accomplished at once. The guidance should be followed up throughout a student's whole life at college from freshmen to seniors.

The all-round education in the employment guidance reflects the space problem of education. The education should make full use of all kinds of media, from the inside to outside of campus, classroom to society, books to online in order to cultivate students with virtue and strong psychological quality.

3. THE PRACTICAL DILEMMA OF EMPLOYMENT GUIDANCE EDUCATION FOR COLLEGE STUDENTS

With the advent of the "Internet +" era, the old employment guidance education can't fully satisfy students' personalized hope and social expectations for employment in colleges. The employment guidance education in Colleges is developing continuously, but there are still some problems.

3.1. Lack of Teachers and Unreasonable Personnel Structure in Employment Guidance Education

According to the author's survey, there are few professional staff in charge of employment guidance education in Colleges. One is full-time counselors, who have the dual identities of teachers and managers, and undertake the Party building, learning style construction, network ideological and political, alumni crisis, psychology, employment and other

work. Their ability and qualification for students' employment guide need to be improved. They pay more attention to employment rate than students' career planning guidance. The second is the administrative staff of the departments of enrollment, employment and student management. These personnel are aware of employment related experience and cases, they are sensitive to employment information but they also lack of corresponding professional background. The third is the full-time teachers from the independent entrepreneurship college what some colleges have established in recent year. But some of which have not yet formed. Most of the teachers in the school of entrepreneurship come from the teachers in management majors, who have a certain professional background and have some advantages in the employment and entrepreneurship education for students. However, they are lack of practical experience in innovation and entrepreneurship, what they have are far from meeting the requirements of covering all students.

At present, most of the teachers of employment guidance education in colleges come from the staff in colleges. Their level is uneven, the structure is unreasonable. There is no unified management, loose organization and lack of training.

3.2. Lack of Systematic Guidance System in Employment Guidance Education

Employment guidance education can arouse the students' employment awareness, improve their employment ability, promote the employment rate and the quality of employment in short time. In the long time, it can also help students to sort out and develop their career ideas and improve their personal career development. However, the employment guidance education in colleges often begins when college students are about to enter the stage of job-hunting. Some colleges only offer employment guidance courses in the third or even the fourth year. This kind of acute guidance can't affect college students well in the short time. The author also learned in several colleges that in the freshman stage, colleges have adopted some vocational guidance and freshman adaptive education. When students enter the stage of preparing for the postgraduate entrance examination, there will be some lectures or conferences for the exchange and guidance of postgraduate entrance examination, but these are mostly carried out in the form of lectures and conferences, lacking one-to-one systematic guidance.

3.3. Single Content and Poor Teaching Effect of Employment Guidance Course

The teaching of employment guidance course is an important way to carry out the employment guidance education for college students. Since 2008, the ministry of education has stipulated that "we should strengthen the employment guidance for college students and set up employment guidance courses".

Many colleges in Anhui Province have set up the course of "career planning and employment guidance for college students", and there are various teaching materials. However, the employment guidance courses in some colleges are relatively few in terms of class arrangement, some even in the form of lectures, large class, large number of people, and the effect is not good. Some colleges offer this course in terms of 4-6 class hours a semester, which is short in class hours, long in term span, and poor in continuity of teacher arrangement, which also leads to students' neglect. Secondly, in terms of teaching content, most teachers teach courses according to the previous content, which is lack of pertinence, especially in the new era, college students' thoughts are affected by various ideological trends, and their employment concepts are constantly changing. In addition to the interpretation of career planning, resume design, interview skills, employment and entrepreneurship policies, students also need to establish correct employment values, understand and develop certain professional quality, learn to debug the psychological conditions of employment failure and employment difficulty. In the questionnaire survey of College Students' career development, many students expressed their hope to get more education about career development guidance, not just employment.[2]

4. THE IDEA OF EMPLOYMENT GUIDANCE EDUCATION FOR COLLEGE STUDENTS UNDER THE CONCEPT OF "THREE FULL-EDUCATION"

4.1. Renew the Concept and Participate in the Employment Guidance and Education with the Cooperation of all Staff

Employment is a huge systematic project, and it is far from enough to rely on only one person. In the new era, educators are required to have more opportunities and platforms to pay attention to the needs of students and update the concept of employment guidance education.

4.1.1. Give full play to the role of counselors in employment guidance and education

The special position and role of counselors in the "three full-education". They have become the only subject who independently undertakes the whole process of all-round education, and they play an important role in all-round education, which includes landing, coordination and tracking.[3] counselors also play a major role in employment guidance education. From the vocational planning education of students' enrollment to the statistics of employment rate when students graduate, and even to the employment tracking survey after graduation, that is, from the awareness of employment, the ability of employment to the practice of employment, the whole process is inseparable from the education guidance of counselors. Counselors have the most contact with students in their daily work. They have a good understanding of students. They also can awaken

students' employment awareness and sense of employment crisis in time, find and change the bad employment concept among students, help students establish correct career concept, and carry out targeted employment guidance. At the same time, as a teacher of employment guidance course, he can carry out systematic research and play a better role in education.

4.1.2. Combination of learning both inside and outside to form a linkage mechanism of employment guidance

The course of employment guidance is a required course. In view of the shortage of curriculum teachers and unreasonable structure, it is necessary to develop full-time teachers in schools, strengthen their training, and make them develop professionally and professionally. At the same time, we can invite part-time workers who have made outstanding achievements in employment and entrepreneurship to give lectures or give extracurricular practice guidance. In addition, administrators of administrative departments such as the employment guidance center of colleges, full-time teachers of non-employment guidance courses, parents, alumni, and students starting businesses in the incubator base can all be employment guidance education personnel. Colleges can establish network studios, integrate full-time and part-time employment guidance teachers of colleges, regularly send new employment policies and other new employment measures of colleges, which are excellent employment cases, etc., to solve the problem of thin employment guidance personnel.

4.1.3. Give full play to the power of peers and establish employment guidance associations

The demonstration of peer power is sometimes more effective than the teacher's guidance, and it is also easier for students to accept. Employment guidance education is not only limited to learning discussion and virtual simulation, but also needs to strengthen practical training, so that students can consciously and actively participate in practical training. Colleges can set up an Employment Guidance Association, which is mainly organizes activities by students. But counselors and full-time teachers can act as community guidance teachers. By carrying out activities, such as: employment or entrepreneurship lectures, career planning and design competition, job application resume production competition, interview competition and other competitions, visiting enterprises, inviting students to practice and help, the association promotes ordinary students to learn employment information, understand employment trends, and accumulate professional experience. Through the peer counseling and community activities, let a group of college students participate in the employment guidance education.

4.2. Guide Students in Stages and Follow up Student'S Employment in the Whole Process

To achieve the whole process of education and ensure

the effectiveness of the work, we need to take the whole process of follow-up measures to guide and educate students in stages.

4.2.1. Freshman: enlightenment stage

Having achieved the goal of going to university, many students will experience a confused stage without the company and supervision of their families. During this period, counselors should instill the concept of employment into students. Teachers of Ideological and political courses should also play a role in helping freshmen plan their career ahead of time. In their adaptive education, college leaders, teachers and excellent alumni can come to the class to publicize the employment situation, and tell them what these freshmen need to know about the college such as the number of graduates, employment rate, postgraduate entrance examination and so on. It can make them understand the employment situation in advance, enhance their awareness of employment, so as to plan ahead of time.

4.2.2. Sophomore: career exploration stage

It is necessary for students to further set up their own employment direction and goals when they have passed the adaptation period of freshmen. At this stage, students can carry out the study of career anchor theory, do some career assessment, understand their personality, hobbies, tapping the career direction they are interested in. At the same time, school and classes can also carry out questionnaires on the direction of employment, understand the ideas of students, and take different counseling programs for different ideas. For example, for those who want to work directly after graduation, help them to understand the skills that need to be learned in this major and the skills that are connected with the enterprise, invite alumni who have already graduated to discuss, encourage them to learn the major knowledge well and actively participate in the practice. For the students who want to take the postgraduate entrance examination, we can invite the graduate students of our school to interpret the subjects that the graduate students need to take the examination, how to prepare, so that they can understand the direction and know it well. For those students who want to test for civil servants or participate in the western plan, they can invite alumni who have already worked in these areas to publicize the necessary conditions, precautions and professional qualities. Students with the same goal can form study groups and work together.

4.2.3. Junior student: positioning and trial stage

The third stage of university is the most critical year in the University. If you don't grasp the opportunity or carry out the training of employment awareness and career planning at the first two years, there will be a certain sense of pressure and urgency when the third year of university is close to employment. At this stage, students can further understand the reality of employment. The university can bring the students

of junior high school into the employment database, send relevant information to the students regularly, let them pay attention to the employment information network of each university consciously, understand the recruitment conditions of the employer and the enterprise needs of their own professional direction. In addition, colleges through the simulation of workplace recruitment activities, invite relevant employment guidance teachers and personnel departments as judges, so that students can try the process of finding a job. For those students who want to take part in the postgraduate entrance examination, colleges can hold a mobilization meeting to let students understand the process of the postgraduate entrance examination, actively check the enrollment brochures and professional catalogues of colleges, select the major of the postgraduate entrance examination, set up a clear goal, and then formulate the study plan of the postgraduate entrance examination.

4.2.4. Senior student: actual combat stage

The fourth grade is the stage in which learning ability and comprehensive quality are applied to practice in the past four years. At this stage, graduates should prepare for employment in advance, including psychological preparation and materials for employment. First of all, colleges should strengthen ideological and political education, guide students to combine personal ideals with social needs, actively go to places where the motherland needs to temper, and focus on Grassroots Employment. In the notice of the Ministry of education on doing a good job in the employment and entrepreneurship work of the 2019 national ordinary college graduates, it is emphasized to "broaden the employment field and strive to promote the multi-channel employment of college graduates". Second, set up the employment guidance room. Students can find teachers at any time to help them with the problems they encounter in employment, such as the revision of resumes, the etiquette and skills of interviews. Thirdly, we can organize more exchange activities, invite alumni to tell graduates about their experience and experience in employment, encourage students to actively respond to all kinds of job-hunting, and grasp employment opportunities. Finally, we should strengthen the inculcation of the concept of "big employment". The so-called "big employment" concept includes not only conventional employment in traditional concepts, but also independent entrepreneurship. [4] In the era of "Internet +", advocates students' independent innovation and entrepreneurship.

4.2.5. After graduation: feedback stage

For students who have been employed after graduation, colleges should follow up and understand, formulate feedback questionnaires and obtain employment feedback information. For those students who have not been employed, colleges should track

them in real time and make statistics of the reasons for their unemployment so as to provide targeted guidance. Through the feedback mechanism of employment information, we can understand the corresponding enterprise information and the employment profile of graduates, adjust the personnel training mode, improve the training quality, and make the employment guidance education more refined.

4.3. Full Penetration and Multi-dimensional Promotion of College Students' Employability

The purpose of employment guidance is to train and transport qualified builders and successors in line with the development of the new era. This needs to promote the all-round development of students and enhance their employability.

4.3.1. Integrate resources inside and outside the school to improve the quality of employment.

"Internal resources of colleges refer to the resources that are owned by colleges and are helpful for graduates' employment" [5], such as university influence, employment guidance institutions of colleges and so on. The external resources of college is the resources that can provide for college graduates in the society, including alumni resources, enterprise resources, government policies. The combination of internal and external resources in Colleges can attract more employment units to recruit, open up more practice bases for students, enhance the observability of employment guidance, and improve the quality of students' employment.

4.3.2. Centering on employment guidance education, constructing curriculum system and carrying out curriculum reform

The employment guidance education is a systematic project and also needs a systematic course. Around the goal of employment guidance education and student training, colleges should choose or compile corresponding teaching materials according to the characteristics of the school. First, it is necessary to set up courses related to college students' career planning and employment and entrepreneurship guidance. Second, it is necessary to set up courses of mental health education, aiming at the blind obedience, delay and loss of employment among students, to guide college students to adjust their improper psychology in time, form an objective and independent self-consciousness, and establish a correct concept of employment. Thirdly, it should be combined with students' professional education. Professional knowledge is not solid, often affect the confidence of students, leading to frustration in job search. In addition, the explicit curriculum and the implicit curriculum should be combined, and some lectures, visits and internships, all kinds of employment, entrepreneurial events should be run through the learning process to build a complete curriculum system.

In view of the poor effect of curriculum, colleges should actively carry out curriculum reform. It can

rely on the OBE education concept, which is a goal-based education concept.[6] the compilation of syllabus should be guided by solving problems and improving employment ability. The teaching content should put the most prominent and easily appeared problems in the first place, and be set up step by step according to the development stage of students. In terms of teaching methods, combined with the characteristics and needs of students, a variety of teaching methods are adopted, such as group discussion, case teaching, role simulation and so on.

4.3.3. Combining online and offline to build an information platform for employment guidance education

In order to improve the effectiveness of employment education, colleges should make full use of online education resources, such as MOOC and other online education resources into the employment guidance education system, so that students can break the boundaries of time and space, and receive employment guidance education at any time. At the same time, school WeChat public number, college WeChat platform and QQ group as an important medium of career guidance education, it can carry out activities with novel forms and rich contents, and can send relevant employment information to students quickly, so that students can improve their employability in the information age.

In a word, college students' employment guidance education needs to rely on full mobilization, full guidance and full participation. They need the whole process of guidance and follow-up, more importantly,

comprehensive reflection and summary of experience, continuous innovation and research in practice, in order to improve the effectiveness of college employment guidance education and achieve the goal of cultivating high-quality talents.

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Conduct Louvre Emergency Evacuation

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Abstract: The continued growth of the Louvre's population in recent years and global emergencies occurred frequently. We need to be more careful and make the place safer, at the same time, we also need to have a reasonable evacuation plan. In order to solve this question, we establish an emergency evacuation model to deal with the occurrence of emergencies. First, we achieve the preparatory work before the model establishment. Next, based on the multi-objective programming model, we establish the emergency evacuation model. Then, we optimize the model by considering when and how to use other exits and the problem about emergency personnel entry. Finally, we make suggestions for Louvre administrators. These include how to better use the model and what measures should be made to improve security. In addition to this, we also analyze the application value, scope and how to generalize the model.

Keywords: emergency evacuation model; queuing model; dijkstra algorithm; multi-objective programming model

1. INTRODUCTION

Over years, the deteriorating security situation in France, terrorist camouflage and secrecy from 'lurking' to 'activating' have made it more difficult to prevent terrorist attacks [1]. Therefore, it is necessary to set up the emergency evacuation route and evacuation plan for the main construction sites, so that people can find the best exit after receiving the necessary evacuation notice, so as to empty the scenic spot buildings as soon as possible [2]. By giving the number of visitors to the Louvre in recent years and each floor plan of Louvre, we need to establish an emergency evacuation model[3].

2. NOTATIONS

Table1 Symbol Description

Symbol	Meaning
R_i	time reliability of each path
p_i	probability of each path
LP_{xj}	shortest distance matrix
λ	tourist arrival rate
α	tourist output rate
T_{\max}	longest waiting time
L_i	queue length
T_{total}	total evacuation

T	waiting time
c_i	congestion degree

3. THE MODEL CONSTRUCTION

The establishment of emergency evacuation model needs to consider many factors. In order to obtain the optimal evacuation model, we establish a multi-objective programming model with many flexible constraints.

(1) Goal of minimum distance:

The shortest path is solved based on dijkstra algorithm. Evacuation area matrix is $[EA_1, EA_2, \dots, EA_k]$; exit matrix is $[EX_1, EX_2, \dots, EX_j]$; the number of evacuees matrix of different regions is $[N_1, N_2, \dots, N_k]$; one region has different shortest paths for different exits, the probability of each shortest path is P_i .

Besides, we also need to consider the queue length. And we can get shortest path d_i by traversing. In this model, the sum of the shortest paths of different regions and different exits has i ,

$$\min. d_i \leq LP_{kjp} - L_i, \quad k * j * p = i$$

(2) Goal of minimum evacuation time:

Through the above process, we get the shortest path d_i , however, the choice of path depends on the evaluation of path selection J_i . [2]Furthermore, evacuation speed v_i also affects evacuation time. Among them, evacuation speed changes exponentially under the influence of congestion degree of evacuation route.

In addition to running horizontally, we also need to consider the time spent on the stairs. We define the rate of going down the stairs as constant at saturation, and the average time of going down the stairs as T_{avs} . To sum up, the objective function of minimum evacuation time is as follows:

$$\min. T_{\text{total}} = \sum_{i=1} d_i \cdot J_i / v_i + T_{avs}$$

(3) Constraint of waiting time:

Waiting time is related to arrival rate, departure rate and other related conditions. Through the preliminary preparation of bottleneck identification, the following formula can be obtained:

$$T = E(T) = \frac{L}{\alpha}$$

(4) Constraint of congestion degree:

In the evacuation process, the number of individuals $N_i(t)$ evacuated on the evacuation path set i can be obtained at each moment, we can determine the degree of crowding according to the number of people per unit area. Because there are few workers entering Louvre for guidance, and the proportion is small compared with the number of evacuees, so the total

number is $N_i(t) + \varepsilon$. The congestion degree $c_i(t)$ we defined is proportional to $N_i(t)$ and evacuation path capacity C_i :

$$c_i(t) = \frac{(N_i(t) + \varepsilon)}{C_i}$$

The larger $c_i(t)$, the more serious congestion will be happened in evacuation path. If in the process of evacuation, when the congestion degree of a certain path exceeds the value set in the serious congestion state $c_i(t) > 1$, which indicates the evacuated individuals are extremely uncomfortable and need to make adjustments when the $c_i(t) > 1$, which indicates the evacuated individuals are extremely uncomfortable and need to make adjustments.

(5) Constraint of speed:

The exponential function is used to describe the relationship between velocity and congestion:

$$v_i = \begin{cases} V_{max} \cdot \exp(-0.5 \times c_i(t)), & c_i(t) > 0.5 \\ V_{max}, & c_i(t) \leq 0.5 \end{cases}$$

In the formula, Maximum speed which can run freely in the evacuation path is V_{max} (m/s). When $c_i(t) \leq 0.5$, the interference between pedestrians in the path is less and the traffic is basically unimpeded. Therefore, the speed is generally maintained at the free speed. But when $c_i(t) > 0.5$, The speed decreases exponentially as the congestion increases.

(6) Constraint of path selection:

By the previous preparations about the model, we obtain the time reliability normal distribution function of each path:

$$\rho_i = \left(\frac{1}{\sqrt{2\pi}\sigma} \right) e^{-\frac{R_i^2 - 2\sigma^2}{2\sigma^2}}$$

The probability of each path:

$$p_i = \frac{\rho_i}{\sum_{i=1}^n \rho_i}$$

The time reliability of each path:

$$R_i = \begin{cases} 0, & t_i \notin [t_{min}, t_{max}] \\ \frac{t_i - t_{min}}{t_{max} - t_{min}}, & t_i \in [t_{min}, t_{max}] \end{cases}$$

We define the evaluation of path selection J_i , which based on the probability and the time reliability of each path. To sum up, the evaluation of path selection function is as follows:

$$J_i = p_i \times R_i$$

In conclusion, the whole multi-objective programming model is as follows:

$$\begin{aligned} \min. & d_i \leq LP_{kjp} - L_i, \quad k * j * p = i \\ \min. & T_{total} = \sum_{i=1} d_i \cdot J_i / v_i + T_{avs} \\ s. t. & \begin{cases} T = E(T) = L / \alpha \\ c_i(t) = (N_i(t) + \varepsilon) / C_i \\ v_i = \begin{cases} V_{max} \cdot \exp(-0.5 \times c_i(t)), & c_i(t) > 0.5 \\ V_{max}, & c_i(t) \leq 0.5 \end{cases} \\ J_i = p_i \times R_i \\ c_i, p_i, R_i \geq 0(int) \end{cases} \end{aligned}$$

4. MODEL OPTIMIZATION

4.1 Utilize Additional Export

According to the background knowledge, the total number of exits is more than four. However, people hardly know the other exits, and these exits are not used as the main exits because of their low safety factor compared with the safety level of the four main entrances. [3]

As the difficulty coefficient of evacuation increases, these exits have to be considered. We take the congestion degree as the index, and define the evaluation index of total congestion degree c_{ti} . If $c_{ti} > 0.7$, we will open the half of the external exits.

$$c_{ti} = \frac{\sum_{i=1}^i c_i}{i}$$

In order to avoid going against the flow of people and improve the efficiency of emergency personnel entering, other exits serve as the access channel for emergency personnel.

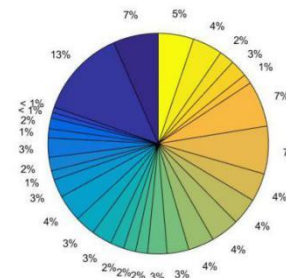


Figure 1 Path selection probability diagram

4.2 A security event that blocks a path

Such as terror attack, in order to avoid dangerous events, some paths may not be chosen. So to deal with these problems, we need to optimize the path and remove the path that cannot be selected.

A security event that does not block a path:

Emergencies such as fires and earthquakes, the occurrence of these events almost will not affect the choice of path, all paths can be considered normally.

5. CONCLUSIONS

5.1 Strengths

(1) Identification of bottleneck is the basis of establishing emergency evacuation model, which uses the queuing theory and the probability selection of each path. The theory not only reflects the actual situation well, but also has high reliability and adaptability for bottleneck identification.

(2) The establishment of emergency evacuation model is based on discrete partition of evacuees into blocks. It not only effectively solves the problem of optimal path planning, but also simplifies the complexity of evacuation model.

(3) We optimize the model, and the solution of the optimal path is more consistent with the dynamic analysis of the model. For the bottleneck problem, we also consider the identification of different emergencies.

(4) This model can be integrated with app and other related technologies to facilitate managers' timely

response to any emergency. Through the number of people and emergency location Settings, there will be different evacuation plans.

(5) This model has a great promotion value, the diversity of parameters increases the variability of the model.

5.2 Weaknesses

(1) There are some restrictions on the use of the model. So, the model is a little rough. If we want to improve the model, we should consider more.

(2) Our model ignores the possibility of an extreme case, so our model can only work in a normal emergency situation.

(3) We did not consider the reaction time, propagation time and other excessive time, which will reduce the accuracy of the model to some extent.

5.3 Model Extension

Considering the Louvre can be compared to shopping malls, multi-floor scenic area space. In the model, queuing system is used to analyze the potential bottlenecks of other application targets and determine

the bottleneck points. Then judge the path probability and analyze according to the bottleneck point. Through the multi-objective programming model to constrain the time and space, at the same time, the optimal allocation is carried out according to the path planned in advance to realize the generalization of the model.

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Investigation and Analysis of Chinese Teachers in the Countries and Regions along the “Belt and Road”

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Abstract: The level of Chinese teachers directly affects the effect of Chinese promotion. The paper selects seven representative countries from the countries and regions along the "Belt and Road" to conduct a questionnaire survey on the situation of Chinese teachers, studying the gender, age, educational background, Chinese proficiency and teaching language situation, analyzing the causes and putting forward the ways of becoming an excellent Chinese teacher.

Keywords: Chinese promotion; the “Belt and Road”; Chinese teachers

1. RESEARCH BACKGROUND

In 2013, Chinese President put forward a major initiative to build "the Belt and Road" during the visit to Asian countries. "The Belt and Road" is consisting of 64 countries. The construction of "the Belt and Road" requires language interaction; therefore, the promotion of Chinese language has become a bridge to enhance friendship. In the process of Chinese promotion, the level of teachers directly determines the effect of Chinese language teaching and promotion.

Based on the theoretical documents of Chinese and foreign references, this paper analyses the characteristics of the relevant countries and regions, and selects seven representative countries, including Mongolia in East Asia, Thailand in ASEAN, Turkey in West Asia, India in South Asia, Kazakhstan in Central Asia, Russia in CIS, and Poland in Central and Eastern Europe [1].

720 questionnaires were distributed through Confucius Institutes and other Chinese teaching institutions in the seven countries, 680 of which are valid, with a recovery rate of 94.4%. The questionnaire explores the situation of Chinese language teachers, including their background, educational and training experience, teaching experience, Chinese proficiency and etc.

2. CONDITION OF CHINESE TEACHERS IN THE SEVEN COUNTRIES

2.1 Gender and Age

According to the statistical results of the questionnaire, of the 1,520 teachers mentioned in 680 questionnaires, 871 (57.2%) are under 40 years old, which shows that the trend of Chinese teachers is to become younger. The total number of male teachers is

921, accounting for 60.5%; but the number of female teachers under 40 years old is 559 (64.3%), which shows that the proportion of female teachers in young teachers has increased greatly, while the number of male teachers in older teachers still has some advantages.

2.2 Educational Background

According to the questionnaire, there are 1131 teachers with bachelor's degree in the seven countries, 282 teachers with master's degree or above. After communicating with teachers of Confucius Institutes, teachers of universities and colleges are all above master's degree, and most of part-time foreign teachers in Universities, whose mother tongue is Chinese, have bachelor degree. All the volunteer teachers of Confucius Institute and Confucius Classroom have bachelor degree, and some of them are first or second year graduate students. Most of the non-governmental Chinese training institutions are undergraduate Chinese teachers.

2.3 Chinese Language Proficiency

According to the questionnaire, all of the foreign 931 University Teachers (including Confucius Institute) have been to China; there are 593 teachers in basic education (including Confucius Classroom) or local training class, of which 341 are Chinese or Chinese descend; 71 of 252 foreign teachers have been to China before.

2.4 Teaching Language

531 of the 680 questionnaires show that the classroom teaching is mainly in mother tongue, supplemented by Chinese, accounting for 61%; and the rest of the teachers are mainly in Chinese, supplemented by mother tongue, accounting for 39% [2].

3. ANALYSIS OF CONDITION OF CHINESE TEACHERS

3.1 Age and Gender

The age of Chinese teachers becomes younger and younger. The reason is, in recent years, under the support of various scholarships, a considerable proportion of students studied in China have been back and become local Chinese teachers, and Chinese teachers in Confucius Institute and Confucius Classroom are relatively young. From the perspective of the gender, males are dominant in the society in many countries. In addition, countries and regions along the "Belt and Road" include politically unstable areas, underdeveloped areas and some relatively

difficult areas. In these areas, the proportion of male teachers is also higher than that of female teachers.

3.2 Teaching Experience

Chinese teachers have different level of experience. Most of the volunteer Chinese teachers with bachelor's degree are fresh graduates, or students are studying for graduate. They have short even little teaching experience. However, the Chinese teachers in various colleges and universities have rich teaching experience; some even have been teaching Chinese for more than two decades.

3.3 Chinese Language Proficiency

Most of the teachers in Colleges and universities are Chinese origins, or have the experience of studying or training in China. Among teachers in basic education and non-governmental Chinese training institutions, most teachers of advanced courses are Chinese origins or overseas Chinese students, while teachers in the elementary leveled courses having experience of studying or training in China are vanishing rare.

3.4 Teaching Language

Most foreign students expect teachers to use their mother tongue to explain the most difficult content, such as grammar structure, new words usage, etc. They believe that it is easier to understand grammar and new knowledge in their own language, and it is an efficient way to avoid of wasting the time in class. However, advanced leveled learners are looking forward to teaching in Chinese, hoping to improve their language perception and expression ability [3].

4. WAYS TO BECOME AN EXCELLENT CHINESE TEACHER

4.1 Macro level

The popularization of Chinese in the "Belt and Road" countries and regions should focus on the improvement of teachers' quality and strengthen the training of native teachers. Training programs for Chinese teachers and Chinese major students should be provided. Chinese universities, Confucius Institutes and other teaching institutions should conduct Chinese training courses for on-the-job teachers, and make it possible for local students with the ambition to become Chinese teachers to get scholarships or enroll in different programs [1].

4.2 Micro Level

Teachers should pay attention to listening and speaking in classroom teaching, and adopt different ways to encourage students to speak in class. Chinese should be the major language in class as well. It is evitable to use native languages as assistance in elementary leveled classes for beginners [2], however, with the improvement of students' Chinese level;

extensive native language talks should be avoided. Teachers should strive to create a Chinese environment in the classroom for students to adapt in and pick up Chinese tones and phonetics. And it is important to cultivate students' desire to express and communicate [3].

4.3 Culture Level

Both teachers and students believe that the introduction of Chinese culture will improve the interest of Chinese learners. Teachers should not avoid cultural knowledge. Countries and regions along the "Belt and Road" have been in economic and cultural exchanges since ancient times. Therefore, an appropriate supplement of cultural background outside the textbooks will not only improve the interest of Chinese teaching objects, but also provide a shortcut to break through cultural barriers. Integration of cultures will undoubtedly benefit the promotion of language [4].

5. CONCLUSION

According to the research, many Chinese learners are determined to visit China because of the influence of their Chinese teachers. Therefore, the role of front-line teachers in "the Belt and Road" is extremely important. They are the key part of the Chinese language promotion. Therefore, teachers should regard themselves as diplomats of language no matter in or out of the classroom to create good classroom atmosphere and establish a harmonious relationship between teachers and Chinese learners.

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Comprehensive Application of Painting Materials and Techniques in Oil Painting

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Abstract: In the process of development and inheritance of oil painting, the categories of painting materials and techniques are gradually emerging, and the painting materials and techniques used in the process of oil painting have a direct effect on the display of oil painting and are also the basis of oil painting. Therefore, this paper analyzes the categories, styles, and meanings of the painting materials and techniques, explores their impact on oil painting and their comprehensive application in oil painting.

Keywords: Oil painting materials; Painting techniques; Oil painting; Comprehensive application

1. INTRODUCTION

Oil painting occupies an important position in painting and art with its unique art form and expression, and has high artistic value. It has a long history of development. In the development, the use of creative materials and painting techniques has gradually matured. At present, oil painting is characterized by the use of fast-drying vegetable oils and pigments to create on wooden boards or cardboard. The objects depicted are rich in color and have strong three-dimensional sense. In the creation of oil painting, painting materials and techniques have an important role in oil painting, and are also an important content of the essence of oil painting.

2. CLASSIFICATION OF OIL PAINTING MATERIALS

2.1 Coloring Materials

The coloring material of oil painting is the basis of oil painting, and it is further divided into three coloring materials, which are oil paints, the base materials and its own mediator. The oil painting pigment is the basic material to ensure the rich and bright colors of oil painting, and is the important material for the coloring of oil painting. Base materials are commonly made of wood, cotton and linen which are the common substrate materials and play a supporting role in oil painting. Mediator is an important material for blending pigments. It is used as a reagent material. It can enhance the adhesion and fusion of pigments and base materials in oil painting. It is a key reagent material for oil painting, and has a direct impact on the integrity of oil painting products.

2.2 Emulsion Materials

The emulsion material of oil painting has a long history of application in the history of oil painting creation. It has been continuously innovated in the application. At present, it has got new changes and development. It is a mixed oil painting material,

which has the properties of both oil and water-based materials and their advantages. For example, the characteristics of water-soluble and oil-based thick coating are insoluble in water after drying, and are the most widely used optimization materials. The common emulsion materials are propylene.

2.3 Oily Materials

Oily material is the traditional material of oil painting, which is the mediator of oil painting. In the creation of oil painting, it can be repeatedly and thickly painted to enhance the luster of oil painting and increase the authenticity of oil painting content, and endow oil painting with more vivid content, which is in line with the charm of oil painting and contemporary aesthetics. The oily materials still occupy an important position in the continuous development and innovation of oil painting materials due to their high color presentation, line tension and screen reflection [1].

3. CLASSIFICATION OF PAINTING TECHNIQUES

3.1 Opaque Primary Coloring Method

Opaque primary coloring method, also known as direct coloring method, is a painting technique that first clears the creative thinking of oil painting, then sketches the corresponding creative lines and outlines on the drawing board, and then creates coloring. It can make the painting more saturated, highlight rich colors express multi-level emotion of oil painting, and strengthen the stability and authenticity of static scenery with the use of pigments. The use of opaque primary coloring method can make the effect of oil painting drawing more significant, and enhance the artistic flavor of oil painting with the help of the height difference between color blocks.

3.2 Transparent Overlay Method

In the creation of oil painting, transparent overlay method is to use diluted pigments for creation, which can be painted repeatedly. But before the second and multiple coloring, it needs to wait for the previous color to dry before creation. For the oil painting with transparent overlay method, the pigments used each time have different rendering effects in the oil painting. Through its coloring thickness and color mixing, different levels of content of the oil painting are displayed, which enriches the content of oil painting and its difference. Transparent overlay method can be created by different pigment colors with large creation space. Different pigments can

create new collocations and new levels with significant innovation effect.

3.3 Opaque overlay method

Opaque overlay method is a method that uses the same color of pigment in the rough outline for multiple coloring. It can express the effect of light and shade, enhance the sense of hierarchy and stereoscopic of objects. In the creation of oil painting, the opaque overlay method is often used to enhance the effect of light and shade. In this way, the color saturation of oil painting is enhanced, and various techniques and forms of expression are given to oil painting [2].

4. COMPREHENSIVE USE OF OIL PAINTING MATERIALS AND TECHNIQUES

4.1 Delivering Artistic Mood

The comprehensive use of painting materials and techniques in oil painting can convey the artistic mood of oil painting. In the creation of oil painting, painters can break the rules and innovate, fully use color to paint the painter's thoughts and spirit, and convey the artist's mood in the process. In this process, they can enhance the visual clarity of the painting through different color pigments and painting techniques, and give the painting passionate or unrestrained or implicit mood. With the comprehensive use of pigment tones and rendering techniques, the differences in paintings are further enhanced. The lines drawn under the impact of tones give the paintings a soulful mood, and show the artist's artistic pursuit.

4.2 Showing Aesthetic Charm

The comprehensive use of painting materials and techniques in oil painting can show the aesthetic charm of oil painting. In the creation of oil painting, painters can create beautiful creation through the lines of painting techniques and colors of oil painting materials, and create under the modern aesthetic concept, showing the aesthetic charm of oil painting and painter. At the same time, after creating an oil painting that meets aesthetic needs and shows aesthetic charm, it also contains the corresponding humanistic spirit and the beauty of human nature. On the other hand, the continuous creation and development of oil painting are closely related to the creation of the current aesthetics in a certain sense, and are integrated with the current aesthetic concepts to give the aesthetic connotation of the creative society, showing the characteristics and charm of the current society. In addition, it meets the aesthetic requirements of the public, and enhances the appeal of oil painting works. The comprehensive use of oil painting materials and techniques can enhance the aesthetic fusion and shaping of oil painting.

4.3 Reflecting Humanistic Feelings

The comprehensive use of painting materials and techniques in oil painting can reflect humanistic feelings. In the development of art, humanistic sentiment is the main stream of creation. The richness

of humanistic sentiment has created a steady stream of creative ideas and content for oil painting creation. Humanism is the representative content in artistic creation, and it is also the practical meaning of oil painting expression and existence. The humanistic feelings of oil painting under the comprehensive use of oil painting materials and painting skills are of great significance for the development and inheritance of oil painting. And the artistic works with unique humanism and feelings are easier to be understood, appreciated and inherited.

4.4 Reflecting National Culture

The comprehensive use of painting materials and techniques in oil painting can reflect national culture. Oil painting is both an art and a culture, which is closely related to life, culture and nation. In the development of oil painting in China, it gradually shows regional culture and national culture. It integrates the life material, economic material and folk custom material in national culture into the creation of oil painting, and combines the process of comprehensive use of oil painting materials and painting skills with the characteristics of local national culture to show the national and regional characteristics of oil painting [3].

5. CONCLUSION

Oil painting is not only an important form of artistic expression, but also a kind of cultural heritage content. In the creation of oil painting, the reasonable and comprehensive use of painting materials and techniques can express the rich emotion, profound artistic conception and novel creation concept of oil painting, and show the spirit of supporting things, expressing feelings in the scene, reflecting national culture and social status most incisive [4]. At the same time, under the application of materials and techniques, the transfer of artistic conception, the display of aesthetic charm, the embodiment of human feelings, and the reflection of national culture of oil painting are well interpreted, which will promote the creation of oil painting.

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Current Situation of Studying the Fertility Intention of Rural Women in China after the Founding of PRC

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Abstract: The intention to give birth not only affects people's fertility level, but also affects the formulation of national fertility policy, how to study the fertility intention of rural women in China since the founding of the People's Republic of China, based on the Citespace literature visual analysis tool for 1949-2019 "China Academic Journal" research on the literature on the will of rural women to have children. The research shows that since the founding of the People's Republic of China, the literature on the study of rural women's fertility intention sits at an increasing rate, and the research hotspots of scholars are mainly in the research on such topics as "influence factors", "gender preferences", "ideal number of children" and "birth time", and the research perspective has been greatly influenced by the general direction of the country. In the future, the research on rural women's fertility will need to be put more into the combination of theory and practice, and promote the development of the study of rural women's fertility intention in our country on the basis of absorbing advanced experience from abroad.

Keywords: Rural Women, Childbearing intention, Knowledge map analysis

1. INTRODUCTION

The desire to have children generally refers to the desire and attitude of married women towards future reproductive behaviour. Although the literature on the study of rural women's reproductive will has been increasing over the years in important journals, the scholars' research on rural women's reproductive will is mainly related to what, what is the focus of future research, and the traditional literature review method scans the answer to this question. Therefore, using Citespace to carry out a large number of literature measurement and knowledge map analysis of discourse research, through real digital anatomy of the current discourse research hot spots and academic frontiers, to promote the research and development of fertility intention.

2. METHOD OF REACH

In view of the great influence of China's academic journals in the field of Chinese social science, this study uses the CNKI database as a data source, but due to the large variety of periodicals included by CNKI, there are relatively few differences in the types

of periodicals, and the current research data on rural women's fertility in China is relatively small. Therefore, this paper selected all periodicals as the source of the journal, in order to better reflect the rural women in China's fertility will to study the field of related research. This study was accurately retrieved in the CNKI database, with the theme of "Rural Women's Fertility Will", set the age of 1949-2019, and obtained 219 literature data, the data download date is May 29, 2019. After manual review, the elimination of meeting reviews, interview records, news reports without authors, book reviews and other non-compliant documents, the final remaining 218 valid data, from the CNKI database everywhere, and the reactive documentation, using Citespace for analysis [1].

3. COMPREHENSIVE ANALYSIS

Run Cite Space, select the period from 1949 to 2019, time slice length, node type select KEYWORDS and TERM, select the criteria for "top 50" TERM VIDEO -GO-GO-THEN VISUAL OPERATION, TO GET THE KEYWORD VISUALIZATION RESULTS AS SHOWN IN FIGURE 2, IN THE KEYWORD TOTAL PRESENT MAP A TOTAL OF 346 KEYWORD NODES AND 946 KEYWORD SERIES, NETWORK DENSITY OF 0.0158. Select the top 10 keywords and their frequency. It can be seen from the key words present in "Table 1", "will to give birth", "women of number of children" "gender preference" "mobile population" "fertility policy" and so on have appeared most frequently in the study of rural women's fertility intention since the founding of the People's Republic of China. It is shown that scholars are deeply studied in three fields, and combined with the clustering of keywords, keyword lists and related literature, the research topic of rural women's fertility intention severance since the founding of our country can be divided into the following parts.

3.1 Study on the Concept of Fertility Will

The conceptual study of fertility intention is the basis of the study of fertility intention, so domestic scholars have done a lot of theoretical discussion. In academia, the more classical definition of fertility will is the definition of Gu Baochang from the three dimensions of quantity, sex and time [1]. Quantity refers to the number of ideal children, time refers to the ideal birth interval and ideal birth time, sex, mainly refers to the level of love between men and women. The Windy

Laughing Day (2002) believes that the will to bear is a direct expression and concentrated representative of people's conception of fertility. It affects the birth rate of a person in a society, so it has been widely valued by demographers and sociology scholars. Cao Yuan (2018) pointed out that the desire to bear is a woman's own inherent expectation and subjective will to breed [2], and that studying and exploring women's reproductive will can provide effective evidence for the state to formulate and perfect relevant policies and regulations. After summarizing the theory of domestic scholars, Chang Shasha (2018) points out that the desire to have children is the desire and attitude of married women of childbearing age about future reproductive behavior, including the purpose of childbirth, the number of ideal children, gender preference, the will to have two children, etc. Although the concept of fertility intention research is too large, from the literature can clearly understand that the intention to bear mainly focused on the purpose of fertility, ideal time, ideal number of children, gender preference, two children will and other parts, these documents for rural women's fertility will to study the foundation.

Table 1 CNKI Rural Women's Fertility Intention Research from 1949 to 2019

Serial number	Keywords	frequency
1	Fertility desire	267
2	Women of childbearing age	60
3	influence factor	43
4	Fertility behavior	34
5	Fertility concept	29
6	Fertility level	24
7	Ideal number of children	21
8	Gender preference	19
9	Floating population	17
10	Fertility policy	16

3.2 Study on the Influence Factors of Rural Women's Willingness to Give Birth

From the literature measurement, it can be seen that the analysis of influencing factors is the focus of domestic scholars' research, and the domestic scholars who influence the fertility intention of rural women are divided into the following and partial parts: First, the level of economic development. Economic conditions are the material basis of people's desire to have children. Tian Lifa (2017) according to the survey, using Logistic regression model analysis that economic factors in the reproductive will to be proportional relationship, the general family situation income is high than the desire to have two children, on the contrary, the two children will be relatively low but in Zhou Jian, Wu Chen (2013) It is believed that economic development in the fertility will is inversely proportional, the level of economic development is low, people's "people more power" concept, and the

demand for labor force led to people's fertility will be relatively high, and based on the current level of economic and technological development, the reduction of labor demand, people's ideas have also changed, The willingness to have children has also declined, and Gao Yu (2018) further validates this view through modeling, showing that the higher the residents' annual income and the annual household income, the less willing they are to have children.

The second is the influence of institutional factors. The so-called institutional factor refers to the impact of fertility policies and related laws and regulations on rural women's reproductive will. Domestic scholars have a debate about whether fertility policy affects rural women's fertility will, Wang Jinying, Xu Lei (2008) through Chengde city of Hebei province and Shao Cheng rural residents' fertility behavior and fertility will to compare the field survey, found that the current fertility policy on fertility behavior in China's impact on the intensity of reduced, It is believed that loose fertility policy does not necessarily lead to higher fertility levels, and stricter fertility policies also require good work and services to achieve the intended results. However, Feng Yuping (2007) believes that the policy on women's willingness to give birth is still relatively large, such as the one-child policy so that women of childbearing age fertility sex preference male, is an important factor in the upward trend of the sex ratio at birth in China [2].

Finally, personal factors. Mainly includes women's cultural level, family concept, family influence and so on. Cao Yu (2018) believes that highly educated women usually marry later and have children later, which in turn affects the timing and number of children they have, and that they no longer consider it a reproductive act when dealing with fertility, but rather as a continuation of personal feelings and love. They pay more attention to their overall development in their daily lives, and to some extent reduce their preference for the number of births. At the same time, Fu Yixuan, Lu Chengwen (2017) pointed out that rural women's ideas and their family concept of change [3], so that from the original traditional concept of "mother and child expensive" to present thought of "born boys as well as girl", "eugenics, fewer children" and others that in different degrees affect rural women's fertility will [3].

3.3 Study on the Number of Ideal Children

The ideal number of children, that is, the number of children in life is in a satisfactory state, Zhou Changhong (2007) pointed out that in general the economically developed areas of rural women's ideal number of children is lower than the economically underdeveloped areas. Through the urban-rural comparison, The Windy Day (2004) points out that the ideal number of children in urban areas is more than one, while the number of ideal children of rural residents is more than two. In the study of sexual

comparison between men and women, Jiang Lihua (2007) concluded that the ideal number of children for women was generally slightly lower than that of men. Zhou Jian Wuchen (2013) based on two decades of empirical findings on the willingness of residents to have children [5], it is believed that although the pace of change is inconsistent, it can be seen that the ideal number of children is declining with the development of the times, whether urban or rural, male or female, developed or underdeveloped. Whether the decline of this trend will have an impact on the future Chinese, and what is the factor sedative of this trend, the study of this problem is still in its infancy, worthy of research and reflection.

3.4 Study on Gender Preference

Gender preference - high or low usually leads to an imbalance in the ratio of men to women. Both men and women have an impact on their right to exist. Due to the influence of traditional Chinese patriarchal thinking, rural women are usually more interested in having boys, which is very prominent in the rural areas of the less developed areas, Dong Wenjun (2006) found in the study of fertility intentions in the less developed areas of the west, the gender preference is very serious, the survey is very If the first child is a girl, only 24.3% of people have no intention to have children, which means that 75.7% will regenerate and even 3.1% will "continue to have children until the birth of a boy". Therefore, whether this will change in economically developed areas, Jia Zhike (2012) based on an analysis of data from all fertility surveys since the 1970s, noting that, so far this gender preference has persisted, whether male or female, developed or underdeveloped [3]. For the will of one child is generally inclined to boys, and for two children's gender preferences, influenced by the concept of "children are full" and the progress of mainstream ideology in society, the preference for girls gradually increased. Wu Haicheng and Qiao Tianyu (2013) also corroborated this view from the basis of data analysis. They point out that in terms of the gender preference of two children, a woman is more likely to want to have another boy, while a male household is more likely to want to have another girl. The structural appeal of "one child, one daughter" in rural China is still mainstream, so this gender preference will persist. So, what causes the current situation of gender preference? Jia Zhike pointed out on the basis of data analysis that the change of fertility policy, the development of modern science and technology such as B super, the lack of publicity and education, the development of social security undertakings, etc. will cause the continued existence of gender preferences. In addition, scholars believe that the level of economic development, education, etc. will also affect rural women's gender preferences [4].

3.5 Study on the Timing of Childbirth

The time of birth has a great relationship between the female and the child's physical health, and the

appropriate birth time has a positive relationship to the rural women's willingness to give birth. Domestic scholars have been more in-depth on the study of reproductive time. Huang Yongling (2018) in a survey of rural women over 35 years of age in a county of Anhui province, pointed out that the actual age of first childbearing for married women in rural communities in the county is 22.7 years. Chen Caixia and Zhang Chunyuan (2003) conducted a questionnaire survey of 819 married women under the age of 45 in Sichuan Province to understand the fertility intentions and behaviors of married women in rural areas. According to statistics, of the 819 rural women who chose the timing of childbirth, some people believed that the sooner they had children after marriage, the better, and 80.8 percent said there should be a time interval between them. This interval should be how much, after accurate statistics, 43.8 percent think that we should get married after one year to have children, 40.1 percent think it should be more than two years to re-produce, 13.4 percent think it should be three years, and 2.6% think it should be more than four years. According to the data, the rest of rural women's reproductive times have changed significantly from the previous one, except that 19.2 percent still retain traditional attitudes. The study of birth time not only plays an important role in women's health, but also has a profound effect on the healthy growth of children. In their investigation of the birth time, the scholars found that the earlier or later the birth time of rural women, the greater the impact on women's health, and the greater the impact on the future health of the child, the reflection of this positive proportion of the relationship, so that people gradually pay attention to the birth time [5].

4. CONCLUSION

To sum up, scholars' research on rural women's fertility intention is still in the primary stage, among which the most in-depth research on its influencing factors, but there are still shortcomings such as repeated argumentation and lack of empirical research, and the research on other aspects is also gradually developing, which is a gradual process. By studying the changing process of rural women's reproductive will, the foundation of such topics is laid in the future.

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Making Efforts to Improve the Scientific Construction of Learning Party

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Abstract: On the construction of Learning Party, it is an important strategic task to build a Marxist learning political Party. Insisting on learning is the fundamental guarantee for Learning Party to raise awareness, enhance skills, overcome difficulties and promote the development of careers. In the new era, profound changes have taken place in the world, new problems and even new contradictions have emerged. If Party members cannot really learn to strengthen moral education, increase wisdom, start a business, it will be difficult to complete the historical responsibility of realizing the great rejuvenation of China. Party members are the cells that make up the body of the Party. The Party at all levels is the solid foundation for ensuring the effective implementation of all work within the Party. Therefore, in order to continuously improve the quality of construction of Learning Party, it is necessary to initially train thousands of Party members who are diligent in learning, especially life-long learning. Only by constantly improving the theoretical knowledge, political literacy, practical ability and scientific thinking ability, enhancing the sense of responsibility, promoting scientific development and social harmony, can Party members and cadres shoulder the historical responsibility of building a strong prosperous, democratic, civilized and harmonious modernized socialistic country.

Keywords: Learning Party; Party members; Scientific Learning

1. INTRODUCTION

The construction of Learning Party is a brand-new project, which should be carried out in accordance with the requirement of learning as the main characteristic of the construction of Party, the important content of organizational activities, the effective way to improve the Party's combat ability. Making efforts to create a good learning atmosphere, learning should be regarded as the first obligation, live to learn and learn to live, in which it will achieve the normalization of learning. Meanwhile, it is necessary to pay attention to the construction of Party at all levels with the goal of Learning Party and learning leadership to ensure theoretical learning and modernized construction systematically and to form good learning culture. Develop the Party into a "melting pot" in which Party members can enhance the Party spirit and ideological awareness. Construct the Party into a school where Party members can

acquire new knowledge and learn new skills.

2. RAISE AWARENESS AND FIRMLY ESTABLISH THE CONCEPT OF LEARNING PARTY AND LIFELONG LEARNING OF PARTY MEMBERS

The Party Central Committee, deeply summarized its historical experience, scientifically grasped the current situation, focused on improving the Party's governing ability, maintaining and developing the Party's advanced nature, has put forward the construction of a Marxist Learning Party which is regarded as a major strategic task of the Party. It also emphasized that Party at all levels should be built into Learning Party. Learning party is a brand new and special party. The construction of Learning Party is the innovation and development of the modern management theory, which reflects the requirement of building Marxist Learning Party and the construction of Learning Party¹. In summary, firstly, it is not generally to attach the importance to learning, but to emphasize that Party members and cadres should take learning as the fourth need after the sun, the air and the water, as a political responsibility, a life attitude, a value, a thought, a spiritual pursuit, an expectation of meaningful life. (It is necessary to understand life, to improve the realm of life, to achieve self-transcendence and self-improvement in learning.) Secondly, it is not generally to strengthen learning, but to emphasize to add the individual learning and Party learning into the scope of Learning Party which aims at continuous learning, innovation and sustainable development, promoting the system innovation in Party construction, especially the innovation of learning system. To promote the scientific, standardized and institutionalized learning of Party members and cadres, learning becomes a professional, universal and regular behavior. Thirdly, it is not generally to emphasize the learning habit, but to emphasize to innovate a set of learning theory which is advancing with times, responding to new challenges, and combining foreign education theory and management theory together. It will constantly improve Party members and cadres' learning ability and theoretical knowledge. It will also play the role of model pioneer continuously, so that the Party can truly adapt to the changes in the environment, continuously gain competitive advantage and maintain a vigorous vitality to become a Marxist political party that can embody the times, the regularity and the innovation. It can be seen that

learning advocated by Learning Party is not a completely isolated process, it is a process of combination of theory and practice, constantly improving problem-solving ability, learning in working and working in learning. Only by having the above-mentioned learning concept and clearly knowing the orientation of the construction of Learning Party, can the life-long Learning Party members be transformed from theoretical level into practical level. It will realize the leap development from idea to reality. Thus, the strategic task of the construction of a Learning Party will be implemented. In order to develop Learning Party into a long-term carrier of the Party's governing capacity construction and advanced construction, the construction of Learning Party should be strongly recommend. It will promote the construction of Marxist learning political party².

3. EXPAND THE THINKING WITH THE COMBINATION OF STRENGTHENING INTRA-PARTY DEMOCRACY AND ALL PARTY MEMBERS LEARNING STYLE IN PARTY

To construct Learning Party is to have the interest, mind and energy in learning and the career, to improve the learning ability of Party members and cadres, so that they have the attitude, abilities and talents of working. It is constantly to enhance the working principle, systematicness, predictability and creativity. To further improve the Party's management mode and system, the Party will transform from relying on the "movement" to implement its own Party management and development into sustainable development with scientific long-term management mechanism to. It is necessary to accelerate the decentralized and simplified Party structure, form equal participation and democratic consultation work style, transform the role of leadership and functions of leadership, and create an environment of democratic discussion and democratic supervision within the Party, which is the guarantee of playing the main role and the pioneering spirit of Party members within the Party. It is also the guarantee of the construction of the Party with a scientific system. It is the prerequisite emphasized by the theory of continuous reforming of Learning Party. Therefore, the construction of Learning Party must combine learning with the practice of intra-Party democracy to guarantee the right of the Party members to know it, to participate in it and to supervise it, so that the contents and the form of intra-Party democracy and intra-Party supervision will be institutionalized. It is necessary to do research, raise awareness, make decisions, improve working ideas, actively explore modern scientific methods, innovate and enrich new methods of effective management of the Party's construction in learning, so that each Party member can clarify the basic right and obligation. Through democratic learning, in the realization of the democratic rights, Party members will become the ideals of faithful

practitioners of the Party's lofty and establish the sense of mission and responsibility. Party members will realize personal destiny is an indispensable part to the Party's life. Turning learning process into practice process of inner-party democracy, learning democracy in democratic practice, it will constantly promote and realize intra-Party democracy. Thus combining centralization with democracy, discipline with freedom, unity of will with personal well-being will lead to a lively political situation.

4. HIGHLIGHT THE KEY POINTS, IMPROVE AND IMPLEMENT THE CONSTRUCTION OF THE LEARNING SYSTEM OF THE CENTRAL GROUP OF THE PARTY COMMITTEE

Leading cadres are the key to construct Learning Party. Learning ability of leading cadres is reflected in work and leadership. Whether the leading cadres having strong desire for knowledge and sense of political mission to emphasize, advocate, insist in learning will play a role in behavior-oriented and spirit-leading. The behavior guidance and the leading role of spirit, firstly, in a unit, a department, will be reflected in whether to improve and implement the learning system in the central group of the Party committee. It is different from general Party cadres in learning, learning at Party school and learning out of work. Instead, it should take the cadres in-service as the object, take theoretical learning as focus, and combine individual learning with group learning as the learning from for on-the-job leading cadres. It can be seen that the implementation and improvement of the learning system of the central group of the Party Committee is a major measure to construct a learning leadership group. In order to further strengthen and improve the learning system of the central group of the Party Committee, learning content should be constantly enriched, learning methods should be innovated, and learning management and teaching quality should be improved. The central group should make more efforts in overall situation, discussing important events and managing the development direction, using theoretical research to solve the issues of the work unit, rather than discussing the decision-making tasks in the Party committee meeting. It should determine learning topics and focus to have a discussion in accordance with the requirements of improving the quality of cadres, the arrangement of the Party committee, the main tasks of the Party committee and government, the great changes at home and abroad, the practical problems and theories of reform and development. It should gradually construct learning systems such as self-study, regular discussion, attendance registration, document filed and other necessary learning systems, forming the effective learning mechanism including seminar, discipline and supervision. It should solve problems, say, "important to take action, "necessary to learn actively", "difficult to insist on learning" in the central group. It should learn to improve and

implement good experience and methods in central group in the Party Committee from different places. Closely related to the unit, the department, doing a monthly study and report, cracking the problem of "learning without a carrier", opening a monthly lecture, cracking the problem of "learning not actively", doing a monthly analysis of an article, cracking the problem of "learning lack of in-depth", having a monthly gift of a classic book, crack the problem of "learning without sustaining", listening to a report monthly to crack the problem of "learning not extensively", monthly doing a research, cracking the problem of "learning without thinking", monthly doing a notice, cracking the problem of "learning without quality". By improving and implementing the learning system of the central group of the Party Committee, the construction of the learning leadership team will implement and realize effectively in detail to promote the construction of Learning Party.

5. STRENGTHEN MANAGEMENT, CONSTRUCT AND IMPROVE A LONG-TERM MECHANISM TO PROMOTE THE CONSTRUCTION OF LEARNING PARTY

From the history of construction of the Party, especially since the 16th National Congress of the Communist Party of China, it can be seen that the implementation of every critical learning task within the Party is guaranteed by construction of a sound, perfect and innovative learning system. Under the new historical moment, in order to promote the construction of Learning Party and Marxist learning political Party, in accordance with the strategic deployment of the Party Central Committee, on the basis of in-depth investigation and research, it is necessary to formulate learning plan of Party at all levels. In order to further improve learning system for leading cadres at all levels and ordinary Party members, it is necessary to establish and improve learning systems of attendance, document and notice on the basis of conclusion of experience on construction of learning system. It is necessary to strengthen the management of learning process to ensure learning institutionalized and standardized. It is necessary to strive to form a long-term mechanism in learning of all Party members and cadres, which is one of the important criteria to measure whether a party is a Learning Party or not. Meanwhile, it is necessary to have a definite object in view all the Party members from different ethnic groups, occupations, cultural education background. It is necessary to develop and implement learning guidance, advocate flexible and diverse learning forms methods in all units and departments. It is necessary to establish and improve the competition mechanism, incentive mechanism, innovation mechanism and appraisal mechanism to promote and ensure learning. It is necessary to strengthen the assessment and application of learning. It is necessary

to know, objectively and comprehensively, learning situation of Party members and cadres. It is necessary to incorporate the assessment results into the comprehensive evaluation of leading cadres and the target management system of the leadership team, viewing it as an important evidence for evaluating the leadership team and selecting and appointing leading cadres.

In a word, to improve the scientific level of Learning Party is to improve the quality of Party members and the Party's governing ability. Through continuous education, learning and practice, the Party will improve the ideological and theoretical literacy, governing ability of Party members and cadres. It requires the Party at all levels to strive to learn from books, in practice, from the people, so as to improve the working ability and political thinking ability, to ensure and promote the economic and social development in a faster and better direction. But learning and education cannot be once and for all, facing the new situation and tasks, the Party at all levels and Party members and cadres should study hard to master theoretical innovations, to apply new scientific ideas, new knowledge and new experiences which will constantly improve the level of theoretical knowledge, political literacy and practical ability, and improve scientific, critical, strategic thinking ability. It will enhance the sense of responsibility to promote scientific development and social harmony to shoulder the historical responsibility of establishing a prosperous, democratic, harmonious civilized and modernized country.

Meanwhile, making efforts to improve the scientific construction of a Learning Party is the inherent requirements of speeding up the transformation of economic development, and promoting the development of economic society in a good and rapid way. It is a major strategic task put forward by the CPC Central Committee to carry out the scientific concept of development in depth and accelerate the transformation of economic development. It is a great test of the ability of promoting scientific development of the Party³, Party members and leading cadres at all levels. Nowadays, the task of promoting scientific development and social harmony is arduous and heavy. New problems, contradictions and new situations are constantly emerging. There are still many things that are unknown, unfamiliar and unstudied, especially in the critical period of transformation and development. New and higher requirements of the leading and governing ability of Party and Party members and cadres at all levels are updated. The Party at all levels and Party members and cadres at all levels should take scientific theory with strengthening the armed forces as a major strategic task to vigorously promote the study of Marxist, cultivate good habits of reading and learning, form a good atmosphere of willingness to think, and emphasize the continuous learning in practice. In

order to implement the structure transformation, the economic mode transformation, and the increased development, it will make a greater contribution to the great-leap-forward development in the 13th Five-Year Plan.

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The Impact and Prevention of Ideological and Political Education in the Network Society

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Abstract: At present, the advent of the ideological trend of the Internet society has promoted the reform of ideological and political education courses in colleges and universities; and on the other hand, it has also caused the ideological and political education in colleges and universities to face the impact of networked teaching. Obviously, the traditional teaching method has been difficult to meet the needs of the comprehensive development of modern college students, but there are still some shortcomings in network teaching in college ideological and political teaching. Therefore, based on the actual impact of the ideological trend of the Internet society on ideological and political education in colleges and universities, further precautionary measures are proposed to promote the smooth development of ideological and political education and teaching in colleges and universities.

Keywords: trend of thought in network society; ideological and political education in universities; precautionary measures

1. INTRODUCTION

The advent of the Internet era has had a huge impact on the teaching methods of ideological and political education in colleges and universities. The traditional teaching model of teachers is not only difficult to adapt to the learning needs of students, but also to the actual needs of the contemporary Internet society. Based on this background, ideological and political teachers in colleges and universities need to update their teaching concepts. They can incorporate Internet elements into their teaching, such as showing multimedia courseware and video presentations. At the same time, they must change teaching methods and increase Internet technology teaching, such as flipped classrooms and micro-lessons. In addition, the information between various regions has realized the barrier-free transmission with the development of Internet technology. The exchange and collision of Chinese and Western ideology and culture has immersed college students in their thoughts, and their thinking has been greatly affected. Therefore, in the process of carrying out ideological and political education, colleges and universities need to actively take effective measures to identify bad cultures on the Internet and create a good teaching atmosphere for students' ideological and political education.

2. THE REALISTIC IMPACT OF THE TREND OF INTERNET SOCIETY ON IDEOLOGICAL AND

POLITICAL EDUCATION AND TEACHING IN COLLEGES AND UNIVERSITIES

As a product of the new era, the Internet has brought great influence to the education and teaching of universities. For the ideological and political courses in universities, the development of the network not only brings development opportunities to ideological and political education, but also exposes some problems in teaching. The amount of network information is large and the content is extremely extensive. It is difficult for college students to clearly distinguish bad information on the network, which affects the formation of their own ideological values. In addition, problems such as the inadequate mainstream value in informationized teaching content of colleges and universities and the serious disconnection between theory and practice have become key factors restricting the development of ideological and political teaching in colleges and universities. [1]

2.1 Bad Internet information affects college students' physical and mental health

Firstly, the popularity of contemporary Internet technology has caused some college students to indulge in the Internet, affecting normal learning and life. Secondly, college students have weak discrimination ability. When the network information is flooding every corner of the campus, they are easily tempted by bad information and even cause psychological problems, which is extremely unfavorable for colleges and universities to carry out ideological and political education. In addition, the authenticity of the content on the Internet is difficult to distinguish and the freedom of speech is provided, which provides a platform for venting emotions for some students who are under pressure and cannot be resolved. On the Internet, they can express their feelings at will. In the long run, they will weaken the actual emotions and increase the difficulty of ideological and political teaching in colleges and universities. [2]

2.2 Part of the Internet culture impacts the moral thinking of college students

Under the influence of the current Internet society, the content of ideological and political education in colleges and universities is more diversified; at the same time, it also impacts the moral concepts of college students. Internet literature contains some pornographic, violent and other content, which violates the moral bottom line. These contents can be

used as a negative teaching material in ideological and political courses, but if university students cannot identify these contents effectively, it will hinder the formation of college students' correct ideas. Compared with traditional culture, online culture is more attractive to students, and long-term exposure to false cultures on the Internet will make it difficult for students to effectively correct their ideological and moral levels in college ideological and political education.

2.3 College network practice teaching needs to be strengthened

Nowadays, online teaching has been popularized in universities, and various micro-learning and advocacy forms have innovated the teaching methods of ideological and political courses in colleges and universities. According to the survey, students are satisfied with the teaching effect of the Internet-based ideological and political course, but also said that although the ideological and political course is strong in theory, it has insufficient practical guidance. The survey also pointed out that general ideological and political teaching practice relies on students to independently participate in community activities or extracurricular activities arranged by schools to obtain practical opportunities, and online participation in practical activities is very rare, and this method is limited to the training of a few students and cannot be popularized to the majority student. The lack of network practice curriculum for the ideological and political teaching in colleges and universities students has led to a serious disconnect between some ideological and political education theory and network practice. So it is difficult to achieve the goal of integrating knowledge with action. [3]

3. THE PREVENTIVE MEASURES OF IDEOLOGICAL AND POLITICAL EDUCATION AND TEACHING IN COLLEGES

At present, the information age has brought severe challenges to the ideological and political teaching of colleges and universities, making it difficult for colleges and universities to network ideological and political teaching. It also brings development opportunities. Therefore, colleges and universities need to look at the emergence of the Internet, look at the new ideological trends and changes brought about by the Internet era with a development perspective, actively explore the real problems in ideological and political teaching, and use network teaching thinking to carry out ideological and political education in colleges and universities. Reasonably and effectively play the positive role of the Internet.

3.1 Reasonable use of internet for ideological and political teaching

Ideological and political teaching is an important content in the education system of colleges and universities, which can cultivate healthy ideological quality and comprehensive quality of college students. Therefore, in the context of the current trend of the

Internet society, universities can use the university's network platform to innovate ideological and political teaching methods, such as WeChat, Weibo and other software to promptly push ideological and political teaching content. First of all, colleges and universities need to provide the necessary funds and equipment support for the ideological and political teaching network, improve college internet teaching equipment, and provide students with basic guarantees for good internet learning.[4] Secondly, universities should establish an online ideological and political education assessment mechanism. Teachers can use the Internet platform to carry out teaching, focus on guiding students' ideology, display false content and wrong information in new media to students, and cultivate students' ability to discern false and bad information.

3.2 To establish an online learning platform to guide mainstream culture

In the current work of ideological and political education in colleges and universities, ideological and political teachers need to help students establish a good ideological and moral character, combine Internet technology to carry out ideological and political education courses on Marxism and other theories, and improve students' comprehensive quality. In specific teaching, teachers can establish an online learning community similar to the form of learning to strengthen the country, cultivate students' self-management awareness, and give play to mainstream ideological values. At the same time, you can express your opinions on current affairs and politics and hot news in the online learning group, strengthen teacher-student interaction and set topics, and supervise students to complete on time. Students can also discuss and supervise each other in the group according to their content of interest, avoid the intrusion of bad culture, and achieve the spread of mainstream ideas.[5]

3.3 To practice teaching with the help of the Internet

Nowadays, the popularity of the Internet has brought development opportunities to ideological and political teaching in colleges and universities, and universities should make full use of this advantage to address practical problems in ideological and political teaching and make full use of the Internet platform to carry out practical teaching. In theoretical teaching, colleges and universities should combine new media teaching, classroom teaching and practical teaching, infiltrate ideological and political teaching content, and stimulate students' enthusiasm for learning. In practicing teaching, teachers can send out some simple teaching content to students, changing the previous single-type indoctrination teaching and allowing students to participate in the teaching process. In addition, colleges and universities can organize students to participate in practical activities related to ideological and political education, such as regular out-of-school publicity of ideological and political ideas, and production of videos related to

historical footprints.

4. Conclusion

The report Comrade Xi Jinping emphasized in the National College Ideological and Political Education Work Conference emphasized that colleges and universities should make full use of the main position of ideological and political education classrooms and insist on continuously optimizing teaching quality and improving teaching results in improvement. In this regard, colleges and universities should take advantage of the current good prospects of the Internet society, give full play to the subjective status of students, and meet the growth needs of students. At the same time, according to the policy guidance of the Party Central Committee, colleges and universities should strengthen the network ideological and political education and teaching, use the Internet technology and resources to improve the comprehensive quality of students, cultivate their thinking ability of using the Internet to distinguish good and bad culture, and build a good learning platform for the society to cultivate high-quality talents.[6]

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On the Dialectical Relationship between Marxism and Contemporary Social Ideology in China

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Abstract: It has been proved repeatedly by history and reality that only Sinicization of Marxism can shine the light of truth on the land of China, and only by realizing Sinicization of Marxism can we develop China and socialism. As a form of ideology and the guiding ideology of contemporary China, Marxism needs to be continuously enriched and developed. And in the process of development, we must correctly handle the relationship between the one-dimensional guiding ideology and the diversified thoughts in the ideological field, and clarify and adhere to the guiding position of Marxism. At the same time, in a society where contemporary ideology is diversified, it is necessary to observe and develop Marxism with an attitude of analysis, criticism and reference, so that it can better guide the development of Chinese social ideology.

Keywords: Social ideology; One-dimensional guidance; Diversified coexistence

1. INTRODUCTION

In any historical period and in any social form, social ideology have always existed as an important phenomenon of social consciousness. Diversified social ideology will be lo with social fluctuations. For example, in the period of great social change and great turmoil, social ideology will become particularly active. In contemporary China, there are also social ideology that have arisen one after another. The dialectical relationship between social ideology and Marxism ideology has been a hotspot and focus of academic research since the founding of New China. It is in-depth analysis and better summarizing the ideas that are conducive to social development and enriching the monolithic guidance of Marxism and the diversified development of social ideology, which has great theoretical and practical significance for the development of China. [1]

2. THE INEVITABILITY OF THE DIVERSIFICATION OF SOCIAL IDEOLOGY

Social ideology generally refers to the doctrine and basis of the spiritual conditions of a certain era and the doctrines with wide influence. In fact, they reflect the ideological tendencies of the interests of certain classes or classes. As an important and complicated ideology phenomenon, social ideology can reflect the changes of real life, and have different degrees of influence on the social beliefs and social

development. There is a need to distinguish between the concepts of ideology and thought, which are not the same meaning. The ideology is a kind of thought shared by society in a certain period or stage of historical development. It has a subtle impact on people, and unconsciously has an impact on individual behavior. However, the dominant force driving the development of the ideology in the society is often only a minority of the society, and will always be isolated by the people for the better development of the ideology. Social ideology will change synchronously with changes in society. It is also a conflict that reflects the different stages of social development.

In contemporary China, there are social ideology. There are both positive, scientific and healthy thoughts in these successive social ideology, and negative, absurd and decadent thoughts. These social ideology is not only various, but also related to politics, economy, culture and other fields. However, each field has its own characteristics and development mode, social ideology will be born with various specific thoughts because of the characteristics of each field, and will develop and change with the development of society, and survive in the changing society in its own unique way. But in these numerous social ideology, the opposite thoughts are bound to collide, that is to say, the collision between these thoughts will have an impassable impact on the reform and development of society. Therefore, the diversification of social ideology is an objective fact, which is inevitable in the development of human society. [3]

3. THE DIALECTICAL RELATIONSHIP BETWEEN THE UNITY OF GUIDING IDEOLOGY AND THE DIVERSIFICATION OF SOCIAL IDEOLOGY

From the development history of human society, we can know that the society develops under the promotion of the development of productive forces, so there must be different modes of production in different social historical periods. Once the mode of production changes, it will inevitably affect the distribution of social and economic interests, and then it will form a force that gathers with common interests, and finally it will lead to the emergence of a diversified interest pattern. The formation of the diversified pattern of social interests shows that the

ideological differences among the stakeholders will inevitably lead to the diversification of ideas. In the history, there are a hundred schools of thought, the result is the crystallization of the wisdom of various historical scholars, which still has a certain influence on the development of modern society. Therefore, it can be seen that the diversification of social thought is beneficial to the development of society. Under the diversified background of social thoughts, different ideas express their own opinions and contend with each other, which can improve and innovate people's consciousness of independence, competition, equality, democracy and legal system. Everything in time is a double-edged sword. The existence of diversified social thoughts will lead to the confusion of the values, social morality and other aspects of the psychological construction of the public. People have doubts about their original values and moral concepts, and they will feel confused about the judgment of things, so that they cannot adapt the world. The existence of these conditions will hinder the healthy development of society to a certain extent. [2]

In contemporary China, social ideology is still developing constantly, and they are constantly colliding with each other, which has a great impact on the harmonious social development in China. Since social ideology is the existence of an objective fact, we can minimize the negative effects of the diversification of thoughts. If we want to develop the positive influence of one thing as much as possible, we must reduce the school level influence to the lowest possible level. By the same token, we need to maximize the positive impact of the diversification of social thoughts and minimize their negative impact. At the same time, we must adhere to a unified guiding ideology, correctly handle the relationship between the unified guiding ideology and the diversified social thoughts, in order to make the diversification of social thoughts play more positive roles. Therefore, we can not blindly flatter the unified guiding ideology and resist the diversified social thoughts, which will make the society lose the vitality and power of development. But if we don't insist on the dominant position of the unified guiding ideology and allow the diversified development of social ideology, the society will lose the leading power of

the core value ideology, and the society will lose the direction of development, leading to the confusion of social thoughts. Therefore, in contemporary China, we need to face up to the existence of objective facts of social ideology and recognize the inevitability and rationality of the diversified development of social ideology. In addition, we should treat social ideology with an objective and rational attitude, and do not simply negate the value of its existence because of its negative aspects. The dialectical relationship between the unified guiding ideology and the diversified social ideology should be correctly viewed, and the pluralistic social ideology led by Marx should be adhered to better promote the development of society.

4. CONCLUSION

In summary, the coexistence of social ideology and social guiding thought shows that social ideology has a certain theory or a leading role of thought. It is of course a product of the combination of theoretical form and the social psychology of people, and a manifestation of social consciousness. In the face of the diversification of social thoughts, we should unswervingly adhere to and develop Marxism, accurately locate various social ideology, establish a clear goal orientation, and maximize the formation of social consensus, so that the fundamental interests and the value isomorphism of the largest majority can be realized. In this way, we can better and truly realize the monopoly of Marxism to lead the diversification of social ideology. However, it is also unable to flatter the unified guidance. It is also necessary to enrich and develop Marxism according to the changes of the times and the development of society, so that it can better conform to the construction of socialist modernization with Chinese characteristics and promote the continuous development of socialism in China.

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Exploration on the Teaching Reform of the Integration of Ideological and Political Concepts in Curriculum with the Japanese Teaching--Taking advanced Japanese teaching as an example

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Abstract: The teaching of professional courses in colleges and universities is responsible for imparting knowledge and cultivating specialized talents. At the same time, ideological and political education and moral education are also indispensable. As far as Japanese teaching is concerned, it is indispensable to effectively integrate the teaching of language, and culture with ideological and political education, and add life, values, patriotism, and moral education to the curriculum teaching. The article analyzes the teaching cases of some advanced Japanese courses to explore how to integrate Japanese courses with ideological and political education concepts.

Keywords: curriculum ideology; Japanese teaching; reform exploration

1. INTRODUCTION

At the National Conference on Ideological and Political Work in Colleges and Universities, emphasized that it is necessary to implement ideological and political education in colleges and universities, and to take moral education as the central link to achieve full-course education. This requires that the teaching and educating work of colleges and universities should not only teach knowledge, but also focus on the cultivation of students' moral education. The concept of curriculum ideological and political education is deeply embedded in teaching. Shi Yujiao explored the reform of ideological and political education in public English courses in political and legal institutions. Cui Dayong explored the mode of ideological and political education in physical education schools under the background of MOOC. Zhang Hui used second foreign language teaching as an example to analyze value guidance and moral education penetration in English teaching in the era of big data [1].

2. NECESSITY OF IDEOLOGICAL AND POLITICAL TEACHING OF JAPANESE MAJOR COURSES

2.1 Establishing patriotism and fostering cultural self-confidence

Among contemporary college students, some students

are influenced by the foreign ideology and culture. Their ideology and values of life values will gradually change, and some will even become extreme cognition. In response to this phenomenon, teachers are explaining text. At that time, we should not only focus on the explanation of text knowledge, but also guide students to look at things objectively, strengthen their recognition of the national culture. As far as advanced Japanese teaching is concerned, Lesson 10 of Book 7 in the Japanese Comprehensive Course is about Japanese classical literature. The article mentions two ancient Chinese sages, Xu You and Sun Chen, as such an article about the ancient Chinese sages in Japan. There are still many Chinese textbooks available for students to understand that the Japanese are familiar with ancient Chinese and culture. As Chinese, we should understand and love our culture.

2.2 Seeking common ground while shelving differences, and treating history and culture objectively and fairly

In some articles, some historical and cultural backgrounds are involved. Moreover, because the authors and readers have different countries, their views on the same thing will be different. In the classroom teaching process, students should be guided to learn to look at issues from different perspectives. For example, Lesson 4 of Book VII in Japanese Comprehensive Course is about Hiroshima's atomic bomb. It is about the theme of anti-war. The author accuses the great misfortune of Japanese ordinary people caused by the war and puts forward the theme of peace. However, we must pay more attention to the reasons why Japan was dropped and the background of the times, from the standpoint of the Chinese. So, students should be guided to look at the problems left over by history from different perspectives.

2.3 Learning from the successful experiences of the other countries

As we all know, Japan is a country that loves nature and pays attention to environmental protection. Among advanced Japanese textbooks, there are also a

lot of texts about Japanese people's views on nature, such as Book 6, Book 2, Lesson 6, and Book 7 during the class. The introductory analysis of Japanese people's sensibility to nature is introduced, and the viewpoints of being close to nature, loving nature, and protecting nature are put forward. During the class, students should be guided to understand such a view of nature, and do their best to do it for the sustainable development of our country and the building of a harmonious society do their part.

3. EXPLORING THE MODE OF MERGING CURRICULUM IDEOLOGICAL AND POLITICAL IDEAS WITH ADVANCED JAPANESE TEACHING

3.1 Teachers must continue to learn and strive to improve their own quality

The Opinions of the CPC Central Committee and the State Council on comprehensively deepening the construction and reform of the teaching staff in the new era states that teachers are responsible for the historical mission of spreading knowledge, thoughts, and truth [2]. The first resource is an important cornerstone of the country's prosperity, national rejuvenation, and people's happiness. It can be seen that the country's requirements for teachers must not only have professional qualities, but also guide students in terms of ideology and ethics, and cultivate students into comprehensively developed professional talents. The teachers should improve their professional ideological and political quality as well.

3.2 Digging deeper into ideological and political elements in advanced Japanese courses

In ordinary classes, we must pay more attention to observation, flexibly use the content in the textbooks, and conduct appropriate ideological and political and patriotic education in a timely manner. Many texts in advanced Japanese courses can excavate ideological and political elements and use them as teaching materials for quality education of students. As shown in Table 1:

Table 1. Some ideological and political elements in advanced Japanese courses

Chapter	Ideological and political elements
Volume 5 Lesson 3	People's values and ideas change with the times, so we should look at problems from the perspective of development; To learn to understand and respect the ideas of elders.
Volume 5 Lesson 4	To understand the Japanese view of nature, love and protect nature;
Volume 6 Lesson 2	2. To understand some ways to relieve pressure, and how to correctly maintain mental health.
Volume 5 Lesson 9	To understand the etymology of Japanese word "de"; to understand the similarities and differences between Chinese and Japanese homographs; to strengthen self-confidence in the

	language of our country; and to enhance the interest in studying the Chinese language.
Volume 6 Lesson 2	To learn how people should get along with themselves, animals and plants;
Volume 7 Lesson 2	2. To understand the traditional Japanese view of seasons, which is largely from ancient China.
Volume 7 Lesson 4	To learn to look at historical issues from different perspectives, enhance patriotism, oppose war and cherish peace.
Volume 7 Lesson 10	Learn from the deeds of ancient Chinese sages in Japanese classical literature to inspire patriotic faith and cultural confidence.

3.3 Taking students as the center, adopting problem-based and task-based teaching

The ideological and political concept of the course runs through the advanced Japanese teaching, which can not be mechanically copied, and be forced to indoctrinate without learning. This can easily lead to the rejection of students. Instead, it is counterproductive. We should take the initiative to understand the students' ideas, put forward questions before class, and let students learn the text content with questions, and solve the problems according to the actual life. For example, when learning the article in lesson 3 of Volume 5, students should be arranged in advance to find out whether there has been any change in people's values, and other ideological concepts in the past 40 years. They can contact their grandparents' ideas, and analyze and discuss them in combination with the reality of life. Students understand the main idea of the text and the difficulties of their elders.

3.4 Guide students with information technology

When carrying out ideological and political education for Japanese majors, platforms such as "Internet +", MOOC, and SPOC can be used to further broaden students' cognition, making the course learning more vivid and easy to be accepted. Contemporary college students are a generation known as the digital indigenous people. Their access to information is mainly through the Internet. The Internet and various MOOC platforms also provide rich curriculum ideological and political teaching resources.[3] When teaching, students can be guided to learn about the information related to the content of the article through various APP learning platforms such as Chinese University MOOC, and Learning Link, and then discuss and exchange with each other, and the teacher guides them.

4. CONCLUSION

In short, Japanese is a language research subject, which involves various related disciplines such as literature, culture, politics, economics, and society. In the usual teaching process, teachers must think more and pay more attention. While improving their own

quality, they must also tap into the ideological and political education elements in the curriculum as much as possible, infiltrate the students' ideological and political education and moral education in a silent way to achieve professional education and thinking.

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Research on the Status Quo of International Logistics and Sustainable Development

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Abstract: International logistics is the geographical extension and expansion of the field of logistics. It develops with the development of international trade and transnational corporations, and plays a huge role in supporting or restricting its further development. Especially, transnational corporations' transnational logistics plays a more significant role, which puts forward higher requirements for international logistics.

Keywords: International logistics; Core competitiveness; Sustainable development; Analytic hierarchy process

1. INTERNATIONAL LOGISTICS CONCEPT

The so-called international logistics is the extension and further expansion of domestic logistics. It is the "circulation of goods" that transcends national boundaries and expands the circulation scope. It is an international trade activity that realizes the physical movement of goods between two or more countries (or regions). From the perspective of general business of international trade, international logistics is the process of realizing the ultimate purpose of international commodity trading, that is, realizing the seller's delivery of documents, goods and payment for goods, and the buyer's acceptance of documents, payment for goods and collection of goods. In essence, international logistics is essentially based on the principle of international division of labor and cooperation, according to international practices, the use of international logistics network, logistics facilities and logistics technology to achieve the flow and exchange of goods in the international, in order to promote the development of regional economy and the optimization of the allocation of world resources. The overall goal of international logistics is to serve international trade and transnational operations. That is to choose the best way and path, with the lowest cost and the least risk, to ensure quality, quantity, timely goods from one country's supplier to another country's demander. [1]

2. EVALUATION OF INTERNATIONAL LOGISTICS SYSTEM

Evaluation index of international logistics system. The main purpose of the evaluation of international logistics system is to determine whether each program of the logistics system has achieved the predetermined performance indexes and whether it can meet the predetermined goals of the logistics

system under various internal and external constraints. Because the structure of the logistics system is different, the purpose of the logistics system is very different, so the objects, standards, factors to be considered, methods to be used and evaluation process of the logistics system are also various. [5]

Due to the current international logistics work is in its infancy, the whole logistics evaluation system is far from perfect, so the author attempts to establish an evaluation system with analytic hierarchy process (ahp) as the core, to provide reference for logistics system evaluation, namely selected representative logistics index, using the analytic hierarchy process (ahp) to assume that evaluation on the future international logistics system, determine the trend of the logistics system to achieve the goal of gradually raise the level of international logistics. [6]

In this paper, logistics service quality is defined from the perspective of international logistics operation process, that is, international logistics service quality refers to the logistics service quality enjoyed by customers from the beginning of order payment to the whole process of goods receipt, mainly including five aspects:

Delivery service quality B1 (logistics order processing speed C1, delivery speed C2, delivery completeness rate C3, delivery accuracy rate C4),

Quality of transportation service B2 (transportation speed C5, visibility of information during the transportation of the order C6, package breakage rate C7, package loss rate C8),

Delivery service quality B3 (deliverer service attitude C9, delivery goods completion rate C10, delivery on time C11, delivery service flexibility C12)

Return and exchange service quality B4 (return and exchange order processing speed C13, return and exchange service personnel attitude C14, return and exchange flexibility C15, return and exchange fee C16)

Customer service quality B5 (customer complaint timely handling rate C17, customer consultation timely response rate C18, customer service attitude C19, customer service staff professional C20).

The author believes that the above five indicators can better reflect the advantages and disadvantages of various aspects of logistics work, and use them to make a comprehensive evaluation of the service

quality of international logistics system.

Considering the limited length of this paper, the concept of analytic hierarchy process and detailed process are not described.

In this way, the hierarchical structure of international logistics service quality evaluation is established as: Figure 1

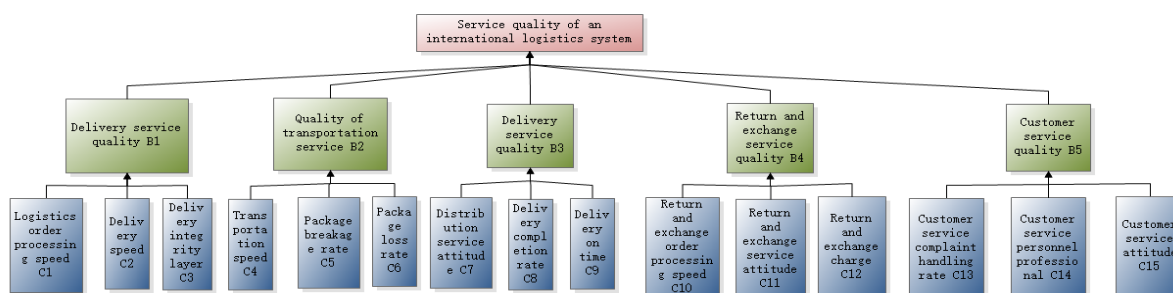


Figure 1. The hierarchy chart of international logistics service quality evaluation

Establish A judgment matrix, determine the weights of B1, B2, B3, B4 and B5 are respectively 6, 1, 2, 3 and 4 on the basis of consulting logistics experts and relevant materials, and establish A pairwise comparison judgment matrix among factors at a-b level, [2]

3. THE DEVELOPMENT STATUS OF CHINA'S INTERNATIONAL LOGISTICS INDUSTRY

3.1. The Environment for the Development of the International Logistics Industry Has Improved

Relevant departments of the central government, including the state economic and trade commission, the state planning commission, the ministry of communications, and the ministry of foreign trade and economic cooperation, pay attention to the development of China's logistics industry from different perspectives, actively study and formulate relevant policies, and make overall plans for them. Local governments are also actively planning the future development of local logistics: at present, the governments of shenzhen, Beijing, tianjin, Shanghai, guangzhou, shandong and other places have begun to study and formulate regional logistics development plans and relevant promotion policies.

3.2. Logistics Infrastructure Has Taken Shape

Since the reform and opening up, the country has invested a lot in the logistics infrastructure, which has developed a lot and taken shape. In addition, China's carrying capacity has been listed as the eighth place in the world, becoming the main force of China's foreign transport, and carrying out freight operations for third countries. [3]

4. PROBLEMS EXISTING IN THE DEVELOPMENT OF CHINA'S INTERNATIONAL LOGISTICS INDUSTRY

4.1. The Law on International Logistics Operation is not Sound

In China, international logistics started late, lack of special international logistics laws and regulations, norms to promote its development. Existing laws and regulations related to logistics are mostly departmental and regional regulations, often with the color of regional or departmental protection, such as "railway freight transport law", "highway

freight transport law" and so on. The entry and exit of logistics market and competition rules basically have no uniform laws and regulations to follow. The imperfection of international logistics laws and regulations limits the development speed of China's logistics internationalization. [7]

4.2. Slow Connection of International Logistics Standardization

Compared with the developed countries in the world, although China has completed the study of standardization, there is still a gap. China's logistics operations use equipment and packaging, transportation, loading and unloading and other circulation links, are lack of necessary industry standards and industry norms, leading to the general low logistics efficiency, such as China's current pallet total of about 70 million, but specifications, standards are not unified, difficult to meet international specifications.

5. SUSTAINABLE DEVELOPMENT STRATEGY OF CHINA'S INTERNATIONAL LOGISTICS

International logistics system of our country already has a certain scale, in order to promote China's international logistics system more reasonable, should take the following measures: first, rational selection and layout of the logistics in domestic and foreign network, expand the scope and scale of international trade, in order to achieve cost province, good service, high credibility, high efficiency, foreign exchange earning good logistics overall goal. Second, adopt advanced transportation methods, means of transportation and transportation facilities to accelerate the circulation of import and export goods. Make full use of the sea transport, multimodal transport mode, and constantly expand the scale of container transportation and land transportation, increase the through put, expanding trade, import and export trade volume and the third, shorten the backlog of import and export of goods in transit, it includes the stock in transit, such as stay quarantined and replenish onr's stock, the arrival of the goods into, etc.), the sale in transit, such as sales, import and export ports, for shipment to be shipped), settlement in transit delay (such as

the collection of honour, etc.), in order to save time, accelerate the flow of goods and capital. Fourth, improve the transport route, reduce the opposite, roundabout transport. Fifthly, improve packing, increase technical loading capacity, load more goods and reduce loss.[4]

6 .CONCLUSION

At present, China's logistics and transportation market has been fully liberalized, facing the opportunities and challenges brought by the liberalization of service trade, international logistics will be where to go, which is the problem that China's economic development must solve. Macro level, the Chinese government departments should be given sufficient attention, increase effective supply and the demand scale of logistics and cultivate international logistics market, to develop international logistics development planning, the corresponding laws and regulations and standard system, strengthen infrastructure construction, for the development of international logistics industry

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to create a good macro environment.

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An Exploration and Innovation of Practical Teaching of Undergraduate Students Majoring in Teaching Chinese to Speakers of Other Languages

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Abstract: With the influence of the global community of common destiny, the development of Teaching Chinese to Speakers of Other Languages (TCSOL) is promoting under the background of increasingly high status of China in the world. When colleges and universities are training the students majoring in TCSOL, the whole training stage must face that how to train more qualified teachers of TCSOL. Therefore, the students majoring in TCSOL in the colleges and universities are directly responsible for the tasks of teachers of TCSOL. The author makes a preliminary analysis of the problems existing in the practice teaching of the current TCSOL, and analyzes the innovation of the practical teaching.

Keywords: TCSOL; Undergraduate; Practice teaching; Exploration and innovation

1. INTRODUCTION

According to the requirement of TCSOL in normal universities, the goal of cultivating professional talents is teachers. These teachers can teach Chinese as a second language. On the basis of that, they need to cultivate talents with strong practical ability and broad adaptability. After meeting the above requirements, the talents we hope to cultivate should have stronger international communication ability and cultural output capability. Consequently, in order to train such students majoring in TCSOL, we need to solve the contradiction between the talents of TCSOL and the social demands to further improve the employment rate of graduates and make the allocation of educational resources more reasonable. In other words, the graduates of TCSOL should have the characteristics of teachers, being compound, applied and internationalization. Students must have a good command of professional knowledge and the teaching ability of teaching Chinese as a second language, and the vision of cross-cultural communication and international strategic thinking, as well as excellent teaching ability and language application capacity. [1]

2. THE PROBLEMS IN THE PRACTICE TEACHING OF TCSOL

For the specific purposes and requirements of TCSOL, it is necessary for students majoring in TCSOL to have better theoretical principles and

strong practical capacity. The improvement of practical ability requires students to continuously explore in the practice link, and then to improve their practical ability. If the practical activity classroom learning is lacking, the ability will be difficult to improve. Therefore, the current TCSOL lays bare weakness in the practice teaching. Specifically, the teaching model of TCSOL pays more attention to theoretical teaching and pays less attention to practice. It pays more attention to the teaching of knowledge, but shows low attention of exact capacity. In the personnel cultivating program, the goal of training and the system setup of curriculum are relatively perfect, but when it comes to the practical teaching link and the teaching content, it is slightly sensational. There are fewer credits and semester hours of relative theoretical courses. In addition, some students majoring in TCSOL have the situation that the teaching content and teaching form of professional practice teaching do not conform to the virtual professional characteristics. In terms of innovation, the problem of learning Chinese as a second language is even more difficult. The internship environment is mostly limited to the domestic, and students lack the international experience.

3. INNOVATION AND EXPLORATION OF PRACTICAL TEACHING OF TCSOL

3.1 To Carry Out Innovation in Practical Teaching with Comprehensive and Three-Dimensional Practice Teaching

The main battlefield of TCSOL should focus on overseas practice and domestic study. There are big differences between teaching foreigners Chinese abroad and teaching foreigners Chinese at home. For this reason, if students majoring in TCSOL only practical teaching in China and there is no experience in practicing teaching abroad, they will have many difficulties in teaching in foreign countries and even cannot complete the work of teaching Chinese as a foreign language. At present, the teachers of Chinese language teaching institutions in China have approached saturation point, and the demand for Chinese teachers in foreign countries is even greater. As a result, it is necessary for undergraduate schools to actively carry out practical teaching in foreign bases. In this way, we can provide internship

opportunities for students in an all-round way, so that the learning environment and true environment can be in a state of organic union to improve the quality of students' practice, and truly do a good job of reserve for the teachers of TCSOL. [2]

3.2 To Innovate the Mode of Learning in Class and Extracurricular Practice

In traditional practice, we mostly considered that theoretical knowledge and practical activities are opposite, and we thought that practice is a case outside of theory, so it is inevitable that teaching is biased towards theoretical knowledge, and extracurricular practice has not been better considered. Based on the current development situation, we have to re-examine this view. If we want to cultivate a large number of teachers who are suitable for TCSOL, we should actively change our conceptions, organically combine theoretical knowledge with practical teaching, and carry out practice with a more scientific view of practice. After the combination of knowledge in class and extracurricular practice, the whole process of practice simulation is carried out. It is also required that the theoretical courses should be taught at different levels, and the practical part of the teaching courses should be strengthened in this way. The whole course can be considered to help students improve their teaching ability from case-based teaching, trial teaching exercises, and calligraphy teaching, or from the form of teaching courses, and innovate in content. On that basis, we should broaden the practice and learning inside and outside the school, domestic and foreign teaching channels, make comprehensive use of teaching practice resources, and take summer vacation as an opportunity to create more practice environment for students and improve their practical teaching ability.

3.3 To Carry out Reform and Innovation from Credits and Flexible Academic System with Professional Characteristics

The current teaching mode of colleges and universities is the credit educational system. Such teaching encourages students to complete certain courses every semester. Elective and compulsory courses make students have fixed courses every semester. The teaching plan is not flexible enough, and the teaching progress is too rigid. Such a form makes the whole teaching organization form not flexible enough. The mobility of students' independent course selection is small, and the enthusiasm naturally declines a lot. There are many restrictions and difficulties in the course selection of interdisciplinary courses, and the potential of students cannot be brought into full play. TCSOL itself is a work with overall comprehensive quality. When combining characteristics and practice, it carries out different credit proportion within the credit, for

example, the credit proportion of practical courses and theoretical knowledge learning remain a relatively stable level. According to the characteristics of this course, it should reduce the proportion of theoretical courses appropriately, so that students have more time and higher enthusiasm to learn other subjects of learning and carry out practical teaching, innovate the form of practice to improve students' practical ability [3].

4. CONCLUSION

The TCSOL has been gradually promoted, and teachers have gradually become an important issue, which directly affects the quality of the development of TCSOL. Today, China's international status is rising. The country has promoted the "the Belt and Road" and the community with a shared future for mankind, which makes [4]Chinese be demanded in the world high. In the establishing and training of TCSOL, colleges and universities are faced with the task of renewal and more arduous. The author mainly explores the innovation of practice teaching, focusing on cultivating students' social practice capacity and international perspective to cultivate applied, complex and internationalized professional talents.

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Research on the Training Mode of Engineering Management Major in Financial Universities

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Abstract: taking the personnel training of engineering management major in Financial Universities under the background of "new economic management" as the research object, aiming at the goal orientation, teacher strength, curriculum setting, practical teaching and experimental training in the process of making the talent training plan of engineering management major, the author puts forward the specific thinking of talent training of engineering management major in Financial Colleges and Universities under the background of "new economic management" Road.

Keywords: New economic management; Financial colleges and universities; Engineering management; Personnel training

1. INSTRUCTION

It is the basic requirement of the society for the cultivation of engineering management talents to cultivate talents with correct engineering and social, economic, humanistic and scientific concepts and master modern engineering technology. At present, the scale of China's higher engineering education has leaped to the forefront of the world, but the common reflection of most employers on the quality of higher engineering education is that graduates generally lack the understanding of project management workflow and culture, slow adaptation to work, lack of team work experience, poor communication ability and hands-on ability, lack of innovation spirit and ability, professional ethics, professionalism, etc [1]. The quality of literature is weak. Under the background of "new economic management", there are several problems in the training of engineering management talents in Financial Colleges and universities

2. PROBLEMS IN THE TRAINING MODE OF ENGINEERING MANAGEMENT PROFESSIONALS IN FINANCIAL UNIVERSITIES

2.1. Lack of Engineering Technology Background

According to the training objective of engineering management specialty, it is required to cultivate compound management talents with both civil engineering technical knowledge and basic management, economic, legal and other basic knowledge related to engineering management. But first of all, engineering management must be based on engineering technology, which requires a strong engineering technology background. However, financial colleges and universities usually do not offer

civil engineering major, which makes the courses of management and economy lose their basic support and cannot be effectively applied in the field of engineering technology.

2.2. Insufficient Investment in Hardware Facilities

Financial and economic universities mainly focus on economic management disciplines. Compared with science and technology universities, engineering management disciplines require significantly less hardware investment than science and technology universities, and lack of laboratory equipment and practice site for hands-on operation drills, which leads to insufficient investment in hardware facilities related to engineering management technology courses in financial and Economic Universities.

2.3. Lack of Civil Engineering Background Teachers

There is a strong faculty of economics and management in Financial Colleges and universities. The full-time teachers of engineering management are lack of civil engineering background teachers. Many teachers have no practical experience in engineering, so it is difficult to effectively link professional theory with engineering practice teaching. At the same time, there are few opportunities for young teachers to practice and train in the engineering business department, so it is difficult to improve the professional teachers' strength, and the cultivation of "double teacher" teachers needs to be strengthened.

2.4. Insufficient Practice Teaching

Limited by the traditional education mode, objective teaching conditions and hardware conditions, financial colleges and universities do not pay enough attention to the practice of engineering management teaching, and there is a phenomenon of "emphasizing theory, ignoring practice". The only practical teaching mode only stays at the level of short-term visit and practice, which is not enough for the whole process management and the whole life cycle of the physical engineering project, resulting in the lack of practical ability of graduates [2].

3. TRAINING AND CONSTRUCTION OF ENGINEERING MANAGEMENT TALENTS IN FINANCIAL AND ECONOMIC UNIVERSITIES

3.1 Make a Reasonable Talent Training Plan

On the basis of full investigation, guided by social needs, fully considering the opinions of the professional Steering Committee and the employer, accurately analyze the quality and ability corresponding to the job demand of engineering

management graduates, and optimize the talent training program. Following the talent training principle of "thick foundation, wide caliber, application oriented and innovation oriented", we are committed to training practical and compound high-quality professionals, highlighting the characteristics of engineering management major in Financial Colleges and universities.

3.2. Strengthen the Construction of Teaching Staff

Improve the quality of professional teachers in an all-round way, make the age structure, knowledge structure, learning background structure, education background structure and professional title structure of teachers adapt to the development needs of teaching and scientific research of engineering management major, actively introduce the discipline leaders of engineering management major with high professional title and education background, pay attention to the cooperation between schools and enterprises, hire the enterprise experts with rich practical experience as practical tutors to guide students Practice teaching activities.

3.3. Speed up the Reform of Teaching Curriculum System

Around the teaching content of different platforms, promote the application of heuristic teaching, case teaching and participatory teaching in classroom teaching; strive to build a teaching system of mutual transmission of basic teaching, professional teaching, special teaching, experiment and practice teaching; reform the single assessment method of the course, and actively explore the examination combined with student course examination, course paper and Research Report We should encourage teachers to actively engage in teaching research and make full use of multimedia, micro class, screen class and other teaching methods to carry out teaching reform.

4. CONSTRUCTION

In order to cultivate the engineering practice ability of engineering management students in Financial Colleges and meet the ability demand of enterprises for engineering management graduates, we should focus on the following aspects of reform [3].

4.1. Optimize the Teaching Staff and Improve the Comprehensive Quality of Teachers

In order to cultivate practical talents with solid foundation and strong practical operation ability, engineering management specialty must build a professional teaching staff with high quality and reasonable age and title structure. Through the combination of on-the-job training, sending for further study and on-the-job doctoral education, the proportion of doctoral degree recipients among teachers will be greatly increased; young scholars with doctoral degrees and famous professors with influence in China will be actively introduced. We should train discipline leaders and key teachers, establish and improve the training mechanism for young and middle-aged teachers, encourage teachers

to participate in social practice, and broaden their professional vision and practical experience.

4.2. Optimize the Training Program and Reform the Curriculum System

In the formulation of talent training program, we should not only consider the actual needs of the engineering construction field, but also focus on the long-term career development needs of students, combine the practical ability training with the professional qualification examination in related fields, and reasonably set up the professional curriculum system. In addition to the basic courses, we should actively build the three platform curriculum system of "professional core platform + professional development platform + practical education platform". The professional core platform mainly provides the professional core courses of engineering mechanics, housing architecture, construction technology, engineering economy, construction laws and regulations, engineering project management, engineering budget and so on, which are closely combined with the industry dynamics; the professional expansion platform is mainly used for elective courses required by different professional directions, such as engineering project management direction, engineering cost management, real estate management and development, etc The practice education platform is mainly used for comprehensive professional research, professional practice and practice of various professional courses.

4.3. Increase Practical Input and Cultivate Students' Practical Application Ability[4]

As a compound major closely combining theory and practice, engineering management is highly practical and closely related to engineering practice. The students who are trained need to have strong practical application ability. Due to the lack of engineering technology background, there is no relevant civil engineering major as teaching support in Financial Colleges and universities. In order to effectively improve the practical teaching results, on the one hand, we should increase the laboratory investment, actively build the virtual technology simulation laboratory, so that students can learn in the virtual situation; on the other hand, we should further strengthen the cooperation between schools and enterprises, rely on the off Campus Training Base Teaching, so that students have the opportunity to enter the engineering practice to learn, and comprehensively improve the comprehensive practical ability of students.

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Chinese Translation of English Songs: A Perspective of Dynamic Equivalence Theory

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Abstract: With the trend of globalization in the world's economic and cultural development, English songs, as cultural products, are becoming an indispensable part of daily life. However, research findings related to Chinese translation of English songs are barely available. Thus, in this paper, it is intended to make a further study on the English-Chinese lyrics translation from the perspective of "Dynamic Equivalence Theory" by Nida.

Keywords: English songs; Chinese translation; dynamic equivalence

1. INTRODUCTION

As a tool of cultural exchange, English-Chinese lyrics translation has become essential and inevitable. However, most of the Chinese scholars concentrate on the activity of Chinese translation of English songs itself while the theoretical study of the song translation remains largely unexplored. As a consequence, the related studies conducted by previous translators are relied on their own foregoing song-translation experience instead of the standard systematic theoretical frame. Since the closely-related thesis are quite few, the summary of the limited research will be given as follows. [1]

Firstly, Zhang Ziqiang claimed that insufficient translated works and unstandardized level were the main defects of Chinese translation of song lyrics. Then Shang Ruiqin concluded different types of rhyme in translation of English songs into Chinese during several typical historical stages. Afterwards, Gu Zhengyang put forward the significance and hardship of lyrics translation and argued that the integration of melody and rhythms of lyrics should be granted more focus.

So far as can be concerned, previous authoritative scholars have made some studies on English-Chinese lyrics translation. However, we have to admit that their explorations conducted by them are inevitably restrained by their inadequate experience accumulated for years. Furthermore, it is not available for them to the more systematic theoretical frame of lyrics translation. From this point of view, up till now the researches have been proved to be relatively immature and more investigations and studies are projected to be conducted in the future.

To deepen our understanding of the the strategies of English-Chinese lyrics translation, it is of vital importance to deal with how to help the English-song

lovers access the meaning (instead of the literal meaning) of the lyrics in context. At the same time, what techniques our translators are in a position to employ properly during the whole process of translation should be discovered. On the basis of the analysis from previous academic researchers, this paper intends to introduce "Dynamic Equivalence Theory" by Eugene A. Nida applied in the research of English-Chinese lyrics translation from a new perspective.

2. THE CHARACTERISTICS OF ENGLISH SONGS

The author holds that English songs have their own features to get discovered. From the view of the linguistics and syntax, the characteristics of English songs are generalized as follows.

2.1 Refined and Simple Language[2]

Since songs should convey the specific messages and spirit within a few lines of words and they are set up to entertain the general public, the speech used should be comprehensible and applicable for singing. Ambiguous words may easily make singers and receptors distressed and dissatisfied, and undoubtedly do harm to the popularization of English songs in public. Hence the language used for lyrics of English songs should be refined and simple.

2.2 Concise, Regular Sentence Patterns with Regular Rhymes and Rhythms

Like poetry, concise and regular sentences are commonly utilized in a song to bring a metrical beauty, such as parallel sentences, antithetical sentences, etc. For example,

I told you to be patient

I told you to be fine

I told you to be balance

(*Skinny Love*, 2010:9)

2.3 Simple Structure and Short Length

A song is discovered that it is made up of barely certain sentences, and each sentence is not that long as a consequence of the restriction of space and time. Furthermore, the repeated sentences are widely used to stress the point or express the musician's emotion in the structure which is relatively uncomplicated as usual.

2.4 Ample Figures of Speech

Figure of speech covers simile, synecdoche, pan, metaphor, hyperbole, personification, alliteration, repetition, metonymy and so forth. All these figures of speech are used in a non-literal way to express a definite idea or implicate some complicated emotions.

See the following examples:

Metaphor: "An empty street, An empty house,
A hole inside heart I'm all alone
And the rooms are getting smaller."

(*My Love*, 2002: 1)

Here the phrase "a hole in my heart" means that his heart is filled with sorrow and sadness.

Here the phrase "that the rooms are getting smaller" means that he is surrounded by loneliness [3]

3. DYNAMIC EQUIVALENCE THEORY AND ENGLISH-CHINESE TRANSLATION

Eugene A. Nida (1914-2011) is a pioneer in the domain of translation theory. He put forward his translation theory which called Dynamic Equivalence, later known as Functional Equivalence. The aim of application of Dynamic Equivalence theory into practical activities of translation is to meet the demand that the audience of both languages can comprehend the meanings of the text in a similar way. Translators, as humankind, we are capable of thinking and dealing with the practical issues flexibly to adjust the changes in context. Additionally, it suggests not simply the equivalence between the function of the original text in the source settings and the function of the translation in the target settings. Instead, the function has a wider range of definition and that is a unique trait of the text. From the view of this point, this theory is sometimes used when the appreciation of the translation is more indispensable than the simply preserving the original structure of grammar.

In order to reach a goal of a satisfactory dynamic equivalence from a source language to target language, certain related principles are essential:

- 1) If a strict, rigid translation is prone to cause a misinterpretation of the meanings from a source language, or it may lead to a serious lack of the artistic effect in a translated version;
- 2) If a strict, formal translation is too semantically challenging for the public to understand accurately at ease.
- 3) If a strict, formal translation makes no sense or excessively ambiguous.

To sum up, as Nida stated in his works, suitable and necessary adjustments are of vital importance in translation of artistic literal works so as to achieve the aim of the closest natural correspondence.

4. FEASIBILITY OF THE USE OF DYNAMIC EQUIVALENCE INTO ENGLISH-CHINESE LYRICS TRANSLATION

4.1 The Realization of Dynamic Equivalence in Sound

Sound is one of the basic elements to embody the artistic beauty of language. When it comes to sounds of song, rhythm and tone cannot be ignored. The following part in this paper will study the transformation of rhythms in the English-Chinese song lyrics translation with accordance to the Nida's Dynamic Equivalence theory. [4]

4.1.1 The Transformation of Rhythm

Rhythm is the life of a poem. We have to admit that songs have a lot in common with poetry. Especially rhyme has become the essential factor to convey the aesthetic effect to touch the audience's hearts. The transformation of rhythm mainly covers the rearrangements of feet and rhyme scheme in lyrics translation.

4.2 The Realization of Dynamic Equivalence in Meaning

With the accordance with Nida, the terminal purpose is to present the meaning, emotion, and artistic effect to the audience. Thus, the dynamic equivalence in terms of meaning is the first thing a translator should try their best to accomplish. The following part in this paper will analyze what specific manners should be applicable to reach the dynamic equivalence in Chinese translation of English songs.

4.2.1 Transliteration & meaning implication

This manner is applied with the style of feature of the original song. Taken the English popular song called *Bad Romance* sang by Lady Gaga as an example. Several pieces in this song are "*I want your ugly. I want you your disease, caught in a bad romance.*" As can be seen from the lyrics, it does not obey the strict grammatical structure of a sentence. Those words are used quite easy but also difficult to be translated into another language, even though you understand the main idea of the lyrics and comprehend the strong feelings as the singer have. The more appropriate version should be the one suitable for the tone of this original English song and close to the style as well.

4.2.2 Omission

Omission is a technique which means unnecessary words in the translation should be deleted in accordance with the principle of translation. It also preserves the original brief style of song lyrics. As far as been mentioned in Chapter Two, song lyrics should be concise and clear to convey the main messages to the audience and express their emotions directly. From the perspective of this point, it is a key to make clear the importance of omission as well as that of amplification. To be more precise, it is accepted that translators should avoid the translation of those redundant and useless words from its original text for the target readers. If the information is not that important to be mentioned and omission won't affect the expression of the content, this manner might be helpful. For example: "*And I just want to know. And who can heal those tiny broken hearts. And what are we to be.*" (*From the Far Away from Home*, 2002) In the above lyrics, the unnecessary word "and" should be omitted in the translation. The omission is used properly here because the conjunction has no exact meaning and does not hamper the comprehension of the original lyrics without "and" in this part. [5]

5. CONCLUSIONS

The basic principle of translating a song from English to Chinese is to convey the essential information

accurately from the original texts. [6] Given the fact that there are big differences existing between English and Chinese, sometimes we have to flexibly deal with the so-called equivalence from the source language to target language. Thus, the techniques adopted in English-Chinese lyrics translation should be altered accordingly. In this paper, the method of realizing the dynamic equivalence of forms, meanings and sounds are elaborated in detail. Furthermore, certain suitable adjustments towards rhyme scheme and the tones of Chinese version should be given more focus as well. Inevitably, some extra difficulties related to English-Chinese lyrics translation are worth further discussing. Hopefully, it is strongly believed in this paper that with the rapid growth of the economy between nations, the development of cultural exchanges is definitely promising. Therefore, a more mature theoretical system is expected to establish as a guide to instruct the song lyrics translators do better with the countless efforts by scholars in the field of

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translation.

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Evaluation of Innovation and Entrepreneurship Education in Chinese Universities: Evolution, Current Situation and Development

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Abstract: After experiencing the germination and promotion period, the evaluation system of innovation and entrepreneurship education in Chinese universities has entered a period of rapid development. The current situation of the evaluation system of innovation and entrepreneurship education in Chinese universities has been expounded from five aspects: evaluation theory and model, index system, subject, object and application. What's more, the article explores four issues that should be considered in the establishment of the evaluation system of innovation and entrepreneurship education in Chinese universities and points out that it will be one of the trends of future research on the establishment of the evaluation system of innovation and entrepreneurship education in Chinese universities which is mainly based on the quality evaluation of individual adaptation.

Keywords: Innovation and entrepreneurship education; Quality evaluation; Evolution; Current situation; Development

1. INTRODUCTION

These questions deserve our consideration: What is the present situation of innovation and entrepreneurship education evaluation in Chinese universities? What problems still exist up to now? What are the future research directions and paths? This article sums up the evolution and current situation of the evaluation of innovation and entrepreneurship education in Chinese universities through the statistics and analysis of the research literature on the evaluation of innovation and entrepreneurship education in Chinese universities. On this basis, it also explores the problems that need to be considered in the establishment of evaluation system, and provides a reference for further research on the evaluation of innovation and entrepreneurship education in Chinese universities. [1]

2. EVOLUTION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION EVALUATION IN CHINESE UNIVERSITIES

2.1 Literature Statistics and Analysis

By using keywords such as "innovation and entrepreneurship education", "entrepreneurship education", "quality evaluation", "evaluation" and so on, 142 relevant literatures have been retrieved in China National Knowledge Infrastructure. Among

them, it published 124 periodical papers, 4 doctoral papers, 14 masters' papers, 19 Chinese core periodical papers and 10 Chinese Social Science Citation Index (CSSCI) papers. The earliest reference was published in 2007. Chen Haokai et al. (2007) published Research on Evaluation Index System of Entrepreneurship Education Quality on magazine, JOURNAL OF TECHNOLOGY COLLEGE EDUCATION, which shows that the research on Evaluation of innovation and entrepreneurship education in Chinese universities started late. From the distribution on number basis of documents, there are only 34 articles in the period of 2007-2014, about three-fourths of which have been published since 2014, and the number of documents in 2014-2018 has increased year by year. This shows that the research on Evaluation of innovation and entrepreneurship education in Chinese universities has developed rapidly in the past five years. [2]

2.2 The Development of Innovation and Entrepreneurship Education in Chinese Universities

The first student entrepreneurship plan contest opened in Tsinghua University back in 1998. Some universities officially opened the basic course of entrepreneurship in 2003, which marks that innovation and entrepreneurship education has entered the field of Chinese universities. However, the development of innovation and entrepreneurship education in colleges and universities has been slow in the next five years. During 2007 to 2012, the Ministry of Education issued relevant documents on innovation and entrepreneurship, which promoted the development of entrepreneurship education in Chinese universities. In September 2014, Premier Li Keqiang put forward the concept of "Mass start a business while millions of people blaze new trails" which marked the high-speed development of innovation and entrepreneurship education in Chinese universities. The proposal of "Mass start a business while millions of people blaze new trails" is of great significance to the development of innovation and entrepreneurship education in Chinese universities: (1) It links entrepreneurship with innovation. Innovation is the source of entrepreneurship. The benefits, prospects and vitality of entrepreneurship depend on the value of innovation. It enriches the content of entrepreneurship education and extends the dimension of entrepreneurship education; (2) It fully embodies

the educational value of innovation and entrepreneurship, which means that innovation and entrepreneurship is not only an integral part of higher education in China, but also an important part of the quality reform of talent cultivation in China. It is also a key link in the transfer of higher education from "quantity" to "quality"; (3) It clarifies the contents and objectives of innovation and entrepreneurship education in Chinese universities. Innovation and entrepreneurship education is not a single way to cultivate entrepreneurship ability of college students but more importantly to cultivate their innovative thinking and spirit. Also, innovation and entrepreneurship education is not a single way to teach and guide college students how to start a company, but to apply innovative thinking and consciousness into scientific research, technology industry and social services.

2.3 Evolution of the Evaluation System of Innovation and Entrepreneurship Education in Chinese Universities[3]

2.3.1 Germination Period (1998-2011)

The germination stage can be divided into two stages. The first stage is the gestation stage (1998-2006). At this stage, the focus of government departments and universities is to build entrepreneurship courses, which belongs to the embryonic period of innovation and entrepreneurship education in Chinese universities. Few scholars have studied the quality evaluation. However, logically speaking, the evaluation of entrepreneurship course and quality of entrepreneurship education must be achieved under the condition of having entrepreneurship curriculum and entrepreneurship education. From this point of view, the construction of entrepreneurship curriculum and entrepreneurship education in Chinese universities during the brewing stage provides the possibility and necessity for quality evaluation; The second stage is the initial stage (2007-2011). At this stage, some domestic scholars began to study the evaluation of innovation and entrepreneurship education in Colleges and universities and published relevant papers. Generally speaking, the research in this stage has the following characteristics: (1) There are not many papers in this stage, but the quality of the papers is high. For example, Research on the Management Model and Quality Evaluation of College Entrepreneurship Education by Doctor. Dong Xiaohong (2009), Research on Quality Evaluation of College Entrepreneurship Education Based on QFD by Doctor Qin Jingmin (2010) and so on, which also shows that the evaluation of innovation and entrepreneurship education in China's universities started late, but the starting point is high. (2) The main body of evaluation mainly focuses on the evaluation of the quality of internal adaptation, in other words, the evaluation is basically centered on "teaching", especially the evaluation of entrepreneurship education curriculum, teachers and

teaching. (3) Most of the research methods come from foreign advanced experiences and theories, such as the 18 indicators of entrepreneurship education created by Vesper and Gartner, the general framework of entrepreneurship education evaluation proposed by Fayolle and so on. (4) Research is basically at the macro and theoretical stage and few applications. From the macro point of view, it put forward the principles, necessity and requirements of quality evaluation and the quality evaluation model is established by referring to the theory. However, few scholars use the established quality evaluation model to evaluate the quality of innovation and entrepreneurship education in Colleges and universities. [4]

2.3.2 Promotion Period (2012-2014)

The report of 17th National Congress of the Communist Party of China and the policy on innovation and Entrepreneurship of college students issued by the Ministry of Education in 2012 have promoted the research on the evaluation of innovation and entrepreneurship education in Chinese universities. The number of documents in the promotion period is about 2.5 times that in the germination period. Among them, the number of documents increased sharply in 2013, which is the climax of the research on the evaluation of innovation and entrepreneurship education in Chinese universities during the promotion period. The research in this period has the following characteristics: (1) The theory and model of evaluation are more abundant. Many domestic scholars use the evaluation theory and model commonly used at home and abroad to study the evaluation system of innovation and entrepreneurship education in Chinese universities, such as CIPP theory, QFD theory, DEA and so on; (2) Although the main body of evaluation still focuses on the evaluation of the quality of internal adaptation, some scholars add external adaptation quality evaluation (social influence, regional contribution, industry average, etc.) and individual adaptation quality evaluation (student satisfaction, student fitness, [5]student engagement, student happiness, etc.) into the evaluation system. For example, Geli (2014) listed social benefit and entrepreneurship effect as one of the evaluation indicators, Zhu Zhiwen (2013) listed student participation and career choice as evaluation indicators; (3) The research objects began to show diversified characteristics. Some scholars studied the evaluation of innovation and entrepreneurship education in different types of universities. For example, Feng Yanfei et al. (2013) take research university as research object and Zhu Zhiwen (2013) takes local university as research object; (4) Although Feng Yanfei and Song Zhishuai have carried out empirical research, the application of the evaluation system of innovation and entrepreneurship education in colleges and universities is still relatively small.

2.3.3 High-speed Development Period (2015-present)

In 2015, Premier Li Keqiang made an important deployment of "Mass start a business while millions of people blaze new trails" in the government work report, which accelerated the research on the evaluation of innovation and entrepreneurship education in Chinese universities. Since 2015, the number of documents has increased rapidly every year, and there has been a research upsurge in the evaluation of innovation and entrepreneurship education in Chinese universities. The research in this period has the following characteristics: (1) The theory and model of the research are maturing and the evaluation index system is perfecting day by day. Up to now, there are about 12 theories and models applied. Most scholars have constructed a three-level evaluation index system. Some scholars have used the same theory and model to repeatedly discuss and deeply study the evaluation of innovation and entrepreneurship education in colleges and universities. Some scholars have introduced the "student-centered" theory into the evaluation system. Some scholars used Delphi method and Entropy Method to weigh the index; (2) The main body of evaluation has changed from internal adaptation quality evaluation to external adaptation quality evaluation and individual adaptation quality evaluation. Especially for the individual adaptability quality evaluation indicators such as student participation and the quality of long-term development of students' innovation which are paid attention by domestic scholars. In addition, social influence, industry contribution, alumni evaluation and other external adaptation quality evaluation indicators have become important quality evaluation indicators; (3) The research objects are diversified. Domestic scholars have established the evaluation system of innovation and entrepreneurship education in local universities, research universities, higher vocational colleges, applied undergraduates and private colleges; (4) The application of the research has increased, and some scholars have also carried out empirical research after building the evaluation index and formulating the weight, which verifies the applicability and adaptability of the evaluation system. [6]

3. RESEARCH STATUS OF INNOVATION AND ENTREPRENEURSHIP EDUCATION EVALUATION IN CHINESE UNIVERSITIES

3.1 Evaluation Theory and Model

Commonly used evaluation theories and models are "student-centered" theory, CIPP theory, fuzzy comprehensive evaluation and analytic hierarchy process, fuzzy comprehensive evaluation (FCE) and analytic hierarchy process, quality function deployment theory, etc. Among them, "student-centered" theory fully reflects the subjectivity of college students and is a typical type of individual adaptability evaluation. For example, Xu

Jiahui et al. (2018) puts forward five first-level indicators for evaluating innovation and entrepreneurship education in Colleges and universities, including student background, student participation and learning effect based on the "student-centered" theory and the experience of NSSE in the United States; The advantage of CIPP theory is that it integrates education evaluation and teaching process organically. The comprehensive and procedural evaluation of education quality focuses on the internal adaptability evaluation of education quality, but lacks the external adaptability evaluation and individual adaptability evaluation of education quality. For example, according to CIPP theory, Yang Haihua (2016) designed the quality scale of entrepreneurship education in higher vocational colleges for the survey of college students and the interview outline for the implementation effect of entrepreneurship education in higher vocational colleges for the interview of teachers; Fuzzy Comprehensive Evaluation (FCE) and Analytic Hierarchy Process (AHP) can quantify and determine the weight of the evaluation index of innovation and entrepreneurship education [7] in colleges and universities, which makes the evaluation change from quality to quantity, and thus improves the applicability of the evaluation system. Meanwhile, it should be noted that AHP is made by experts which is subjective and lacks objectivity to some extent. For example, Feng Shuai et al. (2016) used AHP to calculate and rank the relative weights of the factors affecting the quality of entrepreneurship education; Quality Function Deployment (QFD) is a structured process quality evaluation method. For example, Qin Jingmin (2010) uses QFD to determine the evaluation factors of College entrepreneurship education and DEA-AHP-FAHP to determine the evaluation weight. In addition, domestic scholars have drawn on some foreign theories, such as Data Envelopment Analysis (DEA) (Zhu Zhiwen & Gu Rong, 2010), Balanced Scorecard (Huang Haizhen, 2015), Delphi Method (Zhangle, 2017).

3.2 Evaluation Index System [8]

The evaluation system of innovation and entrepreneurship education in colleges and universities constructed by most scholars is three-level indicators. First of all, different evaluation theories and models have different starting points and emphases, which leads to the difference of primary indicators. For example, the first-level indicators constructed by CIPP theory are fixed background, input, process and four dimensions of process and first-level indicator system constructed by QFD theory, which are based on the process of innovation and entrepreneurship education. Based on QFD theory, Qin Jingmin (2010) set up five first-level indicators: organizational support, educational environment, teaching activities, students and extension activities of entrepreneurship education. Secondly, the differences

are caused by the different basis for establishing the first-level indicators. Some scholars design the evaluation index of innovation and entrepreneurship education in colleges and universities based on their work experience, relevant policy documents and foreign advanced experience. Wang Qiumei et al. (2016) designed three first-level evaluation indicators: factor evaluation, process evaluation and influence evaluation. Thirdly, the difference of evaluation objects leads to the difference of first-level indicators. Li Yanping et al. (2017) have studied the development quality evaluation system of Zhongchuang Space. By using the grounded theory, they have summed up six first-level indicators: social influence, innovative entrepreneurship service content, innovative entrepreneurship service effectiveness, innovative entrepreneurship service ability, innovative entrepreneurship service environment, characteristic service and brand building. [9]

3.3 Evaluation Subject

Early evaluation subjects of innovation and entrepreneurship education in Colleges and universities focused on the quality evaluation of internal adaptation, such as entrepreneurship curriculum, teachers, entrepreneurship environment, teaching content, teaching methods, subject system and so on. Chen Haokai et al. (2007) put forward the evaluation index of entrepreneurship education as eight aspects: core curriculum, teaching method, teachers' scientific research ability, teachers' background, students' background, soft environment of entrepreneurship education, hard environment of entrepreneurship education and students' personality. Six of them are internal adaptive quality evaluation. After Premier Li Keqiang put forward the idea of "Mass start a business while millions of people blaze new trails", the evaluation subject of innovation and entrepreneurship education in Chinese universities has changed from focusing on internal adaptation quality evaluation to external adaptation quality evaluation and individual adaptation quality evaluation. External adaptation quality evaluation mainly includes social reputation, social influence, social benefit, industry and regional contribution, while individual adaptation quality evaluation mainly includes student participation, student recognition, alumni evaluation, student innovation and entrepreneurship ability, student innovation and entrepreneurship consciousness, etc. For example, Shi Quanli (2015) has carried out the evaluation research of university innovation and entrepreneurship education from the perspective of student-centered.

3.4 Evaluation Objects[10]

There are some differences in the objectives, contents and objects of innovation and entrepreneurship education among college students of different levels and types, so the quality evaluation should have different index system and scoring system. The evaluation of innovation and entrepreneurship

education in applied undergraduate colleges and higher vocational colleges is a hot topic and focus of domestic scholars' research. For example, Hu Chuili (2017) believes that the evaluation of education quality in applied undergraduate colleges should abandon the traditional assessment method based on the syllabus of education, and that evaluation of learning is better than evaluation of teaching, focusing on the process and harvest of College Students' innovation and entrepreneurship; Zhu Guofeng et al. (2016) pointed out the shortcomings of the evaluation of innovation and entrepreneurship education in higher vocational colleges, and constructed the evaluation system of innovation and entrepreneurship education in higher vocational colleges from the perspective of overall planning and students' individual development level. In addition, Zhang Le (2017), Sun Jiazhen (2016), Feng Yanfei et al. (2013) established the evaluation system of innovation and entrepreneurship education in local universities, private universities and research universities respectively. [11]

3.5 Evaluation and Application

The social value of university innovation and entrepreneurship education evaluation system is reflected in its practicability, applicability and applicability. For example, Zhu Zhiwen et al. (2013) analyzed and found that the merger of colleges and universities has no obvious effect on the improvement of service quality of entrepreneurship education. There are great differences in service quality of entrepreneurship education between local universities and different teaching units in the same university. The differences are mainly reflected in students' career choice and entrepreneurship ability; Qin Jingmin (2010) made a comprehensive evaluation of the quality of entrepreneurship education in 10 universities in Shandong Province, in which the number of entrepreneurship bases receiving students was the largest among the various indicators of the universities with the highest quality of entrepreneurship education; Wang Qiumei et al. (2016) used the six-degree separation theory to evaluate the quality of innovation and entrepreneurship education in 35 Higher Vocational Colleges in China. [12]

4. FUTURE DEVELOPMENT OF EVALUATION RESEARCH ON INNOVATION AND ENTREPRENEURSHIP EDUCATION IN CHINESE UNIVERSITIES

Based on the above review and discussion, the establishment of the evaluation system of innovation and entrepreneurship education in Chinese universities should consider the following issues in the future. [13]

4.1 Can a "Scientific, Standard, Precise and Fixed" Evaluation System be established?

Obviously, the answer to this question is No. The essence of this question is the recognition of educational evaluation. The four words "Scientific,

Standard, Precise and Fixed" represent the typical thinking of the industrial age. If there is such a sense of industrial age in the consciousness of scholars, it may never be possible to establish an effective evaluation system. It's like people want to test the learning effect (a test seems to be relatively simple) when they are reading but the test is the speed of reading or the accuracy of reading is different, not to mention the difficulty of reading the text. Examination-oriented education evaluation has test scores as an objective evaluation index at least, while the evaluation of innovation and entrepreneurship education of non-examination-oriented education is more complex. Therefore, it should be set up a new understanding of education evaluation for the future research: education evaluation is an organic system that integrates the balance of science and art, precise and fuzzy, subjective and objective, static and dynamic rather than a scientific, standard, precise and fixed system. [14]

Any evaluation of education does not exist in isolation, but serves a specific educational goal. When the educational goal changes, the evaluation methods, indicators and objects will change. That is to say, the evaluation system of education is pluralistic. Universities with different academic qualifications (comprehensive universities, higher vocational colleges, private universities, etc.) have different emphasis on the goal of innovation and entrepreneurship education, and should have different evaluation indicators. The economic investment, teacher investment and regional incentive policies of universities in different regions are different, and the evaluation index system should also be different.

4.2 What is the Educational Goal of Innovation and Entrepreneurship in Chinese Universities?

Many people consider that the educational goal of innovation and entrepreneurship in Chinese universities is to train college students to set up companies, which is a prejudice to the educational goal of innovation and entrepreneurship in Chinese universities. According to the Outline of National Medium and Long Term Educational Reform and Development Plan, The educational goal of innovation and entrepreneurship in Chinese universities is to reform the mode and content of talent training through innovation and entrepreneurship education, transfer education from quantity to quality, cultivate university innovation spirit and entrepreneurship ability combine talent training, scientific research and social services closely so as to improve the quality of talent training in China in an all-round way. Examination-oriented education regards students as "products" and uses scores to classify "qualified" and "unqualified". However, innovation and entrepreneurship education is not exam-oriented education, but practice and literacy education. We can not use "scores" to evaluate the effect of education. Generally speaking, the future

development of innovation and entrepreneurship education in China's colleges and universities is more and more centered on college students (learners) and regards college students as "customers". The purpose of evaluation is not to distinguish between "qualified" and "unqualified", but to help college students develop their innovative spirit and entrepreneurial ability, enhance their growth experience to gain their own happiness and become a highly accomplished citizen.

4.3 What is the Content of Innovation and Entrepreneurship Education Evaluation in Chinese Universities?

Any educational goal will be implemented on the specific teaching content. The design of the teaching content of innovation and entrepreneurship education in Chinese universities should meet the requirements of the national curriculum outline firstly, and then design the content based on the existing theoretical system, empirical research, the designer's educational ideas and so on. Anyway no matter what kind of teaching content, it is designed to cultivate the quality of college students as the core. Generally speaking, the future development of innovation and entrepreneurship education in China's universities is manifested in the change of teaching content from "teaching entrepreneurship theory and innovation practice" to "cultivating college students' innovation and entrepreneurship literacy".

4.4 What is the Research Trend of Innovation and Entrepreneurship Evaluation System in Chinese Universities?

Establishing the evaluation system of innovation and entrepreneurship education in Chinese Universities Based on the quality evaluation of individual adaptation will be one of the trends of future research. Individual adaptation quality evaluation mainly includes students' participation, students' recognition, alumni evaluation, students' innovation and entrepreneurship ability, students' innovation and entrepreneurship consciousness, students' happiness and other indicators. However, this does not mean that the evaluation system completely abandons the quality evaluation of internal adaptation and external adaptation. External adaptation quality evaluation mainly includes social reputation, social influence, social benefit, industry and regional contribution, and internal adaptation quality evaluation mainly includes entrepreneurship courses, teaching methods, teaching content, subject system and other indicators. It's supposed to establish an evaluation structure which mainly focuses on the evaluation of individual adaptation quality, supplemented by the evaluation of internal adaptation quality and external adaptation quality in the future research. Individual adaptation quality evaluation can achieve dynamic evaluation and quality monitoring. In the different stages of innovation and entrepreneurship education, investigate college students (learners) to obtain

evaluation data which can directly and effectively evaluate the quality of education at the current stage. At the same time, teaching supervision and peer experts can be set up to evaluate the quality of internal adaptation on the one hand. Teaching supervision focuses on the normative evaluation of curriculum, while peer experts focus on the evaluation of curriculum objectives, curriculum content and discipline system from academic and professional perspectives; On the other hand, evaluating the quality of external adaptation from the aspects of social reputation, social benefits, industry and regional contribution. Chinese universities should think about how to use these three evaluation methods scientifically to realize the organic combination and complementation of the three evaluation methods.

Among the three kinds of evaluation, it is suggested that the proportion of individual adaptation quality evaluation should be more than half. In the process of individual adaptation quality evaluation, the enthusiasm and objectivity of college students (learners) to fill in the evaluation questionnaire of innovation and entrepreneurship education have a direct impact on the reliability and validity of the evaluation results. Colleges and universities in China should think about how to encourage policies, design systems and cultivate culture. It aims at guiding students to participate actively in the evaluation of innovation and entrepreneurship and hopes that they can be willing to share and speak freely and form a virtuous circle of evaluation ecology. [15]

In a word, education evaluation is a dynamic process. The establishment of innovation and entrepreneurship education evaluation system in Chinese universities will gradually mature and improve in the development of innovation and entrepreneurship education.

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On Innovation of Comprehensive Reform and Applied Linguistics Teaching

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Abstract: With the development and progress of the times, the education industry of China is constantly exploring to improve the relevant education and teaching system, so that the new curriculum reform has been constantly improved and promoted. At present, vocational education in China has made new development and breakthroughs, and the teaching level of Higher Vocational and Technical Schools has been constantly improved, especially in English teaching in Higher Vocational and Technical Schools. Traditional vocational education pays attention only to professional teaching and ignores the importance of cultural teaching. Nowadays, with the vigorous implementation of the new curriculum reform, the English teaching level of Higher Vocational and Technical Schools has been effectively improved. However, due to many factors in the process of education and teaching, English teaching in Higher Vocational and Technical Schools is still in the exploratory stage, and there are still some problems in the teaching methods. Therefore, in order to better improve the teaching level of English course in Higher Vocational Schools, this paper mainly makes an effective analysis of the factors affecting English teaching in Higher Vocational and Technical Schools with the example of Foreign Linguistics and Applied Linguistics in Higher Vocational and Technical Schools, and discusses the innovation of comprehensive reform and applied linguistics teaching, and then gives specific suggestions and improvement measures to further improve the English teaching of Higher Vocational and Technical Schools.

Keywords: Vocational teaching; Teaching level; English teaching; Foreign Linguistics; Applied Linguistics; Comprehensive reform; Innovation[1]

1. INTRODUCTION

With the convening of the 19th National People's Congress and the implementation of the Belt and Road, the economy and society of China have been continuously developed and improved. With the development of society and the requirements of the times, China has effectively promoted the development of education and culture in the process of economic development, and the cultural education has been moving closer to globalization.

2. CURRENT TEACHING SITUATION OF FOREIGN LINGUISTICS AND APPLIED LINGUISTICS IN

VOCATIONAL EDUCATION

2.1 Current Teaching Situation of Foreign Linguistics and Applied Linguistics

At present, with the development of the times and the continuous development of the new curriculum reform in the process of education and teaching, the teaching level of Higher Vocational and Technical Schools has been significantly improved and strengthened in the continuous practice and improvement. However, for the education of foreign linguistics and applied linguistics in Higher Vocational and Technical Schools, especially for the teaching of English, there are still some gaps and problems compared with other specialties and disciplines.

2.2 Teaching Problems in Foreign Linguistics and Applied Linguistics

2.2.1 Weak foundation in language learning

In the course of teaching foreign linguistics and applied linguistics in Higher Vocational and Technical Schools, it is obvious that the students' language learning ability is low, and many students' English scores are poor, resulting in poor performance in language learning. Even some students are not solid in the English foundation of junior high school and high school. As a result, there is a phenomenon that the students can't keep up with the progress of the lectures and can't understand the relevant teaching contents in the process of entering the vocational schools.

2.2.2 Traditional teaching methods[2]

In the process of teaching foreign linguistics and applied linguistics, most of the teachers in related majors are older and the teaching methods adopted are still traditional teaching methods ignoring the progress of the times and the changes bringing to the development of the disciplines, so that students are more passive in learning English and other languages, and unable to master the latest teaching methods and teaching resources. The traditional teaching methods can not stimulate students' interest in the learning process, and the methods of step-by-step, copy-by-step and memorizing by rote can not improve students' language learning ability. In addition, in the process of language teaching and English teaching, most teachers use a single teaching method, which leads students to limit their thinking when they are learning and practically applying relevant knowledge, and they are unable to change their thinking flexibly, resulting in weaker students'

innovative ability. Therefore, traditional teaching methods limit the study of foreign linguistics and applied linguistics.

3. IMPACTS OF COMPREHENSIVE REFORM ON FOREIGN LINGUISTICS AND APPLIED LINGUISTICS

3.1 Significance of Comprehensive Reform in Foreign Linguistics and Applied Linguistics

Developing the comprehensive reform of Foreign Linguistics and Applied Linguistics is an important part of vocational education at present, and it is also an important subject of reform of vocational education. As far as the traditional teaching methods is concerned, it is a large-scale reform to carry out the comprehensive reform aiming at the teaching methods of Foreign Linguistics and Applied Linguistics in English direction.

3.2 The Role of Comprehensive Reform in Foreign Linguistics and Applied Linguistics

In the course of carrying out comprehensive reform in the field of Foreign Linguistics and Applied Linguistics, the comprehensive teaching ability is used to improve the teaching level of relevant majors.

3.2.1 To improve students' interest and foundation in learning

In the process of comprehensive education and teaching reform of English teaching for Foreign Linguistics and Applied Linguistics in Higher Vocational and Technical Schools, students can effectively stimulate their interest in learning. The so-called interest can effectively stimulate students' learning motivation and ability. The comprehensive reforms make English learning be more humanized, integrated and practical, and improve students' interest in learning English effectively. In the process of learning English, students can effectively improve the students' English learning foundation by listening, speaking, reading, writing and translating, make up for the missing learning problems in the middle school days, and help students lay a good foundation for English learning. It will also effectively improve students' language learning ability and make students with weak English foundation better catch up with other learning through teaching reform.

3.2.2 To improve teaching methods and enhance teachers' innovative teaching ability

In the process of English teaching for Foreign Linguistics and Applied Linguistics, the improvement of traditional teaching methods can effectively improve teachers' teaching and innovative ability. Due to the rich teaching experience of most professional teachers in the process of teaching English, it is difficult for them to accept the new teaching methods. However, in the process of teaching, comprehensive reforms can make teachers be exposed to the changes brought about by the new era in the process of teaching and learning, and make them be continue to carry out activities such as

sharing teaching resources in the teaching process. Through the comprehensive reform method in the teaching process, teachers can continuously absorb the good teaching methods of other excellent teachers in the teaching process, improve their innovative teaching ability, and effectively improve their efficiency of English teaching. [3]

4. PRACTICE OF COMOREHENSIVE CURRICULUM REFORM IN FOREIGN LINGUISTICS AND APPLIED LINGUISTICS

4.1 Teaching Objectives of Comprehensive Curriculum Reform

In the process of teaching in Higher Vocational and Technical Schools, first of all, we should define the teaching objectives and improve teachers' life towards the teaching objectives of comprehensive curriculum reform. Especially in the process of teaching English for Foreign Linguistics and Applied Linguistics, the teaching goal is mainly to improve students' language literacy ability, so that students can effectively translate their language literacy into practical ability, and they can improve their practical ability and logical thinking ability.

4.2 Teaching Contents of Comprehensive Curriculum Reform

In the process of comprehensive reform, the main teaching content includes that students should understand and master the content related to general linguistics, such as pronunciation, phonology, vocabulary, and syntax. In the process of learning to apply language, students need to understand the basic concepts of language and linguistics, organize the research scope of the knowledge they have learned, and study the branch of linguistics and its application in its subject field through the form of mind mapping.

5. Conclusion

In summary, it is imperative for the reform of Applied Linguistics, especially in the reform of English teaching, which has long-term and complex nature. Only by comprehensively reforming relevant disciplines can we effectively exert the advantages of language disciplines and improve students' practical and innovative abilities. As a result, the English teaching level and quality can be improved effectively and the comprehensive strength and core competitiveness can be enhanced effectively.

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On The Computer Teaching Reform of Higher Vocational Education Under the Background of Information Technology

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Abstract: Under the background of the current information industry era, with the continuous development and wide application of Internet technology, in order to meet the needs of enterprises for high-end comprehensive talents on the Internet at this stage, this paper mainly bases on the computer major in higher vocational colleges, aiming at the shortcomings in the current education and teaching work, puts forward the corresponding optimization teaching reform strategies, so as to guarantee the learning quality of students. On the basis of learning efficiency, lay a solid foundation for the realization of students' all-round development teaching objectives.

Keywords: Information age; higher vocational colleges; computer major; teaching problems; optimization strategies

1. INTRODUCTION

Based on the analysis of a large number of survey data, it can be seen that in the current computer education teaching process in higher vocational colleges, due to the deep-rooted influence of the traditional exam oriented education teaching concept, some educators fail to fundamentally clarify their position in the teaching process, still teaching in the classroom practice teaching process with the teaching subject situation, resulting in students' own passive acceptance process. The interest in learning is decreasing, and even some resistance psychology and resistance emotion are produced, which finally has a very negative impact on the later teaching activities of educators. In addition, compared with other basic professional courses, although the computer teaching content itself has a certain degree of oneness, teachers can also achieve the expected teaching quality and education objectives by adopting scientific and reasonable teaching methods. Throughout the current education and teaching process, teachers still adopt the "indoctrination" and "cramming" teaching mode, the teaching mode is single. First, the problems of emphasizing theory and neglecting practice seriously hinder students' progress and development.

As the organizer and guide of classroom teaching activities, the level of teaching ability and comprehensive quality of educators has a direct impact on the quality and efficiency of education work to some extent. However, with the continuous expansion of the construction scale and quantity of

Higher Vocational Colleges in recent years, the shortage of teachers is more common. At the same time of affecting teaching efficiency, teaching The reform work can not be carried out effectively, which ultimately seriously hinders the further development of students. In addition, according to the survey, in the current computer teaching process of higher vocational colleges, the unscientific and unreasonable curriculum structure is also a common problem in many colleges and universities. Specifically, each college often pays too much attention to the theoretical curriculum teaching while neglecting the training of students' practical ability, which leads to the beginning of the construction of computer knowledge system. At last, students' enthusiasm in learning is hard to be aroused. [1]

2. ON THE STRATEGY OF TEACHING REFORM

(1) Actively change the concept of education and teaching, and innovate the mode of education and teaching

Under the circumstances that quality education replaces traditional examination oriented education and becomes the current mainstream education development trend, the traditional education and teaching idea can not achieve the expected teaching quality and education goal, and even has a very adverse impact on students' self-awareness and self-growth. Therefore, it is essential to effectively solve the above problems. Higher vocational education workers need to take root. In this regard, we should abandon the traditional education and teaching concept, clarify our own teaching responsibilities in the process of classroom teaching, give full play to the role of the guide and organizer, and ensure the full play of the main role of students. In addition, teachers should actively understand the market dynamics, clearly grasp the talent needs of the current relevant positions, and make continuous reform of their own teaching programs by reference. And perfect, and finally lay a solid foundation for the improvement of students' practical level. In addition, through the analysis of a large number of educational research data, it can be seen that the quality and efficiency of teachers' teaching have an important impact on Teachers' teaching methods to a large extent. However, in the current process of new curriculum teaching reform, some educators still adopt the traditional "indoctrination" and "cramming"

education modes, which can reduce students' initiative and participation in learning, but also easily guide them. Therefore, in order to effectively stimulate students' interest in learning computer course content, innovate teaching mode and enrich classroom teaching methods are also the main direction of the current curriculum reform for educators. For example, teachers can adopt group mutual aid teaching, which can effectively deepen students' main role on the basis of ensuring the full play of students' main role. For the memory and understanding of the course, the teacher only needs to focus on the problems existing in the process of group learning, so as to lay a solid foundation for the expected teaching effect on the basis of reducing the teaching pressure of the teacher.

(2) Construct scientific and reasonable course structure and improve students' computer operation ability[2]

Through the above analysis, we can see that under the current reform of the new curriculum education system, the existence of unscientific and unreasonable setting of the curriculum system structure is extremely detrimental to the cultivation of students' practical ability, especially in the current generation of society with the increasing demand for comprehensive talents, which fundamentally and effectively solves the single problem of the traditional examination oriented education curriculum structure system. Under the current information background, the important content of the curriculum reform for the educators in higher vocational colleges, specifically speaking, on the one hand, the educators need to constantly improve the teaching plan and content according to the new teaching tasks and objectives proposed by the current education department, so as to avoid the trend of "emphasizing theory and neglecting practice" in the overall teaching

curriculum structure, so as to make it a scientific and reasonable curriculum. On the other hand, it is an inevitable trend to combine compulsory, elective, module teaching and practical training to improve the current situation of education and teaching and meet the needs of the development of social talents, which is more important for the cultivation of students' practical ability. [3]

3. CONCLUSION

With the continuous improvement and promotion of the reform of the new curriculum education system, in order to fundamentally and effectively improve the teaching quality and efficiency of the computer course in higher vocational colleges, and meet the needs of the current social development for talents, the continuous reform and improvement of the curriculum teaching mode is the core education development direction of the current level of educators.

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Translation of Halal Food Culture under Communicative Translation Theory

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Abstract: Halal food culture, as an important part of Chinese food culture, has rarely received people's attention. China-ASEAN Exposition, annually held in Nanning, Guangxi, and the Canton fair host in Guangzhou, attracts increasing number of Muslim participants. The large Muslim community has put forward higher requirements on the special status of halal food in the reception work, so translators should pay more attention to this aspect and make good use of the opportunity of holding international events to spread Chinese halal culture and combine it with Confucian culture.

Keywords: Halal food culture; Translation of dishes; Translation theory

1. RESEARCH ON HALAL DIET

1.1. Origin of Halal Culture

Halal food is an important part of culture, as well as of many religious and spiritual rituals, including Christianity, Judaism, Islam, Hinduism and Buddhism. For Muslims, food quality has an additional requirement that only foods considered halal are fit for consumption. This shows the importance of halal food to Muslims, who make up a quarter of the world's population. When China's economy and trade were most developed in ancient times, the hui nationality came to China from central Asia, the Middle East, west Asia and other places through the land and maritime silk road. Upon landing, Muslims traded with the indigenous Chinese people, intermarried with each other, and settled down for generations, forming the unique Chinese Muslim groups. The development of halal food in China has coincided with the development of Islam in China. With the continuous development of ancient China on the land silk road and the maritime silk road, various cultures have blended with each other. The Chinese halal diet is not only a reflection of the cultural exchange and dissemination of Muslims in China, but also a prominent manifestation of the transformation of foreign culture into hui culture localization in China. In places where Muslims of various ethnic groups live together, including Ningxia and Xinjiang, halal diet has gradually become a national custom, and the halal food culture has been formed and carried forward from generation to generation. [1]

1.2. Diet Characteristics

The main halal food consists of more pasta than rice. Flour food is the traditional staple food of the hui

people. It has many varieties, new patterns, fragrant taste and fine technology, showing the intelligence and wisdom of the hui people. According to statistics, the variety of noodles in the hui diet reaches 60%, including ramen, sanzi, heli, long noodles, hemp food, wonton, oil tea, wonton and so on. Halal meat is mainly beef and mutton, which is related to the dietary ideology of Islam. Islam advocates eating meat such as cattle, sheep, chicken, duck and fish, and fasting on meat from pigs, donkeys, mules and wild animals. The food advocated by Islam is the good food. Take sheep for example, its disposition is docile, oneself is clean, meat quality is delicious, still have to the body at the same time tonic food therapeutic effect. Mutton contains protein, fat, vitamins, calcium, phosphorus, iron and other minerals. Regular consumption of mutton can strengthen the body, stimulate the appetite, and tonify the kidney.

1.3. Necessity of Research

For China, halal food is the spiritual bridge of communication between the hui and han ethnic groups. In recent years, due to the rapid economic development and social progress, cultural exchange opportunities have increased, people's cultural quality has improved, and the awareness of mutual respect for cultural customs has also been gradually enhanced. Food taboos of hui people are an unavoidable problem in social communication. However, no matter out of cultural respect or cultural identity, people are accustomed to consider the differences in food culture when choosing a place for dinner. If there is a Muslim friend in the group, people will choose a halal restaurant. In this respect, the halal restaurant plays a social role of continuing the friendship and communicating with the hui han nationality.

For the world, the "One Belt And One Road" initiative, China-ASEAN Exposition, Canton fair and other international conferences are closely related to [3]Nanning, covering a wide range, including most countries and regions in central Asia, eastern Europe and Africa. The prospect of mutual assistance and cooperation between these countries and Nanning in the future is very broad, which reminds us to pay more attention to halal culture, especially when it comes to the translation of sensitive religious culture, translators need to be more careful to deal with, and store more knowledge in this field.

2. TRANSLATION OF HALAL FOOD NAMES

2.1. Translation Method of Halal Dishes

The translation of Chinese halal dishes should not only respect the feelings of the author, but also respect the authentic names of the dishes, which should conform to both Muslim food tradition and Chinese culture. It should not only convey information, but also carry cultural elements and spread Chinese food culture. In addition, the linguistic function of halal dish names is also mentioned when discussing the rhetorical devices of dish names. The rhetorical device of halal dish name is to arouse people's interest or stimulate appetite by conveying pleasant things, thus achieving the function of calling. Therefore, the translation of dish names must also play the role of information, call, expression, culture and aesthetics.

2.2. Communicative Translation Theory

"Communicative translation pays more attention to the readers of the second language, who usually want to transplant foreign elements into their own culture and language in large quantities when necessary." (Newmark, 2001:30). Descriptive dish names refer to dish names or names based on the ingredients, shape, taste, color, knife method, cooking method and utensils used in preparing dishes. These dishes try to induce people to consume the food they mention, so they play a commercial role for the restaurant. Descriptive dish names should be translated in a communicative manner in order to properly meet the English readers' needs for halal menu to be originally written in Chinese and to be simultaneously executed for the readers. In communicative translation, the translator should strive to make the translation better than the original. The translator must use informative, descriptive, frequently used words and syntactic structures to make the translation of halal dish names easy to understand in order to help the recipient obtain useful information about halal dish names.

Example: Main food (shape/name)+(with/and)+ other food[2]

Rice with Potato, Pine Nuts and Corn, Beef Ribs in Black Bean Sauce, Noodles in soup, Mutton with Soup

Cooking method + main ingredients (name/shape)+(In/with)+ other ingredients

Fried Mutton with Onion, Stir-fried Chicken and Green Pepper, Braised Prawns, Braised Mutton with Nan, Stir-fried Mutton and Nan. Many Chinese halal dishes are named after places or people in

China. These names always seem to start with a person or place and end with the main ingredient:

Xinjiang Vegetable Mutton Noodles, Lanzhou Hand-Pulled Noodles, Mapo Tofu, Kung Pao Chicken, Lao Hu Vegetable Salad, Barbecued Whole Lamb, Xinjiang Style.

3. CONCLUSION

Halal dish names belong to informational, expressive and evocative texts. [4] As an informative and evocative text, the above discussion shows that such dishes can be translated by communicative translation. Provide readers with information and attraction by translating the ingredients, seasonings, cooking methods, cutting techniques and utensils of halal dishes. Semantically, rhetorical dish names can be translated according to the meaning expressed by Chinese names. The names of the dishes with Chinese characteristics can be translated, or the Chinese pinyin can be translated according to the names of the dishes. After the semantic translation, you can add an explanation. According to the original Chinese meaning of names or place names, place names related to place names can be translated, and then translated according to the meaning of dish names in communication. Through relevant translation theories, the translation of halal dish names can realize its expressive function, information function, cultural function, aesthetic function and calling function, making the translated names more accurate, effective, interesting and practical. This is a major advance in the translation of halal restaurant menus and should be the wave of the future in the translation of Chinese halal cuisine. [5]

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The Brilliant “Qi Bo Bell”

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Abstract: Bo bell, like other bell and drum instruments, is one of the members of ancient lyrics, but it has been buried in the music industry, or it is another name for the clock, or the name of the Qi people to the clock, etc. This article proves with the informative data that Bo, especially Qi Bo, has a long history. Although it is born out of the clock, its craftsmanship, cultural connotation and social function far exceed the level and function of the clock. Its role in the jazz band and its influence in society is unmatched by other instruments. Therefore, we should name it and restore its origin.

Keywords: Qi Bo; Glory; Origin; Craft

Originally used for an ordinary percussion instrument in ancient gagaku, it was later turned into a heavyweight of the aristocratic class such as the princely prince to show off its name, the ritual of sacrificing the rent, and the precious collection of the descendants. This phenomenon is not only unique in China, but also difficult to find in the history of instrumental music in the world. It is the "Qi Bo", the spring and autumn period and the warring states period Qi "hundreds of workers" made of bronze on.

1. BRILLIANT QI BO BELL

According to incomplete statistics, as of 1991, there were two major categories of 42 pieces (pieces) unearthed in the Qi State. One type is a single suspension Bo (hereinafter referred to as a single Bo), and the other is a compilation of multiple single Bo by sound level, Bian Bo. There are 11 pieces of single Bo, that is, one piece of the bronze Bo of the Western Zhou Dynasty (now Linyi City, Shandong Province) was discovered in Linyi, Shandong Province; one piece of spring and autumn Bo was unearthed in the ancient city of Linyi in Shandong; Northern song dynasty, liao bao three years (AD 1123) [1] piece of spring and autumn Shuyi Bo unearthed in Qi's old city, Inscription in the book, Qi Zhuanggong (formerly 553-548 years ago); Tongzhi nine years (AD 1870) unearthed in the back of the Ronghe River in Shanxi In the spring and autumn, Ling Bo (also known as "Zizhong JiangBo"), the inscription records, the Bo was Qi Zizhong Jiang made for his late mother, and clearly stated made in Qi; in 1963 in Linyi One of the spring and autumn Gongsun Zaobo unearthed in Yangshan Township of the county; one piece of spring and autumn bronze Bo unearthed at the cliff head of Linyi River in Qidu in 1984; Also, unearthed one bronze bo in Changdao, Zhangping and Weinan in 1964, 1973 and 1975 respectively; in 1980, a Tenghuang Bo at the end of the Spring and Autumn Period was unearthed in Lixi Village, Jiangtun Village,

Tengzhou. During the Warring States period, only one piece was found, that is, Qihou Bo unearthed in the Tomb of the Qin Dynasty in Linyi, that is, a special Bo customised for Tian Qihouyan (first 384-376 years ago). The compilation Bian Bo found that there were 7 groups of 31, including a group of 9 in the Eastern Zhou dynasty period, which was unearthed in the Eastern Zhou Tomb of Fenghuangling in Linyi in 1982; there were three groups of 8 in the Spring and Autumn Period, which were including a group of three Bian Bo unearthed in 1963 in tianjingwang, Yixian County; in 1978, a group of three composing Bian Bo was unearthed in Liujiadianzi, Lishui County. At the same time, a group of two pieces of the compilation Bian Bo of the mid-spring period was unearthed in Haiyangzuiziqian Village. There are three groups of 14 in the Warring States period. That is, in 1972, a group of 7 pieces Bian Bo in the midst of the Warring States period was found in the Longsu Village in Zhucheng; in 1980, four groups of the Warring States Bian Bo were unearthed in West Zhuangli Village, Tengzhou; There are three groups of three Bian Bo unearthed from the first Tomb of the Warring States at Zhangqiu Mountain. [5]

From the 42 pieces (the pieces) unearthed above, it is clear that during the Spring and Autumn Period and the Warring States Period, single Qi Bo has coexisted with single and editorial, but the compilation Bian Bo has become the mainstream. This shows that Qi people are no longer satisfied with a single Bo that can only emit one tone and only play the role of beating. Instead, they prefer Bian Bo, it forms a plurality of single Bo of different sizes and can be played in groups and can play the melody of the music. From the performance of the instrument itself, this is undoubtedly a big leap. Although, the single Bo has not declining because of this, it has made great progress. It has not only become an indispensable musical instrument in the ancient gagaku, but also became the heavyweight, ritual and handed down collection of the aristocratic class such as the prince. *Mandarin Zhou Yu* records a passage of the musician Lingzhoujiu in answering King Zhou Jing's melody problem, which involves the difference between the single Bo and the single clock, and the role that the two cannot replace each other. He said: "The standard of music stays the same. Emperor values the standard of music." This passage tells us: the volume of the Bo is larger than that of the clock, so the pitch, tone and volume of the two are different. The clock is bright and subtle, and the Bo is low, thick, and loud. The two can work together to produce a "flat" sound. Therefore, it is known that the two are

indispensable in the ancient gagaku at that time. [2]

2. THE ORIGIN OF QI BO

Looking back at Qi Bo's history, there are two theories today: one is Bo was introduced from other places, and the other is to say that they were from Qi local. The first theory supporters believe that the Bo were first produced by the Shang Dynasty Hunan Gu Yue tribe based on the "commercial bells" of the Central Plains. When it passed to the Western Zhou Dynasty, it had a great development and spread in the Guanzhong area in the north. During the Spring and Autumn Period and the Warring States Period, it spread widely, and it showed a situation of blooming and splendid everywhere (Li Chunyi, *The History of Pre-Qin Music*). According to this, Qi Bo was introduced from the south. The second theory supporters believe that Qi Bo was gradually developed on the basis of the "Yachou" bronze bell created by Dong Yi people (Lin Ji Zhuang *Qi Lu Music Source*). According to Mr. Lin's textual research, "Yachou" was the emblem of Dong Yi's engraving on the appliance. "Yachou Bell" was a bronze instrument used in the military for the tribe of the Shang Dynasty. From 1965 to 1966, the Shandong Provincial Museum had unearthed five Bo in the tombs of the late Shang Dynasty slaves in Suyu Village, Yidu County (now Qingzhou City). The shape can be divided into four types, three of which are basically the same shape, that is, the shape is slender, slightly flat, flat and slightly concave, flat top, with an arched button on the top, a nose inside the top, and a tongue on the nose. In addition, there are inverted animal face stripes upside down (ie, Taotie stripes) on both sides of the bell body. The height is 9.7cm, the top is 3.6cmx3.2cm, and the lower opening is 5.6cmx4cm. On the whole, the Shang dynasty "Yachou" bronze bell is quite like the Bo of Qi State, only one more tongue. Therefore, it is well documented that Qi Bo originated from the "Yachou" bronze bells of the Dongyi Dianguan tribe in the Shang Dynasty and it is also make sense to say that Bo was from Qi local. [3]

Although the above two theories have differences in the geographical origin of the ancestors, there is a common conclusion that the first ancestor of the Bo was the bronze bell of the Shang Dynasty. According to research, after a thousand years of evolution, the bronze bell became the Bo. Its evolutionary trajectory is basically like this: copper small bell - copper cymbal - copper bell/clock (or Niu bell) - copper Bo. It is known that Bo is directly evolved from the bell. This conclusion has been confirmed by Chinese scientists: Zeng Houyi's chime reproduction research group concluded: "The predecessor of the Bo is the bell, from the early commercial flat copper bell to the compilation Bian Bo bells of the Shang dynasty, the middle of the Western Zhou Dynasty three sets of chime In the late Western Zhou Dynasty, the Niu Bell and Bo bell, to the large bells of the Warring States

period, experienced a period of more than a thousand years of development." (Zeng Houyi's *scientific and technical work in the study of chime reproduction 1983 Relics*" third issue) If this argument is explored together with the music and archaeological achievements of Qidi, the history of the evolution of Bo is even clearer. In the early years, five late-commercial bronze small bells were unearthed in Yidu Subu area. In 1984, three Bianrao bell were unearthed in the old city of Dong'an in Yiyuan County. In 1978, 18 Eastern Zhou chimes were unearthed in the Qidu Linfu. In the Linyi River cliffs, a special bronze bell and a set of 36 chimes were excavated. From the Northern Song Dynasty to 1984, more than 30 bronze Bo bells were unearthed in Qi area. This not only further confirmed Qi Bo bell's evolution, but also concluded that the Dongyi people and their descendants were the earliest people in the production and use of Chinese bronzes. [6]

The Dongyi people in the Shang Dynasty have spread throughout the Central Plains region of China, but Shandong is still their important activity centre. At that time, there were 15 countries in the Luzhongnan area, such as Shuangyu, Bogu (now Zibo), Zhenxun, Zhenguan (now Qingzhou), Qi (now Anqiu), Dan (now Liyi), Laiyi (now Huang county), Ge (now Dezhou), Ju (now Ju county), Tan (now Tan city), Qionsang (now Qufu), Xin (now Cao County), Reng (now Dongping), Min (now Jinxiang), Fei (now Jining) and so on. During the spring and autumn period and the warring states period, most of these countries were included in the Qi State map, so the people here are also collectively referred to as Qi people. Therefore, Qi people are the masters of the first to use bronze to make musical instruments, and they are also the heroes who push "Bo bell" to a higher level. 3. THE TECHNOLOGY OF QI BO BELL[7]

If the evolution from single Bo bell to compilation Bian Bo bells is a big leap, then the improvement of single Bo technology is the basis of this leap. Through the technical appraisal of the above-mentioned unearthed Bo bells, compared with the previous generations of Bo bells, Qi Bo bells not only has significantly improved the production process of texture, structure, shape, decoration, pronunciation, etc., but also has a richer cultural taste.

(1) From the perspective of quality, Qi Bo bells's technology was higher. As we all know, the texture depends on the raw materials. The technical content of the material is a prerequisite for product quality. Bronze is the only raw material for the production of Bo bell. The quality of bronze is of course the primary criterion for measuring the quality of Bo bell. China entered the Bronze Age from the Stone Age in the second millennium BC. In the Bronze Age, people have gradually mastered the proportion of copper synthetic elements and the smelting heat, so they have gone through a long period of practice and

understanding. That is, the first thing that is smelted with good elements is brass, because brass has the lowest melting point and is the easiest to smelt. Continue to smelt and become a red copper, and finally the quality of pure bronze. Brass is not only impurity, but also brittle and fragile; red copper is soft and sound boring; only bronze is pure, loud sound, and durable. Therefore, the Qi people chose the bronze smelting instrument that was finally smelted to obtain the best texture. Edited by a Qi person, a classic masterpiece of the handicraft production technology in China, *Kaogongji*, made a detailed account of this: "there is a difference in the proportion of bronze making which can be made after it is clear. "(Kaoguji, yeshiweiliang) The first one is said that when copper and tin are used as the main elements to synthesize the bronze of the musical instrument, the ratio of copper and tin should be 5:1 (there is an expert explaining that the tin content is 17%). When making an axe, the ratio of copper to tin should be 4:1. It is known that the greater the proportion of tin, the stronger the hardness. However, the sound that is emitted is sharp and short. Regarding this, scientists have confirmed through the test of Zeng Houyi's chime: The bronze bells made with a ratio of 5:1 copper and tin are not only good in colour, solid and durable, but also have the best sound. The second statement is said that in the process of smelting copper and tin, the colour of the smoke produced when the elements are decomposed and combined is an important indicator of the quality of copper. Only when the smoke is pure cyan-blue, the impurities are dissolved, and the pure bronze is refined. Bronze, which is made from this heat, is the best material for casting instruments. The smelting technique described in "Kaogongji" fully proves that the Qi people at that time have completely mastered the smelting process technology of bronze, so they have created an unprecedented quality bronze Bo bell.

(2) Look at the appearance and shape, Qi Bo bell is more refined, luxurious, elegant and magnificent. Because of Bo bell came from clock, the Bo bell crafter is also a clock maker, so the overall structure is similar to the clock. But its shape is obviously different from the clock. According to the "Kaogongji·fushiwei zhong", clock generally is divided into four parts, namely: the tile-shaped bell body, the flat top, the Yong and the flat bell opening. The top is Yong, which is the hanging handle. The flat top on the handle is called the Heng, the annular protrusion on the handle is called Gan, the ring used for hanging on the handle is called the spin, and the flat top on the bell is called the dance. The tile-shaped bell body is divided into two parts, the upper part and the middle of upper part are called Zheng. On both sides of the Zheng, there are several laps (i.e. stalactites) arranged around the bell body, and Taotie stripe are cast between each stalactite. In some cases, the upper part of the bell body is also provided with edge decoration.

The lower part of the bell body is called a drum. The drum is the part of the player's tapping, and the shading is a dragon-like crepe. The bottom of the bell is a flat bell opening. The two corners of the bell opening are called Luan or Xi, and the two corners are called Yu, and the middle-struck part is called Sui. A circle of protrusions line near the opening of the bell is called Zhuan. Although Bo bell is also composed of the above four parts, the difference is obvious. The main difference is that more appendages are cast on the body of Bo bell and the position of appendages also changes. The main differences are as follows:

- a. The hanging stalk is changed into a hook type knob of various shapes or a three-dimensional flat open-cut knob. Therefore, there is no dance, Heng, spin, or Gan on Yong clock.
- b. The sides of the Zheng add exquisite and magnificent bird-shaped, tiger-shaped, dragon-shaped and other ribbed open-cut patterns, which are closely connected with the pattern of the knob to form an integral body.
- c. Bo bell have different number of words with inscription engraved in different position for Zheng or Drum. These inscriptions record the owner's name, life experience, fame position and its purpose. Three rounds of stalactite nails are arranged above and below the Zheng to adjust the pitch of the simple sound emitted by the drum. There are also animal stripes between the three rounds of stalactite nails. The raft is located at the lower end of the Zhuan, not near the opening of the drum like the clock.
- d. Bo bell generally have a special name, such as Qihou Bo, Ling Bo (also known as "Zizhong JiangBo"), Gongsunchaozi Bo and so on.
- e. From the overall shape of the Bo bell, compared with the clock, Bo is slightly thin and high, and the upper is narrow and wide, the lower end of the Zheng is the widest. The width of the drum is less than the lower end of the Zheng, and the height is generally 1/3 of the Zheng. This is because of the need to make the Bo bell sound louder and farther.

(3) From the perspective of the entire sound source of the Bo bell, more attention has been paid to the structure, sound, stone, sound transmission, the width of the bell opening of the sounding body. There are two paragraphs mentioned in "Kaogongji·Fushiweihzong": "Divide the length of the milling into ten equal parts by using one aliquot as concave depth, a round shape can be made".

The first paragraph says that the various components of the body, such as Zheng, drums, dances, Yong, etc., its position and structural proportion are determined by the distance between the bell opening. In the latter paragraph, the wall thickness of the bell body, the size of the opening, the length of the handle (knob), the height and the thickness of the cavity, the thickness of the struck part of the middle and lower parts of the drum are all closely related to the sound made by the

body of the Bo bell.

The above-mentioned technology has been embodied in the production of Bo bell and has been well developed. Trapezoidal, elongated body, slightly bigger middle part, the resonance box with slightly convergent opening, wall thickness of 0.5--0.6 cm (from the measurement of a variety of Bo bells), making the sound of Bo bell more concentrated, thick, loud, further spread; wing-shaped translucent patterns or fanniu on two or four sides of the body of Bo bell, also produce vibrations when struck, which not only plays a role in regulating the sound of the Bo, but also expands the space for sound propagation. In addition, the different pitches obtained by hitting different parts of the drum enhance the expressiveness of the Bo. Due to the above-mentioned factors, the Bo bell formed its own acoustic personality, which made it stand out from the ranks of the bell and became one of the important members of the ancient gagaku, and made it popular among people. [4]

(4) From the perspective of cultural connotation, not only the Qi cultural taste has been significantly improved, but also the characteristics of Qi culture has stand out. The cultural connotation of Qi Bo is rich, mainly in the following three aspects: one is the artistic decoration of the hanging knob and the body of Bo; the second is the content of the inscription; the third is the distinctive cultural characteristics of Qi dynasty. The hanging knob and the carvings on the body of Bo themselves are a kind of ornamental art creation, not mention that these artistic creations also have rich cultural connotations. For example, the bird-shaped carvings reflect the totems of the Shuangjiu people in the past, and the dragon-shaped carvings reflect the totems of the ancient Yiyi clan. Therefore, the decorations of birds, dragons and tigers are related to the totem worship of the Qi people. The Taoti and Kui stripes that form the shading of the button of the body of Bo also have profound connotations. Kui, as recorded in *shanhaijing*, *dahuangdongjing*: Kui is a special animal that looks like a dragon of the prehistoric legends. "the Yellow emperor had it, use its skin as a drum, the sound reached five hundred miles." The reason that Bo bell use Kui lines, on the one hand, uses the objects that the Yellow Emperor used to raise the value of the Bo bell. On the other hand, it symbolises the fame of the Bo in Qi State compared with the Kui drums used by the Yellow Emperor. Taotie is a gluttonous animal, its stripes is the stripes on animal faces, the reason why it is used for Bo, is probably the same as the tiger garnish, it symbolises powerful and majestic. The inscription on the body not only records the words, surnames, fame, etc. at the time, but also records its use. For example, the "Qizi Bo" is based on the

characters of the six countries in the Warring States period. It is of great significance to the study of the development and change of ancient Chinese characters. In addition, the inscription also records many social customs, human morality and people's yearning and pursuit of Qi dynasty. For example, the 175-character inscription on the Ling Bo is the "Bao Bo" that was ordered by Zhong Jiang for his mother to sacrifice the ancestors and parents, pray for immortality, and show the loyal to Qi. The inscription not only embodies the social customs of Qi State's "education and morality", but also describes the people's longing and pursuit at that time. At present, there are many experts and scholars who have questions for the unearthed Ling Bo bell in Shanxi. In fact, *Shiji*, *qitaigongshijia* has made a clear answer: "Before Jiang Shang become the emperor, the powerful neighbors of the east often fought with Jiang Shang, which led to the resistance of the upper class of Qi State to the Zhou Dynasty." This is the reason why the Bo bell and its owners moved to Shanxi, and it is also the witness of the turbulent history at the beginning of the founding of the Qi dynasty. Another example is the inscription on the compilation Bian Bo bells of Qin Gong (unearthed in Shaanxi): Qinwugong inherits the ancestors' morality and helped the country with respect. Its purpose is to feast the people, seek for good fortune and longevity, and help the Quartet. These inscriptions are of great value for exploring ancient Chinese history and civilization. [8]

Overall, Qi Bo bell is an elegant instrument first produced by Hundreds of workers in Qi dynasty. Because of its fine workmanship, elegant temperament and elegant taste, its status is not only a percussion instrument in ancient Chinese gagaku music, but also become a heavyweight for the nobles to show off their titles, a great object in sacrificial ritual and a precious collection can pass on to their descendants. This phenomenon is not only unique in China, but also difficult to find in the history of instrumental music in the world. [9]

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The Mode and Realization Path of Zhejiang Enterprises Participating in Governance of Regional Value Chain under the Background of "One Belt, One Road"

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Abstract: As a road to the Belt and Road, Zhejiang has a very important role in the model of the regional value chain. The author focuses on the analysis of the development model of governance of regional value chain, and analyzes the participation of Zhejiang enterprises in the governance model under the background of "One Belt, One Road", and explores the specific implementation path.

Keywords: One Belt, One Road; Zhejiang enterprises; Regional value chain; Governance model; Implementation path

1. INTRODUCTION

The governance of regional value chain has a great impact on the upgrading of industrial clusters. The most fundamental upgrade of industrial clusters is the regional governance model. The Third Plenary Session of the 18th Central Committee of the CPC clearly pointed out the decisive role played by the market in resource allocation. The government should also play its own role and value, solve problems from the core of economic system reform, and handle the relationship between the market and the government. The improvement of the model of governance of regional value chain is also the most important performance between the market and the government. For a long time, China has been a participant and follower of global value chains. Various regions of China have also followed the pace of the country. They have their own development in the governance of regional value chain. And it is necessary to analyze the governance model of regional value chain combined with Zhejiang enterprises and explore the path to achieve it. [1]

2. ANALYSIS OF THE DEVELOPMENT MODEL OF GOVERNANCE OF REGIONAL VALUE CHAIN

The governance of value chain can be divided into market type, network type, quasi-level type and hierarchical type. There is no governance structure in the market-oriented value chain, which is a pure market relationship. The relationship between distributors and suppliers is not only standardized products, simple learning, low conversion cost between suppliers and distributors, but also non-fixed

market and pure transaction. Quasi-level is the dominant and core enterprises in the value chain, and the core or leading enterprises have strong control over the whole value chain. The core of value chain controls different mitigation. The dominant value chain can be either producer-led or purchaser-led. Hierarchical value chain is an enterprise or core enterprise holding all links, and internal hierarchical management coordinates the summary of all links in the value chain. Generally speaking, this hierarchical value chain only controls the links with high added value or supply difficulties and core competitiveness. The final governance of network value chain model is a kind of development model between market type and hierarchical type, which relies on network relations to coordinate economic activities. Enterprises are cooperative, interactive and interdependent. Upstream and downstream enterprises establish long-term development relationship of mutual trust and cooperation, and the trading objects are relatively stable. The difference from quasi-hierarchy is that enterprises will not be completely controlled by upstream or downstream enterprises, nor can they dominate Kia enterprises, many upstream enterprises purchase goods and many downstream enterprises supply goods. Therefore, in this value chain, customers generally produce standard products or crafts, and producers can also ensure that the demand is met. [2]

3. ANALYSIS OF ZHEJIANG ENTERPRISES PARTICIPATING IN GOVERNANCE MODE UNDER THE BACKGROUND OF "ONE BELT, ONE ROAD"

Under the background of "One Belt, One Road", Zhejiang enterprises gradually participate in the governance mode of regional value chain, but the industrial upgrading is difficult. The key reason is the inefficient locking in the governance mode. Regional governance model is a relatively independent and perfect governance system within the scope of local industrial clusters. The main body, culture and means of governance are jointly completed. Different elements have different attributes and different combinations of elements. Therefore, there are different relations in the governance of regional value chain. Regardless of how to divide their relations, the

most essential task of governance of regional value chain is to sort out and coordinate the relationships among the main bodies in the social and economic system, and ultimately achieve the optimal allocation of resources, to help the industry to enhance the competitiveness of clusters. Under such a background, Zhejiang enterprises have gradually developed and formed a relatively complete set of ideas, but they still show some weakness. In structural governance, the division of subject and function is not clear enough, and the governance of regional value chain is inefficient. On the one hand, the positioning of the functional government is inaccurate, and there are vacancies, dislocations or offside. The government plays an important role in the governance of the whole regional value chain: offside will directly affect the division of labor and characteristics of industries, and ultimately make the market mechanism difficult to play a role, and it is difficult to form an effective competition mechanism to promote the development of enterprises; the absence is that the government focuses on the short-term GDP growth value. They only use land and tax to complete management, and the enterprise innovation investment mechanism is insufficient, which is not conducive to the sustainable development of the enterprise. The dislocation is focused on the cultivation of large enterprises, and small enterprises lack the measures to solve the difficulties. And the government attaches great importance to economic comparison and neglects the construction of ecological environment, which makes the city polluted seriously, the environment poor and the support system weak. [3]

4. AN ANALYSIS OF THE SPECIFIC REALIZATION PATH OF ZHEJIANG ENTERPRISES PARTICIPATING IN GOVERNANCE MODEL UNDER THE BACKGROUD OF "ONE BELT, ONE ROAD"

Firstly, with the G20 Summit, we should enhance the governance model of regional value chain and realize the value chain transition. The G20 Summit is an important meeting that has gradually formed under the background of "One Belt, One Road". As a coastal city, Zhejiang has many types of enterprises and great potential for development. When conducting the governance of regional value chain, it can effectively integrate the G20 summit and develop itself under the goal of coordination and tolerance, attach importance to technological innovation, pay attention to vertical integration of emerging industries, and improve the core competitiveness of each enterprise and the elastic competitiveness in the value chain. As the value is gradually increased, the participants become leaders, which can help companies to enhance the value chain in the region and even enhance the value chain globally.

Second, the value chain governance of the Asia Pacific Free Trade Zone. Political fragmentation of

rules has their own challenges. The trade relations between Asia-Pacific economies are also loose, and the positioning in the regional value chain is not accurate. Therefore, the entire Asia-Pacific trade and investment cannot directly manage the value chain. Many enterprises in Zhejiang are the leaders of the national value chain. Under such a background, they can lead the construction of the value chain system in the Asia-Pacific region under the leadership of the state, analyze the reasonable needs and interests, and gradually develop into the leading process of integration in the Asia-Pacific region. [4]

Moreover, under the background of "One Belt, One Road", regional value chains should be promoted by combining international production capacity. One Belt and One Road is a plan for many countries to grow together. When Zhejiang enterprises participate in the governance of regional value chain, they can gradually help rebuild the global value chain in infrastructure construction, innovation and technology investment. Institutional arrangements guarantee, as the main rule to promote economic development, guides the gradual transformation of trade among various industries, from inter-industry trade to intra-industry trade, enables the integration of trade, investment and industry, and enhances the effect of enterprises' participation in the governance of regional value chains.

5. CONCLUSION

Zhejiang enterprises have shown their own shortcomings in participating in the governance of regional value chain, but under the background of "One Belt, One Road", they can gradually enhance their innovation ability, enhance their core competitiveness and help enterprises better improve the regional value chain by combining the G20 Summit, the Asia-Pacific Free Trade Area Conference and the global construction along the way.

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Study of Constructing a Comprehensive Educational Model of Finance and Tax Entrepreneurship Education and Professional Education

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Abstract: Nowadays China's higher education has made some achievements in innovation and entrepreneurship education, but there still exists some problems. It is an abnormal phenomenon that the "two skins" in combination with specialty, industry and curriculum. Wuhan Textile University build a "double creation" education model of "professional education + entrepreneurship education + entrepreneurship research + industry entrepreneurship" based on its own reality, which realizes the comprehensive integration of finance and tax entrepreneurship education and professional education.

Keywords: innovation and entrepreneurship education; specialty; industry; curriculum

1. INTRODUCTION

Under the background of the state's vigorous implementation of the strategic plan for innovation and entrepreneurship, a large number of national and provincial exemplary colleges and universities have emerged in various provinces and cities, and have achieved good results in innovation [1]. On the whole, China's current higher education has achieved certain results in innovation and entrepreneurship through policy promotion and system education by the state, society and schools. However, there are still some problems [1].

2. MAIN PROBLEMS

2.1 Organic Integration Have Not Been Achieved

At present, the major problems of innovation and entrepreneurship education in colleges and universities mainly focus on professional education, professional courses, and professional basic courses, and the setting of innovation and entrepreneurship education courses, which only considers public courses or considers the requirements of innovative thinking and innovative literacy. Professional education and innovation and entrepreneurship education cannot be organically integrated to form a "two-skinned" education.

2.2 The Goal Has Not Succeeded With the Curriculum System

Most colleges and universities fail to establish a good relationship among entrepreneurship technology planning and vocational education, teaching

standards, systematic curriculum reform, and the establishment of a curriculum system, which reflects the integration of production and education, the core competence of vocational positions and professional accomplishment, especially the curriculum setting and innovation [2]. The disconnection of the standards for entrepreneurial positions can easily lead to the blurring of innovation and entrepreneurship education.

2.3 The structure is unreasonable

The knowledge structure and skill structure of the teachers in the course of innovation and entrepreneurship are unreasonable [3]. The quality and ability of most teachers in innovation and entrepreneurship are not compatible with the goals and tasks of innovation and entrepreneurship, and the construction of "double-teacher" vocational teachers and innovation and entrepreneurship teachers is relatively weak [4]. The main manifestation is that some teachers lack social practice and practical entrepreneurial combat experience, and cannot rely on theoretical explanations and self-study of students to guide students in entrepreneurship [3].

3. EDUCATION MODEL

Wuhan Textile University attaches great importance to the integration of innovation and entrepreneurship education and professional education in an all-round and whole process. Through the integration of financial and tax entrepreneurship education and financial and tax professional courses, it has established a "professional education + entrepreneurship education + entrepreneurship research + industry entrepreneurship". Innovation "characteristic education model, as shown in Figure 1.

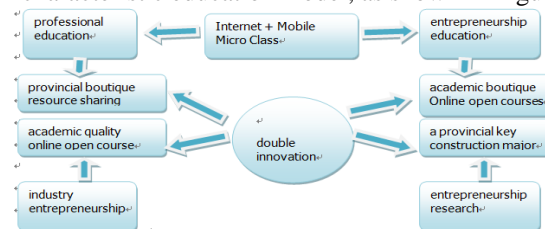


Fig. 1 Four cases of double innovation [2]

3.1 Four Professional Education Combined With "Double Innovation" Education Model

Wuhan Textile University relies on the main

education channel of accounting major which is a provincial key construction major, in basic accounting skills as provincial boutique online open courses, financial accounting practice as provincial boutique resource sharing courses, financial management as academic boutique Online open courses, tax calculation declaration and tax planning as academic quality online open course and other courses have added entrepreneurship education modules, integrating the cultivation of innovative entrepreneurship into knowledge teaching, classroom discussions, course reports, coursework and other professional teaching Each steps.

3.2 Entrepreneurship Education Combined With the "Double Innovation" Education Model

3.2.1 Strengthening the construction of fiscal and tax entrepreneurship courses

In response to the needs of innovation and entrepreneurship education for accounting students and the entrepreneurial characteristics of the finance and tax industry, the Accounting Department has set up a compulsory course of "Entrepreneurship Finance and Tax Management Practice" for all finance and tax majors in the training program for accounting professionals and includes credit management. The purpose of course aimed at students majoring in finance and taxation, which teaches classes, combines finance and taxation industries, and strengthens practice which aims at cultivating college students' innovative spirit, entrepreneurial consciousness and ability to innovate and start an enterprise, and strives to explore the full integration of entrepreneurial education and professional education, focusing on imparting the basic laws, skills and methods of financial and tax entrepreneurial practice.

3.2.2 Strengthening the establishment of entrepreneurial "dual mentor" team hired by schools and enterprises

In response to the education needs of accounting students' innovation and entrepreneurship, and the characteristics of the course "Financial and Tax Management Practices in Entrepreneurship", the Department of Accounting has established a teaching team of professional teachers and innovative entrepreneurship teachers. They are mainly responsible for the teaching and training of professional courses on campus.

3.2.3 Strengthening the construction of financial and tax entrepreneurship teaching materials

In response to the educational needs of students majoring in finance and taxation and the characteristics of the course "Finance and Taxation

Management Practices in Entrepreneurship", the Department of Accounting also organized a team of experts inside and outside the school to compile a textbook "Finance and Taxation Management Practices in Entrepreneurship" that complies with the characteristics of the finance and taxation industry.

3.3 Industry Startups Combining the "Double Innovation" Education Model

The Pioneer Park incubates fiscal and tax entities, and establishes a "Financial and Tax Consulting Co., Ltd." to carry out entrepreneurial practices and radiate the surrounding areas. Entrepreneurship mentors from Wuhan Textile University and abroad jointly guide students to set up a fiscal and taxation entity—Financial and Taxation Consulting Co., Ltd., which provides one-stop consulting and services in law, industry and commerce, taxation, finance, management consulting, project recommendation, project financing, etc. At the same time, it provides fiscal and taxation services for the surrounding areas of Zengcheng and radiates the surrounding areas.

4. CONCLUSION

In short, Wuhan Textile University has constructed a "professional education + entrepreneurship education + entrepreneurship research + industry entrepreneurship" and a "double innovation" education system, forming a model of innovative entrepreneurial talent that can be replicated and promoted. This system has significantly improved the quality of talent training, and significantly enhanced the students' innovative spirit, entrepreneurial awareness and ability to innovate and entrepreneurship. It has achieved the overall goal of in-depth integration of financial and tax innovation and entrepreneurship education with the teaching of financial and tax courses. The comprehensive integration of "Finance and Tax Entrepreneurship Education" and "professional education" provides a typical case [4].

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The Development and Practice of Integration of the Computer Aided Design Course and College Fashion Design Course

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Abstract: Structural design is an important part of modern fashion engineering. The traditional way of plane drawing in classroom teaching requires higher spatial thinking ability. There are difficulties in geometric transformation between plane design and three-dimensional modeling, which is not conducive to students' quick mastery of structural design ability. With the rapid development of computer science and technology, computer-aided design software CAD emerges at the right moment. According to the teaching practice, this paper puts forward the development idea of the integration of computer-aided design and college fashion design course.

Keywords: Computer aided design; Fashion design; Curriculum; Development and practice

1. RESEARCH BACKGROUND

With the rapid development of computer science and technology, it is the inevitable trend to use drawing software tools to draw the effect diagram of clothing and assist to complete the design of clothing structure. The promotion of information-based teaching is conducive to the innovation of teaching forms, the enrichment of teaching contents, the diversification of students' learning methods, the promotion of teacher-student interaction and the enhancement of teaching effects. With the wide popularization of information teaching, the integration of computer-aided design and college Fashion Design courses emerges as the times require. In structural design, teachers use various functions of CAD software to present rich cases of structural design to students, so that students can improve their learning effect in teaching theory and rich teaching cases.

2. IMPORTANCE AND TEACHING DIFFICULTIES OF THE COURSE OF CLOTHING STRUCTURE DESIGN IN COLLEGES AND UNIVERSITIES

2.1. Importance of Clothing Structure Design Course

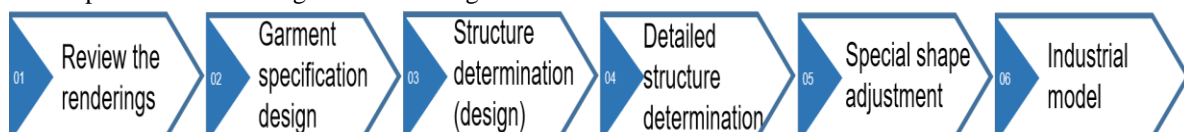


Figure 1: Process of clothing structural design

3. THE INTEGRATION DEVELOPMENT AND PRACTICE OF THE COMPUTER AIDED DESIGN AND COLLEGE FASHION DESIGN COURSE

3.1. Market Demand and Technology Iteration

Style design, structural design and process design constitute the modern fashion engineering. The foundation and preparation of process design is structural design, and the continuation and development of style design is also structural design, which plays a key role in connecting the preceding with the following in garment engineering. On the one hand, the structural design needs to express the style and shape and internal structure in a plane or three-dimensional way, and ensure that the number, shape and parts of the components of the clothing are identical. On the other hand, it needs to provide a standard basis for the garment sewing process and provide a complete set of specifications, reasonable structure of the process template. Therefore, clothing structural design plays an important role in the whole process of clothing research and development. [1]

2.2. Teaching Difficulties in the Current Course of Clothing Structural Design

The structural design of clothing is a comprehensive course involving many subjects, including design, ergonomics, clothing materials and so on. Clothing structural design needs to convert the art design concept into the digital graphic data. At the same time, it needs to combine ergonomic principles to achieve the integration of plane structure and three-dimensional modeling. During this process, it has higher requirements for learners' ability to calculate, geometric thinking and space imagination. There are difficulties in geometric transformation between graphic design and three-dimensional modeling. In addition, in the process of clothing structural design, it is also necessary to coordinate design requirements, special body shape, clothing fabric, processing technology and other influencing factors, so as to adjust students' comprehensive grasp of the composition of clothing structural design ability, which has also become a teaching difficulty in the course of clothing structural design.

Oriented Course Research and Development

The research and development of college Fashion Design course should be guided by market demand and technological iteration, and should innovate the fashion design concept, optimize the course content and improve the fashion design curriculum system according to the potential demand of consumers and the development trend of the technology field. Computer-aided design (cad) provides powerful technical support for college Fashion Design courses to respond to the changing market demands, update teaching contents and innovate teaching methods. The research, development and teaching of college Fashion Design course should give play to the effect of school-enterprise cooperation and collaborative education.

On the one hand, research and development of Fashion Design course teachers should maintain close communication with the clothing enterprises through the university-enterprise cooperation communication to timely understand what kind of clothes sell like hot cakes of clothing enterprises at present, and be aware of the latest changes in consumer demand for Fashion Design and the development trend of the garment industry, renew the idea of college fashion design course content, remove the costume design course that can not satisfy the current market demand, add the new characteristic of professional clothing courses and perfect the course system. Fashion Design courses in colleges and universities need to be oriented towards clothing enterprises, pay attention to the changes of consumer demand and keep pace with the times.

On the other hand, with the development of big data, 3D printing, VR technology and artificial intelligence, computer algorithms, data storage capabilities and image processing capabilities have been constantly upgraded. And computer-aided design capabilities have made a qualitative leap. For example, AI-aided Fashion Design series have been put into use. By collecting and learning fashion design styles through artificial intelligence technology, and establishing algorithms for elements such as fabric, structure, color matching and texture, a large number of design drafts can be generated in a short time, providing inspiration for designers. "Technology + creativity" will have a far-reaching influence on the Fashion Design field, so the development of Fashion Design course in colleges and universities should fully focus on technology trends, understand the requirements of the cutting-edge technology for Fashion Design talent, knowledge, skills and quality experience, take technical iteration oriented courses to research and development, increase the employment competitiveness of Fashion Design major students.

3.2. Make Full Use of CAD Software for Teaching Plane Demonstration

For theoretical knowledge in the course of clothing structural design, teachers usually explain it in the

form of three-dimensional demonstration, while for knowledge related to the analysis of clothing structural diagram and practice, teachers mostly teach it in the form of graphic structural design legend. Computer-aided design is faster, more accurate and more flexible than traditional manual drawing, and the integration of computer-aided design and college Fashion Design courses only requires the installation of computers, CAD software, projectors and other related multimedia equipment in terms of teaching hardware requirements. With the help of CAD software structure drawing, pattern generation and sample labeling and other powerful functions, teachers can carry out plane demonstration. During the plane demonstration, teachers use CAD software to reduce the details of the clothing, decompose the structural design drawing of the clothing and make a comparative before-and-after analysis of the changes of the clothing structure, which helps the students to deepen their understanding of the clothing structural drawing and related practical knowledge.

3.3. Promote the Integration of Online Micro-course Research and Development and Offline Classroom Teaching[2]

Firstly, it is the research and development of micro-course and video recording. Traditional classroom teaching requires students to be concentrated in the classroom, teachers and students having face-to-face lectures and the teaching time is long. Although this is conducive to systematic teaching and teachers answer questions for students on site, it is limited by space and time. The knowledge points of the clothing course are decomposed and micro lessons are developed and recorded into 5-10 minute micro lesson videos. According to students' learning characteristics and memory rules, combined with online after-class practice tasks, online learning games are set up and learning points can be exchanged for relevant rewards to increase the interest of online learning. Online micro-class allows students to independently choose micro-class videos of relevant knowledge points to study according to their learning acceptance and mental state, which is not limited by the number of times, time and space. For the problems encountered in online learning, students can ask questions through online messages. For personalized questions, the school arranges professional teachers to answer them regularly online. For the common problems, the teacher can systematically explain the knowledge point in class. Secondly, it comes to the classroom case demonstration. In order to improve the teaching effect, combine with the software application for the animation demonstration, vividly explain and demonstrate the clothing hierarchy and the corresponding structural lines, through the CAD software virtual suture to demonstrate the effect of garments, adjust the samples that are not satisfying. This can avoid the problems found in the

trial-production of traditional clothing structure teaching, avoid the waste of time and materials and improve the timeliness of clothing design, and reduce the cost.

4. CONCLUSION

Clothing structural design plays an important role in the whole process of clothing research and development. Computer-aided Fashion Design software CAD technology can solve the difficulty of geometric thinking transformation in traditional structural courses. By constructing the course system oriented by market demand and technology iteration, making full use of CAD software for teaching plane

demonstration, and promoting the integration of online micro-course research and development and offline classroom teaching, the effective integration of computer-aided design and college Fashion Design courses can be promoted.

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Research on Micro-teaching of Foreign Language and Development of Micro-Lesson

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Abstract: In recent years, with the popularity of "micro", micro-learning has become a new term in education, and it is a new model of teaching resources. It has received attention in the education community at home and abroad. The application of micro-lectures in foreign language teaching can effectively improve the effectiveness of classroom teaching, and make the content and form of classroom teaching rich and colorful.

Keywords: Micro-teaching of foreign language; Development of micro-lesson; Teaching research

1. INTRODUCTION

With the continuous development of the education process, various schools are innovating teaching methods. In foreign language classroom teaching, the introduction of micro-lessons is an important way to promote the development of foreign language teaching. Micro-lesson is a new teaching resource model, and teachers in various universities have also explored and practiced the theoretical learning of micro-lessons and achieved certain teaching effects. This article mainly explores the micro-teaching methods of foreign language and develops them to effectively improve students' foreign language ability.

2. WAYS TO DEVELOP A FOREIGN LANGUAGE MICRO-LESSON

2.1. To Choose the Right Topic of Micro-Lesson

The appropriate theme of micro-lesson has a direct relationship with the success or failure of the development and design of micro-lesson. In teaching, any subject can be used as the object of choice for topics of micro-lesson, but it does not mean that any subject in any course can be used as the object of choice. The micro-lesson is not a fragment of the normal course, nor is it a compression of the normal course. Therefore, when choosing the theme of the micro-lesson, it is necessary to follow the principle of small and precise. The range of choice can be a single knowledge point, a language skill training, or a certain teaching link which can be selected as topics of micro-lesson. For a unit of content, it belongs to a large comprehensive strong, and the subject content with a certain generality is not suitable for topics of micro-lesson. [1]

2.2. To Define the Content of Micro-Lesson

Under the premise of selecting the topics of micro-lesson, teachers should fully understand the relevant foreign language teaching content taught in the classroom. Only in this way can a comprehensive

summary of the topic content of micro-lesson taught. And according to the different content, the key points and difficulties in the teaching content can be distinguished. Especially in the choice of teaching examples, we must pay special attention to whether it has a certain interpretation. While fully reflecting the topic content, it must also be consistent with the characteristics of students' cognition and interest. Only in this way can the content of micro-lesson be more easily accepted by students. [3]

2.3. To Clear Objectives of Micro-Teaching

The goal design of micro-teaching should follow three principles, namely clear, realistic and measurable. The clear goal refers to a certain consensus between teachers and students. For the study of micro-lessons, teachers and students should know clearly what they can learn. Objective reality means that teachers should fully understand the actual situation of students and fully understand the teaching materials. In addition, when designing micro-lessons, teachers should give priority to the students' basic and interest conditions, and give them targeted guidance according to the content of teaching materials. Therefore, the teaching objectives of micro-lessons should start from the reality and be implemented to the reality. Finally, goal quantifiable refers to the use of measurable language to describe the teaching objectives in detail, which can not be ambiguous.

2.4. To Refine the Design of Micro-Lesson

In fact, the design of micro-lesson is a design process from easy to difficult on the premise of students' existing knowledge. Therefore, it is important to introduce the micro-lessons into foreign language teaching. While ensuring that the micro-lesson is easy to understand, it also needs to ensure its interest. Only in this way can we effectively stimulate students' interest in continuous inquiry learning. In this process, students can gradually understand the relevant knowledge in foreign language learning through the guidance of micro-lessons, and review the learned knowledge points, so that students can have a gradually in-depth understanding process when understanding knowledge. [4]

3. THE APPLICATION OF MICRO-LESSONS IN FOREIGN LANGUAGE TEACHING

3.1. To Do a Good Job in the Content Design of Micro-Lessons

In the micro-teaching of foreign language, the most critical link is to design the micro-teaching. In order

to present a micro-teaching of foreign language perfectly, good teaching design is one of the most important means. Therefore, teachers should ensure the systematization of the curriculum, and make sure the integrity and relevance between the curriculum and the curriculum. In addition, teaching design is the most basic link in the micro-teaching of foreign language, which requires that teachers should strictly screen the teaching content, teaching objectives, and design ideas in the teaching design to make the teaching design be the basis of classroom teaching and ensure that the teaching content can be carried out around the teaching design. So the quality of teaching design is important in the micro-teaching of foreign language.

3.2. To Carry out Micro-Teaching through the Development Characteristics of Students

Teachers should fully grasp the personality and characteristics of students and be familiar with the characteristics of students' psychological development in the process of the micro-teaching of foreign language to give full play to the skills of micro-teaching. Teachers should have a thorough understanding of students' foreign language level and knowledge before they teach courses, and give priority to the actual situation of students in the process, and adopt targeted methods to teach by means of micro-teaching. In addition, through the scientific use of micro-lessons, teachers can effectively help students better grasp foreign language knowledge, and help students solve problems in the application of foreign languages to stimulate students' interest in micro-lessons and actively participate in foreign language teaching. Moreover, when teaching micro-lessons, for some boring knowledge points, teachers can explain the teaching through micro video, and use video to show the knowledge points, so that it can make the original boring knowledge points become new to stimulate students' learning interest and thinking power and further cultivate students' personality development.

3.3. To Choose the Better Teaching Method through the Advantages of Micro-Lessons[2]

In the micro-teaching of foreign language, the use of efficient classroom teaching to further improve the learning quality of students is the most fundamental goal of teacher teaching. In general, the duration of the micro-lesson is short, and the duration is just within the time period when the students are most concentrated. Therefore, in order to effectively improve the quality of foreign language teaching, teachers are required to explain more useful knowledge to students in a limited time to help students quickly grasp the knowledge points. In addition, students are willing to accept knowledge in

the classroom, but outside the classroom, some students do not have the ability to learn independently. Therefore, teachers should make full use of class time in classroom teaching and selectively teach more valuable information to students to make full use of the advantages of micro-lesson resources and ensure the efficiency of classroom teaching. In addition, the teaching content of foreign language micro-lessons has a certain pertinence, and the knowledge points developed around the micro-lessons are more concentrated. Students can use the micro-lessons to review the knowledge they have already learned, and can think more deeply about the knowledge points through the guidance of the micro course. In this way, students' understanding of the knowledge system is deepened and their familiarity is greatly improved. At the same time, they can further stimulate students' thinking ability and fundamentally improve students' foreign language learning ability. Through the development and design of the curriculum, the knowledge points are condensed to the best part within the limited knowledge, so that the learning of the students can achieve more results with less effort.

4. CONCLUSION

To sum up, with the advancement of the information age, students' foreign language learning is more related to their language application ability and is no longer limited to the level of mastery of new words. As a new teaching resource, micro-lesson can effectively optimize the foreign language teaching and make the teaching more efficient. Only by making use of the advantages of micro-lesson, can we effectively optimize the micro-teaching of foreign language and make the development of micro-lesson recognized and used.

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On Ways to Develop the Language Thinking Ability of Children in Pre-school Education

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Abstract: As an important bridge for people to communicate with each other, language can not only draw in the distance between people, but also promote the progress and development of the society to a certain extent. The language thinking ability is mainly reflected in communication and expression. People with higher language thinking ability can master the rhythm of the whole conversation in the process of communicating with people to constantly improve their communication skills. Therefore, in order to enable children to have higher communication skills in their future life, their study and work, it is necessary to cultivate the language thinking ability of children from an early age. This paper focuses on the analysis of the significance of cultivating the language thinking ability of children in pre-school education, and puts forward some suggestions on ways to cultivate the language thinking ability of children to improve their language thinking ability and promote the development of pre-school education.

Keywords: Pre-school education; Language ability; Thinking ability

1. INTRODUCTION

Young children refer to children between 1-6 years old which is an important period for children to learn language and behavior. The language expression ability and language learning ability of children have an important impact on their future growth and development. And with the increasing competitiveness of society, most parents will adhere to the concept of starting from children, and send children to kindergarten for pre-school education when they are about 3 years old. Because pre-school education can provide the professional education and guidance mode for children. It has more professional guidance for the cultivation of children's language thinking ability. It can improve children's language learning ability better and faster and language thinking training ability, and improve children's language reserve ability. Therefore, pre-school education is an important stage of children's language learning, and teachers need to use scientific methods to enhance children's language thinking ability according to their physiological characteristics, psychological characteristics, and development needs. [1]

2. THE SIGNIFICANCE OF PRE-SCHOOL EDUCATION TO CULTIVATE CHILDREN'S

LANGUAGE THINKING ABILITY

2.1. To Enhance Children's Self-Confidence

The sense of distance between people needs to be maintained by people, and the distance is continuously narrowed and the intimacy is enhanced through conversations. In pre-school education, children's language learning and thinking ability can be strengthened, which helps to close the distance between children and parents and teachers, so that the intimacy between children and parents and teachers can be enhanced, and the healthy growth of children can be promoted. The language thinking ability mentioned here is not only to improve the social ability of young children, but to enhance their self-confidence that is derived from the deep inside of the child. Enhancing children's self-confidence is the first step in socializing. In the process of children receiving pre-school education, the teacher can not just criticize the children who make the mistake. He should find out the ins and outs of the matter, make good use of the language and words, pay attention to caring for the children's self-confidence, and enable the children to have enough expression space, so that children can feel that they are respected and enhance their self-confidence. Parents are the first teacher of the children, and they should encourage their children to express their ideas, protect their self-esteem and enhance their self-confidence, which has a positive effect on the children's ability to express words.

2.2. To Promote the Development of Physical and Mental Health

The study and promotion of language thinking is an important part of the healthy development of children's growth. The study of language thinking can not only actively promote the healthy development of children's physical and mental health, but also increase the children's perception of external things. Because young children do not form their own thinking and cognition, they will have strong imitation ability to the outside language and behavior. In the pre-school education stage, the children's language learning is mainly guided by the teachers of pre-school education. Therefore, as a teacher of pre-school education, it is necessary to create a good learning atmosphere for children by designing different extracurricular games and interesting classrooms according to the characteristics of children in early childhood, which has a positive effect on children's communication skills. At the same time, through the play of the game and the

learning of classroom knowledge, the children's language logic ability is continuously cultivated. A good pre-school education atmosphere can effectively promote the healthy growth of children's physical and mental health.

2.3. Contribute to the Study of the Language Subject
Because of the strong imitation ability of children in early childhood, they are also receptive to the language output of pre-school teachers, such as some sentences and vocabulary spoken by teachers. The acceptance of these words and sentences plays a good role in enhancing children's language learning ability, which will pave the way for the following learning of Chinese subjects. One of the characteristics of pre-school education is to know the knowledge of numbers, fruits, and animals through map reading. The way of pictures can improve the observation ability of children, and increase the interaction between teachers and children, and activate the atmosphere of the classroom. It is conducive to increasing children's memory of knowledge and deepening their language skills.

3. STRATEGIES OF PRE-SCHOOL EDUCATION FOR THE CULTIVATION OF CHILDREN'S LANGUAGE THINKING ABILITY

3.1. To Focus on Improving Children's Comprehensive Quality

One's level of knowledge and culture, cultural accomplishment and life mentality can be seen through his/her speech to a certain extent. Therefore, the speech of language is important for human beings. Most of the children and teenagers spend most of their time in school in their important growing period. From pre-school education to high school, even to university, they have been improving their comprehensive language ability. It is because the expression ability of language needs to go through a long time of learning and accumulation. After continuous verification and enrichment through practice, it can be continuously improved. Therefore, in pre-school education, we need to lay a good foundation for children's language learning, so that children can have a better basic education, and lay a good foundation for the future learning of language thinking ability. [2]

3.2. To Enrich Children's Language Skills

Speaking ability is part of the ability of language thinking, so enriching children's oral ability is also a way to improve their language thinking ability. In the process of pre-school education, the children's oral ability can be enriched in various ways, and the children's language ability can be increased, which has a positive effect on the children's language organization. In the pre-school education, the teacher can enable children to express their own way through independent reading or story sharing to train children's courage and self-confidence and exercise

their language expression ability. Long-term exercise of children in this way can enable children to accumulate experience, correct mistakes, and promote their ability to express their language.

3.3. To Guide and Train Children Properly

Pre-school education is also a kind of school education, and there should be the guidance and training of teacher, which will have a positive effect on the healthy growth of children. In the process of pre-school education, teachers must master the physical and psychological characteristics of the children before conducting instructional training. According to these characteristics, the content of the guidance training is planned and purposefully screened, and the selected materials should be marked with key and difficult points, and then these parts should be guided and trained. When implementing the guiding and training, the teacher needs to pay attention to the performance of children in the training process, and make a record to facilitate the targeted evaluation of children after the training is completed. It is also beneficial for the teacher to adjust and improve the method of guiding and training, so that the teacher's mentoring training can have a better effect. [3]

4. CONCLUSION

To sum up, childhood is a special period of children's growth, and it is also the enlightenment stage of children's cognition of the world. It is particularly important to cultivate children's language thinking ability, because it has a significant impact on children's future growth. Pre-school education is an important education channel for children in early childhood, and pre-school teachers need to carry out targeted guiding and training for children by combining the characteristics of children's growth, and gradually develop children's language thinking ability. At the same time, teachers need to create a positive, harmonious and sunny learning atmosphere for the cultivation of children's language thinking ability, which has a positive role in promoting the cultivation of children's language thinking ability. [4]

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A Study of Shi Tao's "samadhi" Theory

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Abstract: Many of the thoughts in Shi Tao's paintings reflect the "determined and indeterminate" ideological characteristics. He highlights the "liberation" method, advocates the spirit of disengagement and the distinction between right and wrong, and uses the enlightenment to realize the creation. Zen The spirit contains the roots of its inner thoughts. The ideological foundation of Zen philosophical theory is that it is dyed and dyed, and the original feelings of the original sacredness are manifested by the self-satisfaction of the emptiness of the emptiness, to understand the true meaning of all things. This article from Shi Tao I can't live in one place, think about the free "game" thinking as the starting point, and contact Zen thoughts to take the opportunity to "see the self-important" ideological realm, enrich the context of Shi Tao's thought. The "determined and indeterminate" feature of Shi Tao's theory is related to the "freedom" of his painting theory. He emphasizes that there is no such thing as a cloud, no law, no law, no self-sufficiency. It has a great relationship with the realm of Zen "viewing freedom".

Keywords: Samadhi; Zen; Self-Important; Quiet Mentality

1. "NOTHING" CONSTRAINT

Shi Tao's "liberation" approach has been carried out by the predecessors. Mr. Zhu Liangzhi believes that Shi Tao's liberation is based on the roots of the "Diamond Sutra" and is based on his "illegal and illegal" ideas. The narrative thinks that it does not live in the distinction between "fixed" and "indefinite", but the purely indiscriminate realization of "self" as the foothold, and he repeatedly mentioned the "game" insight in painting theory. This is related to the "liberation" method, and the origin of the "viewing freedom" of Zen.

In 1691, he wrote in the title of "Searching for Qifeng's Draft": "If you don't make a law, it's my ancestor; if you don't give up a law, it's a singularity," that is, you don't set up everything, there is no climbing, and at the same time, I don't care about "I", according to "I", the "I" method has no fixed distinction between the primary and the secondary. "There is a painting master on the earth, shaking hands and not swaying my chest", [1] It is the embodiment of the present intuition that is unobtrusive and unbound.

Zen has an intuitionistic view of the mind. "Hua Yan Jing" has a great influence on the Zen "Zhengru" virtual thought, and its volume is 36 words: "The most clean and pure as a void, not dyed like a lotus",

emphasizing "nothing" Zen is amazed, Zen has developed this kind of thinking, and compares the true heart of the object to the "mirror mirror". There is no intuition to use the infinite reality of the wisdom. "The ancient respects" volume 45 "Kewen" words: "Death and death come if the mind and body are spring and snow, only the Taoist people will be clear-hearted, and the daily use will be always chaste. "If you don't hold it, in the realm of enlightenment, you will all melt in the heart of your heart, leaving only the true heart to reflect everything like the moon."

Shi Tao also emphasized the "empty sky" of Wu Dian. The son of Tao Ji, in the poem "Chao Xiang", focused on Shi Tao's poems, "The bitter melon poetry painting", "Flower spring can make a sound, sideways in the snow. Jing and Guan, this kind of first work. It can't be done by law, and it can't be legal." The poem clearly points out that Shi Tao's "law" is a lawless method that breaks the knowledge. When relying on certain rules, it should be Whether there is a restriction on the concept of whether or not to maintain the true spirit, instead of pursuing the external mystery, the law and the law are all the heart, so that it is quiet and snowy, and the air is in the air. The painter can enjoy the "Ruo Xuexue" in his leisure. The body depicts the voice of "flowing spring", and the "I purpose" method conveys the artistic conception of the high and the beautiful. In 1691, he wrote in the "searching for the peaks of the Qifeng": "I don't make a law, it is my sect; If you don't give up the law, it's the purpose of the law, that is, you don't set up all the laws, you don't have the difference in climbing, and you don't give up the "I law." According to the "I", the "I" method has no fixed primary or secondary points. It is the embodiment of the true "Mingyue" that is unobtrusive and unbound. Shi Tao further explained the state of mind when he was enlightened. In the title "White Dragon Pool": "The source of the poor is incomplete, and it has to be hollow. Hehe is at the dragon, can apply the earthly forest", and the "hollow" here, due to the heart In the land of peace, the interest is chasing the sound of dust. When the artist creates an intuition on Vientiane, he can present the heart of "Shi Da Di Lin", and the light shines through, reveals the true merits, and depicts the endless paintings. In the Autumn Tide, he said: "At this time, Xin Yiyi invites, and the heart and the physical state are heard." The reason why the heart and the physical state can be combined is that it rises to the outside world. In the realm of realm, the heart is clear, and the creativity from the fountain of life is really impossible.

It can be seen that Shi Tao's incompetent method of "not standing up" is "hollow" and gains the essence of "daily use".

2. THE HEART IS LIKE "SAMADHI"

The outstanding "Fa" of Shi Tao's painting theory emphasizes the self-satisfaction, the true feelings of all things, and the method of ignoring the thoughts. The most important feature of Shi Tao's painting theory is that the "game" is as smooth as the heart. In the title "Pomegranate Flower", the words "How to make a hole like a fire, the charm is not too bad. I am the author, the game refines the Mingxia", Shi Tao conveys the charm, and conveys the spirit with the freedom of "game". The truth of the observation. Zen has the saying "samadhi", in the original "Jingde Chuan Lu Lu": "But the room of the silence, forget it, get the game of samadhi", the game is self-satisfied, samadhi, refers to The world of meditation, the heart is set at a point not to be scattered, focus on one world, "The Great Wisdom Theory" volume seven: "Why is it three sorrows? The good heart is not living, it is the name of the three scorpions", is the heart and no contradiction.

"Three games of the game" is the heart of the voyage in all things, and there is no measurement of the difference. For this, it is the current time, clear and out of trouble. "Sui Yan Jing" volume 10: "virtual care, "Zhen Xi, the only true", Zen used this to explain the "net" of the object, should make the imaginary mind can not afford to read, "Hongzhi Guang Lu": With the sounds of the game, the game is used for three reasons, the natural turn is not sentimental", the heart of meditation is like "mirror", the troubles and dusts are not injected into the "net mirror", the heart naturally flows, the sages observe, there is no past practice Only the "spirit of no difference" that is naturally revealed at the moment, thus illuminating the "Ming Xia" of the spirit.

In the Nirvana Sutra, there is a reversal of the unconstrained mentality of "disorder": "After the year of the month, I am responsible for the people. I have no hooks and can't make a fuss." Live, not to create nausea, which emphasizes that those who do not understand the sounds of the outside, indulge in love in the field of phenomena, such as "mad elephant" can not understand the six dust, not to understand Bodhi and troubles In the context of harmony, Zen Buddhism develops this idea, and advocates reconciling the mind to the state of accommodating, and deliberately seeks enlightenment, but does not see the intimate, and has no such "brightness" as it is. With the self-sufficiency, leaving the six thief facilities, Can look at the power of prajna.

I got the "Ming Xia"-like splendid and free-spirited thoughts. Shi Tao wrote the long poems and the lyrics at the bottom of the Eighth "Da Di Cao Tang Tu". "Xijiangshan people are called the Eighth National Congress. They often play with the pen and ink. The miracle of the miracle is clear, the pen and ink dance

is really good." [2] Pen and song dance, because the heart is like "mirror mirror", there is no sign of lawful habits, only the "three shackles" like the Chang Ming, free and easy, the true spiritual pulsation, is the result of "release the wave".

Departing from the "six thieves" and self-determination is the purpose of Zen's "observation of self-sufficiency". Zen Buddhism expounds the transcendental nature of seeing sexuality, making people unobtrusive and self-conscious, and it is clear that the view is not available. And everything is transparent, that is, the name "viewing free", "Ancient Respecting" volume 34 "Qingyuan" words: "And if the eyes are not color, the color is not eye-catching, the sound is not heard, the ear is not sound, the law Qier. The cloud is self-reliant and possessive, and there is no way to make a choice. The reason is that the singer is also unfavorable. This is the singer of the gamma, and the dust is empty, and the departure is also a sin. Self-centeredness is the true nature of the law, it is the righteousness, the so-called "after the gold needle, a wind blows the sleeves". [3] In the first place, the color of the world is in the forefront, and the incomprehensible person has no choice but to be based on the true nature of spiritual consciousness.

For the self-contained view of the nature of the game, Shi Tao said that "can not": And: 'to the people can not'. Not impossible, can not be law, but to the law." Not without law, but I know the true heart, I don't think about it in the phenomenon, I don't have the way to find the law, the law of the highest, and I'm not chasing it. He talks about this free heart: "The Yellow River Yintao floods the shop, not the square field Fang pot. The body has been in the bright top, the cloud has returned to live without [4] Putting into "living heart" means to practice the vacuum to the environment without any obstacles. At this time, the roots of the dust are empty, and they are free to live in the clouds, and experience the vitality of Vientiane.

In the analysis of Ni Gaoshi's paintings, he argued that he was detained to the ills: "After the world, he was squandered, and the reason why this painting has no distant gods" [5]. There is no "far god" because it is not self-contained, and it is scattered in one place, and it is in the position of the law, failing to "transform" the human body and present it.

It can be seen that Shi Tao's "game-three samadhi" has no insights into the measurement, which embodies the "one-method" "method of becoming a law" and also has the Zen "mirror mirror" to see the realm of the realism of the real thing. Deep thought meaning.

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Activity Cost Classification and Cost Driver Analysis of Iron and Steel Enterprises

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Abstract: Iron and steel industry is the pillar industry of China's economic development. With China's accession to the WTO and the formation of the global market, facing a more volatile external environment, cost reduction has become an important means and approach for steel enterprises to improve competitiveness. At present, the iron and steel enterprises have the phenomenon of too coarse granularity of cost management, resulting in unreasonable cost allocation, serious distortion of product cost information, resulting in operational decision-making error, product cost out of control. Therefore, the adoption of a new cost management method in iron and steel enterprises is conducive to the enterprise to clarify the cost composition, improve the enterprise's cost control ability, and provide a basis for the enterprise to make strategic decisions.

Based on the analysis of activity-based cost classification and cost driver confirmation in iron and steel enterprises, this paper concludes that activity-based cost is an effective cost management method in the transformation and upgrading of iron and steel enterprises. According to the current situation of enterprise development, activity-based costing should be properly applied to improve production management and enhance enterprise competitiveness.

Keywords: Iron and steel enterprises; Activity cost; Cost drivers

1. INTRODUCTION

1.1 Research Background

Steel is the material guarantee for the survival and sustainable development of a country. It is closely related to the production activities, housing and transportation of its citizens. Iron and steel industry is an important industry related to the national economy and people's livelihood, is the cornerstone of the national economy, its development trend is an important reflection of a country's comprehensive strength and production level. Since the reform and opening up, China's iron and steel industry has developed rapidly, from the technical level to the overall output has been greatly improved. At present, China's annual steel production accounted for more than half of the world's total steel production, is the world's largest steel production. The stable development of iron and steel industry is of great significance to the rapid economic growth and social stability and harmony in China. [1]

1.2 Literature Review

James a. Brimson [1] (1991) studied the traceability of cost motivation and how to calculate activity-based cost, systematically expounded A series of cost accounting concepts of activity-based costing, and discussed the system of accounting activities.

Ramji B., Eva L. and Sivaramakrishnan K. [2] (2012) made a comprehensive and multi-angle comparative analysis of different cost accounting methods, and found that ABC was significantly superior to other cost accounting methods in many aspects.

Yu zengbiao [3] (2005) and other scholars integrated the traditional cost method and activity-based cost method and presented the use method after the combination of the two methods in the form of case study, which provided a new idea for the improvement of enterprise cost accounting method.

Jia yanan [4] (2015) studied and analyzed the characteristics of cost accounting and cost management of small and medium-sized enterprises, and put forward feasible Suggestions for their application of activity-based costing.

2. APPLICATION OF OPERATING COST IN IRON AND STEEL ENTERPRISES

2.1 Introduction to Activity-Based Costing

Homework occupy the central position in the whole operation cost method, it connects the resource consumption and product cost. The purpose of implementation of homework cost method is in the process of optimizing operation chain and value chain continuously eliminate non-value added work, the retention value is useful, for management planning, decision-making and control to improve to provide powerful guarantee, enhance the competitiveness of the enterprises, and increase enterprise value, and provide reliable basis for the management performance evaluation.

The basic premise of activity-based costing is that products consume activities and activities consume resources. The essence of activity-based costing is to link the final product with resource consumption through the medium of activity and reasonably separate and reduce indirect product costs. [2]

2.2 The Fundamental Purpose of ABC

Activity-based costing (ABC) is based on the division of activities and treats direct cost and indirect cost equally as the cost of product consumption activities, thus broadening the calculation range of cost, making the calculated product cost more accurate and providing reliable cost information for enterprise

management decision and improvement and development strategy.

Activity-based costing can reveal which products are profitable and which waste resources. Many enterprises adopt activity-based costing and find that 20% of products generate a profit of 225%. Activity-based costing advocate professor kaplan calls it the 20/225 rule. This axiom suggests that many products are actually eroding corporate profits. This is difficult to detect under the traditional manufacturing cost method. Adopting activity-based costing to calculate and analyze various cost drivers can effectively reveal the true profitability of each product.

For the purpose of homework cost accounting method, is to basically achieve steel products cost nuclear hawker precision and fine management, at the same time for enterprises to strengthen the management of the decision-making, comprehensive plan and budget management, cost budget implementation difference multifactor depth analysis, to calculate the cost of each cost control center for examination and assessment of liability, etc.

2.3 Classification of Steel Enterprise Operations

The process system and operation of iron and steel enterprise can be divided into three parts: the iron front system, the steel back system and the auxiliary production system.

(1) the pre-iron system refers to the production system which includes the iron making and the main processes in its upstream, mainly including coking, sintering, pelletizing and iron making. [3]

(2) post-steel system refers to the production system including steelmaking and its downstream processes, mainly including steelmaking, casting, hot rolling, cold rolling, coating, coating and welded pipe processes. The steelmaking process is divided into roughing and refining operations. Casting process according to the process is divided into continuous casting or mold casting operations; Hot rolling process is divided into heating, hot rolling, finishing, packaging and other operations; Cold rolling process is divided into pickling, cold rolling, heat treatment, coating, finishing, packaging and other operations.

(3) auxiliary production system refers to the production unit that provides auxiliary products and

services for the main production process, mainly including electricity, gas, water, transportation, repair, etc. According to the management needs, the auxiliary production system can set up the corresponding operation according to the service content and nature.

3. RESEARCH RESULTS

Above all, when an iron and steel enterprise adopts activity-based costing, the process system and operation can usually be divided into three parts: pre-iron system, post-steel system and auxiliary production system. Product costing is generally based on the same variety of specifications of the product batch cost collection and distribution. If dynamic control is required and basic work such as measurement and recording is solid, it is also possible to conduct real-time and refined detailed accounting according to the day, shift and furnace number under the product batch. [4] The dynamic cost report of batch, day, shift and furnace number only reflects the corresponding direct cost, so as to facilitate the cost control and dynamic marketing decision. At the end of the month, according to the requirements of the current accounting system, the indirect manufacturing expenses incurred in the current period shall be allocated to the products of various specifications according to the reasonable standards determined, and the complete production cost of the products of various specifications shall be calculated.

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Analysis of Brand Loyalty to Mobile Phones from the Perspective of Customer Value

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Abstract: Both the finance and the market are secondary to the brand, and the customer value is the biggest manifestation of brand equity. The recognition of products from customer can help companies form the value of brand equity and form core competitiveness. Therefore, it is necessary to study the brand loyalty to mobile phones from the perspective of customer value. This paper first analyzes the status quo and psychology of customers in brand loyalty, and then studies brand loyalty to mobile phones from the perspective of customer value with actual cases.

Keywords: Customer value; Mobile phone; Brand loyalty; Brand community theory; Case analysis

1. INTRODUCTION

The pattern of consumer demand has changed greatly with the changes of technology and life. The traditional price competition has been completely discussed as a third-rate strategy in modern times. How to better meet the customer's needs and maintain a better customer relationship is an important topic for mobile phone enterprises to study. The marketing focus of customer relationship is to better identify the customer's needs to establish and maintain a better business and customer relationship to improve the market share of enterprises and help them make better profits. In the research, the author finds that the brand community theory has a high research value in the study of customer loyalty to the brand[1].

2. THE STATUS QUO AND PSYCHOLOGICAL ANALYSIS OF CUSTOMERS IN BRAND LOYALTY

In the study of Western scholars, the view of brand community focuses on the form of social relationship structure established between the admirers of a certain brand and the brand. It is a special form of community that is not geographically connected. In these studies, the triangular model relationship of the brand community regards the brand as the medium, and the relationship between the enterprise and the consumer is relatively recognized. The biggest characteristics of the research are: (1) The values of community members are shared; (2) Community members have the same traditions and rituals; (3) Community members have a strong sense of responsibility. Domestic research on brands is relatively in the growth stage, and its functions are

recognized by most scholars. The brand community theory itself is still in a relatively growing research at home and abroad. In theory or practice, it is valuable to carry out the research of brand community to help them understand brand loyalty [2].

Customer value is the research and analysis of products and services from the perspective of customers. The core of customer value is actually the balance between gain and loss. The gains include the benefits brought by the product itself, with the main performance of service, brand, psychology and comfort; the losses are the costs paid by the purchase, including the purchase price, additional products, maintenance, and poor performance. The difference between gain and loss can be said to be the center of balance. The larger the difference, the higher the perceived value, the higher the product satisfaction, and the better the customer's loyalty to the brand. Actually, the meaning of customer to value has a great subjective component, and the level of customer value is highly variable. Therefore, it is necessary to pay attention to the two-way communication of information and to understand that customer relationship marketing is a long-term cooperation process based on the trust and commitment of both sides. Moreover, it needs to pay attention to the win-win situation of marketing activities. [3-4]

2. RESEARCH ON BRAND LOYALTY TO MOBILE PHONES FROM THE PERSPECTIVE OF CUSTOMER VALUE

The brand community of mobile phones in the world is gradually formed. Different mobile phone brands are precisely positioned for different target groups. After detailed analysis, targeted publicity is launched. Based on the recognition and preference of a brand, the brand community is gradually formed. But the form of this brand community is not clear enough and is lack of organization, so it still needs to develop the construction and mining of community. In the form of Internet, the virtual community has gradually formed a scale. When the mobile phone is purchased, the consumer's perception and recognition of the brand will be well displayed through the Internet. In terms of domestic mobile phones, the main problem to be solved at present is to build a brand community of domestic mobile phones, which is of great significance to the brand. The brand community can not only improve the quality between the brand and the customer and enhance the customer value, but

also enhance the asset value of the mobile phone brand and improve the competition of the mobile phone. The establishment of brand community can be completed through advertisement, magazine, network, public relations activities, and membership system [5].

The construction strategy of brand community of domestic mobile phone can be completed through the following five means: (1) The consumers should be taken as the center to cultivate the relationship between consumers and brands and among consumers. The establishment of consumer and brand is the original intention of the enterprise to maintain the brand community. In addition, enterprises should better cultivate and support the core consumers of the community. They are highly loyal to the brand and can help to better develop brand users. In the past five years, the imitative phones have already withdrawn from the domestic mobile phone market. The image of domestic mobile phones in the hearts of consumers is mainly based on the ideal photography function, sufficient power and high cost performance. In the future, it may still need to be deeply improved from the sense of fluency and experience to attract more consumers and enhance the brand image of mobile phones. (2) Enterprises help to provide opportunities for consumers to connect with each other. The new product launch is the best opportunity to provide interactive communication opportunities for loyal fans of the brand, or fans can communicate with each other at the meeting to enable customers to have higher recognition of the company. Such gatherings also need certain publicity, which can help attract more consumers to participate, and to tap new customers and improve brand influence. (3) The interaction of brand community members should be enhanced to improve the influence of the company. Community members themselves are the most important customers of the company, and their preference for the brand can help the company grow and develop better. Enterprises are more involved in community interaction, which can better enhance the brand image and improve the degree of brand recognition. It is also a special way of publicity. Positive publicity can meet the needs of consumers, improve the function of mobile phones and enhance the brand image. (4) The quality of mobile phones should be improved and customer value can be enhanced. It should pay great attention to the quality assurance and after-sales service of mobile phones. Consumers may not be able to better identify the quality in a short period of time, but after a long time,

it can highlight customer satisfaction, reduce costs and enhance customer value. As the old saying goes that "A man knows his companion in a long journey and a little inn." It is also a way to increase brand loyalty. (5) There is communication in depth. Through the brand community, the company can communicate with customers better and can have better idea of the customer's understanding of the brand to enhance the customer's recognition of the brand. It can also help build confidence of the brand in the future development, and help the company achieve its promise, so that customers have a better sense of trust in the brand.

3. CONCLUSION

After the concept of brand equity has been put forward, the research on brand equity in the academic world is in constant stream, and the enterprises are paying more and more attention to it. Research on brand loyalty to mobile phones from the perspective of customer value can be deeply understood from the brand community. Through the Internet or other forms, mobile brand can deeply communicate with community members. It can enhance the trust and recognition of members and improve the quality and enhance the image, which helps customers to trust the brand better and achieve brand loyalty.

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Analysis of the Impact of Cross-border E-commerce on Transformation Mechanism of Foreign Trade in China under the New Normal of Society

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Abstract: With the continuous progress and development of society, the overall economy of China has been significantly improved. Under the new normal of society, cross-border e-commerce has also had a certain impact on transformation mechanism of foreign trade in China. Modern society is a pluralistic society, and cross-border e-commerce is both an opportunity and a challenge for our trade transformation. This article mainly analyzes the development status of cross-border e-commerce, and then discusses the impact of cross-border e-commerce on the transformation mechanism of foreign trade in China under the new normal of society. At the same time, it also puts forward some suggestions to provide a certain reference for the transformation of foreign trade.

Keywords: Cross-border e-commerce; Transformation mechanism of foreign trade; New normal; Impact

1. INTRODUCTION

With the continuous development of science and technology, it has now become an era of the global Internet. In this era, cross-border e-commerce has sprung up and has occupied a certain market. It shows that cross-border e-commerce has a great development potential. Judging from the current development situation of China, the scale of our cross-border e-commerce still has a large gap compared with that of such developing countries as the United States and the United Kingdom. However, with the continuous improvement of people's economic living standards, their demand for cross-border online shopping is also getting bigger, and with the support of national policies, the development of cross-border e-commerce has had a certain impact on the development of our foreign trade.

2. DEVELOPMENT STATUS OF CROSS-BORDER E-COMMERCE

From the perspective of global development, the development of cross-border e-commerce in China starts relatively late, and the market share in the market is not large, but the growth rate is fast. In addition, our population base is relatively large, and the development of the Internet has greatly promoted

the development of cross-border e-commerce.

Judging from the development of cross-border e-commerce in China, online shopping is its main market development leader, which has the following three characteristics. (1) The market scale of imported cross-border e-commerce development is relatively small. According to relevant data analysis, only about 15% of online shopping users will make purchases through cross-border networks, which shows that cross-border e-commerce has great development potential in China. (2) Overseas products are relatively at a rock-bottom price, and are favored by many consumers. Because the quality, price, and brand of a product are the primary considerations for consumers when purchasing goods. (3) With the development of society, people's living standards have improved significantly, and their purchasing power has also increased. Among them, people aged 23-40 are the main force for cross-border online shopping. They have a certain source of life, and also have high requirements for living. When domestic products can't meet their needs, they will look for overseas high-quality products to meet their own needs [1].

3. THE IMPACT OF CROSS-BORDER E-COMMERCE ON THE TRANSFORMATION MECHANISM OF FOREIGN TRADE IN CHINA UNDER THE NEW NORMAL OF SOCIETY

3.1 Cost Reduction

3.1.1 To effectively reduce the cost of foreign trade communication

In the process of foreign trade, Party A and Party B need to communicate for many times to clarify the terms of the contract. In the traditional foreign trade, it will be a long process. The cost, such as transnational telephone calls, travel expenses and accommodation for meeting and negotiating with customers, are not small costs for enterprises, which weakens their competitiveness. The emergence of cross-border e-commerce has reduced the communication cost of enterprises, mainly reflected in the following. (1) The emergence of the Internet has greatly reduced the cost of communication. (2) Smart phones have now become an essential item in people's daily life, cross-border e-commerce also has a dedicated APP, and foreign trade personnel can

communicate and answer questions within the APP. (3) The cross-border e-commerce platform can display the product in front of the buyer, and also has the function of comment and message, so that consumers can fully understand the product, which effectively improves the work efficiency, saves time and reduces the cost [2].

3.1.2 To effectively reduce the cost for foreign trade enterprises to obtain information

The development of Internet technology is the basis for the development of cross-border e-commerce platform. Internet technology has the characteristics of openness, sharing and real-time, which enables foreign trade enterprises to obtain relevant information in time, improves work efficiency and reduces costs. It can provide the latest information and developments at home and abroad for foreign trade enterprises. The platform is also advanced, and can analyze consumers' purchasing habits and consumption tendency through the data purchased by consumers to provide some reference for the development and decision-making of foreign trade enterprises, and avoid misunderstanding as far as possible. At the same time, we can exchange with each other in the e-commerce platform, and learn from the experience and lessons of those successful enterprises to make up for our own shortcomings [3].

3.1.3 To simplify foreign trade process, and improve efficiency and reduce cost

In the traditional international trade, there are many complicated procedures, and many people participate in the trade, which makes the process of trade complex. In addition, the trade is also easy to make mistakes, and the work efficiency is relatively low, which increases the operating cost of the enterprise invisibly. In cross-border e-commerce, electronic data exchange technology is used to enable timely transmission of information and ensure the effectiveness of information. At the same time, it can monitor various processes through the Internet, and the transaction can also be completed in the system, effectively reducing the possibility of loss caused by mistakes, and effectively saving labor force. It can improve efficiency and reduce cost [4].

3.2 Change of Business Model

In recent years, the environment of the foreign trade market has become more and more complicated. With the continuous development of cross-border e-commerce, the operation and management methods of foreign trade enterprises in China have also changed. E-commerce systems have gradually been used to replace some traditional tasks, saving manpower and material resources, such as Enterprise Resource Planning (ERP). The emergence of cross-border e-commerce has greatly improved the work efficiency of foreign trade enterprises, and also effectively reduced some unnecessary cost losses, enabling each department to better focus on the market and better cope with the complex and

changeable foreign trade market [5].

3.3 The Promotion of Brand Awareness of Foreign Trade Companies

Products in cross-border e-commerce face different consumer needs, so products must be personalized and diversified. At the same time, in cross-border e-commerce platforms, consumers can choose products in a fast way with a wide range of options. Therefore, how a product can gain the favor of consumers among many similar products and how to gain a good reputation in the e-commerce platform are the questions that foreign trade enterprises must pay attention to. A good brand should start from two aspects, namely product quality and service quality.

(1) To improve product quality

Quality is the life of an enterprise, and the cross-border e-commerce market is a fair and open market. The information of products can be seen by consumers in a timely manner without being limited by time and space. If there is negative news from the products, it will be difficult to gain a profit. For instance, sellers use cashback to eliminate negative reviews on Taobao. It can be seen that the quality of products determines the development of enterprises to a large extent. Therefore, foreign trade enterprises must attach importance to the quality of their products, improve their cost-effectiveness, and achieve genuine prices to win a good reputation and attract more consumers.

(2) To improve service quality

In the cross-border e-commerce market, in addition to the quality of products, the quality of services will also greatly affect consumers' purchase intentions. If the service quality is low, even if the product is cheap, it may cause consumers to lose their desire to buy. When consumers are hesitant about the products they want to buy, the high-quality service can help consumers solve their concerns, effectively enhance consumers' trust and promote consumers to buy the product. It can be seen that service quality is important for the transformation of foreign trade enterprises [6].

4. CONCLUSION

With the development of society and the continuous improvement of people's economic living standards, the cross-border e-commerce platform of China has also been developed. At the same time, the market economy competition is particularly fierce. Under the new normal of society and economy, the defects of traditional foreign trade mode are gradually revealed. Therefore, the transformation of foreign trade in China needs the support and help of cross-border e-commerce. In addition, it is necessary to fully consider the existing defects in foreign trade, find solutions, and make full use of cross-border e-commerce to promote the successful transformation of our foreign trade.

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Analysis of Urban Comprehensive Competitiveness Based on Multivariate Statistics--Take China's Major Cities as an Example

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Abstract: This paper takes the 2017 data of major cities in China (35 provincial capital cities and planned cities) as an example to analyze the relevant factors of urban competitiveness. This paper specifically uses factor analysis and cluster analysis in descriptive statistics and multivariate statistical analysis. Consider the correlation and influence the degree of economic aggregate, cultural education, medical and health, and comprehensive competitiveness of cities. From the perspective of multivariate statistical analysis, based on the scientific, objective, and systematic principles of statistics, comprehensively consider the relevant indicators of urban comprehensive competitiveness, establish a scientific evaluation model, draw relevant conclusions and compete with China's actual cities. The rankings are compared. At the same time, we hope to give a quantitative analysis of the city's competitiveness and related reasonable recommendations.

Keywords: Evaluation index system; Economic aggregate; Innovative economies

1. INTRODUCTION

The city is the product of the development of human civilization to a certain stage, and its essence is to achieve economic efficiency through population gathering [1]. Since the 20th century, the wave of urbanization has swept the world. The city is the frontier and densely populated world economic development. The development of the city is related to the future of the world economy. The comprehensive competitiveness of a city is a measure of the ability to optimize and integrate resources in a specific region. It refers to the ability of a city to distribute resources and provide products and services within a certain region. It is the comprehensive strength of the city's economy, society, science and technology, environment, and humanities. Collection [2]. The comprehensive competitiveness of the city is crucial to the future development of the city. Enhancing the competitiveness of the city has also become an

important issue in the development of the world [3].

2. THE ANALYSIS METHOD

2.1 Construct an Evaluation Index System

According to the classification method of the National Bureau of Statistics, 8 first-level indicators and 17 second-level indicators are established according to the principles of systematicity, comparability, and scientificity.

The first-level indicators are national economic accounting, population and employment, finance and finance, economic and trade, education, health care, and culture.

The secondary indicators are: x1 gross domestic product, x2 primary industry increase (100 million yuan), x3 secondary industry increase (100 million yuan), x4 tertiary industry increase (100 million yuan), x5 year-end total population (10,000 yuan), X6 average wages of employees in the post (yuan), x7 real estate development investment (100 million yuan), x8 real estate development enterprises purchase land area (10,000 square meters), x9 local fiscal budget revenue (100 million yuan), x10 local budgetary expenditures (100 million yuan), x11 urban and rural residents' savings at the end of the year (100 million yuan), x12 total retail sales of social goods (100 million yuan), x13 total import and export of goods (million US dollars), x14 ordinary high school students (10,000 people), x15 Number of hospital health centers (number), x16 occupation (assistant) number of doctors (10,000 people), number of theaters in x17 theater (units).

2.2 Using Multivariate Statistical Analysis Methods

(1) Descriptive statistics

After collecting the above data on the website of the National Bureau of Statistics, describe the mean and standard deviation of the data to identify whether it is necessary to standardize the data and check whether there is an abnormal value and whether it is relevant. If there is a correlation between the variables, factor analysis is used.

(2) Factor analysis

Using the idea of dimensionality reduction, the dimension of the high-dimensional index is reduced,

and the original variable is decomposed into a few common factors with a linear relationship. The number of common factors is the minimum value (greater than 85%) that makes the cumulative contribution rate as large as possible. The common factor is a group with a high correlation of the original variables, and the correlation between the different groups is very low, almost zero. Therefore, factor analysis decomposes the original variable into two parts, one is a linear function of a few untestable common factors, and the other is a special factor that is independent of the common factor. $X = (X_1, X_2, \dots, X_p)$, Factor analysis is simplified, a statistical analysis method of high-dimensional data. Assuming that p -dimensional random vector is met: $X = \mu + A\bar{f} = \bar{e}$.

(3) Cluster analysis

He Xiaoqun's book "Multivariate Statistical Analysis", writes that individuals or objects are Third, Shenzhen x17 data is missing, using 2012 data. Fourth, because there is a large difference in the dimension between cities, the factor analysis starts from the correlation matrix to find the common factor.

Fifth, because of the large number of indicators, clustering analysis uses common factors instead of the original variables for clustering.

4. THROUGH ANALYSIS, WE CAN DRAW THE FOLLOWING CONCLUSIONS

(1) Competitiveness is positively correlated with economic aggregate

The two common factors are extracted, the cumulative contribution rate is 82%, and the contribution rate of component 1 is 65.263%. It can be seen from Table 2 and Table 3 that Table 1 shows that the correlation between component 1 and economic variables is large, and the main performance is The urban economic aggregate situation, because it has the largest weight among the common factors, plays a decisive role in the comprehensive evaluation. The competitiveness of the whole region is reflected in the level of urban economic aggregate. For example, four first-tier cities such as Beijing, Shanghai, Guangzhou, and Shenzhen. The level of economic development far exceeds that of other cities in the country. They score far more than the scores of other cities in the common factor component; and the common factor components of the western cities, the eastern cities and coastal cities without economic dependence, or the inland cities. 1 score are negative. It can be seen that the comprehensive competitiveness of the city is largely determined by the total amount of the economy. Cities with a leading economy are currently leading the overall competitiveness.

(2) Competitiveness is positively related to soft power and infrastructure construction

Component 2 mainly reflects the quality of urban

classified so that the similarities between objects in the same class are more similar than those of other classes. The purpose is to maximize the homogeneity of objects within the class and maximize the heterogeneity of objects between classes. Among them, the standard of classification is a similarity. The higher the similarity, the more likely the variables are classified into the same category. Cluster analysis is a way to simplify data through data modeling. Traditional statistical clustering analysis methods include system clustering and dynamic clustering. This paper mainly uses the system clustering method.

3. DATA CHARACTERISTICS

First, Lhasa's data is seriously lacking in real estate and is not included in this article.

Second, the National Bureau of Statistics has not published the x17 situation in 2017, so the published 2014 data is used, and the error is not counted here.

population and the level of the urban infrastructure. A city's high-level education is the main factor determining the average quality of the urban population, and high-quality talents can build good infrastructure. At the same time, good infrastructure construction will also attract high-quality talent. Therefore, the two complement each other and are indispensable. For example, in Beijing, as the capital, the city's infrastructure is complete and complete, and there are many institutions of higher learning. The competitiveness has obvious advantages. As a port city with the Yangtze River estuary, Shanghai started its development earlier, and its modernization level is among the highest in the country. At the same time, the number of higher education institutions is also superior to other cities, so it has a high level of comprehensive competitiveness in cities.

(3) Analysis of the results and differences in competitiveness ranking results

According to the ranking results of factor analysis, Shanghai, Beijing, Shenzhen, Tianjin, Chongqing, and Guangzhou have higher competitiveness scores than other cities and have significant advantages. From the geographical point of view, China mainly forms large cities with these cities. The economic circle, they are the leading cities in the Yangtze River Delta, the Bohai Rim region and the Pearl River Delta. The basic scores of other eastern coastal cities, such as the Yangtze River Delta, the Bohai Sea, and the Pearl River, are positive. It can be seen that cities in the capital and coastal economic circles generally have higher overall urban competitiveness.

However, many cities in the western inland rank scores that are significantly negative. Wang Zhong, Deng Qiong, and Wang Yueheng believe that this is mainly due to differences in factors such as natural conditions, historical conditions, and economic

policies. The degree of development of cities in China is extremely uneven. In the total retail sales of social goods and investment in fixed assets, cities with a negative overall ranking are lower than cities with positive rankings.

5. SUGGESTION

To form a balanced development of the regional economic situation, it is necessary to increase relative to these regions to increase capital investment in, and give some support and facilitate the policy. These cities themselves should also use policies to support the development of innovative economies, especially to support the tertiary industry; strengthen infrastructure construction, establish and improve the medical security system; and introduce advanced talents.

At the same time, it is better to teach people to fish than to teach people. All regions should understand their development characteristics, deepen their development potential and expand their development space, and strive to improve their competitive strength through efforts to avoid weaknesses. This means that the combination of precision poverty alleviation work and urban construction in China still needs further development. It is not a good reason to adapt to local conditions, and it may be a big reason for hindering the improvement of the comprehensive competitiveness of cities.

Among the factors that analyze the city's comprehensive competitiveness, environmental pollution and other indicators have no data support, so the one-sided emphasis on the city's economic development, while ignoring the city's livability. Among the cities with comprehensive competitiveness, for example, Kunming has a very low pollution level, the sky is blue and the scenery is beautiful. And some cities with comprehensive competitiveness are huge in this respect. All cities should conduct regular "self-reflection", whether the economic growth at the expense of the environment is in line with the concept of sustainable development. Is it worthwhile to pay for the benefits of the moment.

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Analyzing Syntactic Linearity Skill in English-Chinese Sight Interpreting

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Abstract : With the development of globalization, the growing exchanges between China and the rest of the world as well as an increasing number of international conferences have created greater demand for translation, particularly simultaneous interpreting. As a special type of interpreting, sight interpreting is applied in various fields. Hence, it is of great practical significance to analyze the basic principle and techniques of sight translation. This paper attempts to examine the significance and availability of “syntactic linearity”—a primal principle of sight interpreting from English to Chinese. Under the principle, it also analyses five main techniques for sight interpreting: unit segmenting, coherence, repetition, addition and conversion. This paper aims to help Chinese students and interpreters better understand and master sight interpreting.

Keywords: Sight translation; Syntactic linearity; segmentation; Cohesion; Repetition; Addition; Conversion

1. INTRODUCTION

1.1 Research Background

Nowadays, increasingly integrated economy and expanded cross-cultural communication demand, simultaneous interpreting in this fast-paced world is in great demand. As a special type of simultaneous interpreting, sight interpreting is applied in various fields. To render successful Chinese-English sight interpreting, interpreters are required to have a good command of certain powerful tactics like syntactic linearity to facilitate the performance.

To deal with this problem, syntactic linearity serves as one of the most efficient coping strategies to alleviate the burden of memory of interpreters, for it enables interpreters to follow the original order of the source language, cut sentences into segments and link them together by techniques of syntactic linearity.

1.2 Research Significance

This thesis is designed to analyze the principle of syntactic linearity in sight interpreting. By providing concrete instances and ways to realize syntactic linearity, it is intended to offer an approach for starters in interpreting to cope with sight interpreting as fast as possible. [1]

To conduct this study, the author hopes that more attention can be paid to the application of syntactic linearity in sight interpreting and more researches implemented in this specific field so that sight interpreting can achieve even better development in

the future.

1.3 Research Theory

There are two main theoretical models of sight interpreting, namely the Interpretive Theory and Effort Model. Interpretive Theory can be divided into three phases: the comprehension of the source language, decoding and re-expression.

The second theory is Effort Model introduced by Daniel Gile in 1985. Proceeding from the observation of interpreting process and based on the corresponding research findings, Gile summarized the basic tasks in interpreting process into three efforts: the effort L, the effort P and the effort M. According to Daniel Gile (1995: 159-176), L stands for listening and analysis and is defined as an effort consisting of all comprehension-oriented operations. P stands for productions which extend from the mental representation of the message which is to be delivered to the speech planning and the performance of the speech plan as well. M stands for memory. The effort memory indicates all the mental operations which are closely related to the storage in memory of those heard segments of the discourse. These two efforts are the indispensable parts to any interpreting mode. As to sight interpreting, its process can be concluded as a formula as follows:

Sight Translation=Reading Effort + Memory Effort +Speech Production Effort + Coordination [2]

2. INTERPRETATION

Interpretation, as a communicative activity or a phenomenon, can trace its root prior to the occurrence of writing and translation. Lacking appropriate record carriers, the practice of interpreting has traversed myriads of nations and cultures for thousands of years. It was not until the beginning of the twentieth century that interpreting emerged as a well-recognized profession among nations and started to be taken seriously. Scholars and researchers generations after generation devote their time and energy to this intriguing field. [3]

3. SIGHT INTERPRETING

Sight interpreting is both listening to the speaker and looking the draft at the same time, translate the message in the draft with the speaker's speed orally. Sight interpreting interpreter sometimes can rely on the draft and it takes four steps: listening, watching, translating and speaking.

4. APPLICATION OF SYNTACTIC LINEARITY SKILL

4.1 Definition of Syntactic Linearity

The syntactic linearity, also called source-language-order-driver principle is defined as the way in which an interpreter segments the input sound flow into sense groups and delivers the interpreting in line with the sense order of the target language, coupled with such techniques as repetition and cohesion. Previous researches mainly involve two dimensions, namely, the linguistic dimension and the temporal dimension. Linguistic dimension involves the equivalence of words tracking the sequences of the original text and the temporal dimension mainly deals with the issue of ear-voice span.

The very process of syntactic linearity has substantiated its effectiveness in terms of information storage and it enables the interpreters to minimize the ear-to-mouth time gap to store new information so as to deliver a successful and satisfactory cross-cultural communication in a time-saving fashion.

4.2 Syntactic Linearity Skill

4.2.1 Segmentation

Segmentation, or cutting and units of meaning, refers to the way in which the interpreters purposefully divide up the speaker's long sentences into short and meaningful ones and link them where necessary. Jones calls it "salami technique" and points out that the "salami technique is particularly useful when working from languages that have a natural tendency to long, complicated sentences, particularly those that can have Russian doll-like structures, with one subordinate clause fitting in another one, which in turn fits into a main clause." (Jones, 2008:93) English is one such language.

4.2.2 Cohesion

As I have mentioned cohesion, it is another skill in sight interpreting that is to coherent the para-sense groups, add a conjunction word into the sentence. It is a creation from nothing. Actually, the opposite situation to creating something out of nothing is turning a blind eye to the words.

4.2.3 Repetition

It is known to us that repetition means doing or saying something repeatedly, and this method of repetition is exceedingly common in both Chinese and English languages. It is also a major method for connection between sentences. Generally speaking, the connection in English is usually achieved by pronouns, auxiliaries, or synonyms, while the connection in Chinese is usually achieved by repeating the original word.

4.2.4 Addition

Due to the fact that Chinese is para-taxis-prominence while English is hypo-taxis-prominence, interpreters always need to add proper connective words to clearly convey the original meaning in Chinese to English interpretation. However, addition is also necessary in English to Chinese interpretation. [4]

4.2.5 Conversion

Owing to the difference between Chinese and English in the way of expression and because of the need of

applying the principle of syntactic linearity in sight interpreting, the technique of conversion is often used. Conversion most commonly employed by interpreters often involves : (1) word class: noun to verbs or vice versa, adjective to noun or the other way around, noun phrases to verb phrases or vice versa; (2) passive voice to active voice or vice versa. [5]

5. ANALYZING SYNTACTIC LINEARITY SKILL

5.1 Sight Interpreting Unit: Segmentation

As two different languages, Chinese and English vary much from each other in terms of the sentence order or word order, thus in the process of sight interpretation when English is transferred to Chinese, sentence order of the original text usually needs to be adjusted. Only in this way, can the target language being delivered out abide by the habit of its own culture. When doing sight interpreting, the interpreter should first learn to appropriately split sentences, namely splitting in accordance with sense groups or information unit, but not the unit of words.

5.2 Cohesion

Cohesion is another skill in sight interpreting that is to coherent the para-sense groups, add a conjunction word into the sentence. It is a creation from nothing. Actually, the opposite situation to creating something out of nothing is turning a blind eye to the words. That is if the source text does not have the word, add a new word in sight interpreting; if the source text has a word, omit it in sight interpreting. A flexible adding or omitting of the word in the source text is very necessary.

5.3 Conversion

Conversion in interpretation means the transformation of word class including nouns to verbs or vice versa, adjectives to nouns or vice versa, etc. Sometimes, conversion also involves changing passive voice into active voice or negative sentence into positive sentence. Conversion is an effective way to make the interpretation more concise and smooth and enable the interpreter to follow the original sentence order.

6. CONCLUSIONS

6.1 Research Meaning and Practical Value

First and foremost, characterized by the pressing time and high pressure, sight interpreting does not allow interpreters to think over the sentence structure or collocation, while the short-term memory does not allow interpreters to adjust the word order in extensive scope, so syntactic linearity seems to be extremely significant for sight interpretation activities, which is proved to be useful in this research.

In a nutshell, with the guidance of syntactic linearity skills, sight interpreting is analyzed in this paper. By applying these techniques, interpreters can well handle the situation of syntactic linearity in sight interpretation, which can help interpreters to deliver better output by saving much time and energy.

6.2 Research Limitation

As the research of syntactic linearity in sight interpretation is a relatively new approach, there is no

mature research or analysis in this area. It still needs further studies and researches on the perspective of syntactic linearity in sight interpreting, so as to verify whether this strategy can provide optimal guidance to simultaneous activities or offer better output in these activities. Yet the longstanding verification needs more studies and researches.

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On the Reform of English Teaching Mode under Digital Teaching Mode

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Abstract: With the continuous development and progress of the times, network technology has been popularized. People's life, work and study are closely connected with computer technology. In order to better adapt to the development of the times, people have higher requirements for colleges and universities, especially in college English education, people are no longer satisfied with the traditional English teaching. Therefore, this paper mainly analyzes the importance of reform of college English teaching mode, and explores the reform of English teaching mode under the digital teaching mode, so that college English teaching can better adapt to the development of the times.

Keywords: New era; Digital teaching; College English; Teaching mode; Reform

1. INTRODUCTION

With the gradual improvement of comprehensive national strength of China and the development of globalization and the development of the whole area, the demand for talents' English ability is higher and higher. Especially with the continuous popularization and development of network technology, college English education has also ushered in new opportunities and challenges. Through the implementation of relevant teaching reform and the introduction of new teaching methods, college English teaching quality can be effectively improved. In the new era, through the introduction of information-based digital teaching mode, it can effectively break the traditional English teaching mode, improve the quality and efficiency of teaching, and broaden students' vision and cultivate their open thinking ability, so that students can constantly receive new ideas and knowledge to further improve their ability of active learning. Therefore, through the reform of digital English teaching, comprehensive talents with all-round development can be cultivated [1].

2. THE IMPORTANCE OF THE REFORM OF COLLEGE ENGLISH TEACHING MODE

Compared with the Teaching Requirements for College English Courses, the Guide to College English Teaching is formulated based on the teaching goals and methods of different types of colleges and universities in the country. It clearly points out the future teaching goals of college English, which mainly includes the purpose of improving students' English foundation, and the improvement and

expansion of the students' English level on the basis of consolidating the basic knowledge to meet the recognition and needs of the times and society for talents. When teaching college English, a variety of teaching methods are needed to improve the disadvantages of traditional English teaching. By reforming the college English teaching model, it can effectively solve the singularity existing in the college teaching process, change the subject of the teaching from the teacher to the student, highlight that the student is the subject of English learning, and make teachers play an effective role in guiding the teaching process. By reforming the college English teaching model, students' interest in learning can be improved, and students can realize the importance of English learning in the process of learning English. At the same time, through teaching reform, college English and students' professional English can be better combined with each other to achieve the purpose of personalized teaching. With the development of the times and the continuous updating of science and technology, the introduction of digital teaching mode in the course reform of college English can further affect the way of English teaching and make English teaching continuously integrate with students' learning, life, and entertainment. In the process of reforming the college English teaching model, through the introduction of digital teaching models, multimedia technology, computer networks, and communication technology can be integrated with English education, and teachers' teaching concepts and student learning concepts can be effectively changed. Therefore, it is of great significance to introduce digital teaching mode in college English teaching [2].

3. THE REFORM OF ENGLISH TEACHING MODE UNDER THE DIGITAL TEACHING MODE

3.1 To Build a Digital Teaching Platform

In the process of college English teaching, the introduction of digital teaching mode requires the construction of a digital teaching platform. With the development of information age, network teaching and MOOC have become one of the mainstream teaching methods in higher education. In the process of college English teaching, schools and teachers can make full use of the network teaching platform, and disseminate information through multimedia equipment and computer network equipment to carry out online teaching of college English. In this way, college English digital teaching can be effectively

constructed. For example, in the process of teaching, teachers upload the explanation videos of key and difficult courses in the course on the network platform, and students play and learn the relevant contents repeatedly, so that the problems left by students in the classroom can be solved. In addition, students can get in touch with teachers at the first time through the network information platform to realize the online communication function of teachers and students, and solve students' minds in real time. At the same time, students can use the digital teaching platform to upload classroom assignments and homework assignments and perform notes checking to improve the efficiency of college English learning [3].

3.2 To Use Digital Teaching Mode to Realize Classroom Diversification

In the process of college teaching, college English classroom is one of the main places for students to learn English. With the continuous development of science and technology, teachers can use digital teaching mode to achieve college English classroom diversification. With the help of digital teaching technology, teachers can effectively improve the innovation ability of college English classroom, make the classroom diversified, and further improve the teaching efficiency. In the digital teaching mode, by using multimedia technology and information technology, teachers can to change the classroom model and transform the content of textbooks into actual content to improve students' interest in learning and create a good classroom atmosphere. At the same time, in the process of teaching, teachers use digital teaching methods to use the more abstract grammar knowledge in textbooks, and use some video explanations, animation demonstrations, and practical communication applications on the network platform to improve students' understanding and mastery of grammar knowledge, tense, modal verbs and other related contents. In addition, in the process of English teaching, teachers use digital technology to imitate English interview classrooms according to the specific specialty of students to innovate classroom teaching and improve teachers' situational teaching ability [4].

3.3 To Adopt Digital Teaching Mode to Improve Classroom Assessment Efficiency

The traditional English proficiency assessment is mainly conducted through listening, written, and oral methods, which results in a relatively simple assessment method. Through the introduction of digital teaching modes in college English teaching, the use of information technology can enrich the assessment methods of English classrooms, so that

teachers can be more specific, scientific, objective and comprehensive in the assessment of students, helping teachers better grasp their learning situation and enabling students to be clearly aware of their English level and advantages and disadvantages. For example, when evaluating students, a digital teaching platform can be used to randomly publish English test questions to students, so that students can evaluate English learning situation from multiple aspects such as listening, speaking, reading, writing, and translating, which can improve the efficiency of evaluation. At the same time, teachers use relevant information technology to classify and summarize the assessment of students, which can facilitate teachers to check the learning situation of students, analyze students' lacking items, and enable teachers to adjust the later teaching methods and goals in a time [5].

4. SUMMARY

In summary, in college English teaching, digital teaching of college English can improve the English teaching level of colleges and universities by constructing a digital teaching platform and using the digital teaching mode to achieve classroom diversification, and using the digital teaching mode to improve the efficiency of classroom assessment to effectively achieve the teaching of cross-profession and cross-time zone, and improve the efficiency of tight integration of students' English knowledge and majors, so that teachers can better guide students by using digital teaching models in English teaching.

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Research on Teaching for Understanding in Basic Courses

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Abstract: This research aims at the problems existing in the basic courses of economics and management majors. Based on teaching for understanding and taking the basic accounting course as an example, a teaching reform plan is proposed. At the same time, combined with the teaching content of accounting subjects, accounting accounts, and bookkeeping methods, the analysis and exploration of the application of understanding teaching methods in practical teaching. Practice has shown that the introduction of understanding pedagogy into the teaching of professional basic courses improves students' understanding and construction ability, establishes a scientific thinking system for students' subsequent learning, and thus improves teaching quality.

Keywords: Understanding teaching method; Professional basic courses; Teaching reform

1. INTRODUCTION

Basic professional courses are generally set in the first year of university, and guide students to understand and understand the nature, characteristics and social utility of majors. Basic Accounting course, as a basic course for accounting majors and a general course for economics and management majors, can establish students' basic knowledge of the major, develop students' understanding of business activities, and build a knowledge framework for students' subsequent professional courses.[1] At the same time, help students to enter the subject major study, master basic concepts and terminology, and guide students to establish correct learning methods and good learning habits. College campuses require students to spend more time on their own learning and increase the content of autonomous learning. How to cultivate students' initiative and improve the effectiveness of classroom teaching has always been the goal of our teachers. [1]

2. THE CURRENT SITUATION OF TEACHING

2.1 Lack of Knowledge of Teaching Objects

The basic subjects of professional basic courses are generally freshmen, have little knowledge of professional knowledge, and have no professional experience. [2] The basic accounting course is based on the study of complex economic activities to introduce knowledge points such as account processing, property inventory, and financial reporting. Strong professionalism and more concepts. Therefore, it is difficult for students with a lack of subject knowledge to learn such a course.

2.2 The Teaching Content is not related to the Curriculum Content of Middle School

The teaching content of the basic accounting course is to introduce methods of capturing financial information in economic activities. What is economy? What is economic activity? And what is financial information? These students are all very strange. Among them, there are many abstract concepts. For freshmen who have no social experience and no professional influence, it is difficult to understand and master them well. Secondly, the contents of basic accounting textbooks are mostly simple, abstract, non-real economic activities reappear, and professional front and real cases are seldom involved. Without prior knowledge and real social experience, it is difficult for students to actively integrate into the classroom.[3] Once the basic professional course is not well grasped, the subsequent professional course learning will be greatly affected, and even cause students' weariness.

2.3 The teaching method is too single

The basic accounting course is mainly a teacher-centered classroom teaching mode.[4] Under this teaching mode, students have always been passive recipients, and they cannot mobilize students' subjective initiative in learning, which is not conducive to students' understanding and grasp of abstract theoretical knowledge. Even students who study hard can easily form a knowledge system of memorization, which cannot be used in subsequent studies and work.[3]

3. TEACHING REFORM PLAN

3.1 The Course Runs Through the Clues

The thread through the course is the most important understanding of the overall understanding of the students after the end of the course, there are generally 3-5, guiding the teaching of all units of the course, including the following steps: The common theme of the above units is to see which knowledge concepts, skills, and understandings repeatedly appear in the unit instructional design. Several rounds of unit comprehension goals can be modified to get the best listing of the course's clues, but the premise is that it may take a long time for the teacher to find and improve the unit comprehension goals.

3.2 Understanding Goals

The value of heuristic topics is that they are very heuristic, and each topic may lead to many different understandings. When designing the comprehension target, teachers should consider the determination of the target point from the following aspects in

combination with the curriculum standards: ① common misunderstanding; ② potential assumptions; ③ bottleneck content that may hinder students' deep understanding of the topic.[2]

3.3 Understanding Performance

The comprehension activities are aimed directly at the understanding of the key concepts expressed in the comprehension goals. Students must participate in activities that show comprehension and cultivate understanding during the learning process. Understanding the specific design of the activity needs to be designed according to the specific teaching content, such as how the two parties to the transaction perform different accounting confirmations, measurements and accounting after the economic business occurs. What are the differences?

3.4 Ongoing Assessment

A scientific and strict assessment and evaluation system is an important guarantee for implementing the "teaching for understanding" model. Continuous evaluation runs through the teaching process and teachers and students can participate in it. The evaluators, evaluation forms, and evaluation standards need to be designed according to the specific teaching content.

3.5 New Technology Support

The new technology mainly reflects the support of "instruction for understanding" brought by information technology in the information society. Education has entered the information age centered on teaching. It is closely connected with new technologies such as big data, cloud computing, intelligent manufacturing, and Internet+. A lot of knowledge can be searched through "Du Niang", which can make students understand more intuitively and specifically.

4. DESIGN EXAMPLES

4.1 Choosing a Course that Runs Through the Clues

The reason why we have the concept of accounting subjects is to simplify and standardize the description of economic activities. Why do we have the concept of accounting accounts, in order to capture and express accounting information of economic activities. The double-entry bookkeeping rule is a method of capturing accounting information in economic activities. In the study of fragmented knowledge points, it is emphasized that the use of courses through clues can build a logical structure of knowledge points, increase students' understanding, and convey rigid and obscure knowledge points flexibly and vividly.

4.2 Generative Topic

Generative topics, set well, can effectively improve students' learning initiative. Economic activities have a subject. Then we can use "enterprise" as a topic and

ask students to observe and understand the enterprise, how the enterprise operates, what activities the enterprise has, and why the enterprise will carry out these activities. Let students take the initiative to observe and understand society, to understand economic activities, and to open their horizons. Moreover, this topic has a very good extensibility, and it can be discussed in depth in the following professional courses.

4.3 Understanding Goals and Understanding Activities

Taking enterprise as a topic can be effectively combined with social practice, but the purpose of this topic is to understand the concepts in teaching. Therefore, a number of small goals need to be set and broken down for this topic. In the first stage, students are asked to provide the names of the companies they are interested in. In the second stage, students are asked to give reasons for their preferences. In the third stage, they are to analyze the professional principles behind the reasons for likes. The setting of understanding goals at three different levels needs to be combined with specific understanding activities. Students will express their understanding in the understanding activities, and at the same time the activities also cultivate students' understanding.[4]

5. CONCLUSION

Taking the teaching of basic accounting courses as an example, this article introduces the teaching application of the "teaching for understanding" teaching mode in professional basic courses, analyzes the actual teaching status and teaching reform plan, and the actual teaching effect shows that "teaching for understanding" The application of the teaching mode can improve students' learning initiative, enhance their understanding of professional concepts, establish a foundation for subsequent learning, and achieve the purpose of continuous learning.

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The Study of Children's Peer Relationships and Strategy of Development about Good Peer Relationship

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Abstract: peer relationship is a relationship between peers or individual psychological development level is in the process of interaction between establishment and development, is the precondition of children self-esteem, social skills and academic performance, and can make up for the children in the family can not learn the skills to a certain extent. But there are some bottlenecks and problems in the process of children's peer relationship, such as children's self-esteem, socialization ability and academic achievement, which can compensate for the skills that children can't learn in family to a certain extent. Therefore, in order to promote children's good peer relations, parents and teachers should take corresponding strategies to create a suitable environment for children's Gou Jianyi's warm family atmosphere, and create suitable environment in kindergartens, so as to develop children's peer interaction ability.

Keywords: Peer interaction; Children's peer relationship; Strategy

1. CHILDREN'S PEER RELATIONSHIP AND ITS IMPORTANCE

Communication is an important part of human social ecosystem and a necessary way for individuals to realize socialization. Anyone who lives in human society must engage in or participate in communication, so does preschool children. Preschool children's communication with people includes two categories: one is with adults, the other one is with peers. Children's peer communication is the interpersonal relationship established by children in their lives and games with their peers, which plays an important role in promoting children's development. Peer communication is an interactive behavior among children of the same or similar age in learning, playing and life, and the resulting peer relationship. Peer relationship is a kind of interpersonal relationship that established and developed in the process of communication between peers or individuals with similar psychological development level. It can be divided into four levels according to the complexity of communication: the level of individual characteristics, the level of interpersonal interaction, the level of two-way relationship and the level of group. Peer relationship is the premise of children's self-esteem, socialization ability and academic achievement, and also can make up for the skills children can't learn in the family to

some extent. The types of peer relationship can be divided into popular type, rejected type, ignored type and general type, in which rejected and ignored children belong to socially disadvantaged children.

Children's choice of peer relationship is not passive. In the process of children's communication with peers, some children have been able to predict the consequences of communication behavior through reasoning, and choose more favorable strategies and plans to eliminate the strategies that are not conducive to communication, so as to promote the continuous occurrence of communication behavior between peers.

Peer relationship plays an important role in children's mental health and cognitive development. Jean Piaget emphasized the importance of the experience of peer interaction for children's cognition, social ability and moral development. He believes that cooperation and emotional resonance in peer relationships can help children gain a broader cognitive vision of society. Peer relationship is an important part of interpersonal relationship, which plays an irreplaceable role in the process of children's socialization and all-round physical and mental development. Positive and good peer relationship is an important mental environment for children's mental health development, which is conducive to their formation of self-esteem, self-confidence, lively and cheerful character, and to promoting their socialization and mental development, while peer communication difficulties will affect children's future social adaptation. Nonverbal and verbal communication between peers can also help children better understand friendship.[1]

Developmental psychologists generally believe that lack of social interaction in childhood is a risk factor for growth, and social withdrawal is regarded as a negative behavior of children. The experience of peer interaction may play a very important role in children's learning to regulate withdrawal behavior. The role model of peers has a positive effect on social withdrawal. Children's good peer relationship helps to increase children's psychological flexibility and help children cope with severe stress and adversity.

2. THE DILEMMA OF DEVELOPMENT FOR CHILDREN'S PEER RELATIONSHIP

The development of children's peer relationship is affected by many factors, including family environment, kindergarten environment and so on. The change of family and the deterioration of parents

are indeed absent. The improper guidance of teachers may cause children's social withdrawal or aggressive behavior.

2.1 Insufficient Oabout Family Education for Children's Peer Relationship

Family structure miniaturization and fewer children is the trend of modern urban development. The proportion of large families living together in the same family and several houses of four generations is gradually decreasing. There is no equal dialogue and free play partner in the family, and there is no "game community" in the whole living environment. Therefore, the only child's peer interaction problem is increasingly prominent in early childhood education. In the face of parent conflict, isolated children are also difficult to seek help and comfort, and children will show negative emotions such as fear, depression, anger and hostility. Its negative emotional state may be more intense and lasting than other children. The persistence of the negative emotional state and the need of children's emotional security may lead to some non adaptive behaviors, such as verbal hostility, destruction of objects, aggression and so on. This kind of behavior extends into the communication between children and their peers, which will have a negative impact on the peer relationship.

In addition, with the acceleration of urban and rural system reform in China, more and more migrant workers have come into the city, and their children can only stay in the countryside due to the restrictions of conditions, thus forming a special group - "left behind children". The left behind children lack the company and guidance of their parents, which will also lead to the left behind children's emotional understanding ability, aggression and peer relationship Its development lags behind that of left behind children.

2.2 The "Primary School" in Kindergarten

Even though all sectors of education are in the fox demon reduction of primary school, this phenomenon has been repeatedly prohibited. The tendency of primary school first leads to the lack of play activities in kindergartens or games that make children fully free. As one of the favorite types of play, role play plays an important role in the cultivation of children's peer communication ability. [2] The lack of play means that children lack a way to communicate and cooperate with their peers, which is also the negative influence behind the current trend of kindergarten primary school. Children are more likely to show positive and negative self-expression in a supportive peer environment. If kindergartens can not provide a positive space for communication, children's sociality and development are difficult to achieve.[3]

2.3 Lack of Teacher's Guidance

The development of children's social cognition is not mature, and their cognition of themselves, others and interpersonal relationship is still at a relatively low level, especially in the understanding of their

relationship with others. Some children are more eager to establish friendly relations with others, but they lack social skills, do not know how to express, and may attract the attention of their peers through some aggressive behaviors. In this case, if the teacher can't make a correct judgment on the aggressive behavior of children and take a single criticism on children, it will lead to social withdrawal of children. In daily teaching, teachers often neglect peer relationship and peer relationship development, which has a negative effect on social development.

2.4 Single Children's Games and Toys

At present, with the rise of Internet and video games, children are mostly exposed to high-tech products such as modern machinery, electric toys and video game machines. However, most of these toys belong to the "exclusive type". Children no longer only get satisfaction from group games. Gradually, children's peer games will decline, and the communication between children's peers will decrease. In kindergarten, children gradually lack the opportunity to communicate with their peers.

3. STRATEGIES FOR PROMOTING GOOD PEER RELATIONSHIP AMONG CHILDREN

3.1 Family Education

Parents should give children full care, give them a warm and peaceful family atmosphere, communicate with the kindergarten in time, and understand the trend of children in the kindergarten.[4] In addition, parents should consciously avoid disputes or conflicts, or try to reduce the frequency of conflicts and the opportunities of conflict behaviors exposed to children.

Parents should have full confidence in children. While cultivating children's peer communication ability, they should establish correct communication concept, attach importance to the development of their own communication ability, and attach importance to good parent-child communication with children, so as to provide an example for children to learn to communicate.

3.2 Kindergarten and Teachers

First, teachers should attach importance to the creation of the environment in the activity area, create opportunities for children to interact with their peers, and stimulate the awareness of children's active communication. Secondly, teachers could help children understand the meaning of friends and improve their social cognitive ability by telling stories. In teaching activities, children should be provided with opportunities to communicate with the opposite sex and children of different ages, and their interpersonal communication scope should be expanded. Besides providing opportunities for children to communicate, teachers should also teach them communication skills. The third is to use role play to improve preschool children's communication ability and help children to explore the skills of getting along with their peers and accumulate

experience in role play. Fourth, teachers need to help children learn how to deal with the relationship between the members of the group and the relationship between the inner group and the outer group. At the same time, they should try to avoid the possible adverse effects of the isolated group on children's social development, that is, they should guide more individuals in the isolated group to communicate with other groups. Fifthly, teachers should pay attention to observe whether there are children who are often violated by their peers or have social withdrawal in the class, and cultivate their social ability, such as the ability to associate with others, the ability to deal with conflicts and the pro social behavior, so as to reduce the possibility that they continue to be targets of attacks, so that they can get rid of the identity of the victims as soon as possible.

Children are vulnerable due to their low physical and mental level. They are extremely sensitive and strong to the needs of safety, love and sympathy. 4-5-year-old children's imagination has been fully developed, and their thinking shows typical characteristics of specific image. They yearn for adult life and activities, but limited to ability, can only rely on toys and games, and can recognize and support

their peers' common games through selection. Obtain the satisfaction of activity, safety and emotional needs in communication activities. Teachers and parents should respect the law of children's psychological development, help children to establish a good peer relationship, so as to help children's positive social development.

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Chinese Core Periodical Effect: Connotation, Features and Motivation

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Abstract: Core periodical effect is an objective phenomenon based on the formation and operation mechanism of core journal. Beyond the current Chinese academic regulation, the talents' selecting & appraisal system, the declaration & examination system and teachers' assessment & professional titles' identified system are the three major factors of Chinese core periodical effect. The number of Chinese core periodicals is large, reference frequency is relative low, the international influence is small and the international knowledge flow is imbalance.

Keywords: SCI; SSCI; Core journal effect; Academic evaluation system

1. THE CONNOTATION OF THE CHINESE CORE PERIODICAL EFFECT

Academic papers directly reflect the academic level and research ability of scholars, and even become an important yardstick to measure the level of scientific and technological development of schools, regions and countries. The emergence of core periodicals has its basic logic of appearance and development, and the core periodical effect caused by core periodicals also has its own special connotation.

1.1 The Formation Mechanism of the Chinese Core Periodical Effect

The formation of the core journals can be traced back to Bradford's law proposed by the British documentarian Samuel C. Bradford in 1934. Its expression is defined as If you rank the scientific journal in descending order by the number of published papers on a subject, you can distinguish the core sections with the highest rate of papers and the subsequent sections, which can be described as 1:a:a2:a3...(a>1).[1] Depend on it, UNESCO discovered that nearly 75% of secondary literature was distributed in 10% of journals from abstracts in physics and chemistry in 1967. In 1971, according to the reference of nearly one million articles in 2000 journals, Eugene Garfield (the founder of SCI) counted 24% of the high frequency of cited papers distributed in 1.25% of the journals, 50% in 7.6% of the journals, 70% in 38.35% of the journals, while the remaining 30% scattered in a large number of other journals.

1.2 The Operation Mechanism of the Chinese Core Periodical Effect

Researchers try to publish paper in the most relevant journals of their discipline first, so more and more

articles will be published in these journals with the strongest correlation, which also leading to an increase in the number of contributions, giving the journal more choices. On the premise that the capacity of journals is limited, with the improvement of editors' requirements on the quality of papers, the prestige of journals is increasing day by day. As to China, core journals can be divided into Chinese core journals and foreign core journals. The former includes four sources, namely Chinese social science citation index (CSSCI), Chinese core journals of Beijing University Library, Chinese science citation database (CSCD), Core journals of Chinese humanities and social sciences. The latter are more widely, such as Science Citation Index (SCI), Social Science Citation Index (SSCI) and the Engineering Index (EI).

1.3 The actual connotation of the Chinese core periodical effect

According to the above analysis, it is obvious that the core journals have a guide effect, prompting the scholars publish their study in the core journals, which can be defined as core journals effect. The guiding role of core journals attracts many scholars' contributions, also provides more opportunities for core journals to choose high-quality papers. Core journal effect plays an important role in both scholars and core journals, not only continuously strengthens scholars' academic influence, but also further consolidate the authority of the core journals.

2. THE MAIN CHARACTERISTICS OF THE CHINESE CORE PERIODICAL EFFECT

As a major producer of academic papers, China has ranked second around the world in the total number of academic journals published, which has gradually become an indispensable and important part of the international academic field. However, in the situation of rapid expansion of academic output, the core journal effect in China presents the main characteristics as following.

2.1 The Total Number of Papers Published is Large, Especially Scientific and Technological Papers

According to the Global Research Report: China published by Thomson Reuters in 2009, the number of Chinese papers rose fourfold in 2008 compared with 1999, making China the second largest source of papers after USA. In the decade from 2006 to 2016, Chinese scholars published nearly 400,000 papers, accounting for about 10 percent of the world's total

[2]. In terms of the total number of academic papers published, the scale of scientific research papers published in China is considerable and keeps a steady growth trend. In 2016, China ranked second in the world in the number of international scientific and technological papers for the eighth consecutive year. In the same year, SCI database included as many as 324200 Chinese scientific and technological papers, accounting for 17.1% of the world's total, about half of that of the United States [3].

2.2 The Total Citation Frequency of Core Journals is Large, but the Citation Frequency is Relatively Low

The cited frequency from the core journals database, can reflect the country or region's social science research of internationalization, as well as its influence among the academic community. In 2017, the China institute of science and technology information released the latest statistics and found that China's international papers were cited 2 times higher than that of 2016, ranking second in the world [4]. However, according to the Research & Innovation Performance of The G20 released in 2014, the ratio between the citation frequency and the base number of papers published in SCI journals from China is less than 0.9 (ranking the 13th in the world), whereas the data in the United States is as high as 1.45 [5].

2.3 The Cited Frequency of Chinese Core Journals is High, but the International Flow of Knowledge is Uneven

The core journals contain two relatively independent systems of Chinese and foreign languages, especially in the field of social science. The relative independence of the two systems in the core journals is more obvious. It is found that the cited frequency of papers from the same domestic researchers published in the Chinese and foreign core journals respectively, showing different values, which could as much as 25.9:1 [6]. It reflect that the same writer have different influence between China and the world, as well as the international flow of knowledge is unbalanced.

3. THE DEVELOPMENT MOTIVATION OF THE CHINESE CORE PERIODICAL EFFECT

The efforts to promote the core periodical effect from a neutral objective phenomenon to a problem are complex. Apart from cultural tradition, political economy and other forces, the development of China's academic policy system plays a decisive role in the continuous fermentation of core journal effect.

3.1 Scientific Research Personnel Training and Introduction System

Table 1. Scientific research indicators and their proportion in universities

Scientific Research Indicators		Proportion
Quantity index of scientific research	Patent application	85%
	Research projects and book	91%
	Article publication	100%
Quality index of Scientific research	Academic status	54%
	Award level of scientific research achievements	96%

The cultivation and introduction system of scientific research talents is the first barrier that influences scholars to enter the academic field. From the perspective of development, the cultivation and introduction system of scientific research talents mainly includes two parts: the graduation conditions set by universities for their graduates and the evaluation standards of scientific research talents introduction. Generally speaking, different schools have different standards for graduation conditions, but they all list the achievements published in core journals as important graduation conditions. Domestic universities also attach great importance to the publication of candidates' papers in core journals in the introduction of talents, especially foreign core journals such as "SCI".

3.2 Application and Evaluation System of Scientific Research Projects

In China's current academic policy system, there are clear regulations on the application, conclusion and evaluation of scientific research projects and the publishing papers in core journals is one of the important indicators. First, the academic achievements of applicants are usually required to publish several papers related to the application subject in core journals at home and abroad or several papers included in SCI (or SSCI). Second, through the quantitative evaluation of the research results published in different journals, the final evaluation of scientific research projects is quantitative based on the importance of the journal. Finally, in the evaluation system of scientific research projects and achievements, the importance of core journals is generally the same as that of the application and conclusion of scientific research projects [7].

3.3 Teacher Assessment and Professional Title Identified System

According to the survey report on the evaluation system of Chinese university teachers in 2015, in the current teacher evaluation system in China, the evaluation index and standard of teacher performance in universities and colleges are composed of three indexes: teaching performance, scientific research performance and social service performance. Since 2005, the social service performance index has been relatively stable, with a weight of 10%, while scientific research performance index account for a large proportion [8]. From table 1, it shown that most universities take the number of published papers as an important index in terms of scientific research.

	Grade of research projects	92%
	Grade of publication	100%

Data source: The author sorted out the report on the evaluation system of Chinese university teachers in 2015

Thus, the current teachers' assessment & professional titles' identified system are presented the characteristics of the quantitative index, which combined with the talents' selecting & appraisal system and the declaration & examination system, common catalytic core journal effect in today's Chinese society rapidly expand, leading to the negative impact of core journals effect.

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Do Meticulous Supervision and Inspection for the Schools

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Abstract: Disciplinary committees are different from party committees and have unique political missions. In colleges and universities, the disciplinary committee mainly supervises that the party committee can properly perform its main responsibilities. The school leadership can correctly implement the party's policies and lines, implement the party's education and education policies, and honestly serve teachers and students. For this reason, the school disciplinary committee should bear its own responsibility for supervision. Starting from political supervision, a clean and educating environment should be established in the school. This fundamental task is to create a clean and upright education environment for teachers and students.

Keywords: political supervision; moral education; responsibility

1. TO FIRMLY GRASP THE DUTIES OF THE SCHOOL COMMISSION FOR INSPECTING DISCIPLINE

(1) The school commission for inspecting discipline should assist the school party committee to strengthen party building: to start from the grass-roots party branch, strictly control the conditions for joining the party, accurately grasp the motivation and ideological situation of each party member, and approve the party when the time is right. They should carry out a variety of intra-party activities, create a positive atmosphere, make all teachers and students understand that corruption is a shameful behavior, and create a hard-working and simple style for everyone. In the event of major events, public opinions, work deployments and requirements, they should report to the school party committee and the supervisory commission for inspecting discipline timely, and put forward recommendations for implementation based on actual conditions [1].

(2) To strengthen political supervision. Focusing on the implementation of the "Two Maintenances" and strengthening supervision, it is necessary to carry out advanced ideological education and discussions among all teachers, students, and party members. By that, the majority of teachers and students can understand the spiritual requirements of the Central Committee, the Provincial Party Committee and the Provincial Discipline Inspection Committee, and internalize them in their hearts; they can realize true learning, understanding, and practicing, and apply the party's various theories, methods, and spirits to the

work of running schools.

(3) To strengthen daily supervision. They should pay close attention to the key minority and areas, focus on the leadership of the school, its members and departments, and secondary school party and government positions, especially the key supervision of the school's personnel department, finance department, and state-owned assets department.

(4) To strengthen the evaluation of discipline execution. They should establish a set of assessment system, strictly implement, review the party organization and members managed by the school's party committee for violations of party discipline issues, and accept school party organizations and party members' appeals.

(5) To strictly implement the accountability and responsibility system. They will seriously pursue accountability for issues such as the implementation of the Party's education policy and inadequate decision-making deployment, inadequate inspections and rectifications, lax governance of the party, frequent occurrences of the and corruption.

(6) To strengthen the daily education, management and supervision of the discipline inspection and supervision cadres of our school.

(7) To complete the tasks assigned and supervised by the Provincial Discipline Inspection Commission and the School Party Committee.

2. TO FOCUS ON THE PARTY'S POLITICAL CONSTRUCTION, SOLIDLY PROMOTE POLITICAL SUPERVISION, AND ENSURE THAT SCHOOLS TAKE "BUILDING MORALITY AND CULTIVATING PEOPLE" AS THE FUNDAMENTAL TASK

(1) To Supervise and inspect the implementation of functional departments and secondary college systems. The school disciplinary committee should often go to the functional departments and secondary colleges for supervision and inspection. It is necessary to frequently participate in the party life of functional departments and secondary colleges and departments, understand the ideological and living conditions of teachers and students, and achieve timely understanding, guidance, supervision and rectification. They should participate in the party's democratic life meeting timely, and keep track of the performance of everyone, and achieve the purpose of truly solving the problem.

(2) To supervise and inspect campus ideology. They should adhere to the direction of running a socialist

school, implement the ideological work responsibility system, educate teachers to establish the correct concept of educating people, and set up positive values for students in the classroom to educate the students to be active.

3. TO FOCUS ON THE ORGANIZATION AND LEADERSHIP OF THE PARTY IN THE PERFORMANCE OF THEIR DUTIES AND FUNCTIONS, STRICT FUNCTIONAL SUPERVISION AND CREATE A GOOD ATMOSPHERE FOR CADRE OFFICERS

(1) To Supervise in the selection and employment of personnel. Colleges and universities are also a disaster area in terms of selecting and hiring. Many of them are greeted and recruited to universities without fulfilling the procedures. There is a risk of selecting and hiring, which seriously damages the development of universities. The school commission for inspecting discipline must strengthen supervision at important points, especially in the personnel recruitment process and the title evaluation process. It must send people to supervise, strictly recruit procedures, plug loopholes, and ensure that the selection and employment of people is fair and just.

(2) To ensure the supervision of admissions examinations, student evaluation and evaluation. For example, they should carry out multi-angle supervision and inspection on key links such as College English Test Band 4&6 and enrollment, especially the confidentiality, storage, and admissions supervision of admissions test papers. For the purpose, they must provide strict rules for admissions procedures, and strictly implement them in accordance with the prescribed procedures to prevent corruption and abuse of power, and make the exercise of power more transparent.

(3) To ensure the supervision in engineering or service projects and material procurement. They should strictly supervise the bidding and tendering, acceptance and audit of infrastructure construction, repairs, decoration works, service projects and bulk materials and equipment procurement, seriously investigate and punish violations of laws and disciplines in the economic activities of schools, and promote the programmatic economic activities in engineering services projects and materials procurement.

4. TO STRENGTHEN THE WORK STYLE AND DISCIPLINE CONSTRUCTION AROUND THE PARTY'S ANTI-CORRUPTION WORK, AND CREATE A CLEAN EDUCATION ENVIRONMENT FOR TEACHERS AND STUDENTS

(1) To supervise and inspect the implementation of the Eight Rules of the CPC Central Committee. They should strictly implement the office cars storage on holidays system, office space regulations and the school's official dining system; and keep an eye on major holidays such as the Mid-Autumn Festival, National Day, New Year's Day, and the Spring

Festival, and continue to warn and educate the majority of leading cadres to promote their integrity. It is recognized that giving gifts and receiving gifts is a shameful act, thereby fundamentally curbing corruption. The school commission for inspecting discipline should issue relevant documents, clarify relevant requirements, actively publicize the relevant spirit to teachers and students, and carry out relevant warning and education work, and strive to enable the majority of teachers and students to strictly abide by the Eight Rules, so that everyone's heart will be wary and fearful to be a good citizen who is honest and law-abiding.

(2) To supervise and inspect acts that harm the vital interests of teachers and students. They should focus on the reaction of teachers, students and the hot issues, adhere to the problem orientation, consolidate the supervision and inspection, strengthen the special governance, supervision, investigation and punishment, and treat units and individuals who are not serious, perfunctory and procrastinating. It must be dealt with seriously and truly achieve the purpose of education.

(3) To Supervise and inspect the discipline education situation. They should supervise and assist party committees to actively explore effective ways to carry out regularization and institutionalization of disciplinary education, effectively carry out good talks and reminders of education, and improve the mechanism of interviews, strengthen daily integrity education, and deepen the construction of a clean governance culture [2]. It aims to truly transform iron discipline into the habit and conscious observance of party members and cadres, consolidate the ideological and moral foundation of party members and cadres' integrity, and build a ideological and moral defense line against corruption and change.

(4) To actively accept student appeals. In order to create a fair and just environment for students, the school discipline inspection commission should formulate relevant systems, improve related procedures, and actively accept student appeals. And actively promote the students to make them understand that if they receive unfair punishment, they can clarify the appeal channels, including how to appeal, how to submit an appeal, where to appeal, etc.

(5) To seriously accept reports from letters and visits, and continue to rectify corruption and style issues around teachers and students. The school commission for discipline inspection has set up a petition office to clarify the petition process, determine the management of the person in charge, and register it on a case-by-case basis. After the petition registration, a study and judgment team shall be established to study how to deal with it and the way to deal with the problem clues, so as to prevent the loss of the petition or the wrong handling of the petition. The handling of clues shall be reported to the leader for approval, the reporting procedure shall be strictly implemented, and

the first level shall be reported to the first level for approval. In the process of disposal, it is necessary to standardize the process and procedure, and formulate the safety plan and conversation plan. The commission should really shoulder the responsibility, do everything with heart, take education reminder as an important means, and timely remind when encountering problems. They should take the initiative to find out the problems, collect the problem clues through the information supervisor, visit and investigate, or issue the questionnaire, and check the problem clues one by one, so as to find and remind the problems early and try to nip them in the bud. They also should strengthen the case clue management and establish the problem clue account system. Every once in a while, the clue of the problem should be sorted out, reported, studied and judged in time. Every problem should not be ignored to prevent small problems from turning into big ones.

5. CONCLUSION

Political supervision and inspection are first and foremost. Every school should do detailed political supervision and inspection. Only when the political ecology of the school is clean can the school develop steadily and can escort qualified personnel. Only in order to contribute to the modernization of our country, can we provide strength to achieve the two centenary goals.

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Exploration on the Way to Improve the Employment Quality of Art Students with Mental Sub-health

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Abstract: With the development of the times and the needs of the society, colleges and universities set up a lot of specialties to better meet the needs of the society. However, the employment situation of students in many specialties is not ideal, especially for art students. Because the employment direction is relatively narrow compared with other specialties, and employers are thinner than popular majors such as finance, computer, and medicine. As a result, many art students will have some mental sub-health problems in the process of employment. Therefore, this paper mainly analyzes a series of mental sub-health problems of art students during their employment, and explores the ways to improve the employment quality of art students.

Keywords: Majoring in Art; Mental sub-health; Employment quality; Path exploration

1. INTRODUCTION

Due to the influence of the major and the lack of understanding of the employment situation, many art students who are about to graduate have bad emotions such as anxiety and depression in the process of career choice and employment, which leads to the low quality of employment of some students. Even some students choose to cross-professional employment to be able to find work quickly after graduation, which causes students to be confused about their own positioning. These employment situation, environment and pressure from family, school and themselves lead to some art students' mental sub-health problems. Therefore, in order to effectively solve the mental sub-health problems of students, colleges and universities need to provide relevant psychological guidance to graduates and senior students who are about to graduate to understand the inner thoughts of students, guide students to establish a correct view of employment through healthy and positive methods, and effectively improve the psychological quality of students [1].

2. PSYCHOLOGICAL STATUS OF ART STUDENTS IN THE FACE OF EMPLOYMENT

At present, most college students in our country are in their youth. Students in this period have gradually developed their own ideas. When facing employment, they also have different ideas. However, the psychology of many universities is not yet mature. In

the face of a complex and severe employment environment, many students have become confused about their own positioning, which often leads to many students questioning themselves, and even has negative emotions such as anxiety, depression, and inferiority. As a result, many students have psychological sub-health problems. In order to effectively solve the various psychological problems that arise in the employment process, it is necessary to effectively analyze the students' psychological state when facing employment [2].

Many college graduates who are about to graduate have over-idealized their careers in the process of career planning, and ignore the need of society, and have repeatedly encountered obstacles in the job search process. The main reason for this is that the new graduates do not understand the employment environment, and many students with excellent performance in school are difficult to adapt to the selection and assessment of the society. And even some students gradually lose the self-confidence cultivated in the school, and the psychological gap is large, resulting in many students unable to adapt to the employment environment. In addition, because the employment environment for art students is relatively single, competition is greater compared with other popular majors, and enterprises have higher demand for talents, which results in a large psychological gap between students and a large difference between the employment situation and psychological expectations, and psychological sub-health problems occur. At the same time, because employment is a two-way choice, many art students have not found their preferred job before and after graduation, which has led to various psychological problems. In addition, the gender ratio of art students is not proportional, the number of female students is far more than that of male students, and the students' psychological endurance is low, which has led to more and more serious psychological sub-health problems of students [3].

3. EXPLORATION ON THE WAYS TO IMPROVE THE EMPLOYMENT QUALITY OF ART STUDENTS WITH MENTAL SUB-HEALTH

With the employment process of art students, mental health problems become increasingly prominent. In order to prevent other mental problems of students, colleges and universities need to coach students'

mental problems. By adopting relevant strategies, students' employment quality can be effectively improved and students' mental sub-health problems can be solved. Among them, by counseling students' mental health, it can effectively improve students' dependence on family and school, and enable students to gradually move towards independence. At the same time, it is conducive to the development of students' personalized psychology, improve students' ability to resist pressure, enable students to gradually find themselves in the process of growth. Furthermore, it can correctly face the employment situation and environment in the process of employment, and learn to regulate by themselves. Among them, the measures to improve the psychological sub-health problems of art students in the employment process and to improve the quality of employment of students include the following aspects:

3.1 To establish correct outlook on life and values

In order to effectively improve the mental sub-health problems of art students in the process of employment and improve the quality of employment of students, first of all, the school should make students understand themselves correctly in the process of employment and believe in themselves in the process of mental health counseling for students, learn to improve their strengths and avoid weaknesses, and constantly improve themselves in the process of career selection. In addition, in the process of employment, students should learn to face setbacks and bear pressure. In the face of setbacks, the school should carry out pressure training for students, so that students can learn to actively respond to setbacks. Through the successful employment cases of the school in the past, students can effectively establish correct outlook on life and values and enrich their own experience through the participation in various activities organized by associations and other organizations to provide help for employment [4].

3.2 To set up psychological consultation room

In order to avoid various psychological sub-health problems for students, colleges and universities need to set up relevant psychological counseling rooms. By adopting psychological counseling, schools can better understand the students' inner thoughts, conduct face-to-face communication for students with mental sub-health problems, and find out the key to students' mental problems by means of joint analysis and research. According to the characteristics of students, psychological guidance is given to students. By adjusting and overcoming students' psychology and emotions, students can effectively overcome psychological obstacles and actively face the pressure of society and employment. Psychological counselors communicate with students, provide psychological treatment to students, answer questions and doubts raised by students, and help students find the right ways to improve and ease their employment pressure.

3.3 To establish a scientific and effective lifestyle

In order to alleviate the employment pressure of art students, in the process of counseling students on mental health issues, students' professional expertise should be used to adjust the student's lifestyle and enable students to establish a scientific and effective lifestyle and learning style. Students can enhance their professional self-confidence by organizing students to carry out internships and professional studies. A healthy, scientific and effective lifestyle can enable students to combine work with rest and relieve students' psychological pressure, so that students can strengthen their ability of self-psychological adjustment through a scientific lifestyle [5].

4. CONCLUSION

In summary, with the development of the times, contemporary universities need to have better psychological qualities than any period. Especially in the face of complex social environment and employment pressure, students must overcome their own pressure. Therefore, in order to improve the psychological sub-health problems and the employment quality of art students during the employment process, colleges and universities need to help students establish a correct outlook on life and values, set up psychological counseling rooms to alleviate student pressure, and establish scientific and effective ways of life to improve students' self-regulation ability and cultivate talents with good psychological qualities.

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Integration of Moral Education into College English Courses in China

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Abstract: The present paper highlights the importance and urgency of implementing moral education in all universities in China, and further analyzes the feasibility of integrating moral education into college English courses. Then three teaching methods for achieving the integration goal in the teaching practice are introduced.

Keywords: moral education; college English courses; integration

1. INTRODUCTION

Moral education should always be given top priority when it comes to cultivating students' various abilities. However, new problems arise in the moral education program in numerous universities across China with the development of socialist market economy. Many college students have deteriorated into "craftsmen", lacking the very humanity they should have possessed. What's worse, having developed distorted world views, they are becoming less honest than previous students, and are showing an obvious lack of social responsibility. The "extreme incidents" happening in several universities in the past few years indicate the insufficiency or even lack of moral education for college students. Therefore, it is not only necessary but an urgent matter to strengthen moral education for college students. But how to implement college students' moral education is a question that well deserves the attention and discussion among all teachers of higher education in China.

2. BODY

2.1 The possibility of integrating moral education into College English Courses

Being an explicit means of moral education, the ideological and political theory course is listed as a compulsory course in all universities and colleges in China. The ideological and political theory course has its innate advantages for its definite learning objectives and its systematic lecturing. However, the majority of students get dissatisfied with this course, considering it inferior and worthless for its simple and out-of-date teaching method. Also, students tend to pour more time and passion to their professional courses in the hope of getting decent jobs after graduation. They are likely to devalue and underestimate the importance of the ideological and political theory course.

Luckily, apart from the explicit means of moral education, there is also the implicit means available. Theoretically, implicit moral education refers to the

type of education from which students get morally educated without being informed in the whole process. Students are soaked in a certain environment or way, and learn the virtue unconsciously. College courses other than the ideological and political theory course can be premium media for achieving students' moral education in an implicit manner. Actually, "every course in college enjoys the opportunity and shoulders the responsibility of moral education. We are supposed to explore resources of moral education in various other courses, and enhance moral education in the process of imparting professional knowledge."

To our disappointment, teachers of professional courses in many universities in China tend to teach pure knowledge about a particular field, and ignore moral education. On the one hand, many teachers just have not got the awareness of integration of moral education into their courses. On the other, in reality, it is really difficult for professional teachers to find the merging point because of the strong professional characteristic of their courses.

Language and ideology are closely related, with the former belonging to the latter and transmitting attached ideological and cultural concepts. So college English courses can serve as the best media for students' implicit moral education in the new era. In most colleges in China, college English courses are compulsory courses in their first two years, covering an incredible number of students who are coincidentally in the critical life phase of forming their own world views and beliefs. Implicit moral education carried out in college English courses helps students to establish healthy world views and beliefs, and boost their humanistic literacy and patriotism.

In practice, Both CET4/CET6 and exercises in students' textbooks add the question type of Chinese to English translation, intending to require students to learn and introduce Chinese traditional culture and China's contemporary conditions to the outside world. The adding of this question type indicates the trend of integrating moral education into college English courses. In a word,

2.2 Ways of integrating moral education into College English Courses

The following are the specific ways to integrate moral education into college English courses. First, as to the western thought and culture content that can improve college students' morality and humanity, teachers may conduct various in-class and after-class activities in the form of essay writing, group presentation, group

discussion, role-play and so on. By doing this, students will absorb the good and positive aspects of western thought and culture, ultimately leading to the formation of their healthy world views and belief systems. For example, one passage in the reading and writing college English course is about the pursuit of American dream, telling about how honest Tony of humble origin thrives through his commitment and kindness. A teacher surnamed Liu asks his students to write an essay of no less than 500 words and analyze with examples the good qualities Tony possesses for his success. Through the writing assignment, students not only improves their English proficiency, but also further understands the meaning of “success” and realizes the importance of such qualities as honesty, diligence, kindness and cooperation. For teacher Liu, this is not the end. He then divides the students into several groups and asks them to search information about “the pursuit of the Chinese dream” on the Internet. Students conduct discussions and make PowerPoint, and report to the whole class. These series of activities enable students to better understand and further enhance their resolution of realizing the Chinese dream.

Second, as to the sensitive and negative western thought and culture content, a doubtful and critical attitude should be adopted. For this content type, teaching methods like direct lecturing and group debate can be used. Teachers can make a contrast between Chinese and western culture, and reevaluate the latter so that students’ confidence in the socialist paths, theories, systems and culture with Chinese characteristics can be fortified. In the CBI teaching mode in college listening, speaking and viewing classes, sensitive topics like “the abuse of the elderly”, “euthanasia” and so on may show up. For these two topics, teachers may give a lecture on the aging population in China and its solutions, and ethical paradoxes of euthanasia respectively. Teachers may proceed to organize an English debate on euthanasia so that students can get insights into life and death, and how to make choices, leading to their ultimate reflection on the value of life. What’s more, while lecturing, teachers may introduce in English the Chinese traditional virtue---filial piety in order to unconsciously raise students’ awareness in this respect.

Third, as to the teaching content of Chinese civilization and culture in both ancient and modern China, the best policy is to let students learn and

know before they show their affection. Teachers should aim to cultivate talents who will finally become “the inheritors and transmitters of Chinese civilization and culture. Therefore, the first step is to encourage students to study Chinese civilization and culture, and then in the second phase teachers should inspire them to transmit Chinese civilization and culture through various means and channels so that Chinese civilization and culture will stay rooted overseas and become better known. Take teacher Tong for example, in her class, she lectures on many subjects concerning Chinese traditional culture such as Beijing opera, qipao, acupuncture, herbal medicine, fengshui, Chinese tea culture, Chinese poems in the Tang Dynasty, Taoism, the silk belt etc. Teacher Tong groups her students and asks her students to search the English materials available via the library and the Internet. Then she advises her students to study and discuss the materials together, make PowerPoint and present in class. Through a series of activities, students get insights into Chinese culture. Teacher Tong takes a step further by asking students to introduce Chinese traditional culture via dominant social networking systems such as twitter and face book.

3. CONCLUSION

To sum up, it is of great importance and urgency to implement moral education for college students, and it is feasible to integrate moral education into college English courses. To achieve the integration goal, teachers should choose appropriate teaching methods based on the three different types of teaching contents. If all English teachers in China can raise their awareness of the urgency of implementing moral education and the feasibility of integrating it into their courses by adopting proper methods, students’ morality is definitely to be enhanced and the goal of moral education is sure to be achieved.

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Genre analysis on the generic structure of Complaint Letters in Business English Correspondence

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Abstract: Although business complaint letter (CL) conveys negative message, it is crucial in business communication especially when a problem has occurred during the trade. However, in the large amount of genre studies on business English correspondence, few of them have discussed the generic structure and characteristics of CL. This paper aims to explore the moves and strategies in business CL and summaries the reasons of its formation by analyzing 25 sample letters in real business situations. By completing this research, the author attempts to fill the research gap of genre analysis on complaint letters to some extent, and provide a clearer view on it for people in and outside business industry.

Keywords: Genre analysis, Business Complaint Letter, move, strategy

1. INTRODUCTION

Genre analysis in applied linguistics provides a pragmatic approach to reveal and explain language and is getting more popular in language-related researches. Accompanied with economic development and globalization, business correspondences are playing an increasingly important role in the communicating process of business activities. During the past decades, plenty of scholars have devoted their efforts to study business correspondence through genre analysis. For example, Bhatia put forward seven moves for an ideal promotion letter [1]. Hadavi, Marzban and Moghaddam documented the importance of “social identities” in official business letters [2]. Another study analyzed move structure of business sales letters and indicated the “tricks” that businessmen use to attract customers [3].

However, few scholars put their focuses on studying genre analysis of business complaint letters. There is one highly relevant study, in which the author claims that conflicting letters are formed by five moves: 1.introduce the relevant matter; 2.describe/ state the matter; 3.declare the negative message; 4. ease the atmosphere; 5.end friendly.[4] With the knowledge of complaint letter’s critical importance on getting proper solution and maintaining long lasting business relationship after the emergence of problems in trade, this paper is dedicated to identify the generic structure of business complaint letters and attempts to explain the existing reasons of this structure. To reveal the general structure of complaint letters, twenty-five

sample letters in real business activities were collected from five domestic foreign trade companies, one online corpus open to public and 11 foreign websites [1].

2. GENERIC STRUCTURE OF COMPLAINT LETTER

With the theoretical help of Zhang’s framework of Business conflicting letter, we analyzed 25 samples and proposed that generic structure of complaint letters contains seven moves as 1.mention relevant matters; 2.lead the topic; 3.inform negative message; 4.announce attitude; 5.request countermeasures; 6.soliciting response; 7.ending politely. The moves and strategies are listed below: M1 Mention relevant matters (S1 Trade information and/or ; S2 Contractual obligation and/or ; S3 Enclosed documents); M2 Lead the topic(S1 Lead the topic); M3 Inform negative message (S1 State current situation and/or; S2 Describe damage has been caused and/or; S3 Describe the problem); M4 Announce attitude (S1 Sorry for inform negative message and/or; S2 Acknowledge good virtue of the other party and/or; S3 Give warning or declare disappointment and/or; S4 Indicate future expectation) M5 Request countermeasures (S1 Ask for further negotiation and/or; S2 Ask for compensation and/or S3 Urge delivery or ask for replacing goods / service); M6 Soliciting response (S1 Request reply S2 Ask for explanation); M7 Ending politely (S1 Ending friendly)

In an ideal complaint letter all these seven moves can be seen simultaneously. However, in actual business situations, the frequency of each move is different. According to actual needs strategies in each move may appear at the same time or separately: Move1 76%; Move2 64%; Move3 100%; Move4 56%; Move5 100%; Move6 28%; Move7 40%. The data reflects move3 Inform negative message and move5 Request countermeasures are observed in every sample letter, which makes them to be identified as obligatory moves; move1 Mention relevant matters occurs at frequency of 72% and serves as a conventional move; move2 Lead the topic, move4 Announce attitude, move6 Soliciting response and move7 Ending politely are optional ones [2].

3. ANALYSIS OF MOVES AND STRATEGIES

3.1 Mention relevant matters

Complaint letters often begin with referring to matters related to the complaint such as details of the trade, contractual obligations and enclosed documents so as to remind the reader of previous trade information. For instance:

On the 22th of January 2008 you delivered a consignment to XXX with delivery note number 115. This consignment included 30 boxes of electronic hand mixers and was delivered by your employee called Phillip Alston.

By mentioning the date, company name, number, goods, and people involved in the trade at the beginning of the letter, the reader would have a general understanding of the relevant information in the transaction.

3.2 Lead the topic

After mentioning relevant matters, the next move is lead the topic. In most cases, lead the topic can be achieved easily by one sentence such as: *"I would like to bring our attention the fact that of the 30 boxes, 9 were broken."* *"I regret to inform you that your company was not able to follow the said agreement."* By leading the topic the writer states clear his purpose of writing and pave the way for a detailed description of the specific problem or damages below.

3.3 Inform negative message

Inform negative message is one of the two essential moves in complaint letters. Negative messages may contain a detailed description of the problem, the writer's current situation after problem arises, and damage has been caused. For example: *"As stated, the logo should be reproduced in our corporate color, which is green. The logos on the golf balls you sent are bright blue, and therefore unacceptable."* *"The incomplete delivery has already caused some delay in our projects."*

3.4 Announce attitude

In some cases, complainers choose to express their stance or attitude on the problem to the other party by showing sorry for inform negative message, admiring good virtue of the other party, giving warning or declaring disappointment, and indicate future expectation.

I have worked with XXX Inc. in the past and have the greatest confidence in your products and customer service.

I look forward to your co-operation in the matter so that we can continue to have mutually beneficial business dealings in the future.

Announcing attitude is not necessary in the process of declaring complaints, but reflects more personal emotions of the writer therefore urges the other party to pay immediate attention to the problem.

3.5 Request countermeasures

The aim of the business complaint letters is not simply to express anger and accusation, but more to present the situation to the other party in order to solve the problem rationally through the joint efforts of both parties. This communicative purpose

determines that move5 "request countermeasures" is obligatory in complaint letter writing. Request solutions can be realized through three strategies: 1. ask for further negotiation, 2. request compensation, 3. urge delivery or demand for replacing goods/unsatisfactory service.

Kindly visit our office tomorrow with your Operations Supervisor to discuss further.

I would appreciate it if this situation could be resolved and a substantial rebate offered on my first three month's account.

In the examples above, the writer either asks for further discussion, or demands discount for compensation, or requires replacement of the products or service.

3.6 Soliciting response

In 25 letters, only 7 of them contain the move soliciting response which reveals that ask the other party for reply is of little importance for complaint letter writing. This move often appears with sentences like *"I look forward to hearing from you within 10 business days of receiving this letter."* *"I look forward to hearing from you soon."* In some situations, request response can also be achieved by asking for explanation such as *"We pride ourselves in the quality of our products and would like an explanation as to how this mishap occurred."*

3.7 Ending politely

Ending politely is the last move in an ideal complaint letter by which the writer express good wishes towards the reader. By ending friendly, the serious atmosphere is eased, and helps to present the complainer's positive attitude toward future business relationship. For example: *"Thank you in advance for any help you might be able to offer."* *"Thank you in advance! Have a nice weekend."* *"For your attention and good cooperation we thank you."*

However, phrases like *"sincerely"* *"best wishes"* and *"yours faithfully"* do not form the function of expressing positive attitude, but are used as conventional format in writing letters [3].

4. CONCLUSION

In this section, we discuss the reasons that form the generic structure of complaint letters from three perspectives: communicative purpose, industrial conventions and expectations for future business relationship.

The communicative purpose of a complaint letter is try to get the problem solved properly and timely which makes M3 inform negative message and M5 request countermeasures the most essential elements in the generic structure of complaint letters. Other moves are conventional or optional to choose based on actual needs of the writer [4].

Business conventions influence the choice of moves and strategies in two ways. On the one hand, professional conventions determine the order of the moves. In particular, M3 inform negative message usually appears after M1 mention relevant matter and

M2 lead the topic as they serve as buffers and pave the way to inform negative message. On the other hand, although the content of CL expresses negative message, the ending can still be polite due to business etiquette in written forms.

Whether the complainer wishes to keep a long lasting business relationship with the other party or not determines which move or strategy he choice. As analyzed above, M4 announce attitude and M6 request reply help to urge the reader and promote reasonable and timely countermeasures. If the writer attempts to solve the problem harmoniously and expect for future cooperation, he may possibly express positive attitude to acknowledge what the other party has contributed and gently ask for reply. However, if he no longer wishes to work with the other party, he is likely to declare his disappointment and give warning towards the reader.

It is hoped that this paper would make a few contribution to offer a clearer understanding of the communicative purpose and general structure of

business complaint letters for newcomers in business English so as to help them improve their trade efficiency.

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Strategies to Enhance the Competitiveness of China's International Service Outsourcing

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Abstract: Service trade is an important force to promote the upgrading and development of industry. As the second largest service outsourcing recipient country in the world, China's international competitiveness is still weak. In order to enhance the competitiveness of China's international service outsourcing, it is necessary to improve the policy environment, strategic layout, industrial structure, personnel training mode, brand building and other aspects.

Keywords: service outsourcing; status; competitiveness; strategies

1. INTRODUCTION

As a new mainstream way of economic globalization and global industrial transfer, service outsourcing has a good market prospect [1]. As one of the important undertakers in the global service outsourcing market, China is facing more and more severe challenges in the increasingly fierce market competition [2]. How to improve the competitiveness of China's undertaking international service outsourcing industry, accelerate the development of China's undertaking international service outsourcing industry, and improve the development level of China's service industry, we need to actively explore [1].

2. CURRENT SITUATION OF CHINA'S UNDERTAKING INTERNATIONAL SERVICE OUTSOURCING INDUSTRY

The time of China's undertaking international service outsourcing industry is relatively short, and the start is relatively late. In order to accelerate the development of China's undertaking international service outsourcing industry, the State Council issued the "Opinions on Accelerating the Development of Service Outsourcing Industry" in 2014 [3]. In the "opinions", the following preferential incentive policies are implemented for enterprises focus on developing offshore service outsourcing: Reward for the increase of offshore business or completion of each unit of US dollars over the previous year; software products annual export amount exceeding a certain amount, can export by themselves; enterprises can obtain financial support for technology R&D and enterprise development and construction through outsourcing contracts and related export certificates.

In the early stage of 13th Five Year Plan, the central and local governments continue to promote the full implementation of service outsourcing industry policies, vigorously support the development

of undertaking offshore service outsourcing industry. Therefore, even facing the difficulties of world economy deep adjustment and global service demand slowing down, China's undertaking offshore service outsourcing industry still maintains a stable growth. In 2018, the amount of offshore service outsourcing contracts signed by Chinese service outsourcing enterprises reached 120.38 billion US dollars (111.21 billion US dollars in 2017), an increase of 8.2% year on year, and the executed amount reached 88.65 billion US dollars (79.67 billion US dollars in 2017), an increase of 11.3% year on year [2].

Over the years, under the guidance and support of national policies, China's service outsourcing industry has formed a relatively perfect product ecological model, and the market main body has been expanding. China has undertaken international service outsourcing business from 212 countries and regions in the world. Its main sources are the United States, the European Union, Japan and Hong Kong, accounting for 61.6% of China's total amount of undertaking international service outsourcing.

3. COUNTERMEASURES TO PROMOTE THE DEVELOPMENT OF CHINA'S UNDERTAKING INTERNATIONAL SERVICE OUTSOURCING INDUSTRY

3.1 Improve the policy environment of international service outsourcing

First, in view of the different development level and direction of service outsourcing in different regions, the government should strengthen the guidance of policies, specifically support the business focus of each region, at the same time, strengthen the support for the middle and high-end links, to help enterprises improve the competitiveness of undertaking international service outsourcing. At the same time, we should also establish and improve the relevant policies and measures to standardize and support the development of the service outsourcing industry, so as to promote the sound development of the service outsourcing industry.

Second, we will increase investment in scientific and technological R&D and human capital, improve information infrastructure, strengthen technical support in the areas of finance, taxation, financial personnel training and facilitation of service outsourcing, and give more policy support to the development of knowledge intensive service outsourcing. At the same time, it is necessary to carry out targeted differentiated policy support for

enterprises of different scales, so as to promote the diversified development of each enterprise, form a harmonious and characteristic development pattern of each enterprise, guide the demonstration cities transfer from policy depressions to innovation highlands, and improve its service value.

3.2 Adjust the strategic layout of global market

Due to the deepening of the Belt and Road cooperation mechanism, the countries and regions along the line have gradually become the main centers for the service outsourcing enterprises to set up overseas centers. China should take this opportunity to actively promote the diversified development of outsourcing market and form a global market strategic layout of two-way expansion in developed and developing countries. First of all, while maintaining the dominant position of the market, we should actively expand the Belt and Road market, make use of important initiatives such as infrastructure interconnection, production capacity cooperation and equipment cooperation, to promote the development of R&D, information technology, supply chain management, finance and other service outsourcing business. Secondly, we should rely on the advantages of the Belt and Road free trade area, give full play to the leading role of service outsourcing in the modern service industry, actively participate in the international division of labor in the global value chain of the service industry, initiatively join the high-end links of the world value chain, strengthen the service supporting functions of platforms such as overseas economic and trade cooperation zones and industrial parks, continue to expand the scale of service outsourcing industry.

3.3 Optimize the industrial structure of international service outsourcing

First, speed up the integration of manufacturing industry and high-end offshore technical service outsourcing by cultivating medium and high technology international service outsourcing bases, promote the development of high-end offshore service outsourcing by manufacturing industry. Secondly, in order to form the industrial agglomeration effect, we should build a number of service outsourcing industry clusters with outstanding main business, distinctive features and strong innovation ability, and promote the transformation and upgrading of service outsourcing industry to digital, intelligent and high-end industries. Thirdly, we should take international standards as the criterion to cultivate the core competitiveness of China's service outsourcing enterprises.

In addition, on the basis of continuing to vigorously

develop ITO, KPO and BPO, we should encourage the integration and development of various fields, improve the intelligence level of informationization, constantly promote new models, and enhance the added value of international service outsourcing industry.

3.4 Innovating industry talent training mode

First, higher vocational colleges should widely set up software engineering specialty, take service outsourcing as the key project of talent training, build innovative outsourcing talent training mode, take employment as the guide, and take the development route of combination of production and learning. At the same time of ensuring high-quality classroom teaching, we should cooperate with enterprises, undertake appropriate service outsourcing business, introduce market mechanism, and build a talent training base integrating production and practical training [3].

Second, we should strengthen the training of service outsourcing composite talents, actively introduce foreign service outsourcing training institutions, focus on the training institutions of the contracting countries, so as to understand and be familiar with the basic national conditions, local manners and feelings, and social customs and habits of the contracting countries, and conduct language training. In addition, all kinds of social training institutions are encouraged to carry out corresponding individual skill training and course training, so as to cultivate a number of applicable service outsourcing professionals in the short run.

Third, the government should promulgate corresponding encouraging policies as soon as possible, give policy support to the training of high-quality professionals in the industry, create a good learning and employment environment, and establish a cooperation mechanism of in-depth cooperation and common development among schools, governments and enterprises.

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Probability and Path of Integrating the Traditional Culture into College Students' Behavioral Habits

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Abstract: Good behaviors can promote the long-term development of a person, while China's traditional culture has extremely rich educational resources. Colleges and universities can use the traditional culture to help college students develop good habits of life, integrity awareness, values, thrift, diligence and learning. In the specific training process, the schools, teachers, communities and other aspects should truly let the traditional culture have an impact on the behavior and habits of college students, through the creation of campus environment, the development of Chinese learning courses, the development of educational activities and practical activities, teachers' words and deeds, and other ways.

Keywords: traditional culture; college students; behavioral habits;

1. INTRODUCTION

China's traditional culture has extremely rich educational significance. By carrying out traditional culture education, universities can effectively help college students to form good behavior habits. In particular, excellent works such as *The Three-Character Classic*, *Standards for Students (Di Zi Gui)*, *Analects of Confucius*, and *The Chinese Code of Success: Maxims by Zhu Zi* have greatly promoted the behavioral habits of college students.

2. THE INFLUENCE OF TRADITIONAL CULTURE ON COLLEGE STUDENTS' BEHAVIORAL HABITS

2.1 To help college students develop good living habits

Traditional culture is good for college students to develop good living habits. Throughout the contemporary college students, many people do not have good living habits. Few of them have read traditional cultural works such as *The Three-Character Classic* and *Standards for Students (Di Zi Gui)*, but these works contain extremely rich contents of cultivating living habits. Taking the example of "Clean your hands after using the toilet." in *Standards for Students (Di Zi Gui)*, it tells us to wash hands when going to the toilet and form good hygiene habits. However, good living habits can not be developed overnight. Students need to study traditional culture for a long time and standardize their daily living habits in traditional culture [1].

2.2 To help college students develop a good sense of integrity

Integrity is also a kind of virtue that the ancients attached great importance to. Integrity still has very important significance today. It can be seen from the sentence "People can't establish themselves in society if they don't have good faith; they can't prosper if they do business without good faith; the country will decline if it doesn't have good faith." that the sincerity not only profoundly affects the development of people and careers, it is also crucial to the development of a country. Especially today, with the rapid development of the Internet, students' sense of integrity is easy to change under the influence of the Internet. Therefore, students should seriously study the culture of honesty in traditional culture, develop the habit of not easily promising, doing what they say and telling the truth. It can be seen that traditional culture can help college students develop a good sense of integrity and restrict their behavior.

2.3 To help college students develop the habit of thrift

With the continuous improvement of China's economic strength, people's living standards have been greatly improved, and many college students have unconsciously developed the habit of waste. "It's not right to flatter the rich or be arrogant towards the poor; what's old need not be rejected; what's new is not necessarily good." in *Standards for Students* tells us not to dislike the poor and love the rich, not to be fond of the new and hate the old, and not to form the bad habit of luxury. It can be seen from the verses in *Toiling Farmers* that every grain of grain is hard to come by, so college students should form the habit of thrift in their study and life, and pay attention to cleanliness and decency in appearance; they do not need to pursue luxury brands, let alone love the poor and the rich.

2.4 To help college students develop a habit of hard work and learning

The comprehensive development of students is inseparable from the cultivation and education of traditional culture. The concept of traditional exam-oriented education has a deep influence, which seriously restricts the healthy development of students. However, traditional culture contains extremely rich learning methods and learning attitudes. By studying traditional culture, it can help college students to learn more efficiently, and then help them develop good

learning habits. For example, in the *Analects of Confucius*, you can learn new things, and tell college students to constantly review old knowledge in the process of learning, so that there will be new discoveries in it. "Learning without thinking leads to confusion; thinking without learning ends in danger." tells students to combine thinking and learning. Only in this way can the learning efficiency be improved [2].

2.5 To help college students develop positive values

Excellent values are an important factor to guide the learning and development of college students, but in today's society, due to the influence of various bad ideas, college students' values have been seriously eroded. The idea of attaching importance to justice and benefit is the main component of our traditional moral values, which has affected many people for a long time. Therefore, colleges and universities must actively use traditional culture to educate college students, educate students with the concept of interests in traditional culture, and help students develop positive values that are of weak interest and valued feelings. And in order to eliminate the effects of money worship, self-interest, personal interests and other ideas on college students.

3. THE SPECIFIC PATH TO PROMOTE TRADITIONAL CULTURE TO AFFECT COLLEGE STUDENTS' BEHAVIORAL HABITS

3.1 Creating a campus environment and cultivating the minds of college students

Schools should pay attention to the construction of campus culture and campus environment, and integrate traditional culture into every corner of the school, so that the campus environment can affect students invisibly, influence the students' mind, and then promote the development of good behavior habits of college students. For example, the school library can carry out book activities with traditional culture as its theme from time to time, so that students can be surrounded by the atmosphere of traditional culture. In addition, the school can also place some sculptures with noble characters and literati near tree-lined paths and gazebos, so that students can be infected by these sculptures at all times.

3.2 Teachers influence students' daily behavior by precept and example

Preaching by teachers is the best way to help college students develop good behavioral habits. Teachers preaching to students through lectures often fail to achieve corresponding teaching effects, but their own words and deeds can have a certain effect on students. First of all, teachers should pay attention to their daily dress, clean and concise; secondly, teachers should set an example for students in daily behaviors, such as not being late, not leaving early, not spitting, and not littering. Under the influence of a long period of time, students will naturally be affected by the behavior of teachers and develop good habits.

3.3 To launch festival education activities to keep

students in mind of traditional festivals

Traditional festivals are also an important part of our traditional culture. These traditional festivals contain extremely rich and excellent behaviors. The school may carry out festival education activities from time to time so that students can keep in mind these traditional festivals and develop good behavior habits in the process of participating in traditional activities. Taking the Dragon Boat Festival as an example, the school can host dragon boat races and traditional Chinese rice-pudding making competitions during the Dragon Boat Festival. The Dragon Boat Festival is to commemorate Qu Yuan, who was an outstanding patriotic poet in ancient China. Students can cultivate their own patriotism [3].

3.4 Establishing Chinese Studies courses to guide students to form good habits

Schools can also conduct elective courses in the Chinese Studies curriculum, allowing students to be influenced by traditional culture in the process of learning traditional culture. Because good behaviors can not be developed through preaching, the school can carry out online elective courses for traditional works such as *Appreciation of Poetry in Tang and Song Dynasties*, *The Changes of the Zhou* (Zhou Yi), *Analects of Confucius*, etc., so that students can learn about the traditional excellent culture, master the theory of behavior habits, and then develop good behavior habits.^[4] In addition, schools can also extract traditional culture according to the actual learning situation of students, and then compile new textbooks for students to learn.

3.5 To carry out practical activities and form good behavior habits

Schools can actively carry out practical activities so that students have a better understanding of good behaviors and habits in the process of practice, and then form good behaviors. First of all, the school can develop community culture with traditional culture as its theme, such as traditional painting activities of the painting community; traditional folk dance and classical dance of the dance community; and traditional musical instrument performance of the musical instrument society. In addition, the school can also carry out related competition activities, such as Taijiquan (a kind of traditional Chinese shadow boxing) competitions, ancient poetry recitation competitions, traditional instrument performance competitions, etc. In that way, the college students can have a deeper understanding of traditional culture in the process of participating in activities.

4. CONCLUSION

Moral education is an important part of traditional cultural education. Colleges and universities integrate traditional culture into the behavioral habits of college students, which can give full play to the role of moral education in traditional cultural education, help college students to develop good behavior habits, and then promote the all-round development of college

students [5].

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On the Construction of A Good Relationship Between Teachers and Students in Middle School Chinese Teaching

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Abstract: Teacher-student relationship, as a basic relationship in the teaching process of the school, has an important impact on the development of teaching activities in any subject. Chinese teaching is not only the study of speech symbols, but also the rich humanistic emotions. Rich humanistic emotion is not realized by teachers' unilateral teaching, but requires emotional interaction between teachers and students. The premise of interaction is that the teachers and students have a good relationship.

Keywords: Chinese teaching; teacher-student relationship; relationship construction

The relationship between teachers and students has always been the focus of discussion in the educational field. A good teacher-student relationship is a goal that educators are unremittingly pursuing. In the teaching process, different subjects have different teaching methods, some direct descriptions, such as mathematics, geography, etc.; some indirect presentation, such as language. Directly indicating that the content of teaching is a direct description; indirect presentation means that the teaching content cannot be directly described or interpreted by modern media. It is hidden in the teaching material and needs to be extracted by analyzing the teaching material. Compared with the explicit features of mathematics and geography, the humanistic features of Chinese language make the content of Chinese language teaching complex and concealed. At the same time, the content of Chinese teaching is uncertain. For example, poetry contains infinite meaning and emotion. As a student influenced by various factors, there is a big gap between the way of thinking and the type of thinking. For the same poem, students have their own unique insights, just like a thousand readers have a thousand Hamlets. In the process of Chinese teaching, only the establishment of a good relationship between teachers and students, emotional communication and communication between teachers and students can promote the realization of Chinese teaching goals.

1. THE DEFINITION OF A TEACHER-STUDENT RELATIONSHIP

Teacher-student relationships have different characteristics at different times. In the agricultural society, influenced by various factors, the educational concept of "One day is a teacher and lifelong is a

father." is deeply rooted in the hearts of the people. The relationship between teachers and students is relatively close, and the teacher-student relationship is an intimate partnership. However, influenced by traditional culture, "the way of heaven is superior and the way of humanity is inferior". The existence of strict hierarchy makes the relationship between teachers and students command and obedience. Teachers play a dominant role in the teaching process. Although the relationship between teachers and students is unequal, it is still educational. In the period of industrial society, with the development of social economy and the enhancement of individual consciousness of subject and independence, students at this time pay more attention to the satisfaction of external conditions, learn from teachers, master the corresponding knowledge and skills, and then acquire wealth and resources. As long as their goals are achieved, the relationship between teachers and students will collapse. As the owner of knowledge and the leader of student learning, the purpose of teaching is to obtain corresponding economic rewards by transmitting instrumental knowledge to students. Although the teacher-student relationship is seemingly equal, it is actually lacking in education. In the post-industrial society, the main task of teachers is to introduce students to diverse knowledge and ways to acquire new knowledge. At this time, students are influenced by various factors of society and need to learn through various channels to improve their social competitiveness [1].

The relationship between teachers and students is a kind of virtual mutual assistance. In today's society, "Teacher-student relationship refers to the mutual relationship between teachers and students formed in the process of education and teaching, including their status, role and attitude towards each other. It is a special social and interpersonal relationship, and in order to achieve educational goals, students have their own unique identities and status, through the multi-nature and multi-level relationship system formed by the direct communication activities between teaching and learning. Good teacher-student relationship is not only a necessary means to successfully complete teaching tasks, but also the concrete manifestation of the value and life meaning of teachers and students in education and teaching activities."

2. ESTABLISHING A GOOD TEACHER-STUDENT RELATIONSHIP IS CONDUCIVE TO THE REALIZATION OF THE GOAL OF CHINESE TEACHING

As a combination of instrumentality and humanity, language is more emphasized on the interaction between teachers and students than the teaching of other courses. The characteristics of the subject teaching of the language require the teacher not only to explain the simple knowledge points, but also to guide the students to understand the thoughts and feelings that the author wants to express in the works. Only if establishing a good teacher-student relationship, teachers and students can achieve their respective goals. Language pays more attention to the cultivation of students' emotions, and the cultivation of emotions requires the active participation of students. Chinese teaching is not only to deliver the correct answers to students, but more importantly to cultivate students' ideas and to guide students to appreciate the ideological connotation of excellent cultural works [2].

3. Strategies for building a good teacher-student relationship

3.1 Strengthen Exchanges Between Teachers and Students to Form A Correct View of Teachers and Students

The quality of teacher-student relationship directly determines whether the teacher can achieve the expected teaching effect in the teaching process. Different from the strict hierarchical relationship between teachers and students in feudal society, contemporary society emphasizes a harmonious and equal view of teachers and students. In the process of education and teaching, it is necessary to strengthen communication and cooperation between teachers and students. The humanistic characteristics of the Chinese subject make students inevitably have their own unique curriculum understanding in the process of learning [3]. The Chinese teaching emphasizes the cultivation of students' cultural literacy. It is not the ultimate goal of Chinese teaching to convey the correct answer. Therefore, in the teaching process, the teacher needs to be tolerant to the students. When the students hold different opinions from the teacher's, he needs to discuss with the students to explore the students' questions. The Chinese curriculum emphasizes the student's thinking process, not just the correct answer. For students, they should respect their teachers, but it does not mean blind obedience. In the process of language learning, when the teacher's explanation is different from student's own understanding, it is necessary to actively communicate with the teacher.

3.2 Defining the Positioning Between Teachers and Students to Form A Correct View of Curriculum

In middle school, teachers and students should clearly define their own position. Teachers play a leading role in the language classroom, but the center of classroom

learning is still the students. Teachers and students need to understand their respective position [4]. As a course to cultivate students' thoughts and feelings, students do not pay much attention to this course, and believe that even if they do not learn Chinese, they also can achieve a good result in the examination. Language teachers are also used to this situation. There are many reasons for these problems. On the one hand, the students think that listening to the lessons carefully does not mean that they can achieve good grades. On the other hand, the language teachers in the process of teaching blindly according to the textbook, as long as the students did not interfere with the normal development of teaching activities, the students took a laissez-faire attitude, so the classroom showed "teachers perform their own teaching, and students do their own stuff" [5]. Teachers need to bear the responsibility that he should bear. The language teaching is not only the explanation of the correct answer. The teacher needs to guide the students to study the thoughts and feelings of the article and understand the profoundness of the Chinese culture. As a student, one needs to understand the importance of language. It is necessary to understand that language is more emphasized on the cultivation of literary literacy. The effectiveness of language learning is different from that of other disciplines. When teachers and students can clearly define their own position and pay attention to the language, the active interaction between teachers and students in the teaching process is not only conducive to the realization of the teaching objectives of the language [6]. At the same time, it is also conducive to building a good teacher-student relationship.

Only a good relationship between teachers and students can promote the realization of the goal of Chinese education, improve the enthusiasm of teachers and students, and promote the healthy development of students' psychology.

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Research on the Strategy of Rural Tourism under the Background of Big Data

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Abstract: As an important pillar of social development, the agricultural economy has an irreplaceable role. The use of big data can effectively analyze the agricultural economy and rural tourism market information, which is conducive to promoting the coordinated development of them. Thus, this article first analyzes the connotation and characteristics of big data, and then introduces the development status of agricultural economy and rural tourism under big data. Finally, it discusses the combined development strategy of the two to improve the overall development quality of rural economy.

Keywords: rural tourism; big data; strategy

1. INTRODUCTION

Rural tourism can promote rural economic development, adjust rural industrial structure, and increase farmers' income, which is the main way of new rural construction and development at present. The current development of rural tourism is already in full swing [1]. With the rapid development of the current information network technology and the increasing popularity of network search, governments, enterprises and individuals are the beneficiaries of big data, which has changed the traditional way of information transmission and data processing [2]. At present, China is in a critical period of economic transformation. The use of big data to promote the coordinated development of agricultural economy and rural tourism has become a new concept, which will definitely play a strong role in promoting agricultural production and related economic development [1].

2. PROBLEMS IN THE RURAL TOURISM INDUSTRY

2.1 Lack of Government Funding

First of all, it lacks government funds and imperfect financial poverty alleviation mechanism [3]. In the villages, if you want to rely on the natural environment to build high-level leisure places, you need a lot of funds to support them. Without sufficient funds, the rural tourism industry cannot achieve development.

2.2 Lack of High-Tech Talent

In the development of rural tourism industry, there is often a lack of high-tech talents, lack of scientific and technological support, backward education in some poor areas, low quality of people, and lack of attention to science and technology. These problems have greatly limited the long-term development of

rural tourism. .

3. QUALITY NEEDS TO BE IMPROVED

In the process of developing rural tourism resources, the developers did not realize the importance of local cultural resources and lacked a certain brand awareness, which resulted in the level of their tourism products not being improved.

3.1 Collection of Big Data for Rural Tourist

Rural tourism, as a new form of tourism, has the characteristics of both agricultural production and tourism, showing the rural humanistic features, and has a strong appeal to tourists. The emergence of big data has provided a better development platform for rural tourism [4]. Tourists can obtain rural tourism information through Weibo, WeChat, QQ, Zhihu and other online forums, and choose the tourism destination and tourism project that are suitable for them. Governments and enterprises can also use consumers' search keywords to analyze their travel preferences, push rural travel information for them, and achieve accurate big data collection [5]. The collection of rural tourism big data is mainly through the Internet, combined with the information generated by users in various APPs and search engines, and through the cloud computing and intelligent means to capture the tourism data, eventually forming a rural tourism database to achieve the rural tourism big data collection.

3.2 Application of Big Data in Rural Tourism

With the advancement of big data technology, its application in rural tourism has also matured, mainly in the formation of cloud tourism models. The so-called cloud travel is a travel information service system that combines big data and cloud computing, and pushes different travel information for consumers through their search behavior. In the data era, people's travel choices are diversified. As a new form of tourism, rural tourism can use the cloud tourism model to expand its influence and win the favor of consumers. For example, publishing information on rural infrastructure, characteristic agriculture, human landscape, and natural scenery on the Internet, expanding the spread of rural tourism information, including more consumers in rural tourism targets, expanding the rural tourism market, and truly achieving the "Guangsa Net".

4. DEVELOPMENT STRATEGY OF RURAL TOURISM INDUSTRY UNDER THE BACKGROUND OF BIG DATA

4.1 The Scientific Layout of the Rural Creative Tourism Industry

It should make full use of the advantages of various preferential policies, major opportunities and other advantages given by industrial integration and development. Based on the protection of the natural ecological environment and the satisfaction of farmers' reasonable interests, based on the actual development of rural society, we should adapt natural and human landscapes to local conditions. Carry out overall development and focus on themes such as highlighting rural heritage, folklore characteristics, and leisure experience, and gradually transform the original tourism mode dominated by "eat, live, swim, buy, and entertain" to guide consumers to participate in the leisure concept. Light activities, gaining multiple experiences such as "perception, understanding, experience, taste, and exploration", fully drive the synchronized development of related industries, and form a new format of rural tourism operation with a clear intention, diverse forms and unique experience.

4.2 Highlight the Creative Design of Folk Culture and Enhance the Cultural Taste of Rural Tourism

Learning the unique charm of rural traditional culture and highlighting the unique regional cultural characteristics is the key to rural tourism to strengthen its humanistic attraction. Taking into account the particularity and uniqueness of rural traditional culture, operators in the tourism industry should take into account the surface presentation and deep digging of this type of culture. Incorporate creativity into the field to engage in simple farming production, experience rural life, taste farm products, watch and participate in folklore performance activities, while relaxing the mood, establish personal emotional recognition with rural tourism through personal perception, and promote operators to continuously Update the creative design, further release the cultural appeal of rural tourism, enhance the appeal to consumers with high-level cultural tastes, and strengthen the synchronizing effect on other related industries [3].

4.3 Protection and Promotion in Agricultural Tourism Cultural Resources

The uniqueness of rural culture determines its outstanding value economically and different from urban culture. Against the background of a call for return to nature, advocating green and low-carbon, and experiencing ecological aesthetics, the rural leisure and creative tourism industry should respond to the increasingly diverse needs of consumers, maximize the restoration and display the unique charm of rural culture, and focus on rural folk customs. Complete protection and in-depth development of cultural tourism resources, accelerate the construction of local leisure and creative tourism brands, and create tourism and entertainment projects with unique regional humanities, such as the rice-fish symbiosis system, folk custom observation parks, self-service sharing of special catering, and local

traditional performance shows Give consumers a full and novel experience, gradually increase the revisit rate of scenic spots, expand the visibility and influence of tourism brands, fully aggregate related industry resources, and form a benign pattern of complementary advantages.

4.4 Creating an Open Value Chain for the Joint Operation of Rural Tourism and Agricultural Industrialization

Realizing the transformation and upgrading of the agricultural industry and improving the quality and efficiency is the foothold and foothold for the development of rural tourism. Therefore, on the basis of strengthening the deep integration of regional resources and promoting social co-construction and sharing, operators of the tourism industry should take the expansion of creative renewal coverage and build an integrated value chain as a breakthrough point to promote the transformation of rural traditional industries into tourism and accelerate tourism. Special production of goods, and gradually upgrade the existing tourism equipment of scenic spots and tourism projects, with the open cooperation and sharing complementary operating modes, to strengthen leisure and creative tourism and catering,

5. CONCLUSION

From the perspective of big data, local governments at all levels must do a good job of planning while promoting the development of rural leisure tourism, and adhere to the principles of integrity, regionality and diversity. Utilize the existing advantages of tourism resources, use the new Internet media to increase the promotion of tourist attractions and tourism industries, broaden the thinking of the development of rural tourism industry, enhance the attraction of rural leisure tourism to talents, and build a more comprehensive rural leisure tourism Planning system [5].

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Overview of Chinese Ancient Education

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Abstract: Chinese ancient education is not only a combination of politics and religion in the ruling class, but also an ethical and practical education for the people. Like the national continuity shown in the development of Chinese culture, Chinese ancient education, shows a very strong continuity and unity, which constitutes the characteristics of ancient Chinese education.

Keywords: Chinese ancient education; politicization; moral education

1. INTRODUCTION

During the thousands of years of ancient Chinese cultural development, various ideological representatives have emerged endlessly. Some follow the current; some are like a flash in a pan; only Confucianism represented by Confucius and Mencius runs through it and has a long history. On the one hand, Confucianism, culture and education have been strengthened in political status; on the other hand, China has different cultural communication channels from foreign systems. The "private teaching" originally created in the Confucian and Mencius era became a theoretical tool for the feudal government to maintain power in ancient Chinese society [1]. The educational thoughts including teaching obedience, respecting the old and loving the young, and carrying forward the respect for Confucianism, has created a large number of outstanding talents who have both moral integrity and talent, and contribute to the world. Word-of-mouth traditional classroom culture has become the pillar of the ruling class's strategy of maintaining long-term peace and stability and the harmonious development of society [1].

Generally speaking, ancient Chinese educational texts are based on Confucianism and can be analyzed from three aspects:

2. ANCIENT CHINESE EDUCATIONAL THOUGHTS ARE BASIC HUMANISTIC THOUGHTS

China, as a magical land of the East, has begun its enlightenment of civilization thousands of years ago. After a period of development, it began to form humanistic ideas in the traditional sense. The ancients liked to observe the heavens. They believed that the harmonious coexistence of the heavens and the earth can make people reproduce peacefully from generation to generation. Observing and changing the heavens has also become the starting point of thinking of the Chinese. Because of this primitive desire to respect nature, ancient Chinese culture has formed the cultural part with the most human characteristics and the most emphasis on the harmony of human society

in the long-term development of human beings. Unlike Western culture, it is easy to be bound by religion.

There are various forms of the Chinese nation's culture. Ancient Chinese education and culture can be part of it because it is not only influenced by the traditional thoughts of Confucius and Mencius, but also reflects the Chinese values of "peace and value". The way of separating children from individual families to school education, the ancient Chinese school education, which started with the cultivation of students' obedience, began to spread feudal ethics. School education admired in the West follows a theological path, that is, "science-religion-education" [2]. Under the relatively unique historical conditions and Eastern society environment, the ancient Chinese ruling class tried to establish a unique educational model in Chinese society, which was different from the Western education tradition through classroom teaching based on Confucianism. The biggest feature of the Oriental education model is that school education has a strong political color, requiring school teachers to serve the ruling class unconditionally, and to achieve the purpose of political education through education [2].

3. SCHOOL EDUCATION IN ANCIENT CHINA WAS STRONGLY POLITICAL

The feudal society in China lasted for thousands of years, and the monarchy system formed in ancient society, which advocated the principle of "national power and monarchy." The state system of the country determined the government system, and the government system also determined the service object of ancient Chinese school education. On the one hand, ancient Chinese education and culture had to serve the ruling class to complete the basic enlightenment task and to obey the people; on the other hand, in the long-term development and maturity of its own, it had formed a deeply rooted ideological tradition.

The political nature of ancient Chinese education and culture is mainly manifested by the emphasis on sociality and universality, which integrates school education with the ideology of the ruling class. Private education in ancient China played an important role in cultivating a generation of elite talents. The list of ancient civilizations created is endless. There are countless ancient civilizations created, among which the ancient philosophy is the most brilliant one, which still amazes the westerners. The difference is that traditional western education pays more attention to religious theology, and hopes that people will be restrained and behave in harmony through the ubiquitous "God" [3]. Of course, due to

the deeper political education function of ancient Chinese school education, the ancient scholars accepted more and richer political theories about the country. This kind of political education function for scholars has played a practical role. The story of Qu Yuan, a great patriotic poet, has been remembered and praised by the world. It has helped to form a vivid cultural tradition with a sense of responsibility and mission, and cultivated the collective patriotism of the people [3].

4. MORAL TRAINING IS THE MAIN CONTENT OF SCHOOL EDUCATION IN ANCIENT CHINA

After the private school education, popular mass education prevailed in ancient China and continues to this day. The mass education is no longer faced with dignitaries. Ordinary people need to enter schools to receive education. The primary idea of western school education is not political education, but to build students' innovation ability. In the long-term education, a large environment that respects the free development of individuals and actively advocates exploring the unknown world has been formed. Ancient Chinese education does not advocate individual differences, but needs to integrate into the society as a whole, and understand the society as a group family. Team members must abide by the rules and regulations formulated by the group, and carve out conscious individuals under the rule of feudal political education with a template.

Education is a bond among social groups. School education is a necessary means of transmitting the production experience and social survival of the ancients. No matter which stage the society develops, it belongs to the eternal historical category of human society. The education studied in modern pedagogy mainly refers to school education for the younger generation. Theoretical knowledge is more than practical activities. This kind of education mainly through the school classroom has a certain social or class nature. A syllabus is formulated by the government, which is a purposeful, planned, and organized way to impart knowledge and skills to the educated. It has cultivated ideological and moral character under the socialist system, developed intellectual and physical activities, and cultivated talents who are in line with needed by the times, recognized by society, and serving certain classes. Confucius advocates that everyone can be educated. Some people were born in the aristocratic family; some people were born in the poor people's family. However, as long as education can start from exploring the nature of human beings, it is believed that there is little difference in the innate nature of human beings, and the difference in personality is mainly formed after birth. So, Confucius pays more attention to the education after birth.

Political education is the basic goal of ancient Chinese education. The reason why the government advocates and attaches importance to school

education is that it has its current political domination purpose. Therefore, political theory has always been used as an important standard for measuring the level of literati and examining the level of education of students in schools. The ruler found this to be a very important criterion in selecting and employing people, and it has profound epoch-making significance. It has not only inherited the basic characteristics of ancient Chinese school education, namely political education, but also carried out a good summary of China's education development from ancient times to the present. As a socialist country, socialist institutions of higher learning should always keep in mind the political service of proletarian politics, put the ideological education for the people in the first place, adhere to the socialist road and rely on the correct leadership of the Communist Party of China, so as to cultivate useful talents for the socialist economic construction [4].

Ancient Chinese school education emphasized moral education as the core. Traditional preaching is rigid. In order to highlight the image of positive guidance, it uses the power of role models to imperceptibly infiltrate into the classroom. Through various cultural shocks and contrasts, it emphasizes the inner connection between self-cultivation and family governance and peace. Means guide the correct thinking of the educated. This has very important practical significance for the long-term stability of the country's society. In the trend of history, how do socialist institutions of higher learning cultivate a large number of outstanding professionals with modern knowledge and modern technological means? The ruling class is also good at using this technique to guide the correct thoughts of the educated. What modern methods and means are needed to enable students trained in traditional school education models to become a qualified person with strong will and quality, noble moral sentiment, and enthusiasm is a subject for contemporary research [4].

Finally, from the perspective of China's current social life, the paper analysis the issue. On the one hand, with the deepening of China's opening-up process, all kinds of "good and evil" are spreading invisibly. How to punish the evil and promote the good, improve the moral level of the whole nation, and enhance the soft power of the country? This is another serious social issue that has been put forward for us by the historical development so far. It is clearly presented in front of modern school educators. This is an urgent historical answer sheet that the times has issued for us, which is urgent and must be completed in time. If that the western scientific spirit and speculative ability are the products of the western capitalist system, it is undeniable that they have contributed to a high degree of industrial and technological civilization. So today, the Chinese nation, who has stood in the East for thousands of years, has achieved brilliant results. Why can we not get new hope and inspiration in the

development of our own educational ideas?

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Aristotle's Study of the Relationship between Ethical Virtue and Rationality

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Abstract: According to the different ways of obtaining virtue, Aristotle divides virtue into two categories: ethical virtue and rational virtue. Ethical virtue comes from habit, and essence is a quality. Reasonableness belongs to the rational part of the soul and comes from systematic education. Ethical virtues and rational virtues have different characteristics, and they are interdependent and mutually reinforcing.

Keywords: ethics; reason; Virtue

1. INTRODUCTION

Virtue is a very important concept throughout the ancient Greek ethics system. For Aristotle, virtue is the advantage that man has shown in fulfilling his unique activities [1]. On a broader scale, Aristotle also applies the concept of virtue to all living things and their realization activities. However, when each person realizes or expresses his or her own unique activities, the degree of completion status may be greatly different. Some people achieve this activity well, while others are active, but the effect is not too good. Therefore, Aristotle divides virtue into ethical virtues and rational virtues.

2. THE BODY OF THE PAPER

In Aristotle's view, the division of virtue should also be like the soul, influenced by what it calls the part of logos. The ethical virtue is in his view "is the emotion and desire of human beings. Relevant virtues [2] Therefore, the relationship with rationality can be gleaned from the source and essence of ethical virtue.

2.1 Ethical Virtue

All our moral virtues are not caused by nature in us [3]. The understanding of ethical virtues cannot be simply regarded as a kind of innate ability that we are born with. A concept. Aristotle believes that moral virtues are cultivated through habits [3] is a kind of thing that is gradually formed afterwards. Therefore, ethical virtue is not directly derived from nature, nor is it contrary to nature. Because things that are directly produced in nature do not change through long-term habits, just as the phenomenon that stones fall from a height does not change because you throw stones up many times, and in real life. We can gain virtue by doing things that are in line with virtue, similar to craftsmanship. But there are significant differences compared to the ability that nature directly gives us. The sensory function that nature gives us is innate with us. Because we have the ability to see and hear, we can see and hear the condition before we can use it. Ethical virtues are just the opposite. We can

only obtain virtue because we do behaviors that conform to virtue. Just as we adopt temperate, courageous, and just behaviors, we can become temperate, courageous, and just people. Only then can we obtain the ethical virtues in this respect, but the premise is that we must first obtain the acceptance of morality. Sexual ability, which is naturally endowed. Therefore, the source of ethical virtue is that nature gives us the ability to accept virtue. After long-term use of virtue, we use the habit to perfect it and obtain virtue.

Aristotle believes that there are three states in the human mind: emotion, potential and quality [4], and the essence of ethical virtue is among these three options.

Ethical virtue is not emotion, because emotion refers to something that comes with happiness or pain. People's admiration for nobleness or condemnation for inferiority is not about emotion, but also for emotion, but for virtue. Appreciation and condemnation only apply to virtue and evil. Moreover, for emotions, emotions such as fear and anger are not subject to prior consideration and active choice, but ethical virtues mean necessary choices or at least one choice. So from these two points, ethical virtue is not emotion.

Ethical virtue is not a potential. The potential is given by nature, and it exists already without the use of it. The ethical virtue is just the opposite. It can only be obtained through the application. We are born with potential, but we are not born to be kind or courageous. These virtues are obtained because we do good or brave things. Like feelings, the object we praise or condemn is not the potential, but only in terms of virtue. Therefore, ethical virtue is not a potential.

The last possibility remaining, virtue is quality. The acquisition and evaluation of quality conforms to the requirements of ethical virtue and is the essence of ethical virtue. The ethical virtue owner, because of virtue, can make himself in a good state in a certain corresponding environment, and can play a good function in this environment because of his own virtue. For example, for the eye, its virtue is visually sensitive; for the ear, its virtue is auditory sensitivity. In the same way, for ethical virtues, the essence lies in the quality that makes people better and better able to exert their virtues.

Human virtue is a quality that makes people excellent and performs their functions well [4], then what does

this quality specifically refer to? Here we need to examine Aristotle's determination of the essence of ethical virtues - the middle. Ethical virtue involves feelings and behaviors, and there are excessive, inferior and middle ways in this relationship and behavior. Both are too much or too bad, both are bad. Therefore, German means middle, it is a hit in the middle [3]. The middle path is based on moderate action and emotion. In general, it refers to the emotions or actions produced by the right people through the right people, for the right purpose and in the right way at the right time, and this is the essence of ethical virtue.

2.2 Rationality

Rationality is generally the result of clear training [5]. Therefore, the virtue of rational activity is also rationality. Reasonableness is the rational part of the soul. Part of the things that think about their causes and nature are the same, and the other part thinks about the things that are variable [1]. Therefore, rationality can be divided into theoretical rationality and practical rationality.

The positive Nus is the rationality of reason, the rationality that enables one to find the starting point of thought, and the reason for finding the noble universal virtue. As far as its fulfillment is the highest form of human activity, it does not define the goodness of mankind, but it best constitutes the goodness of mankind [2]. Theoretical rationality includes science, technology, wisdom Reason, rationality, and so on, the purpose of reason is to grasp scientific knowledge and universal law. Science is the understanding and understanding of the universal law of the whole world. The laws and axioms of science are eternal, and all sciences can be taught. Therefore, Aristotle believes that theoretical rationality is the highest wisdom and self-sufficiency. He regards a life of contemplation as a divine life, and believes that life and life with such wisdom are the highest happiness [2].

The practice of rationality is mainly manifested by the virtue of sensibility. The so-called wise, that is, good at considering good and beneficial things for themselves, but not part of it is good for health, good for the strong, and good for the whole life [3]. That is to say, the whole and the goodness of oneself are the wise considerations. It takes the things of change as the scope of discussion, because wise can change in practice, and in contrast, science and technology remain the same in practice. Practical rationality is considered to be good and beneficial to oneself.

The practice of rationality is the subject of human affairs. The focus of theoretical rationality is on the things involved in the nature of things. The characteristics of theoretical rationality are purely speculative, only concerned with thinking, and practical rationality is more manifested in the attention and choice of behavioral judgments and choices in practical activities. Abstract things or

general principles are the objects that theoretical rationality needs to be discussed, while practical rationality treats specific things or behaviors as objects. Therefore, in Aristotle's view, the two have their own roles and are also related to each other. When people think and reason about the nature of things, people themselves are in interpersonal life and have certain roles in society. They cannot exist in isolation. People with wise virtues can carefully consider and promote the emergence of good results and avoid bad results. In order to better understand the relationship between theoretical rationality and practical rationality, it can be imagined as the relationship between purpose and means.

3. CONCLUSION

In thought, reason constitutes the activity itself; in those activities that are different from ideological activities, we may or may not be able to follow the rules of reason [5]. This is also the moral virtue and rationality. The basis of the relationship between sex.

3.1 Ethical Virtues Differ From Rational Virtues

When Aristotle distinguishes between these two virtues, the first basis is that the two virtues are obtained in different ways. Ethical virtue is achieved through habitual behavioral practice, while rationality is obtained through systematic education. We become just or brave by performing justice or courage, but we become intelligent in theory and practice but the result of systematic education. Secondly, ethical virtues and rational virtues play different roles when they choose "good". Ethical virtues choose good, and choosing a life that is ethical is to improve life and enhance life. The role of rationality is to help achieve such a choice of "good" life, in line with the realization of virtue life, that is, to provide means and methods of realization.

3.2 The Similarities Between Ethical Virtue and Rational Virtue

In the connection between ethical virtue and rationality, they all aim to achieve the ultimate goal of goodness. Therefore, there is also an interaction and interdependence relationship between them. If there is no ethical virtue, people's choices will have no definite direction, and may even embark on the path of evil. Ethical virtue is formed in habit, but only after being wise can it be called virtue. Ethical virtue is based on the sensible foundation of rational virtue. If there is no rational virtue, there is no wisdom. There is no correct choice of ethical virtue. On the rational side, natural virtues can't be wise by leaving the ethical virtues generated by habits; in terms of desires, natural virtues can't be ethical virtues through habits when they leave wise [1]. Among the rational virtues, only wise can make people choose the right purpose, and the wise and ethical virtues are also very close. In Aristotle's view, life that conforms to ethical virtues is not completely different from life that conforms to rationality. On the contrary, life that conforms to ethical virtues is also happy because it has the best

virtue of achieving human beings. The activity is meditation. Through practical reason, the light of Nuss and wisdom also illuminates the morality of morality and raises the standard of practice. The rationality of morality broadens the field of ethical virtue, deepens the level, and looks farther away, so that they are no longer limited. It becomes universal in some cases; the virtue of practical reason--the sensible realization of activities and the realization of ethical virtues are inseparable [1]. That is, practice rationality guides ethical virtue through wisdom, so that ethical virtue does not lose the standard of behavior, and rationality expands the horizon of ethical virtue and deepens understanding. Reasonableness also requires ethical virtues to be generated in the habit and validated.

In short, the grasp of the relationship between ethical virtues and rational virtues cannot be simply regarded as completely different or purely identical. Rather, it should be comprehensively and objectively recognized that ethical virtues and rational virtues not only have different characteristics. Moreover, "in action, virtue provides purpose, and wise provides the

target [4]. There are still mutually desirable roles between the two virtues, as well as interdependent and mutually reinforcing relationships. Socrates claims that all virtues are wise, but it is not right, but he believes that all virtues need to be wise but right [4]. Virtue is the quality of correct rationality, and the correct rationality is Be sensible rational.

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Research on the Protection and Development of Traditional Villages from the Perspective of Rural Revitalization

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Abstract: In recent years, China's traditional villages have suffered severe damage, as the pace of urbanization continues to accelerate. The proposal of the national village revitalization strategy has brought opportunities for the protection and development of traditional villages. However, due to the lack of awareness of traditional village protection for a long time, the development of traditional villages is extremely difficult. The problems of weak protection awareness, backward infrastructure and serious population loss have seriously restricted the protection and development of traditional villages. Therefore, the relevant departments should take the village rejuvenation strategy as a guide to solve the current problems in a targeted manner, in order to solve the protection of traditional villages as soon as possible.

Keywords: rural revitalization; traditional villages; protection and development

1. INTRODUCTION

In September 2018, the Party Central Committee formally proposed the strategic plan for rural rejuvenation, emphasizing the need to protect traditional villages and to ensure the integrity and authenticity of traditional villages. Traditional villages are the witness of the development of the Chinese nation for thousands of years, and contain extremely rich historical and cultural resources. Through the excavation and protection of traditional villages, it is not only the implementation of the people-oriented spirit, but also conducive to the excavation of traditional culture, to ensure the integrity of Chinese traditional culture.

2. PROTECTING THE DEVELOPMENT OPPORTUNITIES OF TRADITIONAL VILLAGES

2.1 Rural Revitalization Provides Policy Opportunities for the Protection of Traditional Villages

In the report of the 19th National Congress of the Communist Party of China, the Party proposed the strategy of rural rejuvenation, and it issued a complete strategic plan for rural rejuvenation in the second year. It can be seen that the CPC Central Committee attaches great importance to traditional rural protection. Because traditional villages carry the wisdom and folk customs of the Chinese people, protecting traditional villages is also protecting

traditional culture. In addition, most of the traditional villages are in their original state. Green and ecology are the prominent features of the original villages, but everyone's understanding of traditional villages is gradually blurred for the pace of urbanization. The proposal of the village revitalization strategy, which truly protects traditional villages, has risen to the level of national policy. The proposal of this strategy also provides a policy opportunity for the protection of traditional villages [1].

2.2 The Protection of Traditional Villages is a Specific Measure of Rural Revitalization Strategy

Rural revitalization is a relatively systematic concept, which mainly includes the revitalization of rural culture, the revitalization of rural industries, the revitalization of rural ecology, and the revitalization of talents. Traditional villages are a collection of traditional culture, traditional industries and ecology, which contain extremely rich historical resources. To protect and develop traditional villages is to realize the development of rural culture, ecology and industry. Judging from the current situation, the protection of traditional villages is imperative, which is also a specific measure under the strategy of rural revitalization. At the same time, to realize the strategy of rural revitalization, it is also necessary to protect traditional villages, which is a complementary process.

2.3 Rural Revitalization Strategy Provides Vitality to Protect Traditional Villages

To protect traditional villages, basic issues such as people, capital, and land must be addressed. On the human side, there are three main problems. The first is the loss of talent, the second is the loss of labor, and the third is the serious ageing of the population. The problem with funding is the lack of funding due to the backwardness of traditional villages and the serious inadequacy of modern industries. The problem of land is the imperfection of the traditional village land system. The implementation of the rural revitalization strategy not only encourages outstanding talents to participate in the protection and development of traditional villages, but also provides a lot of funds and development plans for the protection of traditional villages. The problems of people, capital, and land are easily solved, and the rural revitalization strategy has provided strong vitality for the protection of traditional villages [2].

3. PROBLEMS IN TRADITIONAL VILLAGE DEVELOPMENT FROM THE PERSPECTIVE OF RURAL REVITALIZATION

3.1 Weak Awareness of Protection and Insufficient Understanding of Rural Revitalization Strategy

The weak protection awareness of traditional villages is not only reflected in the migrant population, but also the population in traditional villages. Traditional villages contain excellent cultures such as rich traditional culture and intangible cultural heritage. However, due to the weak awareness of people's protection, traditional villages are disappearing faster and faster. At the same time, these excellent traditional cultures are also disappearing. After the rural revitalization strategy is proposed, due to the inadequate publicity of this policy in some areas, and the neglect of many people, the rural revitalization strategy is still not widely implemented, which also seriously restricts the progress of traditional village protection [3].

3.2 The Rural Infrastructure is Backward and Lacks Internal Development Motivation

In terms of the geographical location of traditional villages, most traditional villages have remote locations, complicated terrain, inconvenient transportation, and relatively backward infrastructure. Village house construction is also relatively traditional. The building materials are mainly soil, wood, and stone. Since they have existed for a long time, there are great security risks. At the same time, because these villages have a more traditional lifestyle, they do not have a more modern industry, so there is a serious lack of development momentum. Without the support of the state, it is very difficult to rely solely on the traditional villages to develop themselves.

3.3 Serious Population Loss and Severe Shortage of Labor and Talent

For the protection and development of traditional villages, people are a key part, and human problems are mainly reflected in the talents and labor. To promote the implementation of the rural revitalization strategy and accelerate the protection of traditional villages, we must first solve human problems. However, judging from the current population structure of traditional villages, the population loss in these villages is extremely serious, and the number of labor and talents is even smaller. In the final analysis, the root cause of this phenomenon lies in the development of urbanization. In the context of urbanization, people are forced to leave the village in order to have a better future for development, so the phenomenon of population loss is more serious.

4. TRADITIONAL VILLAGE DEVELOPMENT STRATEGIES FROM THE PERSPECTIVE OF RURAL REVITALIZATION

4.1 To Increase Publicity and Raise People's Awareness of the Protection of Traditional Villages

In order to effectively enhance the awareness of the

masses to protect traditional villages, the government should actively promote the strategy of rural revitalization and the protection of traditional villages. For this reason, relevant departments can carry out publicity through online and offline publicity and other ways, while online publicity can be carried out through radio, television, network and other ways. When conducting offline publicity, we mainly go deep into traditional villages and the masses through special working groups to carry out policy publicity and measures interpretation. Through the combination of online and offline publicity, the publicity scope and effect can be greatly improved, and the awareness of protecting traditional villages can be more deeply rooted in the people's mind [4].

4.2 To Integrate Local Resources and Innovate the Characteristic Development Channels of Traditional Villages

In order to solve the problems of lack of development power and lack of funds in traditional villages, relevant departments should rationally plan these traditional villages, integrate the limited resources of traditional villages, expand the development channels of traditional villages, and alleviate the funding problems of protecting and developing traditional villages. Therefore, the green, primitive and ecological advantages of traditional villages can be brought into full play, and tourism can be developed on the basis of protecting traditional villages. Creating traditional cultural industries and tourism industries with the characteristics of traditional villages can not only protect traditional villages, but also solve financial problems and promote the development of traditional villages.

4.3 To Persist In Putting People First and Encourage Talents to Participate in the Protection of Traditional Villages

When planning the protection and development of traditional villages, we should pay attention to people-oriented and develop on the basis of the protection of traditional villages. The basic principles to promote the development of primitive villages are: to develop on the basis of protecting the living habits of primitive villagers; to develop on the basis of protecting the environment of primitive villages. In addition, we should also focus on solving the problem of brain drain. Therefore, the state can issue relevant policies to encourage talents to return to their hometown and participate in the protection and development of traditional villages. For example, we can start from the aspect of wages and salaries to meet the needs of talents' life, so as to solve the problem of talent shortage in traditional villages [5].

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The Application of Scaffolding Instruction to English Reading Course in Independent Colleges

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Abstract: Although English reading is always essential in independent education system, the current teaching situation is far from satisfactory, since the traditional teacher-centered model is still prevalent in most independent colleges, failing to improve the students' reading proficiency and impeding their initiative in learning. In contrast, the Scaffolding Instruction, an emerging student-centered teaching mode, advocates independent learning through cooperation and communication under the authentic situation. The model turns out to be beneficial to the students' better performance and higher motivation in English reading. This paper intends to apply the Scaffolding Instruction to English reading teaching in independent colleges, with its focus on the teacher's role after the gradual removal of the scaffold.

Key words: Scaffolding Instruction; English reading course; independent colleges

1. THEORETICAL BASIS

Reading is one of the basic skills in English education system and one of the practical technics to obtain knowledge and information. It is a key factor to improve personal image and enhance personal competitiveness in career field. For students of independent colleges specifically, English reading ability is even more important, since independent college education puts emphasis on practical value, which coincides with the nature of English reading course. In fact, many problems are prevalent in English reading course in independent colleges. The current situation of English Reading teaching is far from satisfactory in China.

Based on constructivist teaching theory, the Scaffolding Instruction model believes that students should be viewed as the teaching subject and "meaning construction" as the ultimate teaching goal. "Scaffolding," originally a term in architectural term field, is adopted by the constructivists as a metaphor, illustrating that to complete meaning construction, the teacher should build the "teaching scaffold" based on the students' "nearest development zone." "Teaching scaffold" is used to "continuously improve the students' intelligence from one level to another, whereby teaching can always guide the direction of

the students' intelligent improvement." [1]

Despite many existing academic results concerning the Scaffolding theory, there is still room for further discussion. This paper intends to apply the Scaffolding Instruction to English reading course in independent colleges, with its focus on the teacher's role after the gradual removal of the scaffold.

2. APPLICATION TO ENGLISH READING TEACHING IN INDEPENDENT COLLEGES

Under the influence of the existing problems in English reading education in independent colleges, the students would only focus on the micro reading—the acquisition of language points, instead of the macro reading—the meaning construction. Professor Kekang He once put forward 5-step frame of Scaffolding Instruction: scaffolding, creating the situation, independent exploration, cooperative learning and effect analysis. In light of his frame, this paper will take as an example unit 6, Text 1, *Orpheus and Eurydice* in *Extensive Reading Course 2* published by Shanghai Foreign Language Education Press to illustrate the application of Scaffolding Instruction to English reading course in independent colleges.

2.1. Scaffolding

At the beginning of the class, the students are guided to review the famous Chinese legend *Liang Zhu* against the violin concerto *The Butterfly Lovers*. After the introduction of the "plot structure," i.e. the start, the development, the climax, the ending, and the epilogue, they are asked to divide this love story into 5 parts.

The teacher need to find out the target students' "nearest development zone" first. Since most of them must be unfamiliar with Greek mythology, the teacher had better lead them to the realm of target knowledge through their existing knowledge. The well-known Chinese love story *Liang Zhu* will inspire the students' interest in the Greek counterpart *Orpheus and Eurydice*. Besides, the building of the teaching Scaffold—"plot structure" actually make preparation for the later part.

2.2. Creating the Situation

Based on the hypothesis that learners can achieve better results "if they are learning under social and

cultural context,” [2] the best way to learn is to immerse the learners in an authentic situation. Therefore, the students are invited to watch a video clip *Orpheus* (from the Japanese animated series *Saint Seiya*.) and then browse the text to make a comparison between the video and the text itself.

In view of the length of text (992 words in total), it is highly possible that the students in independent colleges weak in English will have difficulty in understanding the text. Considering tedious reading may be detrimental to their passion for learning, the teacher adopts multimedia to create the authentic situation, so that the students, after watching the video, can grasp the main idea of the text in a short period. The teacher then will ask some questions to check the students' comprehension of the text, which lays a foundation for the following group discussion.

2.3. Independent Exploration

In this step, the students are required to divide the whole text into several parts under the guidance of the above-mentioned "plot structure," and then to fill the blanks with the original words from the text.

Exposition: Orpheus' mastery of music won him great fame and the heart of his wife Eurydice,

Rising action: who, then, suffered a fatal bite and died. Thus, to retrieve his wife, Orpheus went to the underground.

Climax: Thanks to his enchanting music, Orpheus was allowed to take his wife away on one condition that he could not look back before reaching the upper world.

Falling action: Woefully, Orpheus could not help but turn around, only to find Eurydice immediately vanished back into the underworld.

Denouement: Orpheus came back alone and soon died of sadness.

Once the students manage to understand the text and the "plot structure," the teacher will gradually remove the teaching scaffold so as to encourage the students' autonomic learning. It is the time for the students to imitate the scaffold built by the teacher before. However, taken their limited English ability into consideration, the students in independent colleges have yet to summarize the text in their own words, so what they need to do is just fill the blanks of the text summary organized by the teacher with the key words vacant. If some the students still fail to find the exact words, the teacher will imply the answers in words or in body language. In this way, the students would have a better understanding of the text while paying attention to specific details, which paves the way for the next step.

2.4. Cooperative Learning

The whole class (32 the students) will be divided into 4 groups in order to carry out group discussion on the following 4 questions:

Do you like the couple Orpheus and Eurydice? Why

or why not?

Why did Orpheus fail to bring Eurydice back from death? Does the tragic end embody some profound significance?

Why did Orpheus eventually turn back? In your view, is it contingent, or inevitable?

Among the characters Orpheus, Eurydice, Hades the Lord of the underworld and Apollo, Orpheus' father who helped him and also witnessed the whole process, choose one and retell the story from his/ her perspective.

The teacher makes group division on the basis of the students' English level, trying to balance the gap among groups. Before the discussion, the teacher declares the requirements: 5 minutes later, 4 representatives from each group will make a speech on one specific question. During this discussion, the teacher walks around the classroom to inspect the discussion, encouraging the silent students while preventing irrelevant chatting, and to provide assistance in case that some students failed to understand new words, or to express themselves in English. Finally, the teacher makes comments on the representatives' speeches; meanwhile, students feel free to raise questions or make their own comments on the speeches.

Among the 4 questions, Question1 is much explicit, concerning with characters analysis. The rest are rather complicated. Question2 and Question3 concentrate on the thematic exploration, which relates to the Greek philosophy on fate. Question4 aims to check the students' understanding of the plot; the answer is, in essence, the text summary.

In this step, the teacher creates a cooperative learning environment in which the students of the same group at last reach an agreement by mutual learning and free communication through group discussion. The teacher's gradual removal of the scaffold in Step 3 and Step 4 is by no means a total absence from the class. Instead, the teacher is always present in class, organizing, guiding and assisting the students to complete the meaning construction. This is in accordance with the students-centered teaching model required by the Scaffolding Instruction. In this way, the students take the initiative to carry out self-learning.

2.5. Effect Analysis

The last step includes three aspects: 1) Self-assessment. Each student gives self-evaluation according to their understanding of the text and their accuracy on the exercises. 2) Group assessment. Each member receives the evaluation from other members of the same group based on his or her performance, such as language accuracy and fluency. 3) Teacher's evaluation. The teacher gives appraisal through observations in class, including the discussion quality, the representatives' speeches and the group

cooperation.

By means of the effect analysis, the teacher will find out whether the teaching objectives have been achieved, what the deficiencies are in the teaching design, and how to make improvement in the future. [2]

3. CONCLUSION

This paper is intended to apply the Scaffolding Instruction to English reading course in independent colleges, with its focus on the teacher's role after the gradual removal of the scaffold. It arrives at the conclusion that the Scaffolding Instruction is beneficial to English reading course, because it can improve the students' reading capacity, stimulate their interest in learning, inspire their initiative, cultivate their cooperation and communication ability. It is

hoped that this paper can provide some enlightens for English reading teaching in independent colleges.

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On the Features and Translation Skills of English News Headlines

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Abstract: In English news, the headline plays a vital role in the whole text; it not only can catch the eyes of readers, but also could convey the main idea of the whole news to them. In daily life, to understand English news better, it is essential to know the accurate inner meanings of the headlines, and in the age of information, to know more about the news of outside world, it is valuable for us to study the features and translation skills of English news headlines in order to get a full meaning inner the headlines.

Keywords: News Headlines; Features; Translation Skills; Translator

0. INTRODUCTION

Nowadays communication plays an important role in the whole world. Through the process of communication, people of different countries can know something about each other. Based on communication, the relationships of different countries are established.

There are many ways for communication, such as internet, mass media, radio, etc. One of the basic ways for communication is through newspaper. But not all of us know foreign languages, consequently, we need a lot of translators to translate foreign news for us. When translate foreign news, such as English news, we'll find that it is difficult to translate the news headlines. Although the news headlines are short, but they own the inner meaning of news, it not only can catch the eyes of readers, but also could convey the main idea of the whole news to them. So it is essential for us to learn the features of foreign news and know some translation skills of them.

1. THE VITAL ROLE OF ENGLISH NEWS HEADLINES

In English news, the headline serves as the role of eyes and it is an inseparable component of news as the abbreviation of the full text. In order to attract readers, the headline are usually put at a clear place in the article, to have the function of eyes-catching effect. When we read newspapers, what we first see is different news headlines, they can help us find what we want to read at a high speed, also can stimulate our interests. At the same time, it can decide the life of a newspaper. If the news headlines can attract more readers, the newspaper could have more opportunities to survive in the competition battles.

2. THE FEATURES OF ENGLISH NEWS

HEADLINES

For the above reasons, English news headlines always strive to use short words to express the content of news, so that readers could understand the thrust of its main idea immediately, and this also can stimulate the interest and curiosity of readers. The English news headlines have their own unique expressions, and are different from other types of writing. They have always been focused on refining the structure, they are concise, full of knowledge and humor. It is impossible to concentrate news facts freely.

In short words, they have some their own unique characteristics, such as dapper, concise, comprehensive, humorous and knowledgeable. Specific performance in the following areas.

2.1. The Use of Short Verbs

We know that English news headlines always use limited words to express clearly the content of news, so it is no doubt that it will adopt short verbs. These short verbs are short, vivid and easy to understand; they can not only enhance the simplicity and readability of English news, but also can beautify the space and save the length. For example, English news headlines are not usually use " damage " , but use some short words, such as hit , harm or ruin to instead damage, such as in the news headline " Chaos Prompts Exit Plan " it uses the short verb " exit " to avoid using some long verbs or phrases such as step out, out of, etc.

2.2. The Use of Abbreviations

In all capital letters to put the first letter of the words together, in order to replace a group of long and complex words or phrases, to achieve the purpose of brevity. For example, " VIP " in headlines stands for " Very Important Person " IMF " stands for " International Monetary Fund " and " UFO " stands for " Unidentified Flying Object " , etc.

2.3. The Use of Section Reduced Words

Section reduced words, also known as abbreviated words, through the "cut-off head to tail" approach to truncate or shorten a number of commonly used nouns and adjectives, aimed at saving the words of the headline. Such as hospital" often shortened as "hosp" in news headlines, "percent often shortened as "pc," cigarette "shortened as " cig ".

2.4. The Use of Fashionable Words (Vogue Words)

"New" is the life of news, simultaneously is also the news language's life. This is decided by the news

essence. The news report must open the field of vision, keep pace with the times, and let people know all new things, phenomenon, thought and wave through various kinds of news medium. It firstly reflects in the news headlines. In English news headlines, we can find a lot of fashionable words, such as the words web, cyber bank, mouse, e-commerce, talk show, firewall, clone, soft landing, etc [1].

2.5. The use of the present tense

As we all known, news headlines must be concise, therefore, it is impossible for English news to use all the tense form to condense news. To this end, they formed their own unique temporal characteristics, in order to make the verbs vivid, expressive and have a sense of timing. Generally, English News headlines do not use the past tense and the past perfect tense, but use the present tense, so that when readers read the newspaper, they would have a sense of exposing to this news events, this is called Journalistic Present Tense. Take the headline "The World Bails Us Out" for example, it uses the present tense to make itself more expressive.

2.6. The Use of Active Voice

In a wide range of exposure to English newspapers and periodicals, we will find that news headlines often use the active voice, rather than the passive voice. Because the active voice is more vivid, colorful and appealing, what the active voice expressed direct and convincing. However, when English new headlines aim to highlight the action bearer, the passive voice will be used to seize the attention of readers. In the headline "Van Gogh's Recovered After Theft?", " we can see it uses the active voice to highlight " Van Gogh's Recovered " to make the headline more appealing, but if the headline was written as "Van Gogh's Recovered After Being Theft", it emphasizes that Van Gogh's was theft. They will have different effect.

2.7. The Use of Rhetoric Devices

At the same time, English news headlines always use rhetoric devices to cause readers attention and interest. The rhetoric devices express thoughts with accurate vivid language to attract readers read the news English news headlines use the rhetorical devices frequently. These devices are simile, parallelism, metonymy, irony and so on. For example: "Accusers Accused" uses humor, "Chrome-plated Independence" uses irony to make us feel attracting

3. TRANSLATION SKILLS OF ENGLISH NEWS HEADLINES

Of these above features, English news headlines giving themselves profound meanings, and offered great challenges for English news translators. Translators are required to fully understand these above features, using a variety of translation tools to bring the original meaning and style of the English headline out. Hence, the translator should take into account three aspects: Firstly, they should have an

accurate understanding of the meaning of the headline, especially have a deep understanding of the literal meaning; secondly, they should enhance the readability of their translation; thirdly, they should pay attention to the acceptability of readers.

So, the English news translators should focus on their own experience, and make themselves familiar with the specific vocabulary that British and American newspapers frequently used; they also need to pay more attention to " small words ", abbreviations and section abbreviated words; they should understand the background of the article to get accurate meaning of the words, but not take the words too literally. There are some specific translation methods in the following:

3.1. Literal Translation and Free Translation

To choose literal or free translation, we should depend on the actual situation, to avoid defects, but what should be put in the first place is that our translation must be faithful to the original text. To make English news headlines translation for example, if the meaning of the English headline is simple to understand, and when it was translated into Chinese, the Chinese readers will understand it without difficulties, and then we can adopt literal translation. On the contrary we can use free translation [2]. For these two kinds of translation methods, we have the following skills to translate:

3.1.1. Add notes

As a result of different habits and minds, the expression of news headlines in English and Chinese are different. So when we are on the process of translation, we must take into account the psychology of our readers, to carry out necessary explanations of the relevant information and cultural background knowledge; to make

Some necessary changes of the expression, in order to facilitate the understanding of our readers and avoid their misunderstandings. Just as "Literary Style and Translation" has said, even if the headline is easy to understand, we need to add on the logical subject, in order to help the Chinese readers understand. Such as the headline " To Arm or Not to Arm-That Is the Question" was translated into Chinese by adding a subject as note in order to make readers understand accurately without misunderstanding. If there is no note added, it will make the readers doubt who are the subjects of this event.

3.1.2. Re-display the rhetorical device

Through the use of a variety of rhetorical methods, English news headlines could convey the implied information, so that readers can enjoy the shape, soul and the rhyme of the English news headlines. Therefore, the original rhetorical features of the headlines should be reproduced in the translations as far as possible, to make the translations and the original headlines agree on the rhetoric, so that readers of the translations could have the same feelings as the original readers.

3.1.3. Delete words

Delete the empty words, pronouns and link-verbs could make the language of our translation more concise. Second, ignore the secondary information in the headline in order to prominent key information, simultaneously also conforms to Chinese headline to be fastidious.

3.1.4. Use poetry familiar phrases or sentences

Poetry has always been enjoyed by most people, it is of great popularity, so, in the translation of English news headlines, when we use Chinese and foreign well-known sentences of poetry, it was relatively easy to arouse the reader's familiarity.

3.2. Transliteration

If use the literal translation and free translation can not summarize the news accurately, or cannot manifest the author intention truthfully, or does not suit the Chinese expression custom, then we may use the transliteration according to the situation [3].

4. CONCLUSION

In the age of globalization, information is an essential element for social development, and news as a kind of communicated media, arouses extensive attention of many people. As English becomes the world language, the research of news translation becomes important, especially news headlines ' translation. In this paper, it first told us the importance of English news headlines, and then makes an analysis on English news features. Next this paper summarizes some flexible skills in English news headlines' translation.

Just like the good news headline can forever stay in the heart of people, the good Chinese translated news headline also could make a profound impression on the readers. Without being translated by the translators, news headlines can't be transmitted information effective to readers. With a long history and a splendid national civilization, to be a good translator in our country, who should not only be fully familiar with the mother language, but also, should have a thorough knowledge of English language. Therefore, news translators should enhance their own translation ability; they need to be familiar with the features of English news headlines and the related translation skills. When translate the headlines. We should rethink the words to explore and research translation skills, to redisplay the beauty of logic and form in the original headlines as far as possible, and to display the main idea of English news headlines, to cause the domestic readers better understanding the whole text, to better know and see the world.

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The Countermeasures of China's Industrial Development under Sino-US Trade Friction

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Abstract: The main reason of Sino-US trade friction is that the United States wants to control the commanding heights of GVC, curb China to climb up the high end of GVC, hinder China's industries upgrading. Based on the above, the article proposes that the China's industry should strengthen the diversification of foreign trade export goals, increase domestic market demand, encourage independent innovation of enterprises, strengthen industrial policy supports, and climb up to the high end of GVC.

Keywords: Sino-US trade friction; Global value chain; Industrial development; Industrial upgrading

1. INDUSTRIAL REASONS FOR SINO-US TRADE FRICTION

1.1. Accurately Crack Down on the "Made in China 2025" Plan and Curb China's Industrial Upgrading

Concerned industries in Sino-US trade friction mainly include the aerospace, machinery, electronics and other industries which are the core ones of "Made in China 2025" plan. Data shows that these industries currently do not export much to the U.S., and the product sector with the largest real trade deficit has not yet been imposed sanctions. These industrial export quantities to the U.S. are not too many, the industries with the largest real trade deficit have yet been sanctioned. The reason for this friction is essentially that the U.S. wants to suppress China's high-end manufacturing development and hinder China to climb up the high-end areas of GVC. [1]

1.2. Ensure Its Dominant Position in GVC and Guarantee Their Vested Interests [1]

According to statistical data, from 2010 to 2013, China's trade surplus with the U.S. was lower 48%-56% than that with the traditional method accounting. [2] Additionally, most of the industries sanctioned from the U.S. had trade deficits. In 2016, the auto trade deficits were \$73 million, the aerospace equipment trade deficits were \$12 billion, and high-performance medical equipment also had deficits. The unsanctioned industries ranked on the top ten of the Sino-US trade surpluses sectors, such as shoes and hats, and daily necessities and on. [3] Evidently, China's increasing position in the global manufacturing value chain threatens the hegemonic position of the U.S. so that it wants to change. [4]

2. THE IMPACTS OF SINO-U.S. TRADE FRICTION ON CHINESE INDUSTRIES

2.1. Dividing GVC, Hindering China's Manufacturing Upgrade [3]

According to the list of US \$ 250 billion tariffs announced by the U.S. against China in 2018, electromechanical equipment, audiovisual equipment and its parts, and accessories ranked first (50.2%), miscellaneous products ranked second (12.0%), followed by Base metals and their products (6.9%), vehicles, aircraft, ships and transport equipment (6.2%), plastics and their products, rubber and their products (4.9%), products of the chemical industry and related industries (4.1%). [5] This will cut apart GVC, and precisely hit China's high-end manufacturing industry, hinder its upgrade.

2.2. The Export Price of the Foreign Trade Industry Rises and the Competitive Advantage Declines

The tariffs increased by the United States will hinder China's high-tech industry development. According to the above mentioned \$ 250 billion tariff on China in 2018, the high-tech industries suffered the highest tariffs, had the largest and strongest impact such as electromechanical equipment, audio-visual equipment and son on which are the main force of the transformation and upgrading strategy of China's foreign-related industries. Obviously, increasing tariffs will add the export prices of China's foreign trade industries and reduce their competitive advantages.

2.3. Forcing China to Upgrade Its Industrial Structure

Among the above mentioned \$ 250 billion tariff, intermediate products accounted for approximately 50%, capital goods accounted for approximately 32%, and consumer goods accounted for approximately 17%. [6] The U.S. tariffs on China are mainly aimed at high-end equipment manufacturing and basic manufacturing. The former is the engine of China's industrial upgrading, and the latter is the driving force for China's industrial upgrading. Obviously, it will force China's industry to upgrade depended on exogenous power shifting endogenous power, strengthen the development of high-end equipment manufacturing, and vigorously develop the basic manufacturing.

2.4. Industrial Technology Innovation is Blocked

The list of tariffs imposed by the United States is mainly targeted at the high-tech industries, which will block the exchange of information technology between China's high-tech enterprises and the United States and will also delay the pace of technological learning and R&D of Chinese enterprises, thereby hinder China's industrial technology innovation. The U.S. has also tried to restrict China's development in

the field of high technology through various formal and informal trade and investment regulations and unilateral reviews. It shows that China's high-tech industries will continue to be contained by the U.S. in the future. [2]

3. STRATEGIES FOR CHINA'S INDUSTRIAL DEVELOPMENT UNDER SINO-US TRADE FRICTIONS

3.1. Diversified Export Goals of the Foreign Trade Industry to Shift Risks

Under the high US tariffs, China's foreign trade industry's export goals must be diversified to avoid market risks. The 65 "Belt and Road" countries participated cover the population of 4.4 billion, there are huge business opportunities. China can strengthen economic and trade exchanges with countries along the "Belt and Road", develop emerging markets, and offset the negative impact from the US market contraction. Meanwhile, China should consolidate relationship with Europe, maintain the WTO multilateral trading system, and promote its foreign trade industry's export goals diversifying.

3.2. Increase Domestic Market Demand and Provide Internal Kinetic Energy for Industrial Development

With the current sluggish foreign trade situation between China and the United States, China's economic growth still depends on domestic market demand. China further improve the market economy system and increase the effective domestic demand including structural domestic demand and high-quality domestic demand. It should not only include expanding consumption, but also upgrading consumption for increasing domestic demand, and then promote the vigorous investment and industrialization of high-end manufacturing, so as to be able to carry and upgrade domestic demand, provide an internal momentum for industrial development, and ultimately promote high quality development of the national economy.

3.3. Encourage Enterprises to Innovate Independently and Promote Industrial Optimization and Upgrading

Independent innovation of an enterprise is an inexhaustible source of its development. The key development areas in the "Made in China 2025" plan are the core driving force for China's industrial upgrading. Therefore, China must adhere to the innovation-driven strategy, accelerate the independent R&D of core high-tech, and strengthen the protection of intellectual property rights. China should scientifically plan the development blueprint of high-tech industries, keep abreast of the global advanced technology frontiers, clarify the goals of independent R&D tasks, increase concerned investment, and vigorously cultivate high-tech,

sophisticated and cutting-edge talents. And it will innovate the innovative system, improve the intellectual property protection system. [4]

3.4. Strengthen Industrial Policy Support and Optimize Market Environment

Under the pressure of the United States to impose tariffs, China should take the following measures. Firstly, we must increase financial supports for strategic high-tech industries, reduce tax and fee burdens, simplify and facilitate management procedures. Secondly, we must strengthen the intellectual property rights protection, improve system, truly protect the social value return of knowledge labor, and promote Chinese manufacturing transferring to Chinese creation and Chinese intellectual manufacturing. Thirdly, we must encourage competition, increase market vitality, and further open the domestic market. [5]

3.5. Climbing up to the High End of GVC and Improving Industrial Competitiveness

Firstly, we must involved in GVC. It needs to improve the business environment and increase trade enthusiasm; reduce import costs; improve trade facilitation and improve trade efficiency; simplify rules of origin; accelerates investment and service industries; protects intellectual property rights and creates the fair competition field. Secondly, we must climb up to the high end of GVC. We need strengthen the independent innovation and R&D of high-end core technologies and build an efficient global sales network and master market initiative. [6]

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On Combination of Mental Health Education and Ideological and Political Education Colleges and Universities

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Abstract: Both mental health education and ideological and political education are the focus of university education, and they are closely related with each other. College students are the reserve personnel of provincial capital intelligence, but their mental health has been concerned by people. In order to promote the development of students' mental health, we must combine mental health education with ideological and political education. Therefore, this paper analyzes the mental health of college students, and puts forward the way to combine mental health education with ideological and political education.

Keywords: College Students; Mental Health; Ideological and Political Education

1. INTRODUCTION

Mental health education is mainly to help students to solve the psychological problems they care about most, and to explore and solve the problems of students in depth, rather than simply instilling theoretical knowledge into students. College students are in an important stage of physical and mental development, and their outlook on life, values and the world will be affected by various social factors. If we can not timely provide mental health and ideological and political education for students, it will seriously affect the future development of students. Only by combining and integrating the ideological and political education and mental health education of college students to help students establish a correct outlook on life, values and the world, and can students form a healthy personality quality.

2. MENTAL HEALTH OF COLLEGE STUDENTS

With the development of social economy and the improvement of people's living standards, many college students begin to appear the students of money worship and hedonism. They have formed such bad habits as love for comparison, good face, and generosity. Therefore, they are not willing to put their energy into study, and they have no dream, no ambition and no plan for the future. Secondly, their interpersonal relationship is weakened. With the advent of the Internet, many students are addicted to the Internet and close themselves in their own world, unwilling to communicate with people [1]. Therefore, they often haggle over each other because of a little thing in real life, and even fight against each other. To see the advantages of others is not to learn from them,

but to be jealous. They are not humble, and do not respect others. In the end, college students feel that they are adults. They hope that they can complete many things independently, and they don't like the interference of parents or teachers. However, due to their lack of social experience, they often do not consider things well in many aspects. In addition, many schools are doing the ideological and political education of students, but they still use traditional education methods without innovation, which leads to many problems in the ideological and political education, such as the lack of sensitivity to the problems of students; the use of indoctrination education in habits, which leads to the teaching effect is not obvious; and the lack of personality charm of educators themselves without appeal or attraction.

3. WAYS OF INTEGRATING MENTAL HEALTH EDUCATION AND IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS

3.1 To Make Full Use of Internet Information Technology for Auxiliary Teaching

With the rapid development of network information technology, Internet technology has entered all aspects of people's lives. The vast majority of college students use the Internet almost every day, and they will publish some of their ideas, voices, and new things in life to the network platform through QQ, WeChat, and microblog. Therefore, teachers can use these online platforms to understand the psychological dynamics of students when they conduct psychological health and ideological and political education for students to find out the psychological problems of students in time and provide timely psychological counseling [2]. At the same time, teachers can also use the Internet platform to publish front-line knowledge about mental health and ideological and political education, and use the problems that students often encounter as cases for teaching, to create a good campus cultural environment and a healthy Internet environment for students, so that they can form healthy psychology.

3.2 To Maintain Unity of Thought

In order to better integrate the teaching of mental health and ideological and political education, we must unify the ideological thought. Many teachers often isolate mental health education when they are doing psychological education for students. They

think that it has nothing to do with ideological and political education, which can not lead to the qualitative breakthrough for students' mental health education. In real life, students' mental health problems are often related to their own view on world, life, values, and morality. The current problem of college students is not because of psychological problems or low moral quality. Therefore, in the face of students' problems, it is necessary to unify their thought and understanding, so that they can do more with less.

3.3 To Teach by Students' Aptitude

College students have different family backgrounds, living environments, and personalities, and their psychological problems are different. Therefore, in the process of combining mental health education and ideological and political education, teachers should pay attention to teaching students according to their aptitude to really help students solve their actual problems. First of all, schools should promote mental health knowledge within the school by combining the content of ideological and political education with the mental health problems that students often experience, for example, campus radio, posters, and school websites. In addition, it is necessary to organize more students to develop mental health education activities, such as mental health education lectures, and mental health knowledge contests [3]. Moreover, teachers should enable students to understand the self-learning methods and counseling methods of mental health problems, and understand the self-regulation methods of mental health. Secondly, mental health education is conducted through the Internet. Teachers should establish an online mental health counseling structure, so that students can actively participate in mental health education, and also recognize their own psychological problems and get timely treatment. Because many college students are afraid to consult even if they know they have a psychological defect. This kind of online consulting organization can protect the privacy and safety of students well, do more for students, and better educate students.

3.4 To Optimize the Teachers of Mental Health Education and Ideological and Political Education for College Students

Some schools do not have special ideological and political education workers, and the ideological and political education is held by the school leaders or counselors. They have not received professional training, and lack of pertinence in the process of education [4]. Therefore, in order to strengthen the effect of the combination of mental health education and ideological and political education, it is necessary for schools to strengthen the training of ideological

and political education workers and improve the professional ability and professional quality of ideological and political education workers. Furthermore, the relevant departments of the Education Bureau should strengthen the contact with the school and formulate the system to improve the enthusiasm of the ideological and political education workers in the school. Finally, the ideological and political education workers should also correct their attitude and do a good job in ideological and political work with a positive attitude. Even if there are many difficulties in the work, they should learn to face the difficulties and overcome them. As the qualified ideological and political education workers, we must have solid theoretical knowledge to better combine emotion and rationality to carry out ideological and political work [5]. At the same time, the Education Bureau can also list the articles of ideological and political education published by teachers on the Internet as the requirements for teachers to assess their professional titles, and work together with teachers and students of the whole school to build a high-quality team of teachers for mental health education and ideological and political education.

4. CONCLUSION

There is an inseparable relationship between mental health education and ideological and political education of college students. Therefore, when carrying out mental health education of college students, we must combine mental health education with ideological and political education to better help students establish a correct outlook on life, values and life, and to maintain a healthy and upward psychology.

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On the construction of Folk Aesthetic Culture

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Abstract: when it comes to folk aesthetic culture, the academic community has been lack of attention to the people's aesthetic ability, as well as the aesthetic value of folk literature and art and the folk aesthetic theory, and the construction of the folk aesthetic culture theory system just needs to take these problems as the premise and basis. Folk aesthetic culture presents people's aesthetic interest in daily life. Therefore, only through in-depth study of folk life, can we give a theoretical explanation of folk aesthetic problems.

Keywords: folk aesthetics; cultural theory; folk life

0. INTRODUCTION

How to treat folk culture from the perspective of folk field, how to use the academic discourse power to explain the people's aesthetic concept, how to take the people's aesthetic interest as the starting point, so as to interpret the aesthetic culture created by the people as the starting point, which is the focus of the study of folk aesthetic culture. Looking back at the theoretical research of folk aesthetic culture, it is not difficult for us to find that when the academic circles talk about folk aesthetic culture, they often rely on the elite and Western aesthetic theoretical concepts, only focus on the "elegant" aesthetic taste as the basis of folk aesthetic, and pay attention to the differences among them.

1. AESTHETIC ABILITY OF THE PEOPLE

Does the folk people have aesthetic ability? Do they understand what is aesthetic? It seems to be a matter of indifference, but it does reflect the contempt of intellectual elites. Therefore, people's aesthetic ability is a topic that we can't go around and need to discuss. In his book *aesthetics*, Baumgarten, the father of aesthetics, believes that aesthetics is people's emotional activity, the improvement of perceptual knowledge, and that aesthetic activity is aimed at "beauty" and "aesthetic feeling". What he wants to highlight is perceptual knowledge, and what he emphasizes is that people's daily life is the aesthetic significance. In his book "art is experience", Dewey points out that people are affected by social environment, and people's experience also affects social environment. The aesthetic significance is that people use existing experience to directly reflect themselves through objectification. The viewpoints of Baumgarten and Dewey open the door of wisdom for us to understand whether people have aesthetic ability. Many aestheticians believe that aesthetics is owned by some talents with artistic talent. Ordinary people do not have such aesthetic ability, nor can they create works of art. Obviously, it can be seen that this is a complete misunderstanding.

Aesthetic activities, whether ordinary people or elites, are obtained by using their own daily life experience, and all of them present their own inner world and talent. Therefore, everyone has aesthetic ability, not the right of a specific group of people. However, in the view of some people who have biased on the folk aesthetic cognition, the people are lack of insight, knowledge and creative power, and can not have the aesthetic mentality and pursuit of the elite literati. However, when people walk into the countryside, they will find that the folk active aesthetic activities have not disappeared. It has always existed in people's daily life, presented in a fresh and simple form in front of people, maintaining its original innocence. Folk aesthetic culture is not only a kind of spontaneous behavior for the needs of people's life, but also to satisfy the self entertainment as well as the public music. For example, the traditional art of daily life, such as paper-cut, purse and New Year picture, not only satisfies the practical function of the people, but also shows their own aesthetic will.

2. AESTHETIC VALUE OF FOLK CULTURE

The folk mentions this word, to the Chinese people, refers to their hometown, but the folk has been marginalized in the orthodox knowledge system, this phenomenon deserves our deep thought. The ancient Yuefu Poetry of our country often comes from collecting wind, so as to understand the people's voice, but through careful analysis, it is found that the rulers do this from the political point of view, not really to understand the people's feelings and public opinions, but in the eyes of the literati, they are generally indifferent to the people because of their own personal status. [1]

For a long time, the aesthetic standard of elite culture is the unified form of aesthetics, and people's judgment of beauty is also based on it. Under such a standard for a long time, the folk culture felt by the public tends to be more "elegant". Beijing opera, the quintessence of Chinese opera, is favored because it is close to such "elegance". However, many local opera arts in China are often despised or even marginalized because they live in the folk environment. Therefore, under such aesthetic taste, the public is more receptive to the changed folk literature and art, but in fact, it is not a real folk original art, but a folk aesthetic expression lacking folk vitality and breath.

The marginalization of folk aesthetics is caused by the alienation of the elites from daily life. When they cross over the general public, they tend to neglect their daily life, and begin to hold a despised attitude towards folk art. They think that it needs to be upgraded and transformed, and then change the

aesthetic form of folk art in their own way. Therefore, they do not treat folk aesthetic culture equally. They think that the aesthetic form between elite culture and folk culture is distinct and not pleasant. Obviously, folk literature and art are despised by most people, or they think it has no aesthetic value, or they think it is a lower level aesthetic activity. Therefore, how to get rid of this kind of literati and treat folk aesthetic culture objectively from an academic perspective is still a major issue for scholars. [2]

3. RECONSTRUCTION OF FOLK AESTHETIC THEORY

To construct folk aesthetic theory, we need to confirm the value of folk aesthetic culture. How to look at this problem, Ruth Benedict's cultural mode provides us with a new academic vision. She believes that any culture is equal, there are differences between cultures, and it can not be evaluated by advantages and disadvantages. Any culture has its own value, culture is integral, folk aesthetics has its own mode, not because of the likes and dislikes of literati's text consciousness. Lose their own value, in addition, we have to go deep into life and art to find the answer. In this regard, Dewey explained in his book art is experience that art comes from people's daily life, only because it was later separated by art theory. Dewey's artistic concept enlightens us a lot to understand the folk aesthetic activities and folk art. Different from the elegant aesthetic culture advocated, folk aesthetic has always been based on daily life, so it will not be separated from life and is a part of life. The most basic part of folk aesthetic activities is the vitality of life in the whole process. Therefore, folk aesthetic activities are practical, not useless, but pleasant. In other words, folk aesthetic and literati aesthetic are quite different. There is no fixed mode to judge the value standard of the two, and there is no difference between the superior and the inferior. In fact, it is a misunderstanding of the value of folk aesthetic activities.

So the question is, what is the knowledge vision of constructing folk aesthetic theory? There is no doubt that in the environment where elite aesthetics prevails, folk aesthetics has always been regarded as marginal knowledge, so it is still difficult to establish a scientific aesthetic evaluation system of folk literature and art. For example, no matter on the level of appreciation of folk aesthetic culture or on the theoretical system, people are more inclined to

examine and interpret it in the way of elite aesthetic, but they are not a theoretical system. First of all, although the elite aesthetic also believes that art comes from life, the ideal is not plain daily life, and that art should be higher than life to constitute art, showing the inherent thinking characteristics; however, the folk aesthetic is to examine the aesthetic value of daily life from the perspective of life, affirming that art and life are complementary and equal, showing life and aesthetics Characteristics of thinking. Secondly, elite aesthetic advocates nihilism and ideal aesthetic, while folk aesthetic pursues vigorous aesthetic with original vitality. Thirdly, the elite culture pays attention to individual creation and embodies its own value, while the folk culture pays attention to collective creation. [3]

Therefore, the discussion of folk aesthetic needs us to separate from the elite culture, not only in theory but also in the field, enter into the environment of folk aesthetic culture, link people into the countryside, and seek value and significance from the vision and daily life of the general public. To construct the folk aesthetic theory, we have to find out our own academic orientation, pay attention to our own aesthetic category, put the folk into the creation, and focus on collective creation to reflect their own value.

4. CONCLUSION

The significance of the construction of folk aesthetic culture theory lies in that it creates a colorful aesthetic culture system for the people. It includes many kinds of folk aesthetic forms, such as oral, text, performance, ceremony and so on. They have each other's own, and we have you, which shows the unique and distinct characteristics of folk culture. So far, the construction of folk aesthetic culture theory should pay attention to the unique aspects of folk culture. Folk culture, folk art and aesthetics are linked into a self-contained system. Only in such an academic environment, can we really touch the aesthetic essence of folk aesthetic culture.

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On the Innovation of Ideological and Political Education in Colleges in the Internet Era

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Abstract: With the rapid development of the Internet era, the education method of education has been greatly changed, and a brand-new education form has been formed. The universities and colleges are major national talent training bases, and the ideological and political education is extremely important for the education of students. It has become an inevitable trend to carry out ideological and political education in colleges and universities combined with contemporary Internet technology, which not only conforms to the educational concept of advancing with the times, but also meets the actual development needs of students. So in this context, it is necessary to analyze the impact of the Internet era on ideological and political education in colleges and universities. It is necessary to explore work innovations to continuously improve the way of ideological and political education in colleges and universities to promote the better development of ideological and political education.

Keywords: Internet; Ideological and political education; Innovation strategy

0. INTRODUCTION

Changes in the social era and the update of network technology have promoted the continuous expansion of the Internet's coverage area, making it gradually an indispensable booster for social development. Ideological and political education is an important part of today's college education, and it is also an important part of social development. Therefore, the development of the Internet age has brought some opportunities to the educational work of colleges and universities, and has also created some pressure. Based on the development background of the Internet era, the ideological and political education of colleges and universities must embark on the road of reform and innovation. Internet technology should be actively applied to the development of ideological and political work to achieve effective integration and innovation of modern Internet technology and ideological and political work in colleges, and promote the development of college education with the times, and meet the needs of the development of the student era. [1]

1. THE NECESSITY OF INNOVATION OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES IN THE INTERNET ERA

1.1. Realistic Needs of Education Development

In the rapid development of Internet society, people's

life and all walks of life have been greatly affected. As an educational institution, school education is also greatly influenced by the Internet. Driven by the development of the Internet, diversified education models emerge as the times require. All kinds of online video teaching, distance teaching, micro classroom and even international teaching have become a way of contemporary education, greatly improving the quality of education. However, in many colleges and universities, the traditional mode of ideological and political education is still adopted. The content is single and the quality of education is relatively low, which is different from the openness and timeliness of the Internet in modern society. And some older generation educators are not so proficient in modern Internet technology, so they are also used to teaching in a relatively traditional way, resulting in a certain gap between ideological and political education and the development of the times, which will have a direct impact on the educational effect of colleges and universities. Therefore, in the current situation of the rapid development of the Internet, ideological and political educators in colleges and universities should attach importance to the use of the Internet in the process of education, and deepen the network technology into the work of education. Only in this way can we effectively use the advanced Internet technology to innovate the ideological and political education, promote the era of ideological and political education mode, improve the timeliness and sociality of education, and meet the diversified development needs of students. Efficient education must be closely linked with the development of the times, and the scientific and technological achievements of the times can be effectively used to promote a new form of ideological and political education in colleges and universities in the Internet era. [2]

1.2. Enhancement of Network Dependence

At present, the development of society is inseparable from the Internet, and people's life needs are also inseparable from the Internet. Because of the advantages of the Internet, such as unlimited area and unlimited time, it can make people's life more convenient and make people continuously deepen their dependence on it. So the advantages of the Internet can effectively help students to consult all kinds of required materials, understand the latest countries and international news events, making the Internet has become a necessity of students' daily life.

At present, students in colleges and universities are not only limited to one mobile phone per person, some students have mobile phones, platforms, computers and other electronic products at the same time to assist them in learning, social interaction, and entertainment. Students have a great dependence on the Internet, and even indulge in the virtual phenomenon of the network, which greatly hinders the normal social activities of students. It is not uncommon in colleges and universities. Then, we can make use of the characteristics of students' great dependence on the Internet to carry out ideological and political education, innovate the form and content of education, introduce the Internet into the daily teaching work, expel the boring ideological and political education in the past, increase students' interest in learning, and enable students to learn new knowledge in a familiar environment. At the same time, we should innovate the mode of ideological and political education, try our best to transfer the attention of those students who are riddled in the Internet world to the study of ideological and political knowledge, guide them to use the Internet to study correctly, and improve their ideological awareness.

2. INNOVATIVE STRATEGIES FOR IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES IN THE INTERNET ERA

2.1. To Use the Internet to Innovate Teaching Methods

In the context of the Internet era, educators in colleges and universities must recognize the important impact of the Internet on students and the necessity of applying the Internet to ideological and political education. Effectively using Internet technology to innovate ideological and political education in universities can not only promote the improvement of teaching quality, but also be a change from the traditional way of ideological and political education to the innovative way to form a new form of college education. Then, we can innovate teaching methods from the following two aspects. The first one is to use the Internet to innovate ideological and political classroom teaching methods. We can collect relevant educational video materials online, introduce the content of ideological and political lessons, and draw students' attention from the classroom to the classroom in a timely manner. Or can use network technology to create situations for students and learn ideological and political knowledge in related situations. The second aspect is the use of Internet technology to carry out after-school education, such as establishing class QQ and WeChat groups to timely understand students' thoughts on teachers or classroom content, and establish good teacher-student relations with students; or to release ideological and political course content through online platform, to issue questions to collect students' opinions or suggestions on ideological and political course; or to timely push some ideological and political related

videos online to affect students in a subtle way and improve students' ideological and political awareness.

2.2. To Strengthen Network Construction and Management

At present, Internet technology of China is developing fast, and the spread of various content on the Internet is also accelerating, and its influence is rapidly increasing. In addition, Internet equipment is used as its carrier, and the updating and improvement of equipment is also a major influencing factor for the effective use of the Internet. Therefore, the design of online courses and content of ideological and political teaching must have high practicality and authenticity to properly guide students to learn if ideological and political education is to be carried out through the Internet. At the same time, it is necessary to continuously strengthen the management and construction of the network, establish related network security systems, and check the network from time to time to ensure the safety and authenticity of students' ideological and political learning. In the process of managing network information, we pay attention to the protection of students' personal information, analyze and filter network data, and timely understand the needs and preferences of students. At the same time, we must also pay attention to the shielding of bad information on the Internet and ensure the health of student information resources to prevent students from being led astray by the influence of bad information.

2.3. To Change the Educational Philosophy of Ideological and Political Educators

The development and changes of the Internet era are irreversible. Only by following the development of the times and keeping up with the pace of the times, can we not be isolated by the times. In order to keep pace with the times, the ideological and political education in contemporary colleges and universities must focus on changing the concept of ideological and political educators to realize the transformation of the mode of Ideological and political education. Then, the first task is to focus on changing the ideological and political education concept of the times, abandon the lag of traditional education mode, and develop innovative education mode in the era of innovation. Many ideological and political teachers have misunderstandings about internet teaching happens to be due to the shackles of teachers' thoughts, hindering the development of internet teaching mode. Therefore, teachers must break through the shackles of the traditional education mode, establish the innovative education concept in the new era, and realize the continuous innovation of Ideological and political education. At the same time, it is also necessary to strengthen the ability of ideological and political educators to use the network technology through participating in comprehensive training and carrying out network technology exchange activities to establish a new era of Internet

education thinking and enhance the epochal nature of ideological and political education in colleges and universities. In addition, we should strengthen the construction of ideological and political teachers in colleges and universities, actively introduce new talents of the times, inject fresh blood into the teachers in colleges and universities, and strive to improve the quality of the teachers in ideological and political education in contemporary colleges and universities. [3]

3. CONCLUSION

Finally, the development of the Internet era can provide innovative development impetus for ideological and political education in colleges and universities. We should effectively use Internet technology to promote the development of college education, and cultivate more available talents for the society, which should be the awareness of colleges and universities. In order to promote the wide application of Internet in college education, it is necessary to constantly strengthen the management of network security, change the era education concept of educators, and strengthen the construction of teachers. With the development of Internet technology, we

should establish an effective network learning platform, promote the in-depth integration of ideological and political education in colleges and universities with the Internet, constantly promote the innovation of ideological and political education, and comprehensively realize the new situation of innovation and development of ideological and political education in colleges and universities under the background of Internet era.

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On the Practical Mode of Combining Classical Music with Ideological and Political Education

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Abstract: The comprehensive ideological and political education in colleges and universities is to improve the comprehensive literacy of students. The ideological and political education has always been carried out as the key work of college education. However, the teaching effect is not obvious due to the over-stale and strong theoretical methods. In the new era, the progress of the times has increased the requirements for students. In order to comprehensively improve the ideological and moral qualities of college students and improve their comprehensive quality, classical music has been introduced into campuses and added to ideological and political education. Classical music, as an important part of ideological and political education, combines its spirit with the core values of socialism, which has a significant effect on improving students' innovative ability and communication ability. This paper explores the importance of classical music in the ideological and political education of college students and the practical mode.

Keywords: Classical music; College students; Ideological and political education; Practical exploration

0. INTRODUCTION

Music education and ideological and political education are the two different subject systems. Their learning methods and functions are also different, but they each play an important role in their respective fields. Educational concepts are constantly progressing. Music education and ideological and political education are integrated and promoted together, which has a positive impact on the development of students. The ideological consciousness of contemporary college students is individualized, diversified and hierarchical, and students are paying more and more attention to personal consciousness and ideological quality. Music is an important part of people's spiritual civilization. We must correctly recognize the important practical significance of classical music in the ideological and political education of college students. [1]

1. THE IMPORTANT ROLE OF CLASSICAL MUSIC IN IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

1.1. To Stimulate Students' Patriotism and Love for the Party

Under the new situation, it is necessary to train

"four-being" young college students with patriotism as their core. College students' patriotism is the focus of ideological and political education. The integration of classical music in the ideological and political education classroom makes the classroom lively, interesting, and more intuitive. It has changed the old and serious ideological and political teaching mode, making the teaching more infectious, and it is easier for students to receive accept. For example, the well-known "March of the Volunteers" is a music full of patriotism, impassioned emotions, and ideological and political education, which allows students to sing revolutionary songs through a chorus, remember the years and cultivate patriotism feelings. The song "Five-star Red Flag Flying in the Wind" also shows a strong patriotic feeling. They enable students to learn relevant historical knowledge, encourage students to strive for the great rejuvenation of the motherland, and establish a correct outlook on life, values and the world. [2]

1.2. To Improve the Comprehensive Quality of Students

Music is an art form that reflects people's true feelings to the greatest extent. The creation of music comes from the author's understanding and thinking of real life. Classical music can edify people's sentiment, enlighten wisdom, and teach for pleasure. In the process of appreciating classical music, students understand and recreate music by combining music content with their own life experience. It can also cultivate students' thinking ability and innovation ability. Due to the influence of the professional courses, it is easy to form a fixed mode of thinking. When encountering a certain problem, the point of view on things will be more one-sided, and the method of dealing with the problem is not perfect. To a certain extent, classical music can cultivate students' understanding ability, memory ability, and judgment ability, and make students' thoughts more logical, which plays an important role in the promotion and development of students' comprehensive quality.

1.3. To Cultivate Harmonious and Perfect Personality of College Students

According to the observation of other classical music lovers, we can know that most classical music lovers pursue a more perfect life, and they value their status more than ordinary people. Compared with ordinary people, people who like music are more humane, gentle and considerate, which is a typical charisma of

a good wife and mother. Classical music can cultivate students' temperament. In contrast, people who are not music lovers tend to be more withdrawn and grumpy. According to the social survey, autistic people can be relieved after listening to a piece of music. Therefore, we can clearly realize that the influence of classical music on a person's character is subtle, profound and lasting. And classical music education can promote the ideological and political education of college students. [3]

2. MEASURES OF APPLYING CLASSICAL MUSIC TO IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

2.1. Ingenious Combination of Music in Ideological Class

Ideological and political course is a compulsory course for college students, but the students are not focused in the class, and the students are not interested in listening to the class, which is a headache for teachers. In the process of teaching, teachers are also advancing with the times and improve their own teaching methods. Red music is an important part of red culture, so we can cut into the theme from music. For example, in the situation and policy class, teachers can start with the red song, connect all parts through the red song, and add music elements in the class, which can mobilize the atmosphere in the class, improve students' interest and quality of listening, change the inactive situation of political class, and achieve different effects. The introduction of music into the classroom can not only learn historical and cultural knowledge, but also learn music knowledge. Teachers should make full use of the educational function of music to improve the quality of teaching.

2.2. The Shadow of Moral Education in Music Course

In music classrooms, we can get unexpected results by appropriately increasing the content of humanities such as thought and practice. The school has also made great efforts in the public elective courses for music majors, and the teaching plan has continuously changed with the development of the times. Many comparisons and amendments have been made before and after. In order to combine music with ideological and political education, the knowledge of Chinese and Western music and music theory in the teaching plan have also been adjusted accordingly. It also began to change from pure music appreciation to music technology, aesthetics, and cultural stories. For example, when students go to "two springs reflecting the moon", they will share their feelings after listening to it. Music teachers can properly guide students in appreciation, create a unique atmosphere,

and contrast life with contrast. Teachers should guide students to lead positive, optimistic, and upward music, to appreciate the humanistic spirit contained in it, and to help students establish correct aesthetic values.

2.3. Stylistic Activities are a Carrier of Moral Education and Aesthetic Education

The university campus is rich in cultural and sports activities. In the cultural and sports activities, the two are combined to guide students deeply. For example, launching competitions and performances related to classical music, such as related competitions between various colleges, New Year's Eve party with the theme of Chinese dream. Teachers can carry out school art activities for the purpose of educating people, and cultivate students' true, kind and beautiful character. College students can build music clubs, use music clubs to carry out activities related to classical music culture, and the club instructors can guide the selection of elegant musical works with high ideological value to learn, and choose as much inspirational music as possible for the country and the times. In this way, can the music creation ability of college students be improved, and it is a positive process of college students' self-shaping. It can not only inherit and develop campus culture, but also open up and innovate in the ideological and political education of college students. [4]

3. CONCLUSION

All in all, carrying out ideological education of college students through classical music is a relatively new attempt in the field of education. In the process of exploration, there are still many deficiencies and problems, the effects of which are not significant enough, and the quality of teaching has also been improved. Classical music motivates, trains, and shapes students. Teachers need to pay more attention to improve their artistic appreciation and allow students to learn the spirit contained in music while learning music through the strong appeal of music.

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On the Reflection of the TV Medium in Kurt Vonnegut's Timequake

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Abstract: Kurt Vonnegut, American postmodernist writer, has broken the textual forms of the novel by employing multimedia in *Timequake*, exposing people's spiritual crisis in the postmodern society. Base on Neil Postman's medium ecology, the thesis elaborated how expressive way of TV medium is reflected by such media as illustration, blankness, narrative structure and characterization in *Timequake* to deepen its theme. It concluded that with this innovative narration, Vonnegut eagerly called on people to safeguard their spiritual home.

Keywords: Kurt Vonnegut; *Timequake*; Neil Postman; medium ecology

1. INTRODUCTION

As an American postmodernist writer, Kurt Vonnegut (1922-2007) has a strong sense of social responsibility and has always cared deeply about the living conditions of postmodern people, [1] and is committed to filling the gaps in the postmodern fragment. *Timequake* is one of its most characteristic works.

At present, scholars at home and abroad have used different theories to conduct multi-dimensional and in-depth research on Vonnegut's work time shock from different perspectives, mostly focusing on the three aspects of character analysis, post-modernism art techniques, writing characteristics analysis and monograph research, which has deepened the readers' understanding of the work. However, from the perspective of media ecology, the number of studies on media and theme expression from the perspective of the media reproduced in *Timequake* is small, and the media studied are relatively single. For example, Chen Shidan only discussed 121 self-drawn illustrations used in *Breakfast of Champion*, pointing out that these illustrations guide readers to criticize American culture by transforming feelings into vision. [2] Luo Xiaoyun also pointed out that Kurt Vonnegut used a lot of prose, poetry, paintings, and other expressions of his future theory in his novels, but did not make a detailed discussion in combination with *Timequake*. [3]

Postmodern society is a media society expressed and presented by the media. Postmodern aesthetics is a visual aesthetics. The traditional literary text with language as the medium is broken, and literature will inevitably develop towards visualization and image, which shows the tension of literature itself. From the perspective of media ecology, this article studies

Vonnegut's *Timequake* by using illustrations, punctuation blanks, white space, novel structure, and character portrayal to describe the expression of television media, which reproduces real postmodernism. The social picture reveals deeply the spiritual crisis and cultural dilemma of postmodern society, and expresses deep crisis awareness and humanistic care.

2. CRITICAL THOUGHTS ON MEDIA TECHNOLOGY OF NEIL POSTMAN

Media ecology is an important theoretical trend of thought rising in North America in the 1970s. It is a discipline that studies how the media affects human cognition, understanding, feelings and values, and how the interaction between people and the media promotes or hinders human survival. It is the media that can carry information.

Neil Postman publicly used the term media ecology in 1968 firstly. His play *amusing ourselves to Death* puts forward the view that media is metaphor, which mainly criticizes the influence of TV media on American culture. He believes that the bias of the television media mainly lies in the visual shock brought by the pictures, rather than the improvement of rational thinking. The words hidden in television entertainment programs are "nihilistic" and "schizophrenic", which can not realize the communication of ideas. The entertainment bias of television leads to people's loss of thinking ability. The whole world is enveloped by the veil of entertainment; culture will wither, and human beings will become the species of entertainment to death. [4] *Technology Monopoly - The Surrender of Culture to Technology* is the core content of Postman's thought of technology criticism. He strongly criticizes the control of technology on people's life, thinking, spirit and morality with solid evidence, and reminds people to be vigilant to the development of technology, so as to avoid the loss of moral foundation of culture due to uncontrolled technology growth, which will destroy people's spiritual activities and social relations. [5]

Media ecologists carefully observe the real world, strive to create a healthier and balanced cultural environment, and demonstrate the humane care that promotes a better human life. His novels often present various media forms to help reshape the cultural heritage, such as the movie about the German bombing in *Slaughterhouse Five* and the description of the abstract painting in *Blue Beard*, which transform the readers' feelings into lifelike pictures

and participate in the construction of the text meaning more actively.

Timequake, published in 1997, is in the era of electronic media with television as the main form. The way of television expression determines all the modes of public discourse. On television, discourse is expressed through visual images. In his creations, Vonnegut introduced language into the visual space, using novel structures, illustrations, ellipses, white space, and Kilgore Trout to form a variety of specific expressions in the television medium, deconstructing them with images. The well-known postmodern society has reconstructed a "schizophrenic" postmodern society reality, revealing the author's deep worries about the cultural decay in contemporary society.

3. THE "HIDE-AND-SEEK" WORLD OF TELEVISION: A NARRATIVE STRUCTURE WITHOUT CENTER

Television shows a variety of themes to the audience, creating a hide-and-seek world. In this world, this one or that one suddenly comes into your sight, and then disappears quickly. Fighting against rationality is a core feature of postmodernist culture, and opposition to centrality and integrity is a typical dimension of postmodernism. In the context of postmodernist culture, Vonnegut continued to innovate in artistic creation of novels. Throughout the whole novel, Timequake makes full use of the expression of TV in terms of the plot between chapters and the inside of chapters, as well as in the theme, showing the centrality and fragmentary of narrative, just like a TV picture. Together, they create a sense of reality in TV pictures and depict the chaotic reality in post-modern society with words.

First of all, in terms of the relationship between the chapters of the novel, although Timequake provides a special background: the cosmic time continuum suddenly bounced back ten years ago and then began to replay, but most of the novel content is not related to this background. The novel consists of 63 chapters and a preface. There is also no external or internal connection between the chapters, which cannot form a clear and complete story outline. For example, the preface has an autobiographical nature and introduces the creative process of the novel and the author's inner world. However, the first chapter of the text breaks through the reader's expectations of the plot of the novel and instead introduces himself, his sister, father, and other family members. In addition, interspersed with Mark Twain's comments, Jesus' sermons on the holy mountain, famous quotes from Henry David Thoreau, anecdotes of African American jazz pianist Fats Waller, and the proliferation of guns in the United States. The second chapter tells the story of the late physicist Andrey Sakharov's invention of nuclear weapons in the way of combination of virtual and real. The third chapter is the plot of Kilgore Trout's science fiction No Kidding. Chapter 4

suddenly reverts to the author's life story; Chapter 5 switches to Trout's science fiction Sisters B-36. Chapter 6 discusses artificial time shocks caused by stage plays and a small number of TV shows. Chapter 7 is a parody of Genesis in the Bible, describing war. Examples like this in the novel are overwhelming. Secondly, the chapters are loosely interconnected. For example, Chapter 6 begins with Trout's critique of love, jumps to the author's own understanding of artificial time shocks, and then shifts to the drama rehearsal of the author's daughter Lili and the story of her sister Emily. The topic continued to shift forward to the lines of A Streetcar Named Desire and Death of a Salesman, which ended with a TV show. There are obvious features without center between the novel fragments. In short, the entire novel has no beginning, center, and ending. It does not pay attention to the storyline, breaks the chronological order, and reflects the chaos of postmodern society.

Once more, there are numerous themes throughout the novel. The themes of the novel relate to religion, technology, war, and American politics. For example, in Timequake, Vonnegut deconstructs the absolute opposite relationship between God as moral and value standard and Satan as evil noumenon, rewrites it as the relationship of homogeneity and complementarity, and expresses the challenge and query to the authority of God. Challenges and doubts of authority. People originally vigorously developed science and technology out of their longing for a better life, but science and technology showed a terrible side in the novel. Designer Frank fought against computer software called "Palladio". As a result, "Palladio" could perfectly fulfill all the people's requirements, causing Frank to commit despair. In this way, Vonnegut foreshadows the potential dangers of science and technology, that it deprives people of value, dignity and the meaning of life. Anti-war is a topic that Vonnegut has been paying attention to. In Timequake, Vonnegut points out that World War II is the second attempted suicide of human civilization, and war is a hysterical act of killing innocents. In the novel, Vonnegut also mercilessly exposes the greed of the capitalists. They seized wealth through deceptive methods such as deception and bribery, and subverted the capitalist politics that promoted democracy and equality.

In a word, the chapters in the novel are like the TV pictures that flash by quickly, which have strong impact. In space, it creates a sense of "all things are together", which brings strong sensory impact to readers. The world in the novel is like the world in the game of hide and seek. It lacks continuity and meaning, just like "there is a pebble in the scattered gravel, which has a peculiar and conspicuous shape, but it is difficult for you to explain its structure and connection." [6] In this environment, life becomes uninteresting, and people lose the ability to participate in social and political activities. Vonnegut fragmented

and visualized the novel on the structure and theme of the novel through the language of television, deconstructed the familiar social reality, and reconstructed a post-modern society full of sense of fragmentation and uncertainty. No one has seen it, and no one has sent it. However, Vonnegut's purpose is not to lead the reader to nothingness, because he is still full of confidence in the future of mankind. His purpose is to remind readers to be alert to the dangers of postmodern society, to guide readers to actively take action, and to explore and construct meaningful lifestyle.

4. CARNIVAL OF VISUAL SYMBOLS: A POST-MODERN SOCIETY WITH SPIRITUAL EMPTINESS AND CONFUSION

What TV is good at is impressing the audience, not leaving their opinions. Vonnegut inserts media symbols such as illustrations, blank space, and Trout in Timequake to bring a visual carnival to readers while constructing thematic significance.

In reading, the illustrations naturally jump into the eyes of the reader.

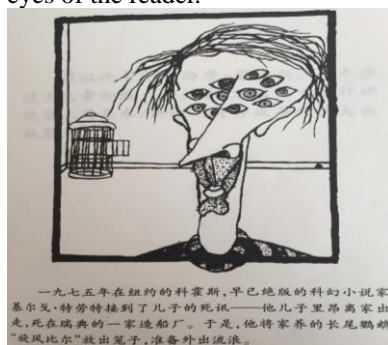


Figure 1

In reading, illustrations will naturally jump into the eyes of readers. The process of reading and understanding of novel narrative is the process of illustration being watched and its recollection," retrospection and aftertaste. There are six illustrations in *Timequake*, which intuitively convey his image interpretation of the obscure and uncertain postmodern society.

As shown in Figure (1), Vonnegut used two visual symbols, pompous head and eyes, to depict Trout as a pompous monster with fish eyes all over his face. Hippie hair style shows his decadence, showing his dissatisfaction and resistance to society and politics. As an important sense organ for people to observe the outside world and introspect themselves, the eyes have intellectual characteristics, showing a person's insight and intelligence and other spiritual characteristics. Trout's eyes are reminiscent of Argus, a giant with a hundred eyes in Greek mythology. Argus was the guard who was sent by the queen to look after the cattle turned into cattle by the daughter of King Polasgos. Later generations referred to the "eyes of Argus" as alert and sharp eyes. In addition, Trout's eyes account for almost half of the whole face, expressing his strong vigilance and desire to explore

the future world. Vonnegut used the visual symbols of many eyes to indicate that Trout was an extraordinary person with extraordinary intelligence, insight and curiosity. In the text part of the illustration, it introduces the professional identity and the predicament of the science fiction writers of Trout, and reveals the sad situation that the writers and literary creation are struggling under the impact of electronic media in the post-modern society. Although the writer is full of experience, no one cares, because people who are used to the TV screen only care about the superficial image rather than the profound point of view, which highlights the barrenness of people's cultural spirit.

In Chapter 43, I discuss art with Bernie, a Ph.D. physicochemical at MIT. Bernie used a bunch of different colors and sticky substances to pile up on two impermeable flat materials and asked provocatively if it was art. Words such as "a mass", "viscous matter", "impermeable flat material" are abstract and monotonous. The illustration of the article transforms the text into a visual image, which makes it wake up again in the eyes of the audience. Readers can constantly look back at the illustrations to further understand Vonnegut's understanding of Art: art is a kind of social behavior, and spread for thousands of years due to the interaction of people. This illustration shows the author's appeal to restore the integrity of the relationship between people and turn the indifference between people to form a "real big family". [7]

In addition, the ellipsis and white space between the paragraphs are the most commonly used visual symbols in *Timequake* of Vonnegut, which are similar to the straight lines used in *Spell*. A large number of ellipsis are like advertisements inserted in the middle of people when watching TV, which interrupts the coherence of the narrative, separates the narrative segments, and creates a TV watching experience during the reading process. When watching TV, most of the viewers stay in the "now" and are not interested in "the past"; what they see is only scattered and unconnected content, no context and no connection; what is obtained is pure entertainment, not complex and coherent thoughts, and does not have to make a rational response. This is the state of mind in the postmodern society where television media is all the rage: philosophical "nihilism" and "schizophrenia" in psychiatry. As early as in the foreword of *Breakfast of Champion*, Vonnegut has confessed that he is frustrated by this situation: "there is no culture in my mind, and no harmony of human nature." So, Vonnegut caters to the expression of television with visual symbols in *Timequake*. On the one hand, it exposes people's spiritual confusion and barrenness in the post-modern society, on the other hand, it calls for people to reconstruct the meaning of life and restore the harmony of human nature.

The repeated use of blank space makes the paragraphs

full of space, and makes the novel style close to children's books, which are simple and easy to understand. As Gary McMahon commented, "Timequake is full of typical children's joy and play". Vonnegut uses punctuation seriously and leaves a lot of blank space, because blank space can reduce the narrative tension of frustrating events in post-modern society. He thinks that it's worth writing something that makes readers understand easily because he clearly realizes that readers who are used to TV media no longer have the matching intelligence and enough patience to read profound works. Only in this way can readers continue to read, and art can play the practical significance and educational role of moral concern.

Kielgore Trout is a character full of visual impact in *Timequake*. His appearance is funny and his words and deeds are crazy. Vonnegut used the long-range lens of TV to show the sad and downcast appearance of Trout: wearing three layers of thermal underwear and the men coats, sandals, red balloons and blue teddy bears on his head. Then, with the close-up shot of TV, the madness of Trout is highlighted and the readers are deeply impressed: Trout stands there and talks to the uncovered wire trash basket with his hands dancing. Vonnegut describes the embarrassing situation of the writer's "no harm to others" but also "no benefit to others" in the language of TV. Literary and artistic creation is being cast aside, making people feel sad after laughing. [8] In the end, the author uses montage's method to connect these two fragments of different time and space to say "the world has mental disorder" through the mouth of Trout. Trout's pitiful circumstances and self mockery are the reflection of the writer's real life under the impact of electronic media, and are the result of the post-modern society with the proliferation of TV media. TV is like an eraser. Even if the recent past can be erased from the head, history will become nonsense and cultural spirit will wither. Therefore, Vonnegut predicted that "the earth will be an illiterate world in the near future", and the people in it are neurotic people with empty spirit and no cultural foundation. Once divorced from the specific context, postmodern people do not need to respond to the information they face, and they also lose the ability to

act and cannot make changes. At the same time, Vonnegut also used the caricature lens to portray Trout as a lone hero who carries a rocket launcher and tries his best to fight with the outside world. Although he is outnumbered by others, he still fights for dignity. Trout's image full of tension expresses Vonnegut's determination to save American culture.

5. CONCLUSION

Vonnegut hopes that words can change the dark reality of the contemporary in some way, and conveys anxiety about the living conditions of humans in post-modern society with continuous innovation in artistic expression. He used words to describe the expression of television media in *Timequake*, which not only brought a visual feast to readers, but also exposed post-modern society as a chaotic, fragmented and irrational society, calling on people to return to culture spiritual home.

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On the Reform of Talent Training Model in Colleges and Universities from the Perspective of Talent Resource Development

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Abstract: In recent years, China has been increasing its efforts to further promote the strategy of "building a strong country with talents", and deepening the strategy of "building a strong country with talents" into the concept of education development at the grass-roots level to cultivate more outstanding talents. As an important base of talent training, the reform of talent training mode in colleges and universities has received great attention in many aspects to cultivate more high-quality talents and promote the development of the country.

Keywords: Talent resources; University talents; Training mode; Reform

0. INTRODUCTION

Since the reform and opening up, the scale of higher education in China has been continuously expanded. As a whole, it has increased the proportion of people receiving higher education in China, greatly improved the comprehensive quality of the Chinese people, provided necessary talents and intellectual support for our economic construction and social development, and improved the country's comprehensive national strength. Higher education plays a positive role in promoting social progress and realizing the grand goal of building a well-off society in an all-round way. However, with the rapid development of the world economy and science and technology, the education of major universities is facing many new challenges. The education concept, training objectives, professional settings, and teaching system of universities need to be reformed with the times, so that education can more meet the needs of social development. Therefore, deepening the reform of talent training mode in colleges and universities is an urgent issue at present. [1]

1. PROBLEMS IN THE MODE OF TALENT TRAINING IN COLLEGES AND UNIVERSITIES

1.1. Lack of Pertinence and Clarity in Training Objectives

At the beginning of the founding of new China, the economic development was affected by the former Soviet Union, so the national talent training model was also affected. At that time, the discipline and specialty were relatively narrow, and the training goal was extremely single, which unified the national talent training goal to engage in research or teaching.

However, this kind of single training goal still affects the talent training mode of colleges and universities, which leads to the single talent ability and poor adaptability of higher education. With the change and development of society, the demand for talents is directly reflected by the market demand. As the development of the market has a strong instability and uncertainty, the talent training mode of colleges and universities has also been affected, which brings great pressure on the talent training mode of colleges and universities. Although many colleges and universities are constantly exploring the goal orientation of talent training, it is difficult to change for a while, and it will still be seriously affected by the past training mode. Therefore, on the whole, the talent training in colleges and universities is still lack of clear objectives, which need to be timely and clear positioning.

1.2. Unreasonable Specialty Setting and Lack of Autonomy

In China, the division of majors in colleges and universities is generally based on the knowledge field and social professional direction. The setting of this professional model has indeed played a positive role in the previous social development. However, with the continuous changes of national economic and social development, this professional division model has shown its disadvantages. Among them, the most important is that this model can easily form a barrier between various professional knowledge, and artificially block the flow of knowledge between each other. Talents cultivated under this model will be difficult to adapt to the development of modern society, and capabilities will not be able to adapt to the needs of social development. In addition, in terms of professional division management, China has long adopted a single government control model. The government directly intervenes in the adjustment of the majors, which weakens the enthusiasm of teaching innovation in universities and weakens the characteristics of professional teaching in universities. Therefore, this mode of talent training can no longer meet the needs of society for talents and needs to be improved in a timely manner. [2]

2. THOUGHTS ON THE REFORM OF TALENT TRAINING MODE IN COLLEGES AND UNIVERSITIES

2.1. Reinventing a New Education Concept

Educational philosophy is the spiritual support of educational development, and it is a guiding light on the right path. It has an irreplaceable effect on the mode of talent training. In today's education process, we should adhere to the "people-oriented" educational philosophy, create a diversified training mode to promote the all-round development of university talents. At the same time, we must also adhere to the concept of "smart education", effectively use the technology of today's society, add new skills to the student's knowledge reserve, and enable students to use knowledge, update knowledge, and innovate knowledge more effectively. The concept of "open education" is an indispensable educational concept for today's talent training. In the face of the current trend of the knowledge economy, the globalization process is accelerating. Talent training in universities needs to advance to the front of economic and social development to the frontline of international competition and cooperation. Therefore, as the internationalization of higher education accelerates, we must also establish the concept of "open education" and broaden the international perspective of talents. [3]

2.2. Establishing Diversified Training Goals

In the process of forming the training goals, it is not only the expectations and standards generated by education, but more importantly, it gradually becomes an educational concept to better guide the development of the entire teaching activity to form a clear education nature, form, content and direction. In short, the training goal is to cultivate what kind of people through teaching activities, which embodies the basic specifications and quality standards of teaching. Only by clarifying what kind of people can be cultivated, can we explore the question of how to cultivate. The diversity of training goals is proposed in the context of today's world diversity and the individual development of students. The development direction of training diversity can be defined according to the development direction of colleges and universities. For ordinary colleges and universities, the target of talent training can be divided into compound talents, research talents and application talents. These three kinds of talents each have their own characteristics, but there is no strict distinction. There are differences between the three, but they cross each other and they are overlapping.

2.3. Setting Broad Disciplines and Professional

In terms of talent training, universities must teach students according to their aptitude, set a wide range of disciplines, and provide diversified development paths for talent training. First of all, it is necessary to broaden the professional caliber, expand the coverage of major disciplines and specialties, and lay a solid professional basic knowledge for talent training. By widening the professional caliber, it will help increase the social adaptability of students. In addition, it is necessary to constantly update subject concepts and

optimize professional structure and professional content. The professional setting of colleges and universities must meet the current demand for talents in the society, continuously strengthen the improvement of traditional disciplines, conduct in-depth investigations of market development and changes, derive emerging disciplines and majors, vigorously support majors with market development prospects, and cultivate more high-quality talents suitable for the needs of social development.

2.4. Flexible Teaching System Choice

The flexible teaching management system is conducive to the reform of the training mode of talents in colleges and universities, and is conducive to the cultivation of talents from the perspective of talent resource development. At present, the teaching systems implemented in Chinese universities include: credit system, academic year system, major and minor system, and dual degree system. There are both positive and negative characteristics of any kind of teaching system. Colleges and universities should scientifically choose a teaching management system that conforms to the school's situation in accordance with their actual conditions in the reform of the personnel training model, reflecting the unity of principle and flexibility, and creativity. Select and use teaching management systems to make teaching systems play their due role in the reform of talent training models. [4]

3. CONCLUSION

To sum up, human resources are important resources in today's society and closely linked with the development of the country and society. Colleges and universities are important base of personnel training, and the mode of personnel training in colleges and universities needs to be reformed with the times. We need to pay more attention to the reform of talent training mode in colleges and universities and actively implement the strategy of "strengthening the country with talents" to gradually turn the human resources of large population country into human resources, to promote the improvement of national comprehensive national strength and international competitiveness and realize the great rejuvenation of the Chinese nation.

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Politeness Principle and Face Theory in the Cask of Amontillado

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Abstract: Politeness Principle and Face Theory deemed as the significant issues in pragmatics, were still intensively researched in these decade. The present study took the illustrious masterpiece of Edgar Allan Poe entitled by *The Cask of Amontillado* with the help of pragmatic principles to shed light on the character's skillful language strategies. By examination, characters' superb language strategies realized by good observation of pragmatic principle did produce rather thought-provoking pragmatic significance, highlighting distinctive features of characters, therefore contributing the haunting atmosphere to whole story.

Keywords: Politeness Principle; Face Theory; *The Cask of Amontillado*

1. INTRODUCTION

People, consciously or unconsciously, tend to observe or flout maxims included in cooperative principles with others in the conversation so as to achieve mutual cooperation and guarantee the successful communication as well. Politeness has always attracted people's attention as a social pragmatic phenomenon, and been researched in many aspects, such as anthropology, linguistics, ethics and culture. The most influential academic achievements in this field are Politeness Principle proposed by Leech, and Face Theory put forward by Brown and Levinson (1987). The current study tried to explore a literary work with the help of linguistic theory. [1]

2. THEORETICAL FRAMEWORK

2.1. Politeness Principle and Face Theory

Leech noted that people's appropriate use of language can be regarded as rhetorical phenomena involving an extensive range comprised by a series of principles and maxims, one of which is Politeness Principle in human's communication. Therefore, Brown and Levinson (1987), afterwards, came up with their model of politeness to interpret some social pragmatics with a focus on reconstructing the speaker's communicative intentions, and they have tried to make clear the nature of communication as a special kind of intention designed to be recognized by the hearer. According to Leech (1983), there is a politeness principle with conversational maxims, and he lists six maxims: Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Agreement Maxim and Sympathy Maxim. [4]

Brown and Levinson (1987) stated that some acts are intrinsically threatening to the face of communicators

that they feel embarrassed and humiliated, thus losing face. This model mainly included three parts, face, face-threatening act (FTAs) and politeness strategy. As for the last issue, it involves six specific types: bald on record, positive strategy, negative strategy, off record, and don't do the FTA.

3. DATA COLLECTION

The data of this research is literary works, secondary data which is available from the Internet searches and library, and we only extract utterances concerning Politeness Principle and Face Theory. Furthermore, this study is a theory-driven research, thus qualitative analysis is conducted to explain how pragmatic theories are embodied in this short essay. After searching the complete text of *The Cask of Amontillado*, of which more than two-thirds are conversations, but only those which can sufficiently represent Montresor's varied language strategies and unique personality were chosen as data. Then based on the six maxims included in the Politeness Principle, combined with politeness strategy included in the face theory, this paper meticulously figures out how can the theories make their appearance on the conversations. [5]

4. DATA ANALYSIS AND RESULTS

Leech's Politeness Principle is mainly concerned with politeness in the linguistic level and has contributed greatly to the study of pragmatics. In the same vein, Face Theory of Brown and Levinson proffers a new approach to measure human's speech act. These two theories are applied to the analysis of *The Cask of Amontillado* as follows:

4.1. The Tacit Maxim

The Tact Maxim is the most essential maxim of the politeness principle, and it requires to minimize cost to other while maximize benefit to other. The TCM, in most cases, is applied to the directive and commissive categories of illocution. Take the followings as example:

(1) Montresor: "My dear Fortunato, you are luckily met. How remarkably well you are looking today. But I have received a pipe of what passes for Amontillado, and I have my doubts."

In this example, both tact maxim and positive politeness strategy were used. Fortunato first used decent address and then appropriate salutation and greeting realized by "dear, luckily and remarkably well" to draw the distance between the two guys. By constructing this intimate relationship, the level of hearer's face-threaten was largely reduced. Montresor

tended to be polite and did not cause cost but increase the benefit of the speaker when they meeting at the carnival, but in fact here he is resorting to his emotion – insincere adulation. It is because my reverent and respectful words that makes Fortunato off guard.

(2) Montresor: “If anyone has a critical turn it is he. He will tell me –”

Fortunato: “Luchresi cannot tell Amontillado from Sherry.”

(3) Montresor: “My friend, no; I will not impose upon your good nature. I perceive you have an engagement. Luchresi–”

Fortunato: “I have no engagement; –come.”

Here, the tact maxim and off record strategy were applied in both example (2) and example (3). As Montresor could not tell the authenticity of the Amontillado, he was looking forward someone for help, and the capable person was exactly Fortunato. However, he would not like to bother and try to minimize the cost for Fortunato, for the reason that he thought Fortunato was fully involved with things. He emphasized that he would not impose upon Fortunato’s good nature but caused cost for himself, making efforts to find someone else. In these two examples, the use of off record politeness strategy is that Montresor did not show his true intention, but through continuous hints to perform face-threaten acts. Montresor was playing hard to get by his tactful oral behaviors, and he was very familiar with Fortunato, knowing that he prided himself on his connoisseurship in wine, so here Montresor intentionally mentioned Luchresi to provoke him to enter into the cellar. As expected, Montresor’s use of tact maxim worked, and Fortunato’s vanity was no doubt piqued and quickly responded “I have no engagement; –come.” [2]

4.2. The approbation maxim, sympathy maxim and agreement maxim

The Approbation Maxim is to minimize dispraise of other while maximizing praise of other. It is acknowledged that The Approbation Maxim is applied to the assertive and expressive categories of illocution. In addition, it prevents speakers from saying unpleasant things about others, and more particularly, about hearers. Thus, compliments are highly valued according to the The Approbation Maxim. The Sympathy Maxim illustrates that minimize antipathy between self and other while maximize sympathy between self and other. [6] The Agreement Maxim concerns with minimize disagreement between self and other while maximize agreement between self and other. Both TSM and TAM are usually applied in assertatives. Illustrative examples of APM and TCM are the followings:

(4) Montresor: “How remarkably well you are looking today.”

(5) Montresor: “Your health is precious. You are rich, respected, admired, and beloved; you are happy.”

Montresor: “And yet some fools will have it that his taste is a match for your own.”

(6) Fortunato: “I drink,” he said, “to the buried that repose around us.”

Montresor: “And I to your long life.”

In the above three examples, the Approbation Maxim was given full to Montresor’s superb language by endless praises for Fortunato. He firstly gave Fortunato a warm greeting by complimenting his remarkable appearance. He continued, as was his wont, to smile in his face, and but did not perceive that my smile now was at the thought of his immolation. Furthermore, on their way to the cellar, Montresor tried his best to maximize the praise for hearer by boasting Fortunato’s prestige and noble rank that he could not bear the responsibility for Fortunato’s illness. Later, he even called Luchresi fool in order to compliment Fortunato as a connoisseur in wine; therefore rendering Fortunato much more cheerful towards the cellar. Last but not the least, Montresor toasted to Fortunato’s long life, which extensively catered to his pleasure. Similarly, Montresor here is using the positive politeness strategy here as a way to attend to the hearer’s interests, wants and needs. Although readers can clearly understand the intention of these words, and the ironic effects made by them, Fortunato, in his drunkenness and insobriety, took these words seriously and trod on air, so willing to fall into that trap. [7]

(7) Fortunato: “Enough, the cough’s a mere nothing; it will not kill me. I shall not die of a cough.”

Montresor: “True --true, and, indeed, I had no intention of alarming you unnecessarily --but you should use all proper caution.”

(8) Montresor: “The nitre! See, it increases. It hangs like moss upon the vaults. We are below the river’s bed. The drops of moisture trickle among the bones. Come, we will go back, it is too late. Your cough --”

Fortunato: “It is nothing,” he said; “let us go on.”

(9) Montresor: “In pace requiescat!”

In example (7), (8) and (9), both the agreement maxim and sympathy were used. Here, Montresor constantly plead with Fortunato to go back, but when Fortunato said there is nothing about his cough. Thus, Montresor replied with “true, true”, trying to minimize the disagreements instead of maximizing the agreement between them and warned Fortunato to be cautious. Montresor also used the positive politeness strategy to admit the agreement and cooperate with the hearer, thus the face of the hearer would not be threatened. At the meanwhile, the sympathy consisted in that Montresor was so worried about Fortunato’s cough that asked him to back, but it did not work, so he kept being concerned with Fortunato and offering him wine, and in the end when Fortunato came to the death. Montresor said to himself “In pace requiescat!”, which indicated his sympathy for Fortunato because that Montresor kept

coughing and the nitre on the wall aggravated his discomfort.

4.3 The Modesty Maxim [3]

The Modesty Maxim emphasizes minimize praise of self while maximize dispraise of self, which often appears in the assertives and expressives. Take the following conversations as example:

(10) Montresor: "I was silly enough to pay the full Amontillado price without consulting you in the matter. You were not to be found, and I was fearful of losing a bargain."

(11) Montresor: "You are a man to be missed. For me it is no matter."

As can be seen from the above examples, Montresor dispraised himself as a silly man because he did not consult Fortunato with the authenticity of the wine. However, in fact, Montresor himself in this respect did not differ from Fortunato materially and he was skilful in the Italian vintages, and bought largely whenever he could. He thus abased himself but praise Fortunato's aptitude in wine-tasting as a way to play up his vanity. Montresor used positive politeness strategy to save his own face and the face of the speaker by reducing the threats. Likewise, when enjoining on the caution for Fortunato's health, Montresor tried again to dispraise himself as a man that no one would care while Fortunato was a man that mattered so much. As a matter of fact, such elevation of Fortunato and condescendence of himself was just the tricks played on Fortunato.

5. CONCLUSION

In The Cask of Amontillado, Montresor's tactful and

superb language strategy realized by good observation of the Politeness Principle adds color to the subject of revenge. In terms of the implication, on one hand, such application of pragmatic theory of linguistics in the literary works, which explores the deep information of the simple conversations, i.e. the intention of utterance, on the other hand, makes readers resonate with the author. [8]

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Application of Combined Training in the Football Training in Colleges and Universities

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Abstract: In the football training in colleges and universities, the combined training method can promote the training effect and enhance the ability of team cooperation and consciousness through the combined training process. Combined training mainly combines game tactics, football skills, and psychology. It has been well applied in training in recent years. This paper mainly analyses the content of combined training method and the methods of combination training from the aspects of training, tactical training and psychological quality.

Keywords: Combined training; Football training in colleges and universities

0. INTRODUCTION

Football has always been a popular sport among the people, but the level of football in China needs to be improved for the global level of football. In order to continuously strengthen the level of football in our country, it is necessary to take further measures to strengthen football training. Combined training can effectively train players' individual football skills and also has certain help for teamwork awareness. It mainly combines many training methods, such as game tactics, football technology, physique, and psychology. It has higher training advantages and can be used to analyze its application methods.

1. CONTENTS OF COMBINED TRAINING

Combined training is mainly an organic combination of a variety of means of practice, and combines a variety of training actions and behavioral elements on the basis of the relevant teaching objectives and teaching rules to focus on the systematic integration of factors affecting football teaching and achieve better teaching results. Each university will take students as the teaching center in football training, and carefully design each teaching and training link to guide students to become the initiative and explorer in the learning activities [1], and gradually form the subjective consciousness in the process of teaching and training, and can think and solve problems independently. In order to cultivate students' football consciousness in football teaching and training in colleges and universities, it is necessary to take the football teaching law as the basis, integrate tactical teaching and psychological health education effectively on this basis, and form a combination teaching mode, which can improve the football teaching level. Combined training method is a systematic teaching theory promoted in the

long-term teaching practice. It conforms to the teaching rules and grasps the students' habits accurately, which can optimize the football teaching effect. The application of combined training in football teaching usually starts with training method, training content, training arrangement, training amount and other multi-level elements, and combines all kinds of relevant teaching elements.

2. APPLICATION OF COMBINED TRAINING IN THE FOOTBALL TRAINING IN COLLEGES AND UNIVERSITIES

2.1. Analysis of the Application of Combined Training on the Basis of Physical Quality Training

Football is a project with a large body of physical activity in sports. If the physical energy is not up to the requirement, the tactical level and technical characteristics cannot be effectively utilized. Therefore, it is necessary to take combined training on the basis of students' physical fitness training to strengthen students' physical fitness. First of all, in order to ensure that students can get better physical training effect, it is necessary to ensure that students' physical condition, physical training volume and physical training intensity match each other. When the physical training intensity is relatively small, they can not meet the actual needs of competition. Excessive physical training intensity will also cause excessive exercise, which is not conducive to students' physical health [2]. Second, the whole process of high-efficiency football training needs to be closely related to physical training. The actual carrying capacity required for the actual combat is used as a benchmark to properly arrange physical training. In appropriate circumstances, it is necessary to implement intensive training in combination with the characteristics of football sports. Thirdly, football is a project that combines anaerobic exercise and aerobic exercise. Its participation intensity is high, its explosive power has high requirements, the game has a fast pace, its offensive and defensive confrontation is strong, and the competition time is long. Therefore, it carries out special quality training for students in different positions in the amount of exercise.

2.2. Analysis of the Application of Combined Training on the Basis of Technical Training

Firstly, football sports have unique characteristics in technical training. To achieve better football teaching effect, it is necessary to apply combined training method to strengthen football training in colleges and universities on the basis of technical training. It is

necessary to take the learning rules of students and the sports rules of football as the benchmark, adopt the pattern of repetition and step by step, and gradually improve the students' skill mastery and cognitive ability in football sports. Secondly, there is also a need for innovation and development in football sports. In the football training in colleges and universities, the emphasis should be on the training of students' football consciousness and innovative thinking, effective planning of training methods and training content, and integrating simulation into daily teaching activities to enhance the reliability and effectiveness of football teaching and training and to maximize the quality of students' learning.

2.3. Analysis of the Application of Combined Training on the Basis of Tactical Training

Football belongs to a typical team sport that has a strong color of confrontation. In the process of teaching, it is necessary to strengthen students' tactical awareness and appropriate tactical methods. Firstly, it is a necessary to enhance the sense of teamwork training according to the actual characteristics of students and formulate a tactical program for students based on the differences between students. In addition, we should strengthen the training of students' tactical thinking and tactical awareness, and adopt targeted practical competition and tactical training to improve students' tactical level [3]. In tactical training, the team spirit is highly demanded in football sports. Only when team members cooperate with each other and achieve enough tacit understanding, can they win the game. Otherwise, it is difficult to win without team support, no matter how strong their individual abilities are. To form a strong team, systematic training is needed to integrate each individual into the team.

2.4. Analysis of the Application of Combined Training on the Basis of Psychological Quality Training

Football does not only rely on physical strength but also the wisdom of the team. There is often an intense confrontation in the sports field, and there are many different forms, in which athletes need to have good psychological quality to ensure that students can play their football level normally. On the basis of psychological quality training, the combined training method is applied to football training in colleges and universities, which greatly enhances the students' football level. It can also continuously strengthen students' psychological quality and improve their overall ability level in football [4-5]. First of all, it is necessary to strengthen the training of students' special psychological quality, so that students can establish a strong sense of struggle and correct game concept in football training. Furthermore, the psychological quality training is the key point, and the students are actively guided to face the pressures and frustrations actively and correctly. The

integration of creative consciousness and innovative thinking in sports competition has a positive effect on the future development of students.

3. CONCLUSION

It can be seen that the combined training method in football training in colleges and universities has a significant effect. It strengthens the psychological, physical, tactical and technical training of the majority of athletes, and strengthens the technical level and participation initiative of athletes by combining multiple training elements. At present, there are still many problems to be solved in the process of football training in colleges and universities of China. We can only continue to teach through new training methods. In the training process, we can apply the combined training reasonably to optimize the teaching quality and improve the level of students' football.

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Research on the construction of internal control evaluation system in Colleges and Universities

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Abstract: The evaluation of internal control is the "baton" of internal control construction in Colleges and Universities. A scientific and reasonable internal control evaluation system is conducive to the continuous evaluation of the construction and implementation of the internal control system in Colleges and universities to achieve the purpose of "promoting construction and reform by evaluation". Based on the basic theory of internal control, this paper constructs the evaluation index system of internal control in Colleges and universities, in order to provide useful reference for promoting the construction and evaluation of internal control in Colleges and universities.

Keywords: Colleges and universities; Internal control evaluation; Internal control construction

1. ANALYSIS ON THE DEMAND MOTIVATION OF CONSTRUCTING INTERNAL CONTROL EVALUATION SYSTEM IN COLLEGES AND UNIVERSITIES

1.1. Improving Internal Governance

The establishment of a long-term mechanism for the evaluation of internal control in Colleges and universities is conducive to the continuous optimization and improvement of internal control in Colleges and universities from the aspects of system norms, action measures and power checks and balances, so as to form a virtuous circle, so as to

standardize the internal governance of colleges.

1.2. Improving the Ability of Risk Prevention and Control

Through searching, combing and evaluating the internal control system, internal control process and key control points in the unit level and business activity management of colleges and universities, we can judge whether the internal control system of colleges and universities is sound, whether it achieves the expected control effect[1]. Therefore, the establishment of a scientific, reasonable and perfect internal control evaluation system is an effective way to enhance the risk prevention and control ability of colleges and universities.

1.3. Ensure All Activities are in Compliance With the Law

The scope of economic management activities in Colleges, the use of funds should not only meet the needs of teaching and scientific research, but also provide financial support for social services and school run enterprises [2]. Therefore, it is necessary to carry out internal control evaluation, and ensure the legal compliance of various economic management activities.

2. CONTENT AND DESIGN OF EVALUATION INDEX SYSTEM FOR INTERNAL CONTROL IN COLLEGES AND UNIVERSITIES

The specific content design of the evaluation index system is shown in Table 1:

Table 1 Evaluation Index System

Criterion layer	Measure layer	Index connotation
Internal control environment	Development plan	Whether colleges and universities formulate development plans on the basis of research, analysis, and scientific demonstration; monitoring and management of the implementation of the plan by the colleges and universities and system security.
	Governance structure	Whether colleges and universities collectively study and decide on the "Three Importance and One Greatness" matters according to the prescribed authority; Is there a separate internal control function department or a leading internal control department to be responsible for the organization and coordination of internal control.
	Regulations	Whether budget management, revenue and expenditure management, government procurement management, construction project management, contract management and other internal control systems are complete; and whether the implementation is effective.
	Key positions and personnel	Whether the selection process is fair, just, and open; whether special audits are performed on key positions, rotation systems, rewards, punishments, and withdrawal mechanisms; and whether incompatible positions are

		separated and controlled.
Risk assessment	Target setting	Whether to set legal compliance targets, asset security and other internal control goals based on the university development plan and strategy.
	Risk Identification	Whether to identify internal and external risks according to the development plan and strategic goals of the university; Whether the internal and external risks are clear and the severity of the risks can be judged.
	Risk analysis	Whether the identified risks are analyzed in detail and the impact degree is evaluated.
	Risk response	Whether there are measures in place to prevent or reduce risks; Effectiveness of risk response measures.
Control activity	Budget business management	Whether the budget preparation is carried out in accordance with regulations; Whether budget execution is standardized; Whether to implement standardized budget performance evaluation work; Whether accounting information is true, complete, accurate and timely.
	Revenue and expenditure business management	Whether to carry out centralized management of income matters and whether to strengthen the control of seals and bills; Whether to implement centralized management and classified control of expenditure matters.
	Purchasing business management	Whether the procurement methods and procedures are legal; Whether to strengthen the procurement process and check the payment control.
	Asset Management	Whether to strengthen the management and control of monetary funds, physical assets, intangible assets in accordance with regulations; Whether to regularly check and inventory assets, and track management; Whether assets are allocated, used and disposed of in strict accordance with legal procedures and authorities.
	Project management	Whether to implement the approval procedures for project construction and content changes; Whether to handle settlement and final accounts in a timely manner, and whether the use of funds exceeds the estimated budget; Whether the completed projects are registered for property rights in a timely manner, and whether assets are recorded in a timely manner.
	Contract management	Whether the procedures of contract drafting, approval, execution, modification, and cancellation are handled in accordance with the prescribed procedures and requirements; Whether to effectively monitor and evaluate the performance of the contract, Whether to establish an effective mechanism for contract disputes.
	School-run enterprise	Whether the university has established management control over the economic activities of its affiliated enterprises, and whether the management is effective; Whether the internal control system of the affiliated enterprise is sound.
Information and communication	Information system	Whether economic activities and their internal control processes are embedded in the information system; Whether to clarify the management responsibilities of information systems; Whether the security management measures of information system are effective.
	Communication channel	How effective is the information transmission and communication between superiors and subordinates; Whether there is effective coordination between departments.
Monitoring and evaluation	Supervise	Whether there is an independent discipline inspection and supervision, audit department; Whether to establish reporting oversight measures.
	Evaluation	Whether there is a sound internal control evaluation system and a sound evaluation plan; Whether it is possible to timely evaluate the current status of internal control construction and find hidden risks.

3. SUGGESTIONS ON IMPROVING THE EVALUATION OF INTERNAL CONTROL IN UNIVERSITIES

3.1. Standardize the Evaluation Criteria of Internal

Control

Colleges and universities should first set up scientific evaluation indicators, and make clear the evaluation criteria, contents, objectives and key points. Secondly,

the setting of internal control evaluation index should be understandable and operable. In addition, the construction of internal control in Colleges and universities will be different according to the scale of colleges and universities, the overall culture of colleges and universities and the development stage of internal control.

3.2. Standardize the Evaluation Criteria of Internal Control and Innovate the Evaluation Method

According to the organizational structure and business content of the University, objectively evaluate the construction and implementation of internal control, describe the problems and causes of internal control, determine the degree of risk and responsible units, and optimize the evaluation process of internal control of the University.

3.3. Establish a long-Term Dynamic Mechanism for

Internal Control Evaluation

Strengthen the daily evaluation and special evaluation of the construction and implementation of internal control, establish the supervision and evaluation working group of internal control construction led by the school leaders and organized by discipline inspection, audit and other departments, and regularly organize the preparation of the school's internal control and risk assessment report.

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Research on Modern Economic System from the Perspective of Regional Economy

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Abstract: In recent years, the comprehensive national strength of China has continued to increase, and the market economy has continued to develop. Under the background of the rapid economic development, the regional economy of our country is increasing. In order to adapt to changes in society, it is necessary to accelerate regional economic reforms and transform from extensive regional economy to intensive regional economy to make steady development in the new environment. The market is composed of countless regional economies with large and small. Each regional economy will face different development problems. At present, the business philosophy of our regional economy is changing, and more and more attention is paid to business management, so that the market environment can run under standardized and rational conditions. With the rapid development of the current economy, the modern economic system of our country has undergone tremendous changes. Therefore, in order to better promote the rapid development of economy, it is necessary to study the problems existing in modern economic system from the perspective of regional economy in combination with the current situation of domestic development.

Keywords: Perspective of regional economic; Modern economic system; Problem research

1. INTRODUCTION

The report of the 19th National Congress of the Communist Party points out that the economic development of China is currently at a stage of rapid development. The state pays close attention to the direction of economic development and the economic construction system, adjusts the economic structure and scale of development, and strengthens the concern for national economic development and support. At present, there is still a big gap between the development of China and that of developed countries. How to effectively reduce the gap with developed countries and promote the rapid development of economy is the top priority of the current work. Therefore, the study of the problems of the modern economic system from a regional perspective can promote the economic development of our country.

2. CHARACTERISTICS OF THE MODERN ECONOMIC SYSTEM FROM THE PERSPECTIVE OF REGIONAL ECONOMY

Nowadays, with the rapid development of socialist economy, the total economic volume of our country has been significantly improved, and the number of large and small enterprises has been growing. With the coming of the era of economic globalization, the development of Chinese enterprises has entered a new height. In the highly competitive market environment, all regions should attach great importance to the development of modern economic system to occupy a place in the economic tide. The construction of economic system is the main means for the government to manage the economic operation and development. The effective supervision of the state and various regions plays an important role in maintaining the prosperity of the socialist market economy with Chinese characteristics and the development of the region. Natural resources or human factors will have a great impact on the development of regional economy. From the current situation of economic development in China, the development of regional economy will be an important part of the development of our country. Different regions have different economic development speed and different development strategies. On the one hand, regional economy can help the government to select industries and enterprises suitable for regional development and promote the development of regional economy. On the other hand, under the role of the subjective initiative of regional development, it can also effectively adjust the economic development of the region and maintain the normal development of regional economy. The development of a country's economic system is a dynamic process of change. Only by constantly adjusting the economic development can we continuously promote the economic development of our country [1].

3. STRATEGIES FOR STRENGTHENING MODERN ECONOMIC SYSTEM FROM THE PERSPECTIVE OF ECONOMY

3.1. To Strengthen Personnel Training

Talent is an indispensable blood in the regional economic management and modern economic system. Strengthening the training of talent can effectively improve the ability of regional economic marketing and enhance the competitiveness of regional economy. First of all, the regional economy in China can establish a sound talent incentive mechanism to improve the level of regional economic talent

resource management in an all-round way. In today's era, the competition of regional economy is the competition of talents and new technology. To a great extent, the structure and quality of talents in regional economy determine the development prospect of a regional economy. Talent is the most important wealth in a regional economy, and also an important embodiment of the core competitiveness of a regional economy. By establishing a sound talent incentive mechanism, regional economy can motivate employees to constantly improve their ability. In addition, it can also attract more marketing talents to join in the regional economy, link the development of each employee with the development of regional economy to give full play to the creativity and enthusiasm of employees, and maximize the potential of employees. Due to the imbalance of economic development in China, for some regions with better economic development, it is necessary to establish a set of perfect and reasonable personnel training system, strengthen the investment in personnel training in regional economy, so that those employees with ideas and aspirations can play their talents through professional training, and make contributions to the development of regional economy. For some regions with relatively backward economic development, talent training is particularly important because of its limitations, so such regions should focus on talent training of regional economy [2].

3.2. To Improve the Economic System Continuously
Different regions have different economic systems and business models. In the era of rapid development of science and technology, the construction of the economic system of the economy is the soul of the development of the entire region. Therefore, it is necessary to strengthen the construction of the economic system, and the regional marketing idea should be synchronized with the social development to meet the opportunities and challenges of economic globalization. In the process of continuously improving the economic system construction, we must also pay attention to the risk management of the region. And the regional economy should conduct risk assessments on a regular basis to ensure the normal operation of economic construction. The region can also hold regular symposiums and invite areas with innovative ideas to share work experience to stimulate the desire for economic innovation in the region and encourage employees to carry out marketing innovation.

3.3. To Establish Awareness of Economic Management in the Region

In order to survive in the market, it must be prepared to face various crises, improve the management efficiency of the regional economy, and cultivate the crisis awareness of regional economic workers. Therefore, the regional economy needs to strengthen communication and cooperation between regional economies in the process of crisis management and

establish a sense of communication. When faced with regional crises, it can quickly understand the causes and consequences of the crisis and propose corresponding solutions. In the daily staff training, the regional economy should strengthen the training of employees' crisis awareness and improve their own quality to actively respond to the possible crisis of the regional economy. In the process of development of regional economy, both managers and staff should establish a sense of crisis management. Regardless of whether the crisis occurs or not, it is necessary to prepare countermeasures in advance. The regional economy should work together to face crisis management awareness to reduce the economic loss of the regional economy to a certain extent. Today, market is coexisting with competition and cooperation. Only when there is competition can the society progress; and only when there is cooperation can the society develop. Now the competition between marketing has been transformed into competition between supply regional economy. The cooperation between regional economy and other relevant interests is of great significance for the development of regional economy itself [3].

4. SUMMARY

The socialist economy of China is developing faster and faster, the total economic output has been significantly improved, and the number of large and small regional economies has continued to grow. The arrival of the era of economic globalization has brought the development of regional economy to a new height. In a highly competitive market environment, the regional economy must attach great importance to the development of business management to have a place in the economic wave. The industrial and commercial management work is the main means for the government to manage the economic operation and development. The effective supervision of the industrial and commercial administration departments plays an important role in maintaining the prosperity of the socialist market economy with Chinese characteristics and plays an important role in the development of the regional economy.

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Research on Practical Teaching of Open Education Based on OBE Concept

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Abstract: Practice teaching is a weak link in training applied and skilled talents in the teaching process of open education. Because of the characteristics of learners' on-the-job learning, separation of time and space, and contradiction between work and study, the practice teaching model in traditional teaching environment cannot meet the needs of open education. Therefore, it is urgent to reconstruct the practice teaching system in open education. Based on the OBE education concept, cooperative education concept, whole-person education and other open education concepts, and according to the changes in social and economic conditions, teaching design is endowed with new connotations, a new practical teaching system suitable for open education is formed, and applied research is carried out in engineering specialties, so as to enhance the ability of open education to train applied and skilled talents.

Keywords: Outcome-based education; Open education; Practical teaching

1. PREFACE

Open education focuses on the training of applied and skilled talents. Practice teaching has become the core teaching link of various specialties in open education. Practice teaching in open education is basically consistent with the teaching model of general higher education. It consists of curriculum practice teaching and comprehensive practice teaching. Due to the limited practical conditions and learners' extra-professional learning, the current teaching requirements of practical teaching cannot be effectively implemented, and the experimental items and hours are often simplified and compressed. Practical teaching in open education has become a bottleneck affecting the improvement of teaching quality in open education.

2. ANALYSIS OF THE CURRENT SITUATION OF OPEN EDUCATION PRACTICE

Taking open education learners as an example, learners generally engage in production frontline work. Although they have rich practical experience, they are often single and repetitive empirical skills, lacking professional and comprehensive application ability. In order to improve learners' practical ability, although the instructors also try to constantly adjust the teaching content, change the teaching methods and increase the hours of practical teaching, the teaching effect is still unsatisfactory. The main

reasons are as follows:

2.1. The Concept of Education is Backward and the Role and Status of Practical Teaching are not well Understood

2.2. Lack of Hierarchy and Advancement in Practical Teaching System

2.3. Practical Teaching Project Design is Divorced from Practical Application

2.4. Practical Conditions cannot Meet the Needs of Practical Teaching

2.5. The Process Management and Assessment Mechanism of Practical Teaching are not Perfect Enough

Therefore, in order to cultivate applied and skilled talents of Engineering Specialty Based on open education, we must abandon the traditional teaching practice model and uphold the open educational idea, such as OBE education idea, cooperative education idea and whole-person education idea, so as to form a new practical teaching system suitable for open education, and give new teaching design in reverse according to the changes of social and economic conditions.

3. NEW CONNOTATION OF OPEN EDUCATION PRACTICE BASED ON OBE

The OBE (Outcome-based Education) Educational concept, also known as result-oriented education, is a kind of educational concept based on learning results or results-oriented[1]. It represents the mainstream direction of education reform in engineering specialty. It clearly focuses on and organizes every link of education so as to enable students to achieve the desired results in the learning process. In the 1980s and early 1990s, OBE education model was widely used in basic education in the United States, Australia and other countries. This education model pays attention to the analysis of students' learning output, reverse design of students' educational structure and related evaluation system, so as to rapidly improve the quality of teaching [2]. In the education system of OBE, educators need to have a clear idea of students' learning outcomes, that is, what students can do after finishing their studies, and to promote and ensure that students achieve these educational goals by designing appropriate educational structures. The output of learners is the motive force of this educational model. Obviously, it is different from the traditional model of teaching content-driven and educational input. In this sense, OBE is an innovation of the educational model.

This operational concept and educational model are of great significance in the training of engineering and applied talents. It also meets the requirements of the training of applied and skilled talents in open education. It is especially suitable for guiding the teaching practice of open education such as engineering [3].

4. DESIGN OF PRACTICAL TEACHING IN OPEN EDUCATION BASED ON OBE MODEL

OBE education model is a process model that aims at students' intended learning outcomes, designs educational system, implements educational programs, evaluates educational effects, and continuously improves the quality of education [4]. In the implementation of OBE engineering education in Colleges and universities, work is carried out from the professional education level and curriculum teaching level of engineering personnel training, and mutual coordination and real-time feedback are achieved. At the level of professional education, guided by students' intended professional training objectives and

graduation requirements, we design the professional training program and curriculum system, train students' knowledge, ability and professional quality according to the engineering education program formulated by the specialty, evaluate and analyze the professional learning effect of graduates, and feedback the analysis results to the design of professional objectives. In order to achieve continuous improvement and improve the quality of professional engineering talents training. At the level of curriculum teaching, guided by students' intended learning outcomes, curriculum teaching design is carried out, advanced engineering education teaching methods are implemented, students' curriculum learning effectiveness is evaluated, analyzed and summarized, and teaching quality is continuously improved. Thus, in engineering education, curriculum design is the basis of engineering education, and curriculum design based on the concept of OBE engineering education is the key element to achieve OBE engineering education.

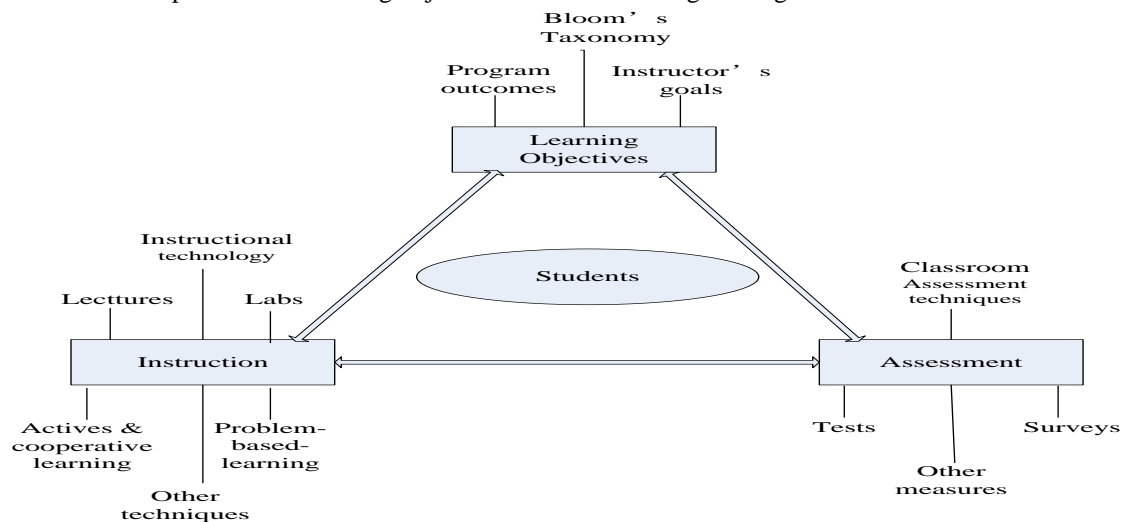


Fig. 1. Teaching design of OBE model [5]

According to the teaching design idea of OBE model (Fig. 1), the practical teaching system of open education for engineering specialty is constructed. The overall system is divided into three sub-systems: target system, content system and management system.

4.1 Target System

The objective system of practical teaching refers to the general objective of professional practical teaching, the objective of curriculum practical teaching and the objective of special practical teaching formulated according to the requirements of professional training.

4.2 Content System

The content system of practical teaching refers to the specific teaching content in various practical teaching links (experiment, practice, training, curriculum design, graduation design, social practice, post practice, etc.). Driven by the goal system, practical teaching takes the cultivation of post vocational

ability as its core, and sets up corresponding practical teaching content according to the multi-level ability structure of basic skills, professional skills, comprehensive application ability and post practical ability.

4.3 Evaluation System

The evaluation system of practical teaching is a set of complete and scientific evaluation index of practical teaching, which is applied to the comprehensive evaluation of practical teaching conditions, practical teaching management, practical teaching process and practical teaching effect.

5. CONSTRUCTING PATH OF OPEN EDUCATION PRACTICE TEACHING SYSTEM BASED ON OBE CONCEPT

Compared with the traditional practice teaching system, the construction path of OBE-based open education practice teaching system includes five points.

5.1. Focus on Learning Process

Although the concept of OBE is called result-oriented education, it does not mean that it ignores the learning process. On the contrary, the OBE attaches great importance to the learning process. It emphasizes that students' learning process should be controlled to achieve the corresponding learning results, and the logical relationship between the learning process and the learning results should be clearly explained. This also conforms to the PDCA management concept in standardization [6].

5.2. Focus on Learning Outcomes

OBE is called result-oriented education. As its name implies, this concept attaches special importance to learning outcomes [7]. First, the learning outcomes are not limited to achievements. Secondly, the results include comprehensive indicators such as achievement, attendance rate, ability, employment rate and post-graduate salary, which together reflect the true meaning of the learning outcomes. Thirdly, the achievement and measurement of learning outcomes are not horizontal comparisons, but more vertical comparisons, reflecting the progress made after the completion of a certain process and step.

5.3. Reforming the Learning Model

OBE believes that learner-centered learning should be adopted and cooperative learning model should be advocated in the learning process. In the learner-centered learning model, professional practice teaching should be based on the corresponding platform to ensure the implementation of learner-centered learning model [8].

5.4. Innovative Evaluation Methods

The concept of OBE has a fundamental reform and innovation on the evaluation method, breaking the traditional evaluation system. In OBE, the evaluation is based on the results. The evaluation mechanism of industry mentors is introduced. The industry mentors evaluate the learners' on-the-job practice, the effectiveness of project practice and the performance of practice.

5.5. Emphasis on Continuous Improvement

The most important idea of applying OBE concept to practical teaching is to emphasize continuous improvement. In practice teaching, continuous improvement should be a procedural and institutionalized improvement system, which includes all aspects related to practice teaching, recognizes the current situation of practice teaching, the law of practice teaching, and the problems of practice teaching, and is good at and diligent in summing up experience and shortcomings, and puts forward suggestions for improvement and implementation.

6. CONSTRUCTION MEASURES

In order to guarantee the implementation of construction paths, such as paying attention to learning process, learning achievement, reforming learning model, innovating evaluation method and

emphasizing continuous improvement, to construct a three-dimensional and multi-level open practical teaching system, the specific methods include:

6.1. Practice Teaching Content is Hierarchical, Practice Forms and Teaching Methods are Flexible and Diversified

6.2. Integrative Design of Theory Teaching and Practice Teaching

6.3. Combination of Virtual and Reality in Practice Model

6.4. Diversified and Multi-Level Design of Practical Teaching Resources

6.5. Practical Teaching Learning Environment Supports Multi-Path and Personalized Learning

Through the construction of the practical teaching system of open education based on OBE concept, it adapts to the characteristics of time-space separation and great differences in learning ability of open education learners. According to the objectives of talent training, it takes learners as the center, takes "application and practice" as the main line, pays attention to the improvement of basic vocational quality, post vocational ability and vocational migration ability, and builds a three-dimensional and multi-level opening practical teaching system.

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Research on the Regulation of Anti-unfair Competition Law to Commercial Defamation

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Abstract: The Anti-Unfair Competition Law plays an important role in the economic development of China. On the one hand, it can provide a good development environment for Chinese enterprises and promote the development of socialist market economy in our country. On the other hand, it can regulate the management style of enterprise managers and stop all kinds of unfair competition. Compared with large enterprises, SMEs face more risks. The comprehensive level of SMEs is relatively low, and their ability to withstand various risks is relatively weak, so SMEs have been in the middle and lower reaches in the market competition. In addition, there are many enterprises in the Chinese market, and there are various types of goods. In order to survive SMEs must ensure the quality of the products and choose appropriate management methods to improve the visibility of the products to ensure the stable and healthy development of the enterprises. The emergence of Anti-Unfair Competition Law has purified the market environment of China and promoted the economic development of our country.
Keywords: Commercial defamation; Anti-unfair competition law; Regulatory research

The market of China is composed of countless large and small enterprises, each of which will face different kinds of risks. At present, the business philosophy of Chinese enterprises is gradually changing from production concept to market concept, and marketing has become an indispensable driving force for the development of enterprises. Therefore, in order to develop in the market, it is necessary for enterprise to enhance the marketing level by combining its own actual situation. Marketing should run through the entire process from the production of goods to the completion of consumer. In the process of implementing the work plan, corporate policies and strategic objectives of various departments in the enterprise, it is also inseparable from the synergy between the production department and the market department. Therefore, it is of great practical significance to promote the study the regulation of Anti Unfair Competition Law to commercial defamation.

1. DEFINITION OF COMMERCIAL DEFAMATION

The so-called defamation of goodwill, also known as commercial defamation, is an act that damages the goodwill of others. As we all know, enterprises in our

country are composed of numerous parts. In the process of implementing the work plan, corporate policies and strategic objectives of various departments in the enterprise, it is also inseparable from the synergy between the production department and the market department. In order to adapt to the external changes of the economic market, different enterprises will choose some means of production and operation that are conducive to the development of enterprises. Some enterprises will not hesitate to damage the goodwill of other enterprises for their own development. Compared with large-scale enterprises, SMEs are faced with more risks. Therefore, SMEs needs to formulate a series of practical business plans to avoid various risks. In the current market economy, most enterprises neglect to effectively coordinate the relationship between the strategic activities of enterprise economic management and enterprise management, which makes enterprises face many crises and even affect the future development of enterprises. Under the background of marketing, the market competition in our country is more and more fierce, and enterprises must constantly improve the crisis management system and build a friendly environment conducive to their healthy development to keep up with the pace of the times and develop and operate stably in the market economy.

Different enterprises have different marketing concepts that are established by various marketing methods to meet the needs of consumers and expand the production value of enterprises in accordance with the market operation environment and the development of enterprises. In the era of rapid development of science and technology, marketing innovation is the soul of the development of the whole enterprise. Therefore, we must strengthen the innovation of marketing concept, and the marketing idea of the enterprise should be synchronized with the social development to meet the opportunities and challenges of economic globalization. In real life, some enterprises will enhance their competitiveness in the market economy by constantly improving their own strength, but some enterprises will weaken the market competitiveness of competitors by implementing the behavior of commercial defamation and make themselves in the first place in the market competition. These enterprises maliciously slander and belittle the industry reputation and commodity reputation of their competitors, spread some false

information to consumers, and try to defeat their competitors through such unfair competition. From some perspectives, these enterprises clearly know that this malicious business slander will have a serious impact on other enterprises, but they still choose this way to improve their competitiveness. Such behavior is inhumane, and enterprises should bear the corresponding liability for damages in case of serious bad behavior [1].

2. THE WAY TO IMPROVE THE REGULATIONS OF ANTI UNFAIR COMPETITION LAW TO COMMERCIAL DEFAMATION IN OUR COUNTRY

2.1. To Define the Legal Status of the Right of Goodwill in Chinese Law

Goodwill is the intangible wealth of the enterprise. Therefore, China must affirm the law and protect the goodwill of the enterprise from infringement. On the one hand, the reputation and trust crisis in the enterprise arises from the management and the fact that the workers have no control over the quality of the products, and there are many quality problems, or the quality problems are not properly handled, causing consumers' questioning and abandonment of the company and its products. All companies and products are at risk of facing this problem. It is necessary to consider the type and diversity of consumers. Not all product can guarantee the satisfaction of all consumers, but the product needs to meet the needs of most consumers. It is also necessary to consider companies and raw material suppliers. If there is no supplier with guaranteed quality or the lack of technology, the product quality cannot be guaranteed.

Reputation and trust are the hallmarks of a company's survival. Once there is a problem, it will have irreparable consequences. Furthermore, enterprises must establish a correct sense of competition and regulate their own words and deeds in accordance with the law. Nowadays, enterprise competition is the competition of talents, that is, the competition of new technologies. The structure and quality of talents in an enterprise largely determine the development prospects of an enterprise. Talent is the most important asset in an enterprise and an important embodiment of core competitiveness of enterprises. By establishing a sound talent incentive mechanism, enterprises can motivate employees to continuously improve their abilities. At the same time, they can attract more marketing talents to join the enterprise, link the development of each employee with the development of the enterprise to give full play to the creativity and enthusiasm of employees [2].

2.2. To Improve Relevant Accountability

To create a good market environment is the responsibility and obligation of every enterprise. In addition to the relevant laws against unfair competition, it is necessary to improve the relevant accountability to ensure the normal operation of the market to the greatest extent. Therefore, in the process of enterprise management, enterprises need to strengthen the communication and cooperation between enterprises and establish a sense of communication. When facing a marketing crisis, they can quickly understand the causes and consequences of the crisis and put forward corresponding solutions. In the daily training of employees, enterprises should strengthen the training of employees' crisis awareness, improve their own quality, and actively deal with the possible crisis of enterprises. In the process of enterprise development, both managers and staff should establish a sense of crisis management. No matter whether a crisis occurs or not, they should prepare countermeasures in advance. The enterprise must work together to establish a crisis management awareness, and reduce the economic loss of the enterprise to some extent [3].

3. SUMMARY

There are many problems in the development of any enterprise. Without a proper marketing method and crisis management consciousness, it may hinder the future development of the enterprise. Numerous examples prove that the Anti-Unfair Competition Law to defamation of goodwill can promote the development of society, create a benign competitive environment for the development of enterprises, and play an important role in the healthy operation of enterprises and the realization of marketing objectives. Enterprises can formulate reasonable development measures according to the changes of the external economy and the development of the enterprise itself, establish a correct concept of competition, create an orderly modern market, maintain a good order of market competition, and promote the development of the enterprise.

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Research on Innovative Practice of Preschool Education Major's Song Singing Teaching

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Abstract: Preschool song singing and performance course is a professional course. In the teaching process, teachers must be good at combining students' learning ability and cognitive level, optimize teaching strategies, innovate teaching methods, and effectively integrate many methods and theoretical content of singing teaching. By flipping the classroom teaching model, on the one hand, teachers have to carry out targeted classroom training and carry out children's singing teaching practice activities, etc. on the other hand, the activities should be used to stimulate students' enthusiasm for giving full play to their subjective position in singing practice, to effectively enhance students' singing and performance of children's songs, to lay a solid foundation for better adapting to future work as well.

Keywords: Innovative practice; Preschool education major; Song singing teaching

1. INTRODUCTION

The main training objective of the preschool education major in higher vocational education is to specialize and apply kindergarten teachers. Toddler song singing courses are designed to develop the necessary professional skills for students. In the process of carrying out teaching activities, teachers should combine the specific teaching goals of children's songs, formulate teaching procedures, select appropriate teaching content, and optimize teaching design and processes.[1] With the help of effective performance practice activities and teaching methods, students' subjective initiative is fully mobilized, and they are encouraged to learn independently, stimulate the artistic potential of students, cultivate their personality, cultivate their elegant aesthetic consciousness, and the aesthetic interest of pursuing truth, goodness and beauty. [1]

2. THE CURRENT STATUS OF PRESCHOOL EDUCATION TEACHING

2.1. Weak Music Foundation for Students

Compared with the vocal teaching form of higher education, the teaching objectives, artistic quality, and student source of preschool education majors all have their own characteristics.[2] However, in the teaching of preschool education majors, some schools ignore their own professional teaching characteristics and make the teaching form too professional, and have not constructed a reasonable curriculum system and fail to carry out suitable vocal teaching activities based on the needs of students' future job

development.[3] In pre-school education, teachers have much higher requirements for students' art song singing skills and children's song table singing training, and most of them take professional art students training as the criterion. As students have poor knowledge of music theory, the mastery of singing skills in art songs is uneven. Some students have too much difficulty in teaching, which affects their interest in learning. [2]

2.2. Poor Cultivation of Students' Practical Ability

The preschool education major should focus on practical talents in cultivating talents. In the teaching process, teachers attach importance to the enrichment and cultivation of students' theoretical knowledge and practical ability, then carry out practical teaching activities for students, guide students to apply theoretical knowledge to practical teaching, and thus to promote the cultivation of students' artistic song singing skills and children's song table singing ability. However, judging from the current teaching status of preschool education majors, teachers have adopted a single teaching method and attach great importance to the training of assessment and speaking. They neglected the skills of instructing students to sing, which made students' ability to sing poorly, which affected the improvement of the quality of preschool education.

3. STRENGTHENING THE COMPREHENSIVE PRACTICE OF SINGING AND SINGING CHILDREN'S SONGS

3.1. Paying Attention to the Comprehensive Training of Combining Singing and Singing

Children's songs are a practical and comprehensive technique that is widely used in kindergarten actual music teaching activities. Self-playing and singing must possess basic piano playing skills, harmony arrangement skills for accompaniment, and vocal singing skills, which are the prerequisites for children's songs. The comprehensive training of children's songs and singing can be divided into the following

3.2. Paying Attention to the Coordination Training of Self-playing and Singing

Coordination refers to the process in which two things merge with each other and make up for each other under certain specific conditions, and finally achieve unity and consensus. The key to singing and singing the song is to train the students to harmonize with the piano improvisation. Most teachers and students only focus on the training of piano accompaniment skills,

and ignore the synergy between the two. Therefore, in the process of self-singing and singing, some students often appear to be fluent when they are not singing or fluent when they are not. However, in the combination of playing and singing, they will lose sight of each other, confuse their hands, and lack integrity. It requires "four to" in the practice of self-singing and singing, that is, eye-to-heart, heart-to-brain, brain-to-hand, and mouth-to-mouth. There are two steps in the practice: you can sing first, then play them, then play them together, or you can play them first, then sing them, then play them together. In the practice of self-playing, there are two steps: the first step is to arrange. That is to analyze the content, genre, structure, mode, and chord progression of chords, chord connection, harmony progression, voice selection, etc. The second step is to play and modify. In addition, you can also perform the exercises in the way that I play you or I sing him, learn to adapt and deal with the situation, and jointly improve the coordination of self-playing and singing. Therefore, only by organically combining singing and piano accompaniment, which fully reflects the tacit understanding between the piano and singing, can the level of self-playing and singing be improved.

3.3. Paying Attention to the Balanced Training of Self-playing and Singing Volume

The practice of self-playing and singing should pay attention to both the harmony of playing and singing and the balance of volume between accompaniment and singing.[4] To play and sing, teachers should pay attention to the "bouncing" on your hand and the "singing" on your mouth. At the same time, attention should be paid to the balance between "bouncing" and "singing" on volume. Many students are prone to "volume" when playing and singing, and the volume of "singing" is very small. To solve the problem of balance of singing and singing. First of all, it is necessary to distinguish the relationship between "master" and "secondary". If singing and singing are compared to red flowers and green leaves, "singing" is a red flower, and it is always the focus of attention and the subject of display. The "bomb" is like a green leaf, and the red flower can be more dazzling and dazzling under the background of it. Therefore, students should be clear about the division of labor and status between "playing" and "singing". In the coordination of playing and singing, they should focus on "singing" and playing "secondary". Secondly, they should develop students' inner auditory ability and reasonably control the playing Strength. The key to achieving tacit understanding lies not only in the coordination between the two hands, but also in the close coordination between the sound of the piano and the singing when the piano is the accompaniment of singing The reasonable control of strength is the

balanced performance between singing and accompaniment, which requires listening to one's own performance while listening to singing and singing.

3.4. Paying Attention to the Exercise of Psychological Quality. [3]

Good psychological quality is an important guarantee for playing and singing. To play and sing children's songs well requires not only a skilled piano playing, accompaniment skills and a standardized vocal singing foundation, but also a good psychological quality. No matter in front of classmates or teachers, or in piano lessons or internship classes, we must overcome our nervousness and be able to face calmly and complete the task of playing and singing with confidence. If trembling plays slightly, it will inevitably affect the consistency and integrity of the accompaniment and directly affect the quality of children's songs. Therefore, in normal training, we must consciously cultivate students' good psychological qualities.

4. CONCLUSION

Music education is an important part of children's art learning content, which plays an important role in kindergarten learning. With the continuous progress of society, the use of new technologies in the form and aspects of children's song teaching has become more and more intensive, the preschool education has continued to develop, various resources have steadily increased, and higher and higher requirements have been placed on children's song teaching. Teachers who specialize in singing songs for young children should be good at learning, continuous innovation, earnestly enhance their music literacy, continue to enrich teaching content, optimize teaching methods, and innovate teaching design and teaching methods. Only in this way can they steadily strengthen their skills in teaching children's songs, and steadily improve the quality and level of children's songs with their strong consciousness and ability to innovate. [4]

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Study “Reading” in the Family Rules of Ming and Qing Dynasties

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Abstract: The change of economic relationship will lead to the change of ethics and morality. No matter how the economic relationship and ethics and morality change, the constant is the way to cultivate oneself morality -- reading. This is fully reflected in the family rules of Ming and Qing genealogies. In the Ming and Qing dynasties, some families attached great importance to reading, because reading is an important way to cultivate oneself morality. In the society of Ming and Qing dynasties, where "everything is inferior, only reading is high", the key to reading is to uphold virtue and honor rites, and to guide "reading" with correct value, which has a strong reference significance for today's society.

Keywords: Ming and Qing dynasty; Reading a book; Cultivate oneself morality

Firstly books cannot but be read. The genealogy of Ming and Qing dynasties is fully aware that books must be read. In 1565, in the 44th year of Jiaping of the Ming dynasty, surname Ge's rules wrote: It is books that benefit the mind and the intellect. Therefore let your children and grandchildren not be deprived of reading. Song dynasty Su Shi said, no bamboo is still not vulgar, no books will be vulgar. No man can live without a book in a day if he desires to be free from common customs. This clearly points out that the first book to read, and reading can make people understand and reading plays an important role in personal self-cultivation.[1] In the third year of emperor Qianlong of the Qing dynasty (1738), A family of surname Gao's rules said: People are afraid not to read, not afraid to read. And people are afraid not to learn, not afraid to learn ethics. This fully shows that some families in the Ming and Qing dynasties realized the importance of reading.

Thus, some parents did not allow their children to read, resulting in the growth of children in the process of personality, private moral character, moral quality can not effectively improve, severely denounced. In 1604, a family of surname Xie's rules wrote: A bad character, bad manners, all because of not reading. Teachers of high moral character should be extended to education, end their character and habit, training their etiquette. [2] This fully explains the relationship between reading and character development. In the process of growing up, it is impossible to separate from the society, and will be affected by a variety of social customs. Therefore, we must guide them

correctly, and reading is an important way to cultivate their character. This also fully illustrates the lofty aspirations of some families at that time, which created favorable conditions for the growth and development of their offspring.

Some family rules in the Ming and Qing dynasties not only required their descendants to read more books, but also made clear requirements on how to read books. In the fifth year of emperor Kangxi (1666), in the book of first family Xie family clan, it is written that "children are not allowed to make obscene and bantering remarks in reading. This requires children's reading attitude must be correct, which is the most basic moral quality requirements of readers. Some family rules in Ming and Qing dynasties fully recognized that reading requires hard work, and reading is a process of accumulation and accumulation, and its effect cannot be achieved overnight. We must have a correct understanding of the difficulties encountered in the process of reading, and we must have a correct attitude.

Through reading and learning, we can learn good and get rid of evil to cultivate good conduct, which is fully reflected in the family rules of the Qing dynasty family tree. In the tenth year of Qianlong (1745), a family rules wrote: Reading to change people's quality, cultivate their own conduct.

From the above, the Ming and Qing dynasties fully realized that reading is an important way to cultivate oneself morality, and is the primary way. Not only to read the classics, but also to read history. It is not only good for the mind, but also wise and wise.

Second, the key to reading is to be virtuous and respectful

Most family rules in Ming and Qing dynasties recognized that the key to reading is to worship virtue and honor, which is "inferior in all aspects, but reading is high" in the feudal society, so it is very valuable to realize this, which is still of great reference significance to the present. In the fourth year of Chongzhen (1631) of the Ming dynasty, the article says: "Nowadays, some people teach their children, first of all, they teach their compositions in order to win the title of academic merit, but not in morality." This also reflected some social phenomena at that time, which also criticized some people who thought that reading was only for "imperial examinations" and for fame, but ignored and denounced the morality above fame. The family

knows this, and it is still progressive. Also stressed, those who want to inherit the family must teach poetry. The key to reading poems is the Ming and Qing dynasties family instructions and rules are always full of this idea.

Thirdly Ming and Qing genealogy attaches importance to encouraging descendants to read

1. THE SOCIAL ATMOSPHERE OF "READING" HAS BEEN LED

In the traditional Chinese society, the ethos of reading has always been inherited, which is fully reflected in the family rules of Ming and Qing dynasties. In the third year of Xuanton of the Qing dynasty (1911), surname Zhou clan rules said: Poetry makes people understand the doctrine of sages, so reading must be taken seriously. Even more gens children, no matter read in the future become famous, or become farmer, worker, businessman, also ought to read a few books, with understanding etiquette and truth. [3] he family rules of the Ming and Qing dynasties are the reflection of the social atmosphere at that time. Family rules in Ming and Qing dynasties led the descendants to attach importance to the reading atmosphere, which was well spread at that time, and regarded the "cultural and educational prosperity" of the family as the prosperity of the family, which was of positive significance at that time and even now.

To sum up, the family instructions of the Ming and Qing dynasties taught the family rules to promote the trend of reading, and they did not confine themselves to the study of official, the key is the discussion of the Ming dynasty, the way of the Ming sages as the primary purpose of reading, this concept still has reference significance for today's society.

2. THE READING METHOD OF GRASPING THE ESSENCE OF THE BOOK WITHOUT STICKING TO DICTION IS IMPLEMENTED

In the process of China's social development, ancient Chinese people not only attach great importance to the education of their descendants, but also attach great importance to the learning methods of their descendants. This has been fully verified in some contents of family instructions in family genealogy of Ming and Qing dynasties. Article 120 of the zheng standard, compiled by the "yimen zheng family", the first family in jiangnan, stipulates that "children and grandchildren must take filial piety as their duty to learn. If always slant garbled rhetoric, do not take. This is the first home guard, not careless. Zheng yimen's study requirements on their descendants were not limited to the study of rhetoric, which had a great influence on some families in Ming and Qing dynasties, especially on their learning methods. In the ninth year of emperor Yongzheng of the Qing dynasty (1731), in the family instructions of Tandu huang clan in Shexian county, Anhui province, it is written that "children and their descendants should study filial piety and etiquette, without paying attention to words and chapters. Even some families clearly list the

books they want to read, speak about and dabble in, so that their children and grandchildren can read them in different ways within the prescribed time, so as to enrich their children and grandchildren's scope of knowledge and not be restricted to participating in scientific examinations." [4]

3. THE SPIRIT OF SUBSIDIZING CLANSMEN TO READ WAS INHERITED

In the Ming and Qing dynasties, some families paid great attention to the education of their children for the sake of the sustainable development of their families. In the fifth year of Wanli of the Ming dynasty (1577), a surname Lv family's rules said: Children and grandchildren eager to learn, study hard. Family poverty can not be lifted out of poverty, ethnic relief to encourage progress. In 1897, the surname Feng family rules said: Families will prosper if their children and grandchildren have talent. His father and brother encouraged their sons and daughters to study if they could be successful in the future. If the family is poor, the family must have more money to let the children to study in order to train the children to become talented. [5]

Through the discussion of the above, can learn, fund family person reading the ethos of Ming and Qing dynasties, and the finance people reading rules explicitly written into the family precepts ZuGui, for the finance people reading society live on for a long time provides the system guarantee, also make the part of the family, and children have the chance to study.

4. SUMMARY

According to the rules and family rules of the Ming and Qing dynasties, no matter how the dynasty changes, people cultivate and educate children, and the status of moral supremacy remains unchanged. In the burnished inferior, but the study of "society of the Ming and Qing dynasties, in the feudal atmosphere of" reading was admitted to officials ", sets up the reading is the key to advocate moral advocate manners education concept is important, it is also an important part of Chinese excellent traditional culture, we should continue to carry forward this spirit, sets up the correct reading education, set up the correct education value orientation, encouraged kids to get all-round development.

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The Relationship between Africa and Indian Ocean Trade based on Periplus

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Abstract: The periplus is a nautical manual in the early days of the Roman Empire. It mainly describes the sea voyage from Egypt to the Indian Ocean via the Red Sea and the Arabian Sea, the commercial activities along the way, and the local products and customs. The academic community currently basically recognizes that it was written in the middle of the first century (A. D. 40-70), and a Greek businessman in Egypt under the rule of Rome was based on his personal experience. From the writing situation in the book, the author's cultural education is not very high, the words in the book are confused, and there are many grammatical errors. [1] But the things described in the book are basically witnessed by the author. Thus periplus can be said to be a very important material for describing the coastal trade in East Africa during the 1st century.

Keywords: Periplus; East African coastal trade; Egypt

1. INTERACTIONS

The East African coast is an important part of the Indian Ocean trade, which contains maritime traffic between Arabia, the Persian Gulf, West India and East Africa began in BC. Both the literature and archaeological discoveries [2] show that the East African coast has been integrated into the international trade system centered on the Roman Empire, around the 2nd century AD. These trades are mentioned many times in ancient Greek and Roman texts: Strabo (29 BC-AD 19) recorded what he saw of trade in the red sea and the Indian Ocean, and the great canal was built near Egypt to facilitate the trade. [3] According to the periplus, the commodities exported from Africa are ivory, rhinos, flannel caps, and palm oil and Africa imported axes, daggers, awls and various glassware made in Muza (i.e. Moha in southern Arabia)[4]

The trade between the Arabian coast of India and the east African coast was reflected in the periplus. There were often ships from all over the sea, from Araja and Barigaza, which brought exotic products to these distant trading cities, such as wheat, rice, ghee, sesame oil, cotton, waist belt, and honey from sacohari. There are some boat is made a special trip to this city of trade, or along the coast of Africa as the trading that is not owned by a king and not every trade town was led by a local leader.

Arab business activities became more active because during this period, Rome was developing rapidly and there was a large market towards Africa. The main

population of Rome is composed of farmers. The agricultural tax accounts for more than 90% of the national income, and people's daily necessities are scarce, and local manufacturing cannot meet the demand. [5] Most of the commodities are come from Africa and India, but at that period, according to periplus, "because in the early days of the city when the voyage was not yet made from India to Egypt, and when they did not dare to sail from Egypt to the ports across this ocean, but all came together at this place, it received the cargoes from both countries, just as Alexandria now receives the things brought both from abroad and from Egypt." This made Arabian peninsula became an important intermediary between Rome and India. In this case, Arabs could seize their favorable geographical advantages and build a trading system to earn great profits. Since then, the prosperity of the Roman Empire has further promoted Arab business activities on the East African coast.

With the rise of Islam and the collapse of the Roman Empire, the business of the East African coast was turning to the northern part of the Indian Ocean. Islam was founded in Arab in the 7th century, followed by the rise of the Arab Empire across the three continents of Asia, Africa and Europe. It has become a center for connecting Asia with Africa and Europe.

2. EFFECT

2.1. The Indian Ocean Trade Promoted Economic Development in the African Regions

Before the 7th century, the economy along the coast of East Africa was dominated by farming, hunting and a little commercial. Some tribal societies were still in their very primitive state. Around the 1st century AD, the Roman Empire formed. With the increasing demand for commercial goods in the European region, an international trading system centered on the sea, Rome and the Persian Gulf, the Red Sea and the east coast of Africa has emerged. This kind of foreign trade activity has gained new value for some natural resources such as ivory in backward areas and has become an important source of prosperity for the country.

2.2. Trade between the Indian Ocean and Africa will Inevitably Lead to Immigration Activities

Arab and Indian businessmen and other people engaged in various activities in Adulis, Axum and other Ethiopian towns settled, bringing in a large number of imported items including wine, olive oil, wheat and clothing, [6] and even bringing the "Dinar" (Roman currency) here to live here for foreigners'

using in the transaction, which provides convenience for their trade. Before the rise of Islam, Arabs have been expanding southward along the East African coast through settlement, marriage and trade. After the rise of the Arabian empire and becoming dominant in the Indian Ocean trade, along with Islam, Arabs migrated to various parts of Africa. In 915 AD, Maordi recorded that: The residents of Kambalu (probably near Ramu) are composed of Muslims and non-Muslims. The 1st century Eddy records that Djawaga in the sea Most of the residents of the island are Muslims. The Alfida newspaper in the 13rd century reported that the residents of Sofala are Muslims. [7]

2.3. People who Migrate to Africa not only Brought Technologies but also Literature and Religion

In Ethiopia, before being influenced by other religions, they have their own religions—worshipping all kinds of natural things: sun, moon, land, and some gods. They believe that these things have intrinsic meanings and must be given to them every year Sacrifice. When the traders later persuaded them to change the original religion, the more open and tolerant groups were integrated into their believing gods such as Mahrem when accepting foreign religions such as Christianity. Another thief chose to refuse.[8] This makes the local culture and religion very complicated, and it is not conducive to the ruling class to come to govern the country.

In another area, Axum, we can find that the influence of Christianity is on their large amount of coins. The original religion features in the coins were replaced by the crosses, which are symbols of Christianity. Since the currency needs to be circulated throughout the empire, once the leader chooses to invert to Christianity for more trade opportunities or low costs and adopts such coercive measures, all the people need to change the original religion, give up the God that he or she believed before, and gradually accept the new religion in the subtle. The facts also show that they quickly accepted this new religion. They loved psalm, which is the classics of the bible, and read aloud every morning, praying whenever and wherever for good luck. [9]

The formation of Swahili is the result of the fusion of Bantu culture and Arabic culture in East Africa. Its grammatical structure is Bantu type, and it absorbs a large number of Arabic words. The borrowing words in the main Swahili account for the total vocabulary are about 40%, including Arabic, Persian, etc., which

Arabic words reach 19%. [10] Since language is the foundation of a civilization and language is needed in all fields, the borrowing of a large amount of Arabic can facilitate the communication between local people and Arab businessmen, and promote the faster and more effective completion of trade. It also made it easier for Swahili to learn more about Arab political systems and cultural exchanges, laying a foundation for the spread of Islam.

3. CONCLUSION

With the expansion and development of the Indian Ocean trade, Africa's role in this is becoming more and more important, from the beginning of the simple raw material production to the subsequent trading sites and large consumer groups. The Indian Ocean trade has brought them to the world stage and get known to the world. Their population patterns, economy, religion and culture have been greatly enhanced, enriched, or changed by the Indian Ocean trade. However, the large demand for slaves from Asia brought by the Indian Ocean trade has also brought suffering to the African people simultaneously.

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The Thinking on the Editing and Writing of News in the Era of New Media

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Abstract: With the arrival of the new media era, people have more and more ways to get news, which is no longer limited to obtaining information from TV, newspaper and radio. At present, people can get news from mobile phones, computers and other new media which are convenient to carry around and read at any time. At the same time, in the development of new media, it also constantly exposes some problems in the development of traditional news. In order to promote the rapid development of the news industry, this paper puts forward some suggestions for the editing and writing of news in the era of new media.

Keywords: Era of new media; News; Editing and writing

1. INTRODUCTION

The era of new media mainly refers to the new media developed after radio, newspaper and television. Compared with the traditional media, the new media has more kinds and more ways of communication to meet people's needs. With the continuous development of new media, news information is presented in a mass way, and the sources of news are extensive. Wechat, microblog, QQ, various websites, news clients and other media will produce rich information to provide choice for the audience, especially social media such as Wechat and microblog almost update news events in real time with almost no lag. However, with the acceleration of news dissemination and the mass and complexity of news, the authenticity and accuracy of news can not be guaranteed. That how to improve the quality of news and attract more readers is the first problem to be solved at present.

2. PROBLEMS IN THE EDITING AND WRITING OF NEWS IN THE ERA OF NEW MEDIA

2.1. The Comprehensive Quality of News Editors Needs to be Improved

The professional level and professionalism of news editors are directly related to the quality of the news and the development of the news industry. As a news editor and writer, the staff must have a strong sense of innovation and development to meet the needs of the times and society. However, some news editors and writing staff still have problems such as backward work philosophy and single content of news arrangement. With the advent of the new media, the way that news is edited and written has changed a lot. The traditional editing and writing methods will be difficult to meet the modern people's demand for

news quality. Therefore, we must constantly reform and innovate the way news is edited and written [1]. Moreover, with the development of network information technology, people's demands for news are constantly improving, which requires news information to be diversified. However, the typesetting of the news in the real work is relatively simple, and does not reflect the characteristics of diversity.

2.2. The Amount of News Information is Large, the Audience is Wide, and it is Difficult to Distinguish between True and False Information

With the advent of the new media, the groups involved in the news are constantly expanding, involving all walks of life in the society. No matter which industry needs to spread to the news media. The advent of the new media has accelerated the spread of information, and people can understand what is happening in society even if they don't go out. The rapid spread of information has brought a lot of convenience to people's lives. However, information today is no longer restricted, and everyone has a mobile phone. And there are enough WeChat friends to post information to a circle of friends, and the information will be spread quickly [2]. Therefore, a lot of information is difficult to distinguish between true and false information. No matter whether it is true or not, as long as it is a concern of people, it will spread quickly once it is released and will bring great challenges to the news industry.

3. MEASURES TO OPTIMIZE THE EDITING AND WRITING OF NEWS IN THE ERA OF NEW MEDIA

3.1. To Improve the Professional Ability of News Editors

The professional ability and professional quality of news editors are directly related to the quality of news. Only by constantly improving the editor's innovation awareness, can we meet people's diversified needs for news. For example, nowadays, news is no longer spread by newspapers. Many radio, television, and mobile phones are spread by voice. Therefore, when editing, we must consider the form of news communication of reading version and listening version. In addition, news editors must have a deep written knowledge to be able to aggregate large amounts of information into easy-to-understand text. With the advent of the new media, anyone can become a news publisher, and the authenticity of a lot of information can not be guaranteed. Therefore, as

editors and publishers of news, we must do a good job in the supervision of information authenticity to ensure the authenticity and effectiveness of the edited news. In addition, news editors should constantly innovate their own way of thinking, and enrich the content of the editor according to the development of the times and people's demand for news. Therefore, as a news editor, we must walk in the forefront of social development and keep learning to speed up the pace of social development and innovate the writing content to attract more readers [3]. At the same time, in order to improve the quality of news, editors must go deep into the grass-roots masses and understand their thoughts, so that they can accurately express the ideas of the masses, which can not only enrich the content of news, but also broaden the way of news communication and promote the development of news industry.

3.2. To Innovate News Content from the Material, Theme and Idea

First of all, in terms of materials, in the face of major events in the society, news editors and staff should go to the scene of the event to fully understand the event, and they should grasp the key points to record in detail in the process of investigation and interview to clarify the reasons for the development of the event and reflect the authenticity of the material. It is also necessary to repeatedly confirm the acquired information to ensure the reality and effectiveness of information. In terms of theme, editors must clarify the origin and development of the event before editing news, grasp the key of the event, make clear the key information such as the time, place and characters of the event, and understand the cause of the accident. Editors cannot be interfered by other factors and cannot change the facts at will due to external factors, and make the news lose its authenticity. Finally, the idea of news must be closely related to the theme and be consistent with the facts. It enables readers to have a general understanding of news events by reading news, and does not deviate from the original theme. At the same time, the idea must be novel to be more attractive to the audience.

3.3. To Innovate the Overall Layout of the News

The arrangement of news is an important part in the work of news editing. The layout of the news is directly related to the appeal of the news to the audience. The audience can quickly request the

information they need from a wide range of news information. Therefore, rational innovation in news arrangement should make news more valuable. When doing news arrangement, we must make appropriate arrangements according to the background of the news and the content of the news [4]. Especially in the arrangement of TV news, more emphasis is placed on the way of programming. The content of TV programs and the background of TV programs are combined with the arrangement of TV news to make the insertion of news more appropriate, so that the audience can better watch TV news reports from different angles. Innovating in news arrangement can not only improve the quality of news, but also promote the steady development of the news industry.

4. CONCLUSION

The arrival of the new media will enable people to quickly obtain the information they need and lower the door of news release. Anyone can become the publisher of the news, making it difficult to guarantee the authenticity of the news. Therefore, when disseminating news and obtaining information, we must learn to identify the authenticity of the information. In order to be able to meet the needs of the audience for news, we must actively innovate the news and think about it from the perspective of the audience. In addition, news editors must constantly improve their professional level, innovate in the editing and layout of news, and stay at the forefront of social development to ensure the timeliness, accuracy and effectiveness of news and promote the steady development of the news industry in the era of new media.

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Analysis on Supply and Mode Selection of Rural Public Goods

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Abstract: At present, the supply system of rural public goods in China adopts the system of top-down and external financing mechanism, which has low efficiency and unbalanced supply, and has a serious impact on the economic development of rural areas. In order to choose the best supply system of public goods, we should set out from the behavior and characteristics of farmers in our country and follow the principle of efficiency and fairness to make the system to build a suitable supply mode of public goods for the development of rural areas in our country.

Keywords: Rural public goods; Supply analysis; Mode selection

1. INTRODUCTION

With the development of "agriculture, rural areas and farmers" in reality, the problem situation has gradually formed a huge contrast under the presupposition of the value of a well-off society, which has also become the most concerned issue of the government and the public. The basic reason is closely related to the current supply system of rural public goods. At present, the efficiency of the rural public goods system is low. Due to the lack of fairness, the supply and demand of rural public goods are in contradiction. Therefore, the innovation of supply system of rural public goods and the re-selection of supply mode are urgent.

2. THE EXISTING PHENOMENON OF SUPPLY OF RURAL PUBLIC GOODS IN CHINA

2.1. Unfair Supply of Communist Products between Urban and Rural Areas

At present, in the supply system of rural public goods, the main source of supply of public goods for urban residents is the central government and the city government, and the source of industrial and commercial tax is relatively stable and sufficient. Therefore, urban residents can experience convenient and superior facilities, and enjoy low-cost basic education, clean living environment, and developed transportation. These are doomed to be lost for farmers, and the conditions for the supply of rural public goods are far from catching up with those of cities. At the same time, in the process of enjoying the supply of public goods, farmers still need to pay fees, such as the "three deductions" (deductions for public reserve funds, public welfare funds and management fees) and the "five charges" (charges for

rural education, family planning, militia training, rural road construction and subsidies to entitled groups). It fully reflects the unfairness of the supply system of public goods between urban and rural areas, so it is necessary to innovate the supply system model of public goods.

2.2. Unfair Supply of Public Goods between Rural Areas

In the context of differences in geographical location and resource conditions, rural economic and social development in various regions of China are quite different. The current rural public product supply system is implemented by the local government supply system, so it is easy to cause an imbalance in the supply of public products between different rural areas. For example, there are a large number of township and village enterprises in the eastern coastal areas, so that the market economy is more developed, and the financial resources are abundant, and the government has sufficient fiscal revenue, so the government provides more public goods. However, there are fewer township and village enterprises in the central and western regions, so the resource conditions are relatively backward, and transportation is underdeveloped, resulting in less government fiscal revenue. As a result, the public goods that the government can provide will be in short supply [1]. In addition, in a few eastern mountains and most western regions, rural grass-roots governments are in debt, so teachers' salaries are in arrears, and in some areas, salaries of government workers cannot be paid, and wages are in arrears, which is common. Under such circumstances, the government itself has certain difficulties, and the supply of public goods is certainly few.

2.3. Unfair Cost Burden of Rural Public Goods

In the current supply system of rural public goods, most of the costs of public goods outside the system are shared by farmers, which brings two problems. One is that the level of income is not directly proportional to the actual burden rate from the perspective of farmers. Since the reform, farmers' income has generally increased, and it has also led to a growing income gap between farmers. If the sharing method is still adopted, the actual cost burden of high-income households is lower than that of other households, and the actual cost burden of low-income households is higher than that of other households. Furthermore, the comparison of interest levels is not

directly proportional to the actual burden rate from an industrial perspective. Different industries will have different rates of return on benefits. Compared with non-agricultural industries, the level of benefits realized by agriculture is lower. The current burden system has made the cost burden rate of the agricultural industry with low interest levels higher. The emergence of these two problems is enough to prove that the higher the income level of farmers is or the higher benefits the industries is, the lower the cost rate they need to bear. [1]

3. ADOPTING THE SUPPLY MODE OF PUBLIC GOODS WITH COEXISTENCE OF EFFICIENCY AND FAIRNESS

3.1. To Change Policies to Provide Balanced Public Goods for Urban and Rural Areas

In the early stage of industrialization in China, farmers have great contribution and sacrifice in the development of urban industrialization. While in the case of small-scale urban industrialization, industry should have a certain back feeding spirit for agriculture and compensate for the contribution and sacrifice of farmers. Farmers and urban residents shall enjoy equal treatment. In the current agricultural tax and fee system, farmers need to pay for the Communist products provided by the state, but the share of public products provided by the state for farmers is larger than that enjoyed by urban residents, which is a unreasonable phenomenon [2]. In addition, if the income of Chinese farmers is low, there are great restrictions on the development of agriculture and rural areas, and it will delay the development process of industrialization, and will expand the dissatisfaction of farmers, laying a hidden danger to the stability of the country. Therefore, the urgent task is to increase farmers' income. The first thing to do is to provide farmers with national public products free of charge, while local public products are subsidized according to the principle of fairness. When farmers buy local public products, the agricultural taxes and village funds paid only take effect on the products they are willing to buy. In this way, can the unbalanced supply system of urban and rural public goods be effectively improved and burden for farmers be reduced to make the development of rural economy in China on the right path.

3.2. To Reform the Rural Tax System Actively

In the current system, farmers can only rely on resources outside the system due to the scarcity of rural public resources, which shows that it is imperative to reform the rural tax system. Attention should be paid to the excessive expansion of finance outside the restriction system. At the same time, we should also pay attention to raising sufficient public resources in rural areas to ensure the normal supply of rural public goods. Therefore, the effective reform of the rural tax system and the optimization of the local tax rate are the powerful help to transform the financial part with tax nature outside the current

financial system into the collection within the system. At the same time, when the other parts are cleared up, they can be collected as tax surcharges, and then returned to farmers in the way of use. In this way, the progress of public resources collection is guaranteed under the authority of taxation, and the situation of disorderly charging and opening up is solved to a certain extent [3]. In addition, the reform of tax and fee system in rural areas cannot be carried out unilaterally. It belongs to a systematic project. It needs to carry out supporting reforms with the rural education system, the rural grassroots democracy system and the township administration system. Only by coordinating the three systems can the reform of tax and fee system in rural areas be carried out smoothly.

3.3. To Strengthen the Use of Public Resources

In the use of public resources, their supervision and inspection should be strengthened to prevent power corruption. First of all, we must handle village affairs and government affairs openly, make the management transparent, and regularly publish the income and expenditure situation for the masses, so that the use of public resources tends to be transparent. Secondly, the inspection and supervision functions of the people's congresses at all levels should be brought into full play to ensure the use of public resources within a reasonable scope. Finally, the supervision role of social auditing should be strengthened, and various violations and disciplinary actions should be strictly investigated and punished to strictly monitor the efficiency of the use of public resources. [2]

4. CONCLUSION

In general, in order to ensure the effective use of rural public product resources, it is urgent to formulate a new supply model of public product. Only by continuously innovating the supply system of rural public goods can we ensure the development of rural economy and society, and further promote the development of urbanization. [3]

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The Application of Multimodal Theory in Business English Teaching

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Abstract: The present article is intended to explore the application of multimodal theory in the teaching of Business English. First, it reviews the research of multimodal theory, then it discusses its application in the practice of Business English teaching which consists of competence cultivation, knowledge resources, situated activities. The application need to be verified, improved through teaching practice.

Key words: multimodal theory; Business English; classroom teaching

1. INTRODUCTION

With the development of digital technology, the language medium is gradually changed from single medium to complex ones which involves in language, images, sounds and so on. Multimodality has become the focus of linguistic research. In the linguistic teaching field, multimodal analysis is often concerned with teaching objectives and course design, analyze the construction of teaching model and resources. Such as Zhu Yongsheng, Zhang Delu [1], Since multimodal research not only concern with description of symbols, but also focus on the explanation of social phenomena. It has practical significance in guiding Business English teaching. Comprehensive talents with both English ability and business knowledge are expected in the era of economic globalization, while business English course [1] is aimed at cultivating students' comprehensive ability, which enables them to understand the content of business activities, establish professional knowledge foundation of foreign business and trade. This article combines the theory of multimodality to explore its application in Business English teaching.

2. MULTIMODAL THEORY

Based on the theory of systematic functional linguistics established by Halliday, the language is a social semiotics and the source of meaning. Symbols are also sources of meaning. Modality is a way for humans to interact with the external environment through the senses of sight, hearing, and touch. It includes language, image, color, music and other symbols [2]. With the development of digital technology, the complex media composed of language, image and sound have profoundly affected the human communication model. People express the meaning and communicate through various symbol resources. Multimodal phenomena are increasingly common in daily communication. Foreign language

teaching based on multimodal theory is to make full use of multiple information channels such as video, audio, image, and sound, to stimulate students' interaction with the external environment through various symbol resources, it plays an important role in the student's competence cultivation in Business English teaching, especially in intercultural communication and critical thinking [4].

3. COMPETENCE CULTIVATION

3.1 Intercultural Communication

In business activities, the communication occurs in a multilingual and multicultural environment [3], which requires communicators to value the differences from cultural perspectives, and deliver the effective communication on the basis of the common human culture in practical situation. Students should understand cultural knowledge as well as the corresponding values, and communication strategies based on professional knowledge, such as economics, trade, and law [4]. Under the guidance of multimodal theory, teachers can select cross-cultural topics, design related activities based on domestic and foreign culture, students are expected to overcome the limitations of their own cultural thinking modes. mediate conflicts between cultural thinking modes of both parties, and maintain their primary views in smooth communication at the same time [5].

3.2 Critical Thinking

Language course plays instrumental function as well as the humanistic function in students' competence cultivation, that is, not only value the language comprehensive quality, but also the completely development of individual [5]. In language teaching, the humanistic connotation should be focused, for language ability is inseparable from individual ideology and values, while values are embodied by the choice of multimodal meaning of language [6]. Especially in the world of digitization, students are exposed to a large amount of information in the world, it is important to guide the positive values and ideology in multimodal discourse, and lead students to identify and construct correct ones. That is to cultivate student's competence of critical thinking, which is a kind of analytical ability, to analyze the social and cultural phenomena in the discourse [2].

In Business English teaching, the cultivation of critical thinking and analytical ability is to guide students to study the relationship between the content of business activities and specific social phenomena. Students are encouraged to develop their own

opinions and ideas from their practice. In the process of receiving, disseminating, generating and cognizing the relative information, the students get more consciousness in the relationship between knowledge systems and social activities, and get better understanding in history and society. In these process of competence cultivation, the knowledge resources are the critical component as well the situated activities.

4. KNOWLEDGE RESOURCES

Based on the theory of social semiotics, the pictures and gestures play an important role in non-verbal symbols in communication, Multimodal knowledge resources should include resources in written discourse, such as, printed charts, images, as the information will be clearer through the interpretation and expression of diagrams and images in business activities [7]. At the same time, multimodal resources of unwritten discourse, such as audio and video, are widely applied to classroom teaching with the improvement of technology. As the content of Business English covers the field of trade, finance, and marketing, the business practice composes indispensable part of knowledge resources. Just as enterprise visits, business negotiation and trade displays, such kind of scene simulations are all effective supplements to written discourse. The appropriate modal conversion can enhance the internalization of learning. These multimodal knowledge resources provide the relative context as well as the input and output of the information to facilitate the teaching effect. Besides, according to the systemic functional linguistics, the different language category embodies different social functions and semantic characteristics. Language category in knowledge resources should also be adjusted from daily conversations to the business news, economic reports [3].

5. SITUATED ACTIVITIES

Systemic functional linguistics considers language to be a social symbol whose meaning comes from its social function in the process of communication, that is, language and context are interdependent. In business English courses, teaching should be set in a real context, the situational context should be designed consistently with the real language context. Students are encouraged to contribute the activity content, build communication relationships, and construct the communication methods through language practice.

Activity content refers to the social activities constructed by symbolic behavior, including communication activities in daily life and professional field, which are integration in business communication. Activities content in Business

English teaching should also varied from familiar daily activities to professional topics such as politics, economics, and technology, covers activities from daily workplace communication to professional business event [6].

In classroom teaching, teachers' classroom discourse strategies are also very important. In the discourse process, the speaker chooses a discourse role and assigns a corresponding role to the communicator. In classroom activities, teachers should consider how to set the content of the questions and the way offer questions. Give students appropriate recognition and encouragement, and provide guidance for the construction of new knowledge based on students responds.

6. CONCLUSION

The main task of multimodal research is to find the system of various social symbols, to establish the grammatical system. In language teaching, teachers need to understand systematic functional grammar, interpret meaning and values of symbols in real discourse, and guide students to construct meaning through symbol selection. At the same time, it is necessary to design situated practice to guide students to learn the methods and strategies in the communication process. To enable students to practice and improve their abilities in the new discourse, and finally fulfill the flexible use of language knowledge. Multimodal theory has been widely used in teaching, transform multimodal theories into teaching strategies still need to be verified, improved through teaching practice [7].

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A Study on the Reform of the "Innovation and Entrepreneurship" Teaching Model in the Context of the Integration of Production and Education for Students Majoring in Tourism English in the Vocational Schools

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Abstract: Tourism English belongs to the category of English teaching. It has relatively strong practicality. Teachers need to effectively cultivate students' professional skills and practical language skills when teaching tourism English. Nowadays, China attaches more and more importance to education, and teachers continue to innovate teaching models. This article mainly explores the strategies for effectively applying the "innovation and entrepreneurship" teaching model in the context of the integration of production and education for students majoring in tourism English in vocational schools.

Keywords: Tourism English in vocational schools; Integration of production and education; Innovation and entrepreneurship

1. INTRODUCTION

In recent years, the economy of China has achieved rapid development and the continuous progress of society has promoted the continuous improvement of talent innovation requirements. Under the background of the times, society has higher teaching requirements for higher vocational colleges. The "innovation and entrepreneurship" teaching model in the context of the integration of production and education can further enhance the innovative ability of tourism English professionals in vocational schools. Therefore, students majoring in tourism English in vocational colleges can effectively use the "innovation and entrepreneurship" teaching mode under the background of the integration of production and education.

2. SIGNIFICANCE OF "INNOVATION AND ENTREPRENEURSHIP" TEACHING MODE IN THE BACKGROUND OF THE INTEGRATION OF PRODUCTION AND EDUCATION IN VOCATIONAL COLLEGES

2.1 Conducive to the Enhancement of Students' Ability of Innovation and Entrepreneurship

In the process of tourism English in vocational education, the scientific and reasonable integration of

innovation and entrepreneurship education can meet the requirements of talent training and reform in vocational education. Innovative and entrepreneurial education in vocational colleges can effectively enhance students' communication skills, enable them to learn to cooperate with enterprises, and effectively cultivate their creativity and innovative thinking [1], which can further enhance their entrepreneurial capabilities [2].

2.2 Conducive to the Improvement of the Success Rate of Students' Entrepreneurship

The effective integration of innovation and entrepreneurship education in tourism English in vocational education can not only further improve the professional skills and level of students, but also further enhance the knowledge and skills of students in innovation and entrepreneurship [2], enabling students to have positive consciousness of innovation, and make students have the pioneering spirit, so that the success rate of their entrepreneurship is further improved.

2.3 Conducive to Saving the Cost of Innovation and Entrepreneurship Education

Although the resources of entrepreneurship education in vocational colleges are relatively rich, their entrepreneurship resources are relatively scattered, and there is no good integration of resources in schools, which makes it easy for vocational colleges to use resources inefficiently and waste resources, and leads to serious restrictions on the implementation of innovation and entrepreneurship education. The effective integration of innovation and entrepreneurship education in vocational education of tourism English can effectively integrate resources and save the cost of innovation and entrepreneurship education [3].

3. SPECIFIC STRATEGIES OF TOURISM ENGLISH EDUCATION IN VOCATIONAL COLLEGES

3.1 Situational Teaching

Tourism English has a special purpose. Teachers need to create a real context in the teaching process if they

want to effectively enhance students' listening and speaking ability. They create situational classroom in the teaching, and the teaching presents the real tourism scene in the classroom as much as possible. They make full use of projection, recording, television and pictures and other teaching methods to show the teaching content to students more vividly, so that students can invest in the real tourism environment. In the classroom, students actively create the scene and implement the simulated interpretation of the scene. And different students play the role of the tour guide and tour group members. The members of tour guide and tour group carry out oral communication exercises for famous tourist interests to effectively improve their interest in learning tourism English and further improve their practical ability of tour guide English. In the process of situational teaching, teachers can effectively use multimedia teaching to supplement the background knowledge for students [3], and attach importance to the cultural teaching of students. For example, teachers can play tourism promotional videos for students, so that students have a more intuitive cultural cognition of tourism areas. In the teaching of travel agency English and hotel English, teachers need to take students out of the classroom, so that students can really study in travel agencies and hotels, and their enthusiasm for learning can be significantly improved [4].

3.2 Teaching in Combination with Work and Study

Tourism English major has a strong practicality. One of the effective ways to cultivate talents for tourism English major in vocational colleges is to combine work with study. "English + major + professional skills" is a major feature of tourism English major in modern vocational education [4], so it is necessary to pay attention to students' English teaching and to their professional practice. Therefore, tourism English education in vocational colleges can effectively build a "tour guide simulation training room". Under the professional guidance of tourism English teachers, students can carry out real on-site English tour guide training in the simulation site. In the teaching course of professional courses, teachers need to pay attention to the practical teaching link, and need to build training bases such as simulated tour guide hall, simulated guest room and simulated restaurant [5] to carry out scientific and effective professional skills training for students. After the teacher finishes the school's course study, students can practice in travel agencies, star hotels and other tourism enterprises under the teacher's professional guidance. After the internship in travel agency, scenic spot, catering, front desk and other departments, students' professional skills and professional English level will be significantly improved. Through the joint training of schools, enterprises and society, students can get practical opportunities in line with their future jobs, so that their innovative ability can

be effectively enhanced to adapt to work faster.

3.3 Student-centered teaching

Teachers pay attention to student-centeredness in the teaching process, that is, teachers explain less in teaching and students' teaching activities increase. Teachers only need to properly guide students in the teaching process, and leave most of the classroom teaching time for students to carry out practical activities. The teaching of tourism English needs to focus on students' skills [6], and teachers can guide students to learn according to the needs and levels of students. In addition, teachers can carry out reasonable design of classroom teaching according to the needs of students, and actively organize students to carry out teaching activities. For example, they can organize students to carry out communication activities that simulate travel shopping stores, and enable students to conceive the English communication knowledge that will appear in travel shopping stores. As a result, students' enthusiasm for learning and autonomy are effectively improved, and their subjective consciousness is effectively exerted. Furthermore, teachers actively encourage students to integrate into the classroom interaction, so that students can consciously integrate into communicative activities, and their communication ability can be further improved [5].

4. CONCLUSION

The tourism English education is both practical and applicable. Vocational colleges can scientifically use the "innovation and entrepreneurship" education model in the context of the integration of production and education in tourism English teaching. Teachers can use such strategies as situational teaching, teaching in combination with work and study and student-oriented teaching to further improve students' professional skills and professional English level, so that students can become excellent talents in tourism [6].

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Marketing Strategy Analysis on Yoga Clubs

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Abstract: With the rapid development of China's economy, the yoga health industry has sprung up in this city. Based on the pursuit of beauty, the understanding of healthy life, and the trust of professional yoga teachers, people begin to join the movement. It has brought new development opportunities to the service industry, and also provides a stage for service marketing. This article conducts the service marketing tracking survey of the Yoga Club for a period of time. Some problems in service marketing have been discovered from the investigation and research, but these problems have been concealed and ignored to some extent. This paper studies related service marketing theories and analyzes the problems that emerged in service marketing.

Keywords: Yoga Club; Service Marketing; Suggestions for Improvement

1. INTRODUCTION

The development of China's economic environment is stable, and people's living standards have been greatly improved. Many Chinese sub-health people hope to find a way to relieve psychological pressure and drive away physical sub-health. The situation have brought new development opportunities for yoga clubs. Some yoga clubs have seized the opportunities to develop their own brands. In order to compete for more customers, the competition has become increasingly fierce, for the larger venue area, the lower member prices and the better practice environment. 99% of the courses offered by many yoga clubs are the same, so it is difficult to differentiate from the perspective of teaching quality [1]. Operators are willing to invest in capital for rounds of price wars. Through this article, the analysis on the marketing strategy of the yoga clubs can bring new ideas to the development of the yoga club [1].

2. PROBLEMS WITH THE MARKETING STRATEGY OF YOGA CLUBS

2.1 Non-differentiated Marketing Strategy

Many yoga clubs lack differentiation in marketing. It is easy to copy and imitate new projects in the industry. Therefore, many yoga clubs are unable to support the research and development of their own services. If the business can't stand out in this competition, they will lose potential customers. Only the implementation of differentiated marketing strategies can attract customers, and increase customer conversion costs and loyalty, thereby helping enterprises increase the market share and competitive advantage. When teaching to the new

members, attaching the comparison chart of the old members and using more intuitive changes to impress customers are helpful to shape the professionalism, and inform customers which yoga courses are specifically treated and improved. It can determine the number of courses and stimulate consumer psychology. In teaching, the teacher is responsible for his personal education members. After each private lesson, the personal education evaluation form must be completed with the members to let customers know their stage, the content of the next class, and the satisfaction of the teacher. It can help cultivate their healthy life concepts, and improve responsible professionalization image of marketing agencies.

2.2. Involving into the Price Campaign and Lacking Stability

The price war is the focus of industry competition, but every store has a certain radiation area. Considering the distance between the service industry and the consumer's area also affects marketing efforts, it is very difficult to struggle to regain the trust of the target group. Blind low prices will only attract low-end users and lead to irreversible rejection of brands by high-end user groups. The price of a luxury brand will never become as cheap as cabbage to maintain the stability of the brand and give consumers the greatest confidence. If you only want the short-term benefits brought by low prices and give up the recognition of consumers in the high-end market, you can't retain high-quality members no matter how good the service is [2].

2.3 To Ignore In-store Environmental Marketing

Although many yoga clubs have invested heavily in environmental decoration, they have done very little in environmental marketing and cannot get their due benefits. You can refer to the method that the internet-famous shop attracts customers to create a unique style of Zen environment [3]. The natural stones and plant landscapes create a quiet place that yoga practitioners yearn for. We can use marketing channels including WeChat and Sina Weibo to make yoga clubs a internet-famous site to increase the industry influence [3].

2.4 To Ignore Internal Marketing for Employees

If service companies want to succeed, they should identify employees who are in contact with customers, for the front-line service personnel provide customers with face-to-face services, as well as the external media. Providing the important status and role of service personnel, they also have the image of the enterprise and determine the quality of enterprise services. Therefore, in the service company's

marketing strategy, the company's internal employees must not be ignored.

3. THE IMPROVEMENT SUGGESTIONS ON THE YOGA CLUB MARKETING STRATEGY

3.1 Service Differentiation Marketing

3.1.1 To create a differentiated reception process

The product provided by the yoga industry is a service product. The service is intangible and indivisible. When choosing such products, consumers often have complex purchasing decisions. Consumers often know about nearby yoga clubs from other software or information sources before field trips, and most of them will reserve trial services, which makes most companies increase their focus on courses and marketing efforts. From a service marketing perspective, it is like focusing on the core products in a basic service portfolio, but ignoring the importance of convenient and support services [4]. The courses are similar, but the unique environment and caring service help the club to stand out. Each club has its own process of receiving visitors, and the distinctive process of receiving visitors is the beginning of differentiated marketing [4].

3.1.2 To strengthen interactive marketing with customers

The reception is just the beginning. When the visitor decides to start the cost negotiation, the yoga teacher and the sales staff will cooperate with the marketing. The customer's perception of the service process comes from the availability of the service, interaction with the organization, and participation in the service. Once they are combined, they become a broad service product. The main staff that Yoga teachers interact with and lead customers to participate in service plays a pivotal role in differentiated marketing. Letting visitors choose a teacher who can help them learn yoga and improve their healthy living standards is the first step in the interaction between enterprises and visitors. Many yoga clubs will display the introduction materials of yoga teachers, or the comparison chart of the club members to give visitors some ideas. Paper materials need to be typeset, printed, and difficult to modify. Scan codes and small programs make it easy for visitors to choose a more suitable yoga teacher [5]. Helping yoga teachers establish their own WeChat at work and strengthening communication with members can greatly promote the differentiated marketing of enterprises [5].

3.2 To Get Rid of the Price Quagmire and Focus on Your Target Market

Many developing yoga clubs have misunderstood and lost their target markets. They are copying the model of competitors. However, due to the different geographical locations of each yoga club, and the different consumer groups, the simple model replication is to lose its own positioning and characteristics. If the target group belongs to a group with high consumption and self-discipline, consumers who blindly compete through low prices can only

solve the problem of temporary sales, but there is no characteristic copy that will allow them to leave in the subsequent renewal period. Only by focusing on your high-end target market and building brand awareness and reputation can you go out of your own development path. Part of the cost can be recovered through the low-cost strategy in the early stage, but the quality of service required by high-end customers must be created in the later stage, and the price cannot be kept lower because of the decrease in the number of members, which will affect the positioning of the institution and shake the confidence of high-end consumers.

3.3 To Pay Attention to the Environmental Marketing of Yoga Clubs

Many yoga clubs do not make any problems in terms of environment creation. However, the beautiful environment has failed to become a key marketing agency to attract customers, for it is too close to nature. Observing the economy of online-famous shops in recent years, it is not difficult to find that sharing beautiful photos of the stores in the Wechat moments is a method to quickly increase its popularity. We can also learn from this practice to create a photo garden that consumers must visit. We can add some merchandise to the yoga club lounge area, and sell the same pillows, small fish tank landscaping, and unique green plants, etc. These can be labeled with prices. People can also buy them in the yoga club. In this way, the plants in the museum can be constantly replaced; new ideas can be improved; and some additional benefits can be obtained.

3.4 To Focus on Internal Marketing

For service companies, front-line employees who are in contact with customers are the most critical resources. The service staff provides the most direct service. It is also a company's internal customers and external publicity media. The yoga club can regularly carry out teaching conferences to promote service awareness among employees, and conduct a role model mechanism (employees who have been on the list many times can get higher-level rewards) [6]. On this premise, they can carry out research on more advanced enterprise service management methods and gain greater competitive advantages. The two-way Communication management should also be conducted for different employees. Managers point out problems to employees, and employees point out the dissatisfaction and important needs of the customers to managers. This communication management is recommended to be carried out as a group activity, and each manager is required to pay attention to and respond to employee issues within a time limit, find important information, and motivate employees as required [6].

3.5 To Build the Customer Circle of Friends

WeChat marketing is a relatively popular marketing medium in recent years. It has many advantages such

as a large number of potential customers, low marketing costs, and support for data diversification [7]. Strengthening the interaction with customers will greatly help the company's marketing in the future. In the yoga industry, many forms of advertising are not as effective as customers' word-of-mouth praise. Therefore, companies should pay attention to customer advertising and invest a part of the advertising in customer advertising. Yoga clubs can stimulate customers' word-of-mouth publicity through the following means: sending customers the voucher and beautiful environmental pictures with shop brand watermarks. Customers sending class photos or recording a small video in Wechat moments, which can bring new visitors. The form is free and diverse. The main purpose of this program is to increase visibility and provide opportunities to create new members.

4. CONCLUSION

The article takes the yoga club as the research object, and holds that the current yoga clubs' marketing strategy is undifferentiated; it is caught in the quagmire of the price campaign, and the brand lacks stability; it ignores the issues of in-store environmental marketing and employee internal marketing, etc. The yoga clubs should adhere to market positioning, improve environmental

marketing and value internal marketing strategies [7].

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Creating a Verbal Situation, Enhancing the Practical Ability

-by Li Bin "Carving the Quality of Times with the Spirit of Craftsman" as an Example of Practical Writing Teaching

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Abstract: The teaching of practical style of news rating has always been a topic of great concern to educators. This paper takes Li Bin's "carving the quality of times with the spirit of a craftsman" as an example, and plans to design a teaching task of practical writing based on the establishment of "verbal situation". In order to effectively enhance the practical ability of students through this process, then achieve the purpose of practical teaching.

Keywords: Practical teaching; Verbal situation; Craftsmanship spirit

1. INTRODUCTION

Li Bin's "carving the quality of The Times with the spirit of a craftsman" was originally published in People's Daily on April 30, 2016. From the first time that "craftsman spirit" was written into the government work report in 2016, to the multiple emphasis on "craftsman spirit" in the 13th five-year plan and the report of the 19th CPC national congress, it has become a broad consensus to carry forward the spirit of craftsman. How to bring forth new ideas, make use of the limited time in class, and start from the news review to effectively carry out practical stylistic teaching is the ultimate research purpose of this paper [1].

News comment is a news style that media or authors use analysis and comprehensive methods to analyze the recent valuable news events and pressing issues of universal significance, and to argue on the basis of facts [2]. News comment is, in short, a kind of writing style that expresses opinions on valuable news facts and social phenomena to guide practice. It belongs to practical writing. Practical writing teaching has always been a topic of great concern to educators. I try to integrate "listening", "speaking", "reading" and "writing" based on the verbal situation, then effectively enhance students' writing ability of practical articles and achieve the teaching purpose of practical articles.

2. NEWS-LED—"BACKGROUND ACTIVATION: OF VERBAL SITUATION"

The background information of news commentary teaching is very necessary. Only when students know the writing background of the commentary and the author's writing intention can they accurately grasp the meaning of the central argument of the article and learn the author's writing thinking structure. And the audio-visual effect of TV news can effectively improve the atmosphere of classroom introduction.

"Speech" is the use of the common symbols of language by individuals, so "speech wisdom" means "speech" is dynamic and individual [3]. And the verbal situation is the place where the language ability forms, so the feeling cannot control the speech, only the thinking can control the speech, then the mass media provides the platform for the creation of the verbal situation now. From the point of view of the teaching introduction of this article, teachers can take the TV news broadcast on the news channel as a guide, and ask students to record the effective information while watching it and arrange it into the format of press release. Here, it can not only make students clear the practical significance of the main idea of "craftsman spirit" in this article, but also facilitate the text teaching in the next stage, and help teachers to timely understand students' cognition degree of practical style of news.

In recent years, in response to the "craftsman spirit", various kinds of international exhibitions have been held all over the countries. There is usually a workshop for craftsmen in the exhibition hall, inviting craftsmen from all over the world to show their skills, impart their skills and carry forward their spirit, so that visitors can experience the joy and pride of "tomorrow's craftsmen" in the exhibition area with a sense of visual, practical and ritual. All knowledge can not be limited to the book, the ability to develop can only and must be formed in relevant practice, students' personal experience will help them return to the text, analyze the text, and understand the main idea.

At the same time, in the process of visit, teacher should remind students pay attention to all the stories behind the exhibits. The first is the content on the

display board, students should experience the connotation of "craftsman spirit" and outstanding deeds of craftsman people; the second is the writing structure of the exhibition board copy-writing, or the content of the interpreter to explain the idea of the draft, learning the writing of introduction to class text. With the verbal situation, relevant language elements can be internalized into students' private property in purposeful, emotional and interesting practical activities, promoting students' thinking, and gradually transforming the harvest into their ability.

3. TASK-DRIVEN – "COMMUNICATION FUSION" OF VERBAL SITUATION

After students get familiar with the background, they go into the text for the overall reading perception. In the learning process, the teacher needs to arrange a main teaching task throughout. Based on the practical teaching objectives, the author plans to design a teaching activity: If you would like to host a special exhibition of local craftsman's works?

Interview "craftsmen" in groups and write descriptions of the exhibits

Fifty students of the class, a group of ten, divided into five groups. Each student seeks out the "artisans" around him or her, obtains information from the communication with them, learns about their works and their relationship, and makes a display board for their exhibition area in textual terms. You can refer to the design of the exhibition area in the special exhibition you visited before and introduce the exhibits in detail between 200-250 words.

For example: Lv Cun and regular embroidery

Mr. Lv Cun, Chinese arts and crafts master, is the third generation successor of "regular embroidery". His representative works are Tian Lu, Yang Lan Portrait and so on.

Mr. Lv Cun has always been practicing the aesthetic education ideas from Mr. Lv Fengzi who is his grandfather. He has been writing for decades, telling his understanding of the world and life with needle and thread, and expressing his own emotions. He also skillfully integrated oil painting techniques into embroidery, adding vitality to the innovation of "regular embroidery". During the cultural exchange between China and France, Mr. Lv's regular embroidery works were called "real works of art" by French experts.

This part urges students to pay more attention to the people around them and communicate with them actively, which is an effective way to train students' communicative ability and oral expression ability. In the early stage of the interview, students need to collect relevant information according to the specialty of "craftsman", which is also an exercise to develop students' retrieval ability and overall view. On this basis, the most important teaching task at this stage is cultivating the students' writing ability of the medium text, learn to summarize and express the main situation of the exhibits and craftsmen, highlight the

main characteristics through the limited text, so that the audience can quickly obtain effective information. Language is not only the tool of thinking, but also the direct reality of thinking. Language is the external form of thinking, and language should be the carrier for all subjects to cultivate thinking ability [4]. Compared with written language, oral language is another great test about students' thinking ability [2].

Exchange communication results within the group
Team members will display their own boards to other team members, exchange interview experience with each other. There will be differences between students' verbal expression and written expression, so teachers can guide students to compare others' oral expression with their written ones after listening to them, and judge whether there are inadequacies. In the process of communication and discussion, students can often find their own oversight, and understand others writing ideas, then look back on their own.

After the mutual evaluation, two students were selected from the group to act as the hosts of the special exhibition area to prepare for the next stage. Each group determines the theme of its special exhibition area, such as dividing the exhibition area with the attribute of material. Each group must consider of the exhibition area's name to optimize their displays' features, and take it as the keynote of the opening speech.

Simulate special exhibition in class

The two hosts of each group introduce the features of the exhibition area first, other members go on stage to make autobiographical speeches as "craftsman" themselves. Therefore, students should write a "craftsman" autobiography in the first person before, some students can also use classical Chinese style to imitate the creation. For instance, Lv Cun Autobiography in classical style of writing.

Students looking for the downstairs shoes repair uncle or community sewing shop aunt, they are all hidden professional experts around us, the casual oral expression is not suitable to appear in the formal text, this requires students to stand in the perspective of these "artisans" and write how they started to embark on this professional road, these years of the journey, as well as professional feelings and future outlook.

After the presentation of the five groups, the teacher should make appropriate comments on the content and form, and ask the students to grade the other four groups, then choose the "best host" and "best commentator".

4. CONTENT-EXTENDED—"BLANK EXPLORATION" OF VERBAL SITUATION

After experiencing this special simulation exhibition, students have had a profound understanding of "craftsman spirit". Most importantly, they have tried to write practical articles such as: routine affairs literature, public relations and communication literature, news and biography. Learning news

evaluation is by no means limited to teaching writing techniques and spiritual connotations. After analyzing texts in the new lectures, teachers must focus on reading and writing. Only in this way, students can effectively use textbook resources and learn to use them practically.

After the class summary, the teacher can recommend one or two real-time materials on a related topic for students to expand their learning. For example, Yang Dongmei's *The Connotation And Characteristics of Craftsman Spirit in The New Era*, which starts from the "craftsman spirit" in the new era, can provide students a thinking dimension, namely the comparative understanding of "new era" and "craftsman spirit", and construct a review article.

In most cases, extra-curricular reading is not presented in class alone. It is the "white space" of the classroom content, which provides a broad space for students' divergent thinking. At this stage, the task of teachers is raising speculative questions to consolidate the key and difficult points of textual knowledge. The arrangement of homework after class should be based on this, it should pay more attention to writing practice, combining reading and writing, creating a situation for students then make them more convenient to be into the text.

For example: Please read the Nobel Prize winner John Galsworthy's short story *Quality*, and write an epitaph for the hero Gerthra or character biographies.

Quality takes the impact of the industrial workshop as the background, objectively describes the survival crisis of the craftsmen, praises the shoemaker Gerthra for abiding by professional ethics, and the noble quality of him that he would rather starve than cut corners, in this way showing respect for the bottom laborers. It can be seen that *Quality* is the theme of this course, and has a strong operational value.

The design and organization of reading teaching activities should promote the full implementation of "learning" activities, and students should develop the ability to transfer learning after "learning" [4]. Rich

and hierarchical teaching tasks should not only stay on the surface of words, but can be connected with the knowledge that has been taught, and even the new knowledge that will be learned later, to produce resonance effect. "Cross-stylistic teaching" is an important way of Chinese teaching, which has an important influence on Chinese reading, writing and oral communication teaching courses.

5. CONCLUSION

In the classroom teaching of primary and secondary schools, teachers purposefully create or provide vivid and specific speech scenes with certain emotional colors and images as the main body, which can trigger students' language experience and promote the improvement of students' language ability. At the same time, it plays a key role in strengthening students' speaking and writing training and improving their speaking and writing ability. Especially in the teaching process of practical writing, which is more professional and imitative, it is more effective and operable to use the verbal situation for teaching design [3].

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Parametric study of a fluid injection model used for horizontal hydraulic fracturing near vertical wellbore in shale reservoirs

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Abstract: Most wells in unconventional reservoirs and old wells in conventional reservoirs have taken various hydraulic fracturing techniques in order to boost the production of oil or gas. Enhancing the performance of fracture conductivity became one of the most significant way to achieve the goals. There are many factors affect the conductivity of fractures, such as the size of the fracture, and the property geological rocks in original reservoirs. Despite those factors cannot be changed, some artificial techniques could be taken into controlling fractures. Injection rate is one of the most important factors in fracturing process. In this article, a methodology was presented and it was used to design a fracture treatment which is obtain the optimal size of horizontal fractures. The sensitivity analysis of the model was tested, in order to determine how those factors influence each other and work coefficiently.

Keywords: Fluid injection; Unconventional reservoirs; Fractures size; Conductivity

1. INTRODUCTION

Generating larger fractures in unconventional reservoirs is expected to enhance significantly conductivity to the accumulative production as the demands of energy increasing. Any reservoirs require specific recovery techniques are the unconventional reservoirs which includes gas and oil shales, coalbed methane, tight-gas sands, heavy oil and tar sands, and gas-hydrate deposits. One of the most effective method is creating fractures in order to increasing the average permeability of the whole reservoir.

One of the major challenges involved how to create the large size of fractures as possible. The results relate to many factors, no matter the unknown geological influences, or the controllable artificial influences. In the geological aspects, the poison's ratios and the Young's modules are all the determined factors. In artificial aspects, the injection rate of generating apertures is the key reason [1].

2. THEORETICAL MODEL

Fracture permeability multiplies width refers to the fracture conductivity, a measurement of the ability of the fluid flow through a rock media. Certainly, the permeability is an important factor to influence the performance of fracture, however, the width of fracture is also important. In fracture conductivity, relative changes, such as propping, closure stress,

they can lead different effects in permeability and width [2].

Flow rates and fluxes in fractures (and matrix) are proportional to permeability. Permeability is a physical property of porous systems and fractures, equal to the ratio of volumetric flux to the potential gradient for a unit-mobility fluid. Permeability times area (not fracture width), is equal to the ratio of volumetric flow rate to the potential gradient for a unit-mobility fluid across a given area in the direction of flow. If the fracture width (or matrix porosity) approaches 0, fracture permeability (or matrix permeability) also approaches 0. Permeability can be measured in the lab and theoretically predicted. Therefore, those input data (along with fracture width) were put into our numerical models of fractured and unfractured reservoirs, rather than conductivity. Our fracture width models incorporate both injection flow rate and properties of geology circumstance in unconventional reservoirs. Numerical model relates to the viscosity of fluids, the poison's ratio, the radius of fracture, which are not proportional to the width.

In general, the govern equation was the following one, developed by T.K. Perkins et al. (1961)

$$V = \frac{16(1 - \nu^2)R^3(P - \sigma)}{3E} \quad (1)$$

$$(P - \sigma) = \sqrt{\frac{\pi\alpha E}{2(1 - \nu^2)R}} \quad (2)$$

where V is the volume of the fracture, ft³;
 P is the minimum fracture extension pressure, psi;
 σ is the total earth stress perpendicular to the plane of the fracture, psi;
 α is the specific surface energy of the rock, ft-lb/sq in.;
 E is the Young's modulus of the rock, psi;
 ν is the Poisson's ratio of matrix;
 R is the fracture radius, ft. [3]

$$w = \frac{8(1 - \nu^2)R(P - \sigma)}{\pi E} \sqrt{1 - \left(\frac{r}{R}\right)^2} \quad (3)$$

where r is the radius under consideration.

However, this model is not easily applied into oilfield because of the uncertainty of radius under consideration. Furthermore, the width and the radius of fracture are determined by the injection rate and the properties of reservoirs, not only the Young's modules and Poisson's ratio of matrix, but also the density of natural fractures. If the reservoir is full of

finely natural fractures, it is not difficult to generate long-length hydraulic fractures. Density natural fractures mean the reservoir is brittle. Furthermore, according to the general fracture test, connected fractures leads longer pressure wave transportation. There is a significant drawback cannot be ignored in this govern equation. The hydraulic fractures are the creation of modern techniques. However, no artificial factor is included, which means the performance of fracture is only controlled by rock nature. In the oilfield, the kinds of injection fluids and the injection rate are both determined. Thus, another modified govern equation only used for vertical was developed.

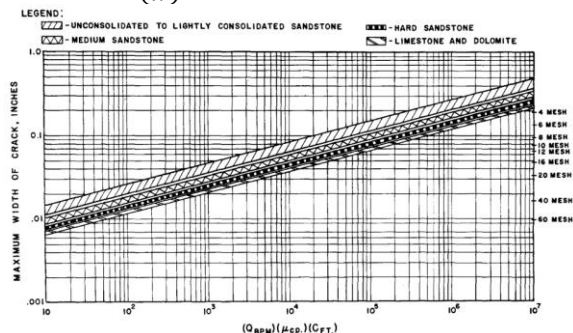
$$w = 0.176 \left[\frac{\mu_f q_i (1 - \nu) R}{E} \right]^{\frac{1}{4}} \quad (4)$$

where μ_f is the viscosity of fluid, cp;

q_i is the total pump rate to create fractures, bbl/min;

This model also ignores the relationships among the width, radius and the injection rate. If the injection rate is determined for one reservoir, the width and radius should have the same tendency to change proportional. The longer the radius, the larger the width. The radius should be a function represents the width. Vice versa. The govern equation should not write it as this formation. Thus, the adjusted equation should be

$$\frac{w}{R(w)^{\frac{1}{4}}} = 0.176 \left[\frac{\mu_f q_i (1 - \nu)}{E} \right]^{\frac{1}{4}} \quad (5)$$



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An Analysis of Integration of Theory and Practice in English Translation Teaching

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Abstract: Translation is a kind of language activity that uses one language to accurately express the artistic conception and thinking and content of another language. When doing English translation teaching, teachers spend more time correcting grammar and usage of a word or sentences. So translation courses become a course for foreign language learning, and students' English translation quality cannot be guaranteed. In view of this, the author first conducts a preliminary analysis of English translation, then expounds the principles and standards of translation, and finally explores ways of English translation teaching by combining theory with practice.

Keywords: English translation; Theoretical teaching; Practical teaching; Integration; Standards and principles

1. INTRODUCTION

English translation courses are required for majors in higher education institutions. Nowadays students have new demands for translation courses. On the one hand, they complain that the theoretical guidance of the translation course is not enough, and they can only translate the meaning of the words according to the original text. On the other hand, they have a strong interest in translation and hope to dig more into this professional field. Translation requires bilingual knowledge and necessary translation skills. It should start from the whole artistry of translation, and translation teachers should analyze the ways to carry out translation teaching [1].

2. ANALYSIS OF ENGLISH TRANSLATION

The scope of translation work is wide, such as the translation of Cantonese into Sichuan, Shanghai into Beijing, Chinese into Vietnamese, Chinese into English. This paper focuses on the analysis of C-E and E-C translation. With the development of globalization, translation between English and Chinese is becoming more and more common. Excellent translators do not only need to master language skills, but also to get to know the social and cultural fabric of both languages. Translation is to create a second thought in a brilliant way and inspire another human being of another language, so the value of translation cannot be underestimated. English translation teaching is not to teach English, but to teach language on the basis of language. It is important for teachers to implement English translation teaching by integrating theory with

practice [2].

3. PRINCIPLES AND STANDARDS OF TRANSLATION

When studying the standards and principles of English translation, "faithfulness, expressiveness and elegance" proposed by Mr. Yan Fu are the three principles we should follow. Faithfulness is the fundamental one, which means loyalty to the original text; expressiveness refers to being coherent; elegance means to convey the thoughts and culture of the original text. In recent years, some critics believe that this translation philosophy is outdated, and there is no one-size-fits-all standard of translation. The most famous work translated by Mr. Yan Fu is *Evolution and Ethics*. His translation thought is influenced by *Essay on the Principles of Translation* by Alexander Fraser Tytler. He believes that excellent and talented translators can show the sanctity of translation art in front of readers, and display the wonderful parts of classical translation and contemporary reading. The book of *Evolution and Ethics* defines the standards and principles of translation as: (1) translation requires accurate expression of the original idea; (2) the style of the translation and the original text should be consistent; (3) translation needs to ensure the simplicity of the text. Therefore, at present, translators still refer to "faithfulness, expressiveness and elegance" as the core principles and standards of translation [3].

4. THE WAY OF ENGLISH TRANSLATION TEACHING COMBINING THEORY WITH PRACTICE

In the aspect of English translation teaching, there are some problems: (1) teachers take students' test scores as the ultimate goal of teaching, and the teaching concept still remains unchanged; (2) practical teaching cannot adapt to changing circumstances and requirements for translation talents; (3) the integration of theory and practice remains low; (4) students' interest in learning is relatively low; (5) some teachers' translation quality is yet to be improved. In this context, the author makes an analysis of the approach of combining theory with practice in English translation teaching [4].

4.1 Changing Teaching Modes and Improve Teaching Concepts and Quality of Teachers

Only when teachers' teaching methods, concepts and models are updated enough to attract students can the effectiveness of teaching classroom be improved. Therefore, when the theory and practice of English

translation are combined, teachers' teaching concepts and teaching qualities need to be improved. Under the background of the new curriculum reform, teachers should take promoting the development of students as the ultimate goal of education. A student-oriented approach should be pursued in the classroom. Teachers should guide, encourage and support students to learn, rather than neglecting students' demands. In addition, teachers should attach importance to their own translation capability and qualification. The quality of teachers has huge impacts on students. If teachers have higher translation appeal, students can accumulate more learning experience under the personal charm of teachers, can also correctly face the difficulties and setbacks encountered in pursuing the learning of English translation. Teachers should change the teaching concepts, then improve teaching quality and finally transform teaching modes [5].

4.2 Mobilizing the Enthusiasm of Students

Students may have twists and turns in the process of learning English translation. In this context, if teachers want to better realize the theoretical and practical teaching programs, they need to mobilize students' learning enthusiasm actively. Language learning itself is a process of accumulation, and it is difficult to achieve an obvious leap forward in a short period of time. Therefore, teachers should pay attention to teaching methods, mobilize and keep students' enthusiasm, and encourage students to study English translation as an interest, rather than a tedious task, so that students can improve their translation ability and translation quality under the guidance of interest. Specifically speaking, teachers can create more interesting situations in the classroom, improve their enthusiasm by group or cooperative learning, and help them feel the charm of English itself and translation. In addition, teachers can introduce more translation resources to create a lively learning atmosphere, together with the use of modern technologies. All of these can stimulate students' interest in translation learning [6].

4.3 The Integration of Theory and Practice

After students show more interest in English translation, teachers should actively integrate theory and practice to comprehensively improve students' English translation capability and quality. The integration of theory and practice means that teachers can simulate teaching scenarios that students can experience in their daily life, so that students have

more sense of being in real life circumstances. When they carry out practical learning, they take this situation as the background. In this way the teaching of theoretical courses and the training of practical courses are well integrated. Students can conceive the actual situation in theoretical study, and can also recall the knowledge of theoretical courses. In addition, qualified teachers can also carry out special training. During this period, the differences between Chinese and Western cultures are emphasized. In the practice of translation, this should be emphasized so that students' international thinking can be cultivated.

5. CONCLUSION

After analyzing the universality and principle standards of English translation, the author further analyzes the problems existing in the current English translation teaching. The organic integration of theoretical courses and practical courses can make the English translation teaching gain improvement and a qualitative leap forward.

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Research on the Role of Teachers' Party Branch in the Construction of Teachers' Morality in Colleges and Universities

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ABSTRACT: The construction of teachers' morality is the fundamental guarantee for the cultivation of talents in Colleges and universities, and the Party branch of teachers is the Battle Fortress of Party organizations in Colleges and universities. Based on this, colleges and universities can organically combine party construction with teachers' moral education, and give full play to the role of the Party branch of university teachers in the construction of teacher morality. The main measures include strengthening leadership, raising awareness, improving system guarantee, enriching new ways of teachers' moral education.

Keywords: teachers' party branch; Construction of teachers' morality

1. INTRODUCTION

Teachers' moral education is the core of the construction of teachers' ranks and the foundation of the establishment of teachers. To be a qualified "teacher" is only the most basic professional realm; to be a "capable teacher" is a higher professional realm; and to be a "human teacher" is the highest career realm [1]. The construction of teachers' ethics morality is the first priority of ideological and political work in universities. It is related to the direction of future builders and successors, and to the survival and development of colleges and universities [2]. How to take the work of teachers' party branch as the starting point of teachers' moral education is a new subject of teachers' morality construction in colleges and universities under the new situation.

2. THE SIGNIFICANCE OF TEACHERS' MORALITY CONSTRUCTION

2.1 The Construction of Teachers' Morality is the Basic Task and Prerequisite of Implementing "Building up Virtue and Cultivating People" in Colleges and Universities.

Colleges and universities shoulder the important mission of training the main force and successors to promote the national rejuvenation, and perform the functions of cultural inheritance, scientific research, social development and progress. It is the starting point, foothold and focal point of our universities to cultivate students by virtue. Only by doing a good job of cultivating moral talents can the fundamental mission and task of colleges and universities be

fulfilled.

2.2 The Construction of Teachers' Morality is the Guarantee of Teaching Quality.

Teaching and educating people is the key field of teachers' education and practice in Colleges and universities. To adhere to the unity of teaching and educating people, and to adhere to the unity of preaching and teaching by example are the concrete manifestations of teachers in the fields of ideology and morality. Teachers should not only stimulate students' interest but also urge them to study hard. , and the high emotion of teachers towards students is based on the moral sense of teachers' sense of responsibility and dedication to education [2].

2.3 The Construction of Teachers' Morality is the Foundation of Talent Cultivation.

Chinese universities are universities under the leadership of the Communist Party of China and socialist universities with Chinese characteristics. Talents trained by colleges and universities must be successors to the cause of socialism and high-quality professionals who will make unremitting efforts to build a well-off society in an all-round way, win the great victory of socialism with Chinese characteristics in the new era and realize the Chinese dream of the great rejuvenation of the Chinese nation. Institutions of higher learning should persist in taking morality and cultivating talents as the central link of talent cultivation, put socialist core values throughout the whole process of education and teaching, and vigorously promote the theoretical system of socialism with Chinese characteristics, especially the socialist ideology with Chinese characteristics in Xi Jinping's new era, into textbooks, classrooms and minds, so as to make students genuine. Understand its scientific connotation and spiritual essence, and form the inner support and sincere belief of socialism with Chinese characteristics.

2.4 The Construction of Teachers' Morality is the Motive Force of Teachers' Self-Improvement.

The moral quality of teachers is the intrinsic motivation for them to strengthen their self-cultivation and pursue self-improvement. As the most basic party organization to manage, educate and supervise teachers' Party members, the Party Branch of Teachers in Colleges and Universities can guide teachers' Party members and ordinary teachers to pursue the high moral line and strictly observe the

bottom line of discipline, and promote the new trend of wide-ranging teachers' exemplary compliance with teachers' moral standards and academic morality. To strengthen the Party branch of university teachers is to guide the majority of Party members and teachers to build morality and become the model of teachers with ideals, beliefs, moral sentiments, solid knowledge and benevolence".

3. THE CURRENT PROBLEMS EXISTING IN THE FUNCTION OF TEACHERS' PARTY BRANCH IN THE CONSTRUCTION OF TEACHERS' MORALITY IN COLLEGES AND UNIVERSITIES

3.1 Insufficient Understanding of the Importance of Party Branch Work in the Construction of Teachers' Morality.

Colleges and universities do not pay enough attention to the role of teachers' party branch. Most universities think that the school should focus on teaching and scientific research, the party construction itself is not important, and the party branch of the professor is basically not playing a role in the construction of teachers' morality. Some branches are only satisfied with political learning and theoretical education of situation policies, and do not invest enough in guiding teacher party members to play a vanguard and exemplary role and devote themselves to the work of teaching and research centers [3].

3.2 Some Party Member Teachers have Problems in Their Own Teachers' Morality and Can Not Play a Vanguard and Exemplary Leading Role.

At present, influenced by the social environment, some teachers regard maximizing their own interests as the primary goal of teachers' work. Individual teachers lack the value recognition of teachers' professional morality. They regard educational posts as only a breadwinner's occupation, lack the ambition to strive for the cause of education, and lack the sense of responsibility and responsibility as teachers [4]. In some colleges and universities, teachers' moral anomie exists in varying degrees, mainly in the following aspects: professional behavior anomie; poor performance of teachers; academic morality anomie.

3.3 It is Difficult to Mobilize the Enthusiasm and Initiative of the "Leading Geese" of the Party Branch Because of the Low Degree of Elaboration of the Construction Mechanism and the Lack of Effective Assessment and Incentive Mechanism.

Some teachers' Party branch secretaries lack sense of responsibility, are not responsible enough in the process of teachers' moral education and behavior management, and are laissez-faire. The lack of quantitative indicators in the assessment of teachers' morality, and the emphasis on scientific research and academic qualifications in the evaluation of professional titles and the selection of excellent teachers often result in teachers' emphasis on academic qualifications, scientific research and less on teachers' morality [1].

4. PLAYING THE ROLE OF TEACHERS' PARTY

BRANCH IN THE CONSTRUCTION OF TEACHERS' MORALITY

4.1 Strengthening Leadership, Raising Awareness and Perfecting System Guarantee

The Party branch of teachers in Colleges and universities should strengthen the construction, let the majority of Party member teachers fully realize the importance of the party construction and ideological and political work, and make clear that the party construction work is the main part of the teaching work. We should encourage Party member teachers to take the lead in following the professional morality of teachers and build a good cultural field of Party building for teacher morality education.

4.2 Enriching New Ways of Teachers' Moral Education and Promoting Teachers' Accomplishment and Quality

Teachers' party branch in colleges and universities should play a regular educational role and integrate teachers' ideological and political work and moral construction into teachers' training and daily management. We should carry out various forms of educational activities, enrich the new carriers of teacher morality education, innovate new ideas of moral education of Party branches in the Internet + era, and constantly promote the construction of teacher morality to achieve results [3].

4.3 Strengthen the System Construction and Improve the Teachers' Moral Education System

Colleges and universities should run Party building throughout teaching, scientific research and social services. Teachers' Party branches work under the leadership of the Party organizations in colleges. Teachers should regularly organize their study of Ideological and political theory to help teachers grasp the situation accurately, learn relevant systems and policies, and strengthen the education of teachers' morality and morality. The Party branch regularly carries out practical education on the cultivation of teachers' morality, and through self-promotion, voluntary service and voluntary propaganda, plays the vanguard and exemplary role of teachers and Party members. Give full play to the vanguard and exemplary role of the majority of teachers' Party members, so that teachers' Party members can also be the "leading goose" in their business.

Under the new situation, how to play the role of the fighting fortress of the Party organization should not only do a good job in Ideological Education of the Party members, give play to the vanguard and exemplary leading role of the Party members, but also influence the majority of teachers through the education of teachers' morality [4].

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Human Resource Management Based on Corporate Culture

—Taking Huawei as an example

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Abstract: This paper takes Huawei as a case to analyze the application of corporate culture in human resource management. It mainly summarizes the four dimensions of recruitment, training, performance and motivation, hoping to have some inspiration for human resources management of other companies.

Keywords: Huawei; corporate culture; human resource management;

1. INTRODUCTION

With the globalization of economy and the development of various high-tech industries, mankind has gradually entered the era of knowledge economy [1]. The competition of domestic and foreign enterprises has made talent shortage a major problem in the world. As the carrier of knowledge management, knowledge-based employees shoulder the responsibility of innovating, disseminating and accumulating knowledge, and their status has been improved, which has become the focus of enterprises, and the production, learning and innovation of knowledge have become the most important activities of enterprises. Therefore, this paper analyzes Huawei's human resource management from the perspective of corporate culture and explains the specific performance of Huawei's cultural success.

1.1 Overview of Huawei's Corporate Culture

Founded in 1987, Huawei is the world's leading provider of ICT (information and communication) infrastructure and intelligent terminals. It is committed to bringing the digital world to everyone, every family, every organization, and building a smart world of Internet of Everything [2]. Huawei has 188,000 employees and operates in more than 170 countries and regions, serving more than 3 billion people. Huawei can achieve such great success. First, it benefits from China's reform and opening up and rapid economic development. Second, it depends on his Technological innovation, and finally, the most important factor, is the unique corporate culture.

As the CEO, Ren Zhengfei emphasizes the importance and influence of culture. It focuses on the core idea of "people-oriented" and creates a "humanized" wolf team. The "humanized wolf culture" dominates other cultures of Huawei: No. Culture: It integrates the level consciousness into the work of the employees, and transmits the information such as the age and job rank of Huawei employees through the job number,

and the employees with the work number can obtain more equity to encourage the employees to advance; Pressure culture: make full use of the "Wenge Marley effect" to psychologically suggest and authorize employees, and convey the pressure to each employee's work through the "full staff succession system", which not only maintains the fresh activity of Huawei's talent flow, but also helps to tap the huge potential of employees.

2. APPLICATION OF HUAWEI ENTERPRISE CULTURE IN HUMAN RESOURCE MANAGEMENT

Focusing on the core idea of "people-oriented", Huawei has created a "humanized" wolf team to maximize the enthusiasm and initiative of employees, so that they can take care of the development of the company, contribute their own ingenuity, and self. Planning and the long-term goals of the company are unified and grow together.

2.1 Employment Mechanism

A sound internal control system requires a large number of outstanding talents to jointly build and optimize. As a large enterprise with more than 100,000 employees, Huawei has a unique concept for talent selection. In Huawei's view, "choice the right person" is more important than "changing people." Therefore, Huawei mainly considers two points when selecting talents: what type of employees the company needs and what kind of employees the position requires [3]. When selecting employees, the company pays attention to the matching degree between employees and enterprises, and more examines the attitudes, personalities and interests of candidates, and selects those who match the culture. From the perspective of job requirements, Huawei mainly examines the "hard power" of candidates, namely the skills, experience and academic qualifications of candidates.

(1) Pay attention to the applicant's recognition of corporate culture

Candidates only recognize the culture of an organization, and the recognized corporate culture can produce great cohesiveness and centripetal force. Employees will find their own sense of belonging and value, so as to unite and cooperate to achieve the strategic goals of the enterprise. Modern enterprises not only focus on the individual abilities of employees, but also the ability to conduct teamwork. Therefore,

seeking a group of like-minded employees is definitely an incalculable asset to the company. Huawei advocates mutual respect and two-way choice in the recruitment process. In order to avoid the information asymmetry, Huawei's psychological gap caused by employees' entry is a detailed introduction to the company's situation and a frank exchange with employees.

(2) Pay attention to the matching degree between candidates and candidates

In Huawei, the employer department and the human resources management department cooperate to conduct recruitment, and analyze the requirements of the job position, such as the nature, responsibilities, tasks, environment and working conditions of the job, and secondly, the relevant personality traits and knowledge skills of the candidate. Systematic testing of personal qualities, etc.

3. TRAINING MECHANISM

Huawei's training mechanism is inseparable from the strong support of "learning culture". At present, Huawei has established a comprehensive talent training mechanism in order to cultivate a high-quality talent team. After employees enter the company, they must first conduct on-the-job training at Huawei University, not only for professional skills, but also for Huawei's corporate culture. Secondly, Huawei adopts a job rotation method to provide employees with the opportunity to continue to learn and communicate with each other. In the subtle, the "learning culture" is integrated into the work of employees and cultivates a large number of outstanding talents.

Huawei University has a comprehensive training system to provide convenient and effective training courses for its employees and customers. At the same time, Huawei University has a large faculty and has more than 1,700 full-time and part-time lecturers, including senior trainers and experienced experts and technicians. The training model of Huawei University also has its own unique features. First of all, Ren Zhengfei asked Huawei University to adopt a fee-based learning model, which aims to stimulate students to take the initiative to learn and transform the past passive training into self-cultivation.

4. PERFORMANCE MANAGEMENT ASSESSMENT MECHANISM

Performance requires not only assessment but also management. Assessment is not an end, and employee value-added is fundamental. Huawei does not pay attention to its academic qualifications and seniority when assessing employees, but focuses on the self-growth of employees and their actual contribution and business value created. The assessment mechanism established by Huawei itself corresponds to the "self-critic culture". Huawei evaluates all employees every year and makes timely improvements based on the problems in the assessment results. The "self-critical culture" makes

Huawei's internal control evaluation more reasonable and effective. The internal control environment construction of enterprises and the long-term development of enterprises will have tremendous driving force.

(1) Goal management

Huawei's goal management consists of two parts—target segmentation and indicator allocation. In order to accomplish the target segmentation, Huawei has established an inter-departmental management team to segment the corporate goals in multiple dimensions. Senior managers are responsible for setting strategic goals; middle managers are responsible for setting tactical goals; grassroots managers are responsible for setting primary goals; and employees are responsible for developing specific programs and tasks. This makes the goal a great refinement and clarification.

(2) Qualification system

Huawei's qualification system basically covers the qualifications of all positions. Using this as a reference, employees can know what "upgrades" need to do—the key behaviors, the qualities they need, and the knowledge and skills they need to master [4]. For the evaluation of R&D personnel, Huawei is ingenious, separating development from technology. In addition to assessing its success rate, it also needs to examine its failure rate and use the number of failures as an assessment indicator. Generally speaking, the qualifications of Huawei employees need to be certified once a year and reviewed once every six months. Employees can only apply for positions of the corresponding level if they meet the level standards.

5. INCENTIVES

Huawei's "work number culture" reflects the level of employees and the number of shares held to a certain extent, and stimulates the employees' morale. The "pressure culture" further encourages employees to work hard and work hard to help the effective operation of the incentive mechanism. The company promoted the enthusiasm of employees to a new height with the "small improvement, big reward" incentive policy [5]. With strong ideas and advanced culture, all employees were encouraged to work hard and further improved the internal control environment.

(1) Graded by post, fixed salary by level, matching of people and posts, easy to pay

Excellent talents deserve a higher salary, not to mention the world-renowned companies like Huawei, which pay a very high salary, which explains why Huawei has the top designers at home and abroad. Salaries and benefits for new employees during the training period will also be paid as usual. Huawei's salary for new employees is far ahead of the same industry level, so more high-quality talents are naturally willing to enter Huawei. In addition, Huawei has invested a lot of money in

training newcomers, which has attracted more high-quality talents who want to improve their own level. In addition, Huawei adopts a functional wage system that is linked to employee capabilities. The employee's salary is inseparable from the employee's ability and responsibility. This makes employees feel material and rewards.

(2) Equity distribution motivates employees to be enterprising

Huawei is one of the earliest companies in China to implement employee equity incentives, and is still ahead of the industry. Huawei's internal equity plan began in 1990, when Huawei was established three years ago. So far, Huawei has implemented five large-scale equity incentive plans. For the first time, in the early days of the 1990-2000 venture, Ren Zhengfei implemented full shareholding for attracting and retaining talents. The second time, during the network economic bubble period of 2000-2003, Huawei solved the serious staff turnover and financing difficulties. For the third time, in the special period of 2003-2007, Huawei decided to change the allotment method to lock in the rights issue due to the tightening of China's export trade; the fourth time, during the economic crisis of 2008-2012, in the global financial market In the context of the US subprime mortgage crisis, Huawei implemented the equity policy of saturated allotment.

6. THE ENLIGHTENMENT OF HUAWEI'S HUMAN RESOURCES MANAGEMENT

Huawei's "humanization" culture guides the formulation and implementation of human resources

policies of enterprises. It is reflected in: Huawei's talents are used in the process of talent management, and they are not limited to one; they use the rotation system to train talents; implement high salary and high incentives; Elimination mechanism; combine corporate culture with talent cultivation. Help: highlight the contribution of employees, do not bury no one; the rotation system enriches the staff experience, learns to think from the overall situation; high salary and high welfare for Huawei to attract outstanding talents; stimulate employees' awareness of crisis, improve value creation; seek truth-seeking and pragmatic corporate culture Huawei's steady development. I hope other companies can learn from Huawei's successful experience!

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Research on the Competitiveness of China's Chemical Industry Trade

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Abstract: China's chemical industry trade plays an important role in China's national economy and is one of China's several basic and supportive industries. Up to now, China's chemical industry has become an industry with a complete range of products and industry systems that basically meet international standards. However, while the production and trade in the chemical industry are developing rapidly, the problem of excessive consumption of resources, production and management of enterprises, and technological innovation of new product research cannot keep up with the international level. The overall international competitiveness and traditional chemical industry developed countries are still in a weak position and face challenges from developing countries such as India and Indonesia.

Keywords: Chemical Industry; Trade; Competition

1. THE ADVENT OF THE HIGHLY COMPETITIVE ERA OF CHEMICAL COMPANIES

Since the 1990s, the world economy has shown a new trend of integration. At present, the world economy has shifted from an industrial economy that relies mainly on resources to a knowledge economy that relies mainly on intelligence. The development of the chemical industry must adapt to changes in this environment. One of the characteristics of the current structural changes in the chemical industry is globalization [1]. Chemical companies not only produce structural changes in nature, but also a country's companies build their own chemical industries around the world. The advantages that combine modern advanced technologies and cheap raw materials will continue to be a trend in chemical development for a long period of time in the future [2]. The comprehensive international competitiveness of the chemical industry will be the key to the existence of various trade barriers and various protectionism. Whether Chemical products can compete with imported foreign goods in the domestic market or not, whether they are price or non-price factors, whether they can develop and occupy a certain share in the international market, and whether they can have the ability to exchange technology with competitors in terms of technology, this will be the basis for the survival and development of chemical companies in the new century [3].

2. THE PRESENT SITUATION OF SITUATION OF CHINA'S CHEMICAL INDUSTRY TRADE

Since the accession to the WTO, the scale of China's

chemical industry trade has continued to expand, accounting for a growing proportion of the global chemical industry trade, and the international status has increased. From 2001 to 2018, the average speed of chemical industry trade reached an average speed of 20.13%. The import and export speeds were 17.92% and 24.29% respectively.

In 2011, China's chemical industry trade value reached 252.427 billion US dollars, up nearly 1.7 times compared with 2009's 147.336 billion US dollars; accounting for 10.6% of global trade, an increase of 1.92 percentage points compared with 8.78% in 2009. Specifically, the export value of chemical products in 2011 was US\$19.151 billion, accounting for 8.04% of the global export trade of the industry, which was nearly doubled and 2.29 percentage points higher than the US\$47.841 billion and 5.64% in 2009; The import value of chemical products was 160.06 billion US dollars, accounting for 12.97% of the global industry in 2011, which was an increase of 60.981 billion US dollars and 1.46 percentage points from the US\$96.625 billion and 12.51% in 2009.

3. PROBLEMS IN THE DEVELOPMENT OF CHEMICAL INDUSTRY TRADE

3.1 Insufficient Market Information

At present, domestic chemical companies are experiencing rapid expansion of production capacity, and products are homogenized and low-end. In addition, there are limited information on domestic and foreign markets, deviations in market demand forecasts, and blind expansion of production capacity. In the case of weak domestic demand, the competitive advantage in the foreign countries is limited. And the phenomenon of low-price competition continues to appear, which further reducing the economic benefits of chemical companies. Taking organic silicon as an example, in 2012 the domestic organic silicon production capacity was about 2.2 million tons, the output was about 1.3 million tons, and the plant operating rate was 55%, which fully explained that China's organic silicon production capacity was excessive, and enterprises' demand for the international market was insufficient. Lack of analysis and research on the international market has led to the company's inferior position in the fierce market competition, and the lack of discourse power seriously affected the development of chemical companies.

3.2 Insufficient Technical Innovation Capability of

Enterprises

At present, China's chemical companies have insufficient technological innovation capabilities, insufficient capital investment in new technology research and development, backwardness in new technology introduction and processing equipment transformation, poor system integration and supporting capabilities, and shortage of high-end technical talents, resulting in a lack of professional upgrading and structural adjustment in the chemical industry. Taking carbon fiber as an example, according to the statistics of the Ministry of Industry and Information Technology, there are more than 30 domestic carbon fiber production enterprises, but most of them are small in scale. Most of the technical level and process routes are at the same level. They can only produce the same type of products, and they are facing low prices competition from the United States and Japan. Under the situation of competitive sales, most of them face a severe crisis of survival.

3.3 Deterioration of the International Trading Environment

In recent years, chemical products import and export trade faces many uncertain factors, such as anti-dumping investigations in Europe and the United States, environmental protection and quality standards, domestic import and export policy changes, trade protectionism and technical trade barriers and so on, which directly or indirectly affecting chemical products. The price has led to the continuous increase of the trade cost of chemical products. In addition, the slowdown in domestic market demand and the lack of foreign competitiveness have led to the gradual decline of the advantages of chemical companies in international trade competition and new and more severe challenges such as international competitiveness.

3.4 Customer Relationship Management is Outdated

Compared with foreign chemical industry, China's chemical companies still maintain the traditional marketing and sales departments, failing to achieve customer relationship segmentation. In the context of economic global integration, this customer relationship management model leads to unclear corporate management priorities and the low level of resource allocation. The customers who have more demand for products are often able to obtain priority customer service, and these customers are not necessarily the most profitable customers, which affects the ability of the chemical industry to expand the market in international trade.

4. CHEMICAL ENTERPRISE TRADE MODE COMPETITION OPTIMIZATION

With the development of science and technology, the Internet era has changed our work and life style. Chemical companies should also change their thinking. Under the background of the Internet era, we will actively expand new ideas and new ways of international trade, optimize internal management,

accelerate technological innovation, and establish new types customer management system, which can enhance the influence of chemical companies in the new situation and expand the competitive advantage of chemical companies in international trade.

4.1 Make Full Use of and Effectively Integrate Resources to Improve Industrial Structure

Since the outbreak of the global financial crisis, China's overcapacity problem has been exposed. On the one hand, overcapacity has a weak demand. On the other hand, China's long-term extensive investment has not paid attention to formal optimization. The problem of overcapacity is the structural problem, and the structural contradiction is the key to solving the overcapacity. Although China's industry's GDP is at the forefront of the world, it is still the basic chemical products and primary processing products. It is at the low end of the global industrial chain. High-tech products, military products and their parts, and new chemical materials (such as high Performance fiber materials and holding sealing materials, etc.), aerospace products need to be imported from abroad, and the self-sufficiency rate is very low.

China's technological content is still far behind that of developed industrial countries. From an industry perspective, China should reduce its support for industries with overheated capacity such as soda ash and methanol, and focus on the investment in fine chemicals, chemical new materials, military industry and aerospace industry, at the same time appropriately adjusting paints, dyes and the structure of industries such as inorganic. From a product perspective, it is necessary to further support construction materials, new automotive materials, adhesives, sealants and other products, and focus on research and development of fine chemicals with large international technology gaps.

4.2 Helping Chemical Companies to Innovate in Technology

In recent years, the competition in the international market has become increasingly fierce, which has created greater competitive pressure on China's chemical industry. At the same time, China's export tax rebate policy adjustment has a greater impact on China's chemical products export trade, further increasing the export costs of chemical companies. In addition, China's industrial upgrading, structural adjustment guidance and export restrictions on high-energy-consuming enterprises has guided domestic chemical industry Enterprises shift from low value-added production to high-tech, high value-added products. In the domestic and foreign environment, domestic chemical companies through Internet technology and international trade platform can sharply discover advanced production technologies, production facilities at home and abroad, promote the transformation and upgrading of chemical enterprises, and urge enterprises to increase

investment in technology research and technical talents, which has laid a good foundation for technological innovation for enterprises, thus narrowing the gap with foreign companies in the field of polypropylene catalyst preparation and application technology.

4.3 The Internet Helps Production Resource Allocation Optimize

The chemical industry itself has a large scale, a long industrial chain, a wide variety of products, and a wide range of aspects. The procurement of raw materials in chemical industry accounts for a high overall cost of the enterprise. In traditional enterprise procurement, the method of inquiry and price comparison is generally adopted. Insufficient management control leads to high production costs and directly affects the competitiveness of chemical companies in international trade. Through the Internet block trading platform, it is possible to optimize the allocation of production materials for chemical companies, reduce the production costs of chemical companies, and increase the price competitiveness of chemical products, thereby enhancing the competitive advantage of enterprises in international trade [1].

4.4 Establishing a New Type of Customer Relationship

According to research, companies that interact directly with customers have tripled their operating income growth compared to other companies. In the international market, the chemical industry is gradually developing into a new customer service model by improving customer behavior surveys, big data analysis, refining customer groups, optimizing the service level of chemical companies, and establishing a new service model, which not only can establish a new customer interaction model and lose the relationship with customers, but also improve the efficiency of chemical companies' supply chain and reduce the cost of chemical companies. For example, foreign automotive paint manufacturers have begun to expand their business and take over the paint business of enterprise manufacturers instead of arranging production according to the order quantity of automobile manufacturers. Companies provide integrated service solutions for downstream enterprises of chemical products, further integrate the downstream business of chemical products to maximize the benefits of enterprises in international trade. This production and operation model has a high reference for China's chemical companies. At the same time, this customer management model by segmenting customers and optimizing marketing strategies can help companies establish diversified market competitive advantages and also widely used in internet companies.

4.5 Strengthen Analysis and Judgment to Improve the Level of Scientific.

Chemical Companies collect data monthly on the quantity, price and export market changes of major

export products in the chemical industry, and research and analysis, in-depth analysis of monthly and quarterly chemical industry economic data and industrial development, timely detect problems signs and trends, accurately grasp the development situation, formulate reasonable product standards, improve the technical protection system, finally put forward targeted and effective measures with clear objectives.

4.6 Encourage the Development and Promotion of Advanced Technologies and Enhance the Sustainable Development of Industrial Development

By improving environmental protection standards, the industrial transformation and upgrading of developed countries to promote the transformation and upgrading of the chemical industry, mainly through the improvement of environmental protection standards, forced the industry to gradually shift from basic and high pollution to clean and high-tech content.

At present, most of the more advanced large-scale petrochemical park projects in China are mainly based on imported technologies, and there are not many self-owned technologies with independent intellectual property rights. And some small chemical parks have become a gathering place for backward production capacity. The proportion of regional R&D investment and scientific and technological personnel is still far from that of foreign parks. It is recommended to accelerate the cultivation of innovative enterprises, support enterprises to establish R&D institutions such as engineering technology centers through various means, and focus on organizing independent innovation industrialization projects. By upgrading the entry threshold of the park project, it is preferred to select projects with independent innovation technology and products that can fill the domestic gap. At the same time, accelerate the construction of innovative carriers in the park, establish an industry-university-research cooperation platform and several industrial innovation centers, and accelerate the improvement of independent innovation capabilities in the industry [2].

5. CONCLUSION

Under the background of the Internet era, China's chemical companies are facing severe competitive pressures in international trade. Traditional chemical companies have insufficient market information, insufficient innovation capability, insufficient investment in technology research and development, and fail to establish a new customer relationship management model, thereby leading to the decline in export advantages and seriously affecting the development of China's chemical industry. In the context of the Internet era, chemical companies should actively open up their horizons, use Internet thinking to innovate corporate marketing models, increase investment in technology research and development, adjust corporate structure, establish a new type of corporate customer management model,

promote the transformation and upgrading of the chemical industry, and realize the leap development of China's chemical industry.

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Examining Chinese Characters' Components from the Perspective of Cross-Cultural Communication

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Abstract: Chinese characters constitute the core elements of the writing systems of the Chinese language, which is the core of Chinese civilization. Having gone through thousands of years of evolution, the modern Chinese characters are quite different in formation and pronunciation from their ancient counterparts. The early origins of Chinese characters were only carved marks on animals or tortoise shells. Two effective components comprise the modern Chinese characters: strokes and radicals. In history, Chinese characters have made great contributions in preserving and transmitting the Chinese culture and will achieve more accomplishments in promoting the mutual understandings of people from all over the world and sustaining the human civilization on the earth.

Keywords: Chinese characters; human civilization; Cross-Cultural communication

While language is a significant part of a civilization, the writing system is the lifeline of a living language. Chinese characters have not only preserved the essence of ancient Chinese history but also made great contributions to the progression of the overall human society. Through the long history of thousands of years' development, most Chinese characters in modern times present different morphological features and semantic meanings from their ancient counterparts. Compared with the modern English language, in which the sound and meaning of most words are directly related, the bulk of Chinese characters usually are an integration of form, sound and meaning. This unique characteristic is the crystallization of collective talents and productive experiences of Chinese ancestors, reflecting their thinking modes, perception and understanding of the objective world and active interactions with their living environments.[1]

1. THE ORIGINS OF CHINESE CHARACTERS

The magical influence of language is a theme which reverberates throughout the world's literature works and legendary stories, some of which have been passed down from generation to generation. Language, especially in its written form, is thought to contain special powers, which only the initiated are allowed to understand and control (Crystal, 2000). The earliest forms of Chinese characters have been found to be only pictographic symbols carved on

pottery, porcelain, animal bones and bronze wares. Oracle bone inscriptions (jiǎ gǔ wén), carved on tortoise shells and animal scapulas, are considered to be the earliest mature Chinese writing systems by many archaeologists and linguistics. In ancient times, writings were considered to be special privileges for nobles and kings, quite beyond the daily application of ordinary people. These unearthed bone inscriptions were mainly used for divination and recording religious activities that happened in the late Shang Dynasty (1300 BC-1046 BC) (Zhang Qizhi, 2009). These oracle bone inscriptions form the foundation for later development of Chinese characters. During the long progress of more than four thousand years' evolution, Chinese characters have gone thorough several significant variations over time, with the same character presenting quite different physical appearances and consisting components in the different developmental stages. For example, “日 (sun)” has gradually transformed from its initial pictorial drawing to the modern time configuration. The appearance of Official script font during the Han Dynasty marks the important turning-point in history because it lays the cornerstone for square-shaped Chinese characters.

2. STRUCTURAL FEATURES OF MODERN CHINESE CHARACTERS

Since the 1950s, simplified forms of Regular Scripts are officially adopted in the People's Republic of China in an effort to create opportunities for ordinary people to learn to read and write. Different from the linear arrangement of English letters in a word or sentence, Chinese character in regular font is composed of basic components: strokes and radicals.

2.1 Strokes

Strokes are the smallest components in forming Chinese characters, consisting of special dots and lines. In modern Chinese, the most frequently used strokes in writing Chinese characters present five types: dot (丶), horizontal stroke (一), vertical stroke (丨), falling stroke (丿), and turning stroke (乙 乚 乚). There are also variations derived from the particular forms of the specific characters.

Three general principles are often followed in organizing strokes into particular characters: intersection, connection and separation. However, the same set of strokes can be used to construct different

characters with quite different meaning by adopting different measures of integrating. Take “people (人)” and “eight (八)” as an example: Both characters are composed of the same two strokes--a left falling and a right falling, but the former in connection while the latter in separation.

2.2 Radicals

Radicals are character-forming components which are made up of strokes. A compound character is consisted of two or more radicals. According to the complexity, radicals can be classified into different levels: the primary-, the secondary-, and the third-level radicals. Radical can appear at the different parts of a character, comprising the left radical, the right radical, the head radical, the middle radical, etc.

Some radicals, like free morphemes in English, can become complete characters by themselves, but many more need to combine with others to form boundless meaningful characters. For the ease and convenience of writing, some variants of characters can also be used instead of radicals to constitute compound or very complex characters. For example, the Chinese character for “water (水 shuǐ)” is transformed to “氵” when used in “sweat (汗 hán)”.

A large number of simplified modern Chinese characters contain two parts: a pictographic radical and a phonetic radical; the former displays the information about structure and the latter indicates the pronunciation. Examples are “河 (hé, river)”, “湖 (hú, lake)”, and “流 (liú, stream)”. All these three characters have on the left a radical of three short strokes (氵), which is a reduced form of the character “水(shuǐ)” meaning “water”, with the right-hand part in each case being a phonetic indicator. [2]

3. HISTORICAL CONTRIBUTIONS TO THE HUMAN CIVILIZATION

Language is the unique communication system of human society and it is an important index to distinguish intelligent human beings from animals. The invention of writing symbols overcame the limitations in time and space of verbal messages and enabled people to exchange information through means of speaking and listening as well as writing and reading. The advent of characters pushed the ancient Chinese society forward onto the terrace of civilization. By taking advantage of the characters, the ancient Chinese civilization were recorded and handed down from generation to generation. Through studies of these early scripts, we can achieve insights on different aspects of the ancient society's lives, including productive experiences, cultural traditions, philosophic thoughts, ethical aspirations, religious beliefs, and the like.

In different stages of the history, Chinese characters have not only promoted the integration and solidarity of the Chinese society, but cultivated the prosperity of cultural exchanges and literature creation in both

ancient China and the neighboring countries. As early as the Warring States Period (475-221 B.C.), hundreds of scholars vigorously presented their political ambitions, philosophical thought, and social reforming visions, forming the first peak of “all flowers blossoming” in the Chinese history. Confucianism, Taoism and other schools of thought have risen from the contentions and profoundly influenced the thinking modes and social mores of China and other Asian countries.

Since the Western Han Dynasty (206 B. C. -24 A. D.), trade exchanges along the Silk Road and cultural exchange activities among the Asian countries have greatly extended the application sphere of Chinese characters and promoted the mutual understanding among people from different races and ethnic groups as far as Japan, India and even Europe. The tangible evidence is that certain numbers of Chinese characters are still in wide use in Japanese, Korean, and Vietnamese language. [3]

4. CHALLENGES AND COMMITMENTS IN THE NEW ERA

Despite great accomplishments in ancient history, Chinese characters received vehement criticism for being overwhelmingly difficult and complex in constructing, understanding, and ambiguous interpreting. From the late nineteenth century, quite a number of progressists and reformers actively advocated and promoted the reformation and simplification of Chinese characters. Lu Xun, one influential progressive writer in contemporary Chinese literature, proclaimed that China would be in danger unless Chinese characters were not eradicated. Since China's open-up and reform policy in 1978, learning foreign languages have been welcomed on a national and personal level throughout the whole country. Schools, colleges, training agencies, and government institutions as well as parents propel the national enthusiasm in learning foreign languages, especially English. The other side of the coin is that the learning and publicity of Classic Chinese works have been significantly influenced. The study and application of Chinese characters have not been paid adequate attention, so much as that the deficiency of academic performance in some teenagers and graduates constitutes one of the urgent concerns in the present Chinese society.

Another impact comes from the powerful influence of the Internet and globalization. The globalization generally benefits the whole world by the sharing of resources, technology, human power, goods and services, but the forceful spread of dominant western language and culture inevitably damage or even endanger the ethnic traditions and cultures in different areas of the world, including Chinese and Chinese characters. The wide use of irregular and unconventional online communications have an negative effect on the appropriate writing and application of Chinese characters, posing a risk to the

future heritage and transmission of the Chinese culture. Some westerner even arrogantly claimed, "Chinese characters will disappear from the earth in 50 or 70 years." This will not be the truth.

Language is not only physical symbols denoting objects, it is also the root of national identity and individuals' spiritual aspiration. Having withstood tens of thousands of years' historical baptism and cultural accommodation, the Chinese civilization will not disappear from the earth, instead, it will keep abreast with the times and acquire refreshed dynamics in the course of Chinese people's pursuing their dreams to build a prosperous China and a better world. Chinese characters will definitely shoulder its historical commitment to continuously promote mutual understandings among people from all over the world and make greater contributions to the sustainable development of the existing world civilizations. [4]

5. CONCLUSION

Chinese characters constitute the core of the Chinese civilization. In the long history of evolution, Chinese characters present different variants in different historical stages. Simplified forms of Regular Scripts are officially adopted and widely used in the People's Republic of China. Strokes and radicals are basic components of modern Chinese characters, most of

which contain two parts--a pictographic radical and a phonetic radical. Chinese characters have made great contributions to the preservation and transmission of the Chinese culture in history. In the course of Chinese people's fulfilling their dreams to build a prosperous China and a better world, Chinese characters are sure to make more accomplishments in promoting mutual understanding of people from all over the world, and sustaining development of the human civilization on the earth.

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Chinese Translation and Acceptance on Pearl S. Buck

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Abstract: As the only foreign writer writing Chinese and Chinese stories in the history of the Nobel Prize in Literature, Pearl S. Buck is worthy of respecting and studying by Chinese. From 1930s, translation and acceptance on Pearl S. Buck in China can be divided into three stages. There were various characters in every stage due to the influence of different politic, history and culture, etc.

Keywords: Chinese Translation; Chinese Acceptance; Chinese Research; Pearl S. Buck

Pearl S. Buck(1892-1973) is an American notable female writer awarded the Nobel Prize in Literature in 1938 and “universally acknowledged the most influential western writer describing China ever since Marco Polo in the 13th century”[1].As the only foreign writer writing Chinese and Chinese stories in the history of the Nobel Prize in Literature, she is worthy of respecting and studying by Chinese. Generally speaking, translation and acceptance on Pearl S. Buck in China can be divided into three stages:

1. FROM 1930S TO 1940S

It's a stage of contention of all schools of thoughts.

Pearl S. Buck began her writing career from the late of 1920s. Then she became one of the most famous writers in the United States even the whole world in ten years. Most of Pearl S. Buck's works are about China, so from the 30s to 40s in the 20th century, she was a focus in the Chinese literary and art circles. From 1932 to 1949, Chinese continually translated and published Pearl Buck's eighteen novels and the collected of short novels, which are summed up thirty-eight editions. The Good Earth at least have seven Chinese versions (including the section of translation), my sons has four Chinese versions, A House Divided has three Chinese versions. The translations promoted the broad spread of Pearl Buck and her works.

The research and acceptance in this stage were from the text of Pearl S. Buck to start, and then explain their views, whether praise or belittle her. Jiang Kanghu criticized The Good Earth caught up "the characteristics and shortcomings of the Chinese people in indecent society" [2], and he thought Pearl S. Buck's details was not true like "Evocation", "tea", "funeral"[2].Wu Lifu inventively from the "Control" analyzed the authoritarian sense, filial piety and love in My Sons, then discussed the Chinese traditional

family and the ruling order of society. He said, "The woman's virtues are subjected to man's power. this virtue is the cost of having denied all of self so it can be achieved." [3] This kind of view has been considerable research depth about gender equality in Pearl S. Buck's works. It is appropriate and convincing that Zhao Jiabi think Wang Lung as the "primitive man" [3]. Yu chu discussed Pear S. Buck's works from style, theme, structure, characters described through comparing words usage and grammatical structure in The Good Earth and The Bible, then found the similarities between two classic works. Focusing on the text made the research in the stage own high academic value.

There is a more popular view during this time that if having no subject of China, it is not possible to have great success for Pear S. Buck. Such as Hu Zhongchi's view: The success of Pearl Buck is only because of her theme scenery she is familiar with peasant life in mainland China [4]. Even some views thought Pearl Buck's creation is no value for the Chinese people. "In fact, some common stories and myths in China have long been heard but foreigners listen to it as a miracle." [4] This kind of view on Pearl S. Buck still exist today in China, which simplistically thinks the success of Pearl S. Buck dues to "exotic".

2. FROM 1950S TO 1970S

It's a stage of entire denial.

Because of "Cold War" and "Class Struggle", Pearl Buck's works became banned books in China in the stage. Translation and comment nearly is vacant. Only several comments also were acerb and biased. In 1950 N. Kireeva in former Soviet Union wrote "A 'Old China hand' Gone Bankrupt ---Pearl S. Buck" originally published in 11th issue of New Times of the Soviet Union, later translated into Chinese and published in 2th volume ,4th issue of Literature and Art Newspaper in Beijing. The article criticized "Pearl S. Buck tries to write off the happening, huge, political and social change in modern China. It's also the biggest defect for her works" [5]. Since then, the translation and study on Pearl S. Buck in China had been without any sound. In 1960 three articles were published at the same time. "Pearl S. Buck--the Pioneer of Cultural Aggression of America Imperialism" was published in 5th of Literature Review. "American Reactionary literati Pearl S. Buck" and the other article "Curse of the owl—A Critique of Pear S. Buck's Letter from Peking" were together

published in 9th of World Literature. The three articles all stand the firm position against cultural aggression of imperialism and criticize Pearl S. Buck's works, thereby entirely deny Pearl S. Buck and her works.

3. FROM 1980S TILL NOW

It's a stage of recognition. researches on Pearl S. Buck show unique characters on depth and breadth due to the ideological emancipation, even Dance drama Pearl S. Buck was showed in May 2017 in Nanjing, which highlights the contribution of Pearl Buck as "human bridge" between East and West.

The year of 1989 was important in the history of researching Pearl S. Buck in China. The Good Earth trilogy were translated by Wang Fengzhen etc. and published by Lijiang Press, which is the first Chinese edition of The Good Earth after the PRC founded. The publication signs that China's translation and research on Pearl S. Buck began to develop on the correct way.

Zhenjiang, a city in Jiangsu Province, named "hometown" by Pearl S. Buck, is the stronghold researching Pearl S. Buck [6] In January 1991, "Literary Discussion on Pearl S. Buck" was held here by Zhenjiang International Culture Association. The meeting also discussed the contradiction, conflict, communication and influence embodied in Buck's works. Many newspapers reported the meeting at that time, which broaden the road for further researching Buck. Since then Pearl S. Buck and her works became a hot point in China. After the meeting, high level international symposium on Pearl S. Buck have been held 5 times (2002, 2005, 2008, 2017 and 2019) in Zhenjiang. On the basis of these seminars, Collected Papers in Memory of Pearl S. Buck (Vol. I, Vol. II, Vol. III) were separately compiled and published in 2003, 2006 and 2009.[7]

Besides all above, outstanding Chinese translations and researches on Pearl Buck are remarkable. For example, *My Several Worlds* and *The Mother* were translated by Shang Yinling etc. and separately published by Hunan Literature and Art Press and China Science and Technology Press (Hong Kong) in 1991. Several biographies of Pearl S. Buck also have Chinese versions. Paul A. Doyle's Pearl S. Buck was published by Spring Literature and Art Press in 1991. Peter Conn's Pearl S. Buck: A Cultural Biography was published by Lijiang Press in 1998. Hilary Spurling's *Burying the Bone: Pearl Buck in China* was published by Chongqing Press in 2011. Compared with Buck's more than one hundred works, Chinese translation need still to make great efforts.

The researches on Pearl Buck have made great progress. Monographs and academic papers have been growing. Studies on Pearl S. Buck (Liu Long, 1992)[8] and Commentaries on Pearl S. Buck (Guo Yingjian, 1999) basically cover Chinese main historical research data on Pearl S. Buck in the 20th

century, which are the required readings to understand the research situation of Pearl S. Buck in China. Pearl S. Buck and China: Culture Clash and Harmony between China and the West (Chen Jing, 2006) [9] studies Buck's literary practice and social practice from historicism perspective. The Chinese Discourse in American Orientalism (Zhu Hua, 2012) sorts out the character of American Orientalism in Pearl Buck's works from historical perspective. Through the checking CNKI website, using "Pearl Buck" as "key word", 1379 references are shown from 1983 to 2019, which include 132 doctoral and master dissertations. Xu Qing's "Embarrassment in Cross-Culture: Pearl Buck and China" (Doctoral Dissertation, Nanjing University, 1999) treats Pearl Buck as a phenomenon in order to explain the difference between Pearl Buck and Chinese writers at the same time on value orientation, creation goal, aesthetic style from comparative literature and culture, accordingly disclose the cultural and developmental significance of "Pearl Buck phenomenon" in multi-cultural time. Gu Jun's "Between Sino-America: Analysis on Imagology in Pearl Buck's Novels" (Doctoral Dissertation, Peking University, 2001) studies the image of China in the eyes of Pearl Buck from Imagology perspective. Sun Zongguang's "From Rural China to Modern China: Discussing Pearl S. Buck's Intercultural National Imagination" (Doctoral Dissertation, Suzhou University, 2008) scans Buck's novels from political culture, social character and national country.

4. CONCLUSION

Throughout the development and status of researches on Pearl S. Buck in China, the following areas at least also need more in-depth study in the future:

- 1) Can Pearl S. Buck be written in the history of Chinese literature? This is related to the discussion on cultural identity of Pearl S. Buck.
- 2) How do we treat Pearl S. Buck as missionary? This is related to the discussion on Sino-American religion and belief.
- 3) How do we treat the Pearl S. Buck's contribution? The current discussion on this point is also confined to Nixon's "a great human bridge." [10] But Pearl S. Buck don't get enough attention and respect in China and America during long time. From this point, can we consider the Pearl S. Buck's contribution more deeply and more comprehensively?
- 4) Collecting and exploring Pearl S. Buck's works and relevant documents and information. Currently all the works of Pearl S. Buck haven't been seen in China and all relevant materials what she had lived in China for forty-one years need to be further explored. In short, Pearl S. Buck, as a writer having wide impact, has a close relationship with China through her writing and life. For Chinese scholars, the study on Pearl S. Buck is necessary, and which still has the possibility and need of further in-depth.

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The Feasibility of Sensory Threshold Theory in Promoting Persuasive Power of Advertising in Eating Broadcast

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Abstract: More and more marketers try to take advantage of a large number of latent customers of short videos to advertise products. They tend to expose their ads longer to the audience. However, the audience has a certain sensory threshold, below or above this threshold can be harmful to the persuasive power of advertising. Basing on the Sensory Threshold Theory, suggestions for how to advertise during an eating broadcast in ways that avoid creating the loss of profit are discussed.

Keywords: Sensory Threshold Theory; persuasive power; advertising; eating broadcast

1. INTRODUCTION

The world has witnessed the great development of social media video nowadays. Concerning social media video can help marketers connect with broader target customers, more and more businesses try to utilize social media to promote products which make advertisements ubiquitous. And there is a traffic jam on the turnpikes of the mind.[1]

The main purpose of this article is trying to find out whether Sensory Threshold Theory can help marketers solve these marketing problems and try to figure out the exact threshold of the most effective intensity of promoting the product.

2. BACKGROUND THEORY

Sensory Threshold Theory was advanced by Ernst Heinrich Weber. Weber determined that there was a threshold of sensation that must be passed before an increase in the intensity of any stimulus could be detected; the amount of increase necessary to create sensation was the just-noticeable difference.[2] The just-noticeable difference is the percentage differences in the stimuli, which the experience of differences in the intensity of sensations depend on. Weber also described a terminal threshold for all senses, the maximum stimulus beyond which no further sensation could be registered.[2]

3. HYPOTHESIS/RESEARCH PROBLEMS

Based on the Sensory Threshold Theory, there may be an absolute threshold which is the lowest level of stimulus given by the product if it wants to catch the audience's attention. Also, a terminal threshold may exist. Therefore, a hypothesis is constructed below.

H1: There is a sensory threshold in advertising and only when the intensity of advertising, which is the stimulus, lies between a certain threshold, the

audience can detect the message and the advertising can reach the best effect.

This study aims to provide some specific strategies and yardsticks, so I did some research and analyses to find out the exact threshold. And the study focused on four research questions:

RQ1: In an eating broadcast, is soft-sell advertising more effective or hard-sell one?

RQ2: In an eating broadcast, how to place the product can catch the audience's attention more quickly?

RQ3: In an eating broadcast, what is the level of exposure that can have a better marketing effect?

RQ4: In an eating broadcast, how many times the product being mentioned by the anchor and what content should anchor say can have a better marketing effect?

4. METHODS

Independent variable

The present study was designed as an experiment involving one independent variables: the persuasive power of the advertisement.

Dependent variables

The study measured for people's overall attitudinal reactions toward the advertisement in terms of four dependent variables: attitude toward the hard-sell ad and the soft-sell one, response time to the placement of the product, attitude toward the level of exposure and attitude toward the level of advertising clutter. The measurement of each dependent variable is interpreted and all the factors tested as criteria were chosen through a pre-test. Participants are required to choose from different items.

5. STUDIES AND RESULTS

5.1 Study 1 and Result

30 college students were invited to participate in this study. They were shown 10 different eating broadcasts contain the different intensity of the stimulus of the ads.

The study showed that everyone should take a few seconds to aware the ad in the video, which means that there exists the absolute threshold. If the exposure time doesn't long enough, the audience won't feel the existence of the advertised product. What's more, at a specific time they all felt disturbed and want to skip the advertisement. This can show that if the intensity of the ad is beyond people's tolerance, which is the terminal threshold, people will abandon the ad and it loses effect.

5.2 Study 2 and Result

Two videos were put into the questionnaires. In YDD's video, she advertises a soft drink by mentioning its name and saying "this drink can really help cleanse the palate" when she is eating spicy hot pot. This ad is categorized as a soft-sell advertisement. In XZZ's video, she puts the soft drinks of different tastes in the middle of the table. When she is eating a bowl of noodles, she introduces and tastes each of them, then gives her comments. This ad is categorized into the hard-sell one. Participants were asked to choose which one they feel more attractive to them. The data showed that 258 participants chose YDD's video, the soft-sell one. And 48 participants chose XZZ's video, the hard-sell one. It's apparently most people felt the soft-sell advertisement is more attractive.

5.3 Study 3 and Result

Two different videos were put into questionnaires. In YDD's video, she puts three bottles of the same drinks dispersedly among the big table of the food with no words. In DY's video, she puts three bottles of the same drink together and stands them out from the colorful food. The two placement suit the two types very well. The participants need to choose the time they spent on recognizing the product.

For YDD's video, 37.91% participants chose "above 5 seconds". For DY's video, almost half of the total number chose "at a glance" and only 28 participants chose "above 5 seconds". Therefore, I can conclude that the product should be put into a conspicuous place and try not to mix with colorful food, for it may be difficult for the audience to see them.

5.4 Study 4 and Result

Four different videos contain four ads of different time lengths were put into the questionnaires. Participants were asked to choose their bearable time span of a product's single mentioning time.

More than half of the participants can bear the advertising about 0 to 10 seconds. While when the time lasts more than 10 seconds, fewer people can tolerate. Therefore, it's better for the anchor to just talk about the advertised product for at most 10 seconds around. The level of exposure was measured as well. The advertisement can have a better marketing effect when the level of exposure is between 0 to 10 seconds.

5.5 Study 5 and Result

Four different videos last for around three minutes were put into the questionnaires. During each video, they mention different times of the product.

Participants were asked to remember which frequency of the mention of the product is bearable.

More than 75% of the participants chose one or two times. Therefore, it's more ideal for the anchor to just mention the product for one or two times in a three minutes video.

5.6 Study 6 and Result

According to the pre-test, five contents were being chosen to be the samples. They were the name of the product, taste, brand, production process and benefits of the product. Participants were asked to choose the most inspiring content.

The results show that all participants think "taste" should be mentioned. There were 291 participants among 306 people who chose "name". Therefore, the most important things like name should be mentioned in short videos. What's more, in order to avoid advertising clutter, the anchor should only mention the product for one or two times during a three minutes video.

6. CONCLUSION

In this study, I first confirm that the sensory threshold can be applied to the advertising field. And the whole study is trying to find the absolute threshold and the terminal threshold of the advertising in eating broadcasts.

According to the study 2 and 3, the soft-sell advertising strategy is more effective than the hard-sell one; putting product together and separating them with the colorful food make it eye-catching. These two results can be a kind of action threshold. From study 4, the conclusion is the tolerance of a product's single exposing time span is between 0 to 10 seconds. Therefore, the threshold of the exposure time is 0 to 10 seconds. According to study 5 and 6, the threshold of how many times the product being mentioned in a three minutes video is one to two times and most audiences just want the information about taste, name, and brand. If the anchor talks too much other content, it's very likely to surpass the terminal threshold.

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The Application of western traditional Realistic Painting concept in Digital illustrations application

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Abstract: It has been about for hundreds of years for the development of Western traditional realistic painting. As an important expression of visual art, it has been widely recognized in the world at present. Moreover, Many countries follow the concept of Western traditional realistic painting to carry out their art training. Ideas like the concept of light and shadow, dot line, volume and space in western realistic painting are very important parts in teaching. In the creation of realistic paintings in the West, the painter needs to distinguish between the front and back of the elements in the picture through the perspective relationship, the spatial relationship before and after, the color, and so on. With the development of social culture and the advancement of science and technology, at the present stage of painting development, the diversification of art has also quickly entered all aspects of people's lives. On this basis, the maturity of computer technology provides a new visual representation of the art of painting. The digital illustration is a combination of digital image and computer graphics drawing software. Digital illustration has been applied to many fields now, and its development is constantly changing people's sensory experience and artistic expression.

Keywords: Western traditon; realistic painting; digital illustration; application

1. STUDY ON THE ARTISTIC EXPRESSION OF WESTERN REALISTIC PAINTING IDEAS

In the past few hundred years of development, because Western traditional realistic painting are very focused on the pursuit of real reflection of objective things, many works in the shaping of objects, the basic use of color and realistic light and shadow relationship. In the creation of traditional realistic painting in the West, people pay more attention to shaping the size and texture of objective objects. Therefore, the steps of creating traditional western paintings are mainly divided into the following: people first find intrinsic colors, then find rules of changing colors; people first draw a plane and then draw a three-dimensional; The concept of looking for changing color under the influence of light after looking for the fixed color of objective items first, the concept of forming the color according to black, white and grey and the concept of filling after first

grey and pink after overall tiling tone, they also incorporate the artist's personal feelings, which makes the realistic paintings more artistic than the photography.

2. STUDY ON THE EXPRESSION OF DIGITAL ILLUSTRATION

The representation of digital illustrations is mainly divided into three categories: realistic illustration, exaggerated illustration, and comprehensive presentation illustration. The realistic expression techniques are mostly commercial promotion services, responsible for the effective and beautiful communication of commercial propaganda. In general, the visual representation of digital illustrations emphasize more on technological sense than traditional western paintings.

The powerful image processing technology of computers at present is gradually changing the way people appreciate art and changing the artistic creation methods of artists. The development of digital illustrations is an example of the development of traditional paper drawing forms to modern computer software drawing forms. However, the digital illustration art is inseparable from the traditional western painting concept in the process of drawing. The difference between them is that the creative tools of painting are different, but they both express the artist's thoughts and artistic aesthetics.

3. THE APPLICATION OF WESTERN TRADITIONAL REALISTIC PAINTING CONCEPT IN DIGITAL ILLUSTRATIONS

(1) The application of first plane and three-dimensional painting concept in digital illustration in Western traditional realistic painting

Through the shaping of light, shadow, reality, color, etc., western realistic painting is a three-dimensional way to express three-dimensional space. In addition, in the process of drawing Western traditional realistic painting, people first determine the hue of different areas in the picture, then tile the large color blocks, strengthen the part of the visual center of the picture, blur the distant part, and make the whole picture in a harmonious and unified atmosphere.

In the digital illustration drawing, the concept of the first plane and then three-dimensional in the Western traditional realistic painting is also applicable. Especially when creating original scenes, we don't

even need to create more three-dimensionality at the beginning. We only need to distinguish several parts in the original scene with large color blocks, which is enough to meet the needs of design performance. Next in order to make the scene picture in the digital illustration more realistic, the painter needs to create a more sizable and texture painting by enriching the partial color.

(2) The application of first finding the whole color then finding the changing color of the painting concept in digital illustration in Western traditional realistic painting

Western traditional realistic painting concept advocates the painting to imitate the real objective world. Therefore, the application of painting concept in practice must first understand the three basic attributes of color: color brightness, color phase and color purity. These three basic properties are the intrinsic colors of the painting object. However, the object will exhibit a certain color change in color by being affected by ambient light, skylight and other factors. Therefore, in the creation of Western traditional realistic painting, the painter should pay attention to the environmental color formed by the changes of the light and the surrounding environment when observing the inherent color of the object, but at the same time the painter needs to master the primary and secondary relationship between the inherent color and the color change. It will not lead to color confusion in the picture.

(3) The application of texture performance in traditional western realistic painting concept in digital application

In the concept of Western traditional realistic painting concept, in addition to strictly following the structure relation, light and shadow relation, science and technology relation, the use of different style of drawing in painting to show the material of objective objects and the authenticity of sense of light is also one of the very important painting expression forms. Texture effect is shown by the painter's use of color purity, color shade and style of drawing after observing the object. By strengthening the texture effect of the object in the picture, the theme of the work can be highlighted, and the visual expression of the texture of objective object can be strengthened, which can also make the work more appealing.

The use of different style of drawing to present the material and sense of light of objective objects in the picture is also applicable in today's digital illustration. In digital illustration, the use of stroke strength and color brightness, purity and so on to express the size of the picture object, texture of the important techniques can also enhance the artistic beauty of the picture. Taking the digital illustration and drawing software Photoshop as an example. There are many different drawing aids in Photoshop, and most of its principles are created by combining the concept of realistic western painting and drawing methods. In the

creation of digital illustration, the painters also has a way to directly enhance the texture. They use real texture mappings from the objective reality to express the texture of the picture and improve the texture of the object. This method can also quickly express the effect of the object, but it requires learning a lot of painting concepts to perfectly integrate the real material mappings into the frame.

4. THE COMBINATION AND CONTRIBUTION BETWEEN DIGITAL ILLUSTRATION ART AND WESTERN REALISTIC PAINTING

The relationship between digital illustrations and western realistic paintings is not antagonistic. They are a unified relationship. The digital illustration is a kind of painting. Among them, the realistic digital illustration works are also the modern visual representation of western realistic painting. Many of the ideas of western realistic painting can be combined in the creation of digital illustrations, and therefore can be achieved perfectly. Although the painting tools are different, their painting ideas are the same. The digital illustration combines the concepts and styles of traditional realistic painting and is favored by more painters. Nowadays, many traditional painters have also begun to try new ways of artistic creation, which not only adds a lot of brilliance to the digital illustration art, but also provides a new way of creating digital painting works. The direct integration and innovation of art has further promoted the development of world art of painting. Application of the ideas in western realistic painting to the creation of digital illustrations can better promote the development of digital painting in a larger dimension. We can also provide important reference for people's artistic appreciation and constantly enhance people's artistic appreciation by drawing on the concept of painting in western realistic painting.

5. CONCLUSION

Modern science and technology have changed the visual expression form and appreciation content of painting art concept, but it only changes the painting tools and not changes the essence of painting art. The painting concept of Digital illustration art and western traditional oil painting is common. Combined with the rapid development of China's material economy, people's demand for diversified high-quality art has gradually deepened. As for the emerging digital illustration, the combination of western traditional oil painting techniques and painting concepts for illustration creation can provide people with new artistic experience.

We can also inherit many traditional painting concepts through new carriers in the new era. Through the study of digital illustrations in the Western realistic painting concept. Digital illustrations convey a more intuitive and authentic aesthetic to people with a strong visual appeal. We believe that the integration of Western realistic painting concepts for the creation of digital illustrations will certainly achieve the

promotion of its artistic value, and it will also promote the painting art to achieve more progress and improvement in the new era.

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Research on the Development of Artificial Intelligence and Its Legal Issues

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Abstract: Artificial intelligence is developing rapidly, which has been applied in the fields of medical treatment, science and technology. At the same time, the legal issues involved in artificial intelligence also need to be solved in time. This paper mainly analyzes the current situation of development of artificial intelligence, the existing legal issues, and the countermeasures.

Keywords: Artificial intelligence; Development; Legal issues

Artificial intelligence (AI) refers to the thinking activities given to human beings on machines or systems, so that they can imitate and carry out the behaviors related to human learning, thinking and decision-making. The intelligent mode of machines is equivalent to the working mode of human brain. AI is only limited to machine intelligence. With the improvement of science and technology, AI technology has made some achievements in the fields of finance, medicine, heavy industry, and transportation. At the same time, the wide application of AI technology has also produced some potential problems, especially in the legal issues, which need further discussion and analysis of the rational use of AI.

1. DEVELOPMENT STATUS OF AI INDUSTRY IN CHINA

(1) The overall industrial technology and innovation capacity need to be improved.

AI technology in China started relatively late, but it has a certain development prospect, which can be applied in many fields such as medical treatment, finance, and recognition. Compared with developed countries, the overall level of AI industry in China is still relatively low, especially in the basic chip industry, China has no core technology to support. In addition, China also needs to rely on Intel and other technology giants to provide advanced chips, which has certain problems in industrial security. When foreign enterprises refuse to export chips to China, it will cause panic. Therefore, core technology of China needs to be improved to ensure industrial safety [2]. According to the number of users and market demand, our country should first obtain the AI technology and industrial commanding point, and strengthen the ability of independent innovation and research and development.

(2) It lacks high-end talents and perfect talent cultivation mechanism.

The AI industry needs high technology content and relies on cutting-edge technology and basic theory. AI industry must have a strong talent guarantee and intellectual support to get development. At present, with the rapid expansion of the market and the rapid development of AI industry, there is also a large talent gap and a lack of industry leaders with core research and development capabilities. AI industry in China started late, and colleges and universities in the training of corresponding talents are also relatively late, so there is no perfect talent training mechanism and the number of talents can not meet the needs of enterprises.

(3) The degree of association among enterprises is not enough to achieve the effect of collaborative innovation.

AI industry in China is at a stage of rapid and rapid development. The core of the artificial intelligence industry's layout is Alibaba, Baidu, iFLYTEK and Tencent. However, the industrial chain has not yet completed, and there is no collaborative innovation among various companies. The difficulty of product development and promotion will also increase. At the same time, there will be many obstacles in the development of the AI industry, which will affect the development of AI industry.

(4) Strong policy support has caused vicious competition.

The state and the government attach great importance to the development of AI industry, but the key subdivided industries of AI industry in China are in an unsafe and mature stage. The state has continuously issued protective and supportive policies related to AI industry. There is a lack of top-level design and planning when actively investing in and improving the layout of the relevant industries, resulting in vicious competition.

2. LEGAL ISSUES IN THE APPLICATION OF AI

2.1 Image recognition

Image recognition mainly uses computers to process, analyze, and understand images [3], and to recognize targets and objects in different modes. In the aspect of image recognition, the privacy protection and racial discrimination of users need to be considered. Social media has the function of image tagging and automatic tagging, which involves user privacy, for instance, in which the user is recommended to use the tagging function to recommend tags with the use of face recognition technology. It is the case of collecting biometric information without the user's

consent, which infringes the user's privacy.

2.2 Speech recognition

Speech recognition mainly converts the content of human speech into computer-readable input speech. The scope of its recognition has involved gender, racial discrimination, and protection of the right to sound. Whether the voice is protected in the law in the area of human voice simulation has become the focus of public attention. For example, the current AI voice training conducted by celebrity voices belongs to a type of business model conducted through human voice special effects. China has not yet issued legal provisions on the "voice right". Some scholars believe that it is necessary to protect human rights of portrait sound, image right, and independent sound right, but no actual action has been taken. There are not many countries that have legal protection for voice in foreign countries, and the legal issues in this area need to be strengthened.

2.3 Advertising

That treating certain defects, abilities, and origins that cause inequality between people results in different degrees of loss. This situation is mainly affected by external factors. The same problems occur in the field of Internet advertising, such as collecting and using data.

3. STRENGTHENING THE PROTECTION OF LAWS AND POLICIES RELATED TO AI INDUSTRY

3.1 Intellectual property

All enterprises should make good use of the relevant patent rules, service invention, and copyright rules, to strengthen the protection of all-round intellectual property rights. For example, patent technology will be involved in the development of AI, which needs to be evaluated by professional technicians. In the case of strong confidentiality, it is not easy to be copied [4]. It can be used for trade secret protection. When it is easy to be copied or disclosed, it can be used for patent application and exclusive protection. Trademark protection: For key AI products, trademark application and protection of product name and logo must be carried out to make the products get more attention and influence in the market. Copyright protection: Assuming that AI realizes new content or invention and creation by relying on human interaction, the person who uses AI as the author or inventor shall be protected by the same intellectual property rights as the creation and development without AI. Therefore, after the original code of relevant AI is generated, the evidence should be solidified in time by means of software copyright registration and other measures.

3.2 Privacy and data security

When it comes to user personal information, it must be collected in accordance with the legal, legitimate

and necessary principles. Some user personal information other than necessary cannot be collected or used through deception, misleading and coercion. Among them, it is necessary to actively fulfill the obligation of information security. When using the user's personal information, it is necessary to keep it strictly confidential, and is not allowed to disclose, tamper with, and damage. Anonymity and pseudonymy are needed when outputting or using user data.

3.3 Standardization construction

In the future, the construction of AI technology standardization is mainly to unify the use and security of data, among which discussion and proposal of standardization will be strengthened. In the aspect of "technology patent, patent standardization and standard internationalization", we have made great efforts to add the technology patent of the enterprise into the standard and become the international general standard of the industry.

3.4 Anti-discrimination

At the present stage, AI technology is not perfect, and its algorithm is not perfect or it is still in a non-public and opaque stage. There are problems such as racial discrimination, personal privacy, and gender discrimination, which has many negative effects in this process. So related companies need to think in advance. How to avoid similar problems by improving algorithm perfection, algorithm openness, transparency and other measures.

4. SUMMARY

The rapid development of science and technology, the AI industry has played a role in promoting the economic development of China, but there are still some legal and policy issues in the application of AI, which need to be constantly explored. In the future, such problems will certainly surpass the existing legal policy system and rules, and all walks of life should also pay close attention to them at all times. Legislation and the judiciary should also respond accordingly to the current situation.

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A study on the artistic value and inheritance and development of the long drum dance of the Yao nationality in the North of Guangdong Province and the South of the Yao nationality

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Abstract: The Yao people are good at singing and dancing. As the most representative folk dance of the Yao people, long drum dance is closely related to their living environment, production and labor, and national spirit. It has a variety of social values and rich artistic features, such as nationality, entertainment, fitness, aesthetic and economic. It shows the national spirit of the Yao people, and plays an important role in the traditional Chinese culture and art.

Keywords: Long Drum Dance of Yao nationality; characteristic analysis; protection and development

The long drum of Yao nationality is called "blunderbuss drum" in ancient documents. According to the records of Yuhengzhi in Guihai, "the shape of the blunderbuss drum is like a waist drum, with a cavity twice as long, with a top point and a bottom width." In the Qing Dynasty, there are five records of Yao people in Yongzhou official records: "the first year of the year is to sacrifice Panhu (that is, King Pan), play waist drum, and play Sheng Yu for music." With the development of time, the composition of entertaining gods gradually decreased in the long drum dance of Yao nationality, while the content of entertaining people gradually increased. Therefore, the long drum dance of the Yao nationality gradually enters the ordinary people's life and becomes an indispensable dance performing art in the important activities such as greeting guests and seeing off guests and celebrating the harvest. [1]

At present, Yao people in many areas of China have their own long drum dance, and there are many kinds of long drum dance. For example, the "single wish long drum" and "do house long drum" of "cross Mountain Yao", the "Lusheng long drum" and "Yangjiao long drum" in Guangxi, and the "Paiyao long drum" in Guangdong, etc. This paper takes the example of the long drum of the Yao nationality in the north of Guangdong Province, focusing on the characteristics and value of the long drum, so as to better promote the protection, inheritance and development of the long drum.

1. ANALYSIS OF THE CHARACTERISTICS OF THE LONG DRUM DANCE OF THE YAO NATIONALITY

1.1 The unity of hardness and softness[2]

The Yao long drum dance has the unity of masculinity and softness. Long encouragement is mainly reflected in the Kung Fu of feet and hands. In the stylized movements, there are many expressions of "force", which makes this "force" look full of masculinity and strength, and brings people a kind of spiritual characteristics of high spirited and upward. On the other hand, the performance venue of long drum dance is relatively limited, mostly in the yard or on the table. This spatial situation makes the movement of the body limited to a certain extent. Therefore, the movement range of the dance is relatively small, the dance steps are clear and simple, and the movement presents a kind of light, slow and continuous rhythm from the beginning to the end, which gives people a beautiful and simple sense of softness.

1.2 Living status symbol

Long drum dance, in a sense, has become a symbol of the Yao people. Every time the drum sounds, the singing song and the King Pan song, the Yao people's respect for their ancestors will rise, and their hearts will rise with the feeling of remembrance and reverence, and then have the behavior of imitating their ancestors. In this kind of common psychological experience, the common national feelings of the Yao people are awakened, and the love, respect, mutual help and mutual assistance between them are also ignited. Therefore, long encouragement contributes to the cultural ties of the Yao people's national unity.

The long drum dance of the Yao nationality is a symbol of the unity of the Yao nationality. This is the most worthy function of Yao products. The reasons are as followings: first, it has rich and diverse forms and contents, unique national style, high artistic value and appreciation value, and it is deeply loved by the masses, with a broad mass base; second, it focuses on people's physical and mental needs and emotions, and participants do not need superb skills, so it has adaptability and high popularity. [3]

The long drum dance is one of the symbols of the social harmony of the Yao people. In the folk, when Yao people carry out long-term encouragement, they show themselves in the form of walking through villages and villages. When they go deep into the

public, people compete to watch, which virtually shortens the distance between them, and the relationship becomes harmonious.

2. The value of research on long drum dance of Yao nationality

2.1 Artistic value

Yao nationality has a long history. Yao people have been oppressed by the ruling class for a long time in history. People can't continue to develop southward. There is no fixed place to live in from plains, hills and valleys. In the process of fighting against the dark rule and the bad natural environment, the long encouragement became an important expression of Yao people's feelings, reaction to life and production, and finally became a symbol of national culture. Now, long encouragement has been integrated into the daily life of the Yao people, and has become a happy and enjoyable way of life.

2.1.1 Combination of hardness and softness to show unique artistic rhythm

The long drum movement, displays the nimble step, between the strength and the softness, the harmonious beauty. The dance movements such as "bending and stretching" and "bending waist" give people a simple and gentle beauty. In the process of dance, the rhythm of drum is bright, the movement is free and fluent, and the atmosphere is very active, forming a unique dance style, unique dance content and unique movement vocabulary.

2.1.2 Highlight religious color and show unique artistic nature

Due to the influence of Taoist culture, the long drum dance of Yao nationality has a strong religious color and ritual color, which represents the memory color of Yao ancestors and the awe of gods, expresses Yao people's worship of ancestors, and reflects Yao people's expectation for a better life. As a kind of dance props full of life appeal, the long drum shows the precious wealth of Yao culture and art.

2.2 Social value

2.2.1 Physical and mental values

From the perspective of spiritual value, the long drum dance is the narrative poem of Yao people's production and life, and the spiritual product of expressing Yao people's feelings. Long encouragement reflects the worship of ancestors and the awe of heroic spirit. From the point of view of limb art, long drum not only improves [4]the flexibility and flexibility of limb joints, but also improves the sensitivity of limbs and the coordination of human body.

The artistic value of the long drum dance of the Yao nationality is mainly manifested in the following two characteristics: first, the long drum dance integrates many elements, such as folk custom, sports, dance, music, etc., thus realizing the perfect unity of folk custom, sports and art. Second, to some extent, it is the reaction of Yao's history, politics, economy, folk custom, environment, morality and psychology, as well as the environment in which these cultures come into

being. It has become an important non-material cultural heritage for the study of national culture and national development.

2.2.2 Culture and exchange value

Long drum is the most prominent part of Yao culture, with strong cultural characteristics. Under the background of the development of tourism culture, it has a strong development value. For domestic and foreign tourists, it can not only bring economic and material development, but also have an important significance for the promotion of national culture, and promote the Yao people to become the disseminators of Yao culture and the providers of tourism cultural services. For example, the King Pan Festival fair, an important Yao Festival, integrates entertainment, cultural exchange, trade and tourism, which greatly promotes the prosperity and development of economic culture and national culture in ethnic minority areas. As Yao's cultural card, long drum took part in the Chinese spring festival parade held in Sydney, Australia in 2013, which can be called the largest Tour theme ever held in Sydney, and showed the world the cultural image of Chinese Yao people of "colorful Lingnan" and "happy Guangdong". It can be seen that as a unique cultural resource, long drum can greatly release cultural productivity.

2.3 Inheritance and development of the long drum dance of the Yao nationality

2.3.1 inheritance of long drum dance

The long drum dance of the Yao nationality is the memory and culture of the Yao nationality in Liannan, Guangdong Province. The significance of its inheritance cannot be ignored. There are many forms of performance of long drum dance, and there is no limit to the number of people. The more the number of people, the stronger the atmosphere is. The content of performance is production, labor and so on, which expresses the joyful and joyful mood, showing the enthusiasm, boldness and the pursuit of a better life of the Yao people in Liannan. There are two ways to teach long encouragement: Apprentice teaching and family inheritance. Most of them follow the local elders and folk artists to learn how to perform the long encouragement performance and pass it on from generation to generation. In the later stage of long drum dance, it developed into a square dance for self-entertainment, originally belonging to adults. Now in order to get a good heritage and carry forward the national culture, long drum dance has been introduced into the campus, so that more young people can learn long drum dance from childhood and learn the excellent culture of their own nation. Take Liannan national primary school as an example. Since the fourth grade of primary school, there has been a traditional art course "learning the long drum dance of Yao nationality", which enables children to understand and deeply understand their own national dance culture and art since childhood. In the traditional festival of the Yao nationality, children wear the traditional costumes of

the Yao nationality, wear the exquisite headdress [5] of the Yao nationality, and dance the long encouragement of the Yao nationality to the fullest. This scene has a strong national cultural charm.

2.3.2 Countermeasures for the development of long-term encouragement

First of all, we should correctly recognize the value of long encouragement in history and culture and the significance in reality. In my opinion, the long drum dance of the Yao nationality is full of the spiritual interest of a large number of Yao compatriots, which is a typical traditional literary and art project in the traditional customs of the Yao nationality. Because of its existence, it laid the foundation for us to inherit and develop the Yao folk dance. As for how to make the long drum dance of the Yao nationality keep its permanent vitality, we need to further explore in the future.

One is to extract its essence and to remove its dross. As for the Yao long drum dance, most of them are religious and superstitious. We should weaken the outdated and old-fashioned contents. To increase the compatibility between the long drum dance and the public aesthetic, and how to make the masses more quickly integrate into the national dance art, and form a healthy way of public entertainment.

Second, we will comprehensively strengthen the collection and collation of long-term encouragement. To clarify the cultural background of Changqi, and to carry out a large-scale rescue and sorting of the loss of precious materials in Changqi, and to strengthen the research work of Changqi. Set up professional research institutes and training institutions, stipulate regular meetings of professionals discuss and formulate a set of detailed action specifications for long encouragement.

[6] We will record and record the long encouragement inheritors who are still alive in all aspects and in detail, and form a set of special management space for future

preservation or reference by collecting the special database.

Third, we can develop Changqi tourism base. For the areas related to long drum dance in Liannan, we should explore the artistic and cultural characteristics of long drum dance, find the highlights of long drum dance art and culture, and create an eco-tourism scenic spot of art and culture. We can build a small long drum dance performance system and long drum dance exhibition area.

Fourth, try to combine long-term encouragement with sports and cultural activities, broaden the scope of long-term encouragement, and provide the greatest possibility for the development and communication of long-term encouragement.

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A Case Study of "Flipping Classroom" Teaching Practice Based on Course Integration --Taking Several Experiments in Teaching Practice as Examples

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Abstract: New learning methods such as "curriculum integration" and "flipping classroom" have broken the limitations of traditional educational resources and time. The greatest feature of "flip classroom" learning is that it innovates the traditional classroom teaching layout, that is, the exchange of "class" and "after class", which causes the reorganization of classroom teaching mode. "Flipping Classroom" is a breakthrough in the paradigm of "teaching in class + homework after class", which is conducive to the cultivation of students' autonomous learning ability and innovative consciousness, thus making the teaching effect significantly improved. "Flipping Classroom" is a brand new teaching experience. It is not only suitable for school learning, but also for current debris learning and lifelong learning.

Keywords: information technology in primary and secondary schools; "flip classroom"; design; application

In recent years, with the rapid development of media technology, several major technological innovations are changing the mode of our modern education and teaching, but also quietly changing the paradigm of our education and teaching research. Two years ago, I had the privilege of following the "flip classroom" research team of Dongying Education, and participated in the research work of the major scientific research topic "Research on the theory and practice of information technology 'flip classroom' in primary and secondary schools in Shandong Province. I would like to talk about some personal opinions on the development and application of information technology 'flip classroom' in primary and secondary schools by going out to study and combining with my own teaching practice.

1. RESEARCH PURPOSE OF "FLIPPED CLASSROOM" BASED ON CURRICULUM INTEGRATION

The key problem to be solved in this paper is to discuss how to set up effective teaching design and change inefficient teaching in the specific implementation of "flip classroom" teaching under the mode of curriculum integration, so as to improve the students' interest in learning and the ability of self-learning in the teaching of information

technology and other subjects in primary and secondary schools, and to design teaching cases for primary and secondary school teachers through practical research. Provides the case which may refer, enhances the elementary and middle school teacher's teaching design ability.

2. TEACHING EXPERIMENT OF "FLIPPING CLASSROOM" IN INFORMATION TECHNOLOGY TEACHING IN PRIMARY AND SECONDARY SCHOOLS.

Teachers: Li Jingjing (Dongying Primary School, Dongying District, Ten Years of Teaching Age)

Observers: All members of the Information Technology Famous Teachers' Studio in Dongying City

Brief introduction: From March 27 to April 2, 2014, a group of 46 of us, led by Du Zhaomin of Dongying District Teaching and Research Office, came to East China Normal University with puzzles and doubts encountered in practice and conducted a week-long specialized research training on "classroom observation" and "flipped classroom". After learning, members of Tan Yanling's famous teacher's studio held many large-scale classroom observation activities. After five years of continuous exploration and exploration, all the members of the studio have sorted out the concept, structure, composition and implementation procedures of "flip classroom", and summarized some experience. This lesson is made under the background of this activity.

Classroom Records: On the afternoon of May 21, 2019, the "Classroom Observation Activity of Information Technology Professional Teachers' Studio Reversal" was held in the Microcomputer Room of Dongying Primary School in Dongying District. At the beginning of the activity, the members of the studio held a pre-class meeting, and the teachers gave lectures on the presupposition of teaching activities. The significance of classroom observation was discussed in depth by all the members, and the angle and division of labor of classroom observation were carefully arranged.

In the activities, members observed the classroom teaching of "I am a good mailbox housekeeper" from the perspectives of "student activities", "teacher activities" and "teacher-student interaction", and

recorded all aspects of the classroom in detail.

After class, the observers carefully analyzed the classroom from their own point of view and strictly based on the scale. They put forward constructive suggestions for the teachers and carefully deployed the next classroom observation activities.

To carry out this flipped classroom observation activity is a collaborative disciplinary and professional seminar, which paves the way for promoting the professional development of information technology teachers in primary and secondary schools in Dongying City.

3. APPLICATION OF "FLIP CLASSROOM" BASED ON MICRO-VIDEO

The key to designing a good "flip classroom" is how to use it to give full play to its value. The following will elaborate the application of "flip classroom" from the use of "micro video" before, during and after class in middle school information classroom.

Firstly, "micro-video" is used before class in "flip classroom":

"Micro Video" can be used before class. Teachers can set up groups of the classes they teach, or join groups of the classes they teach, and share the "micro-video" recorded in advance in the group. In this way, students can use their time to study at any time, so that they can understand the important and difficult points of this lesson in advance.

For example, in the course of "E-mail", I will send the pre-recorded "micro-video" to the class group where the students are in. Before class, the students have begun to watch how to apply for e-mail. Most of the students have registered their e-mail at home before class. In just two minutes of class, the students fill in the information requirements. During the class time, many wrong operations were avoided when registering the mailbox. Students who did not have time to watch the "micro video" also completed the operation with the help of the students who completed the registration, which made the whole class have their own mailbox and laid a good foundation for the later teaching.

Secondly, "micro-video" is used in "flip classroom":

Use "Micro Video" in the new lesson. When the teacher puts forward the important and difficult points of this lesson, let the students explore independently, the "micro-video" recorded in advance can be used as a reference material. Students who encounter difficulties can consult the teacher, classmates, textbooks, or watch the recorded "micro-video" explanation, which provides a way for students to learn more.

For example, in the course of "High Enrollment for Online Communication Learning", I did not lead the students to do typesetting step by step according to the traditional teaching methods, but put most of the time to the students to try typesetting. When the students encounter difficulties, according to their own needs, with the help of pre-recorded "micro-video" to

understand the relevant operations.

Finally, micro-videos are used after class in "flip classroom":

In summarizing each lesson, most teachers use the phrase "students, what have you got from this lesson?" to summarize this lesson. Can we also summarize this lesson by watching a pre-recorded "micro-video" after the student's summary?

Before the class of "who is in charge of the public computer", I made the knowledge points of this class, such as the methods of creating folders, renaming, copying and deleting folders into "micro videos" recorded in advance. But not in the classroom, but at the end of the class, in addition to allowing students to talk about the lesson's harvest, but also let students watch these "micro-videos" on their own, played a role in consolidating new knowledge.

4. THE USE EFFECT OF "FLIPPING CLASSROOM"

(1) Students'consciousness of independent inquiry has been significantly improved.

Through several teachers'classroom observation and interviews with students participating in classroom experiments, it can be seen that the use of the "flip classroom" model has significantly improved students' awareness of participation in learning, greatly stimulated students'initiative to explore independently, especially in participating in discussions, raising questions, proposing their own solutions, imitating each other's learning, and ultimately solving practical problems. Obvious.

(2) The ability to create has been consolidated and strengthened

The theme of the object in the "flip classroom" is distinct and relatively single, and it can be watched repeatedly, which is the so-called "reading a hundred times its own meaning". The short videos in "flip classroom" often only need to be watched once or twice by the middle school students and the excellent students to complete the classroom tasks successfully, and to compile self-designed games, while the poor students can learn by playing videos many times. Of course, some students also learn to use the method of dragging the video progress bar, only watching the key operation steps can quickly find the solution to the problem, to solve the actual problem. This not only improves students'autonomous learning ability, but also cultivates their self-confidence in learning. Therefore, the "flip classroom" not only provides teachers with teaching cases and teaching aids that can be used for reference, but also provides students with audio-visual materials that can be repeatedly watched and studied. For teachers, the new teaching experience brought by the "flip classroom" teaching mode liberates them from the traditional classroom teaching. For students, the "flipped classroom" teaching mode can better meet the different needs of students, so that students with different levels of acceptance ability in the same class can carry out

personalized learning according to their own needs for different knowledge points of the same subject, and different subjects can choose learning according to their needs, which can not only check and fill the gaps, but also strengthen the consolidation of knowledge. It is a traditional course in the past. An important supplement to classroom teaching mode and learning mode is also another channel to expand teaching aids.

5. CONCLUSION

(1) Under the guidance of the theoretical background of "flip classroom", every child can truly be reflected in the position of learning master. In the teaching practice, we constantly seek a "suitable education model for children to grow up", strive to create a free and happy learning atmosphere, give full play to the enthusiasm and creativity of students, so that students can learn according to their own wishes and interests. It is of great significance to form a positive learning attitude and emotional experience, to develop

harmoniously and freely, and to make it grow happily and vividly.

(2) Everything has two sides, "flipped classroom" is no exception. Compared with the traditional teaching mode, "flipped classroom" teaching mode has the disadvantage of poor interaction. It is not targeted counseling, but a stereotyped pre recorded or designed classroom segment, which has no targeted communication [1]. The content of moral education in "flipped classroom" is reduced, and teachers' personality charm and personality lead are missing. Therefore, I believe that "flip classroom" is a useful supplement to the mainstream classroom and can not completely replace the traditional classroom.

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On Nominalization Translation in EST from the Perspective of Grammatical Metaphor

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Abstract: Grammatical metaphors can better translate different types of scientific English nouns, making them more convincing and normative. Based on grammatical metaphor, this paper analyzes and studies the transfer situation in grammatical metaphor, and analyzes the specific process of English translation, and explores the translation method of verbs into nouns and adjectives into nouns in English for Science and Technology (EST). Nominalization of verbs and adjectives can be divided into two types, that is, occurrence-level translation and non-occurrence-level translation. The former refers to the conversion of the noun or its phrase into a single sentence; the latter refers to the preservation of the original noun or its phrase form. Relevant translation methods are used to improve the quality and effect of nominalization of EST to provide useful guidance for the study of nominalization translation of EST.

Keywords: Grammatical metaphor; English for science and technology; Nominalization; Translation

0 Introduction

In recent years, China has become more and more closely connected with other countries in the world, and a large number of excellent western scientific works, reports, and papers have gradually been learned, borrowed, and exchanged by Chinese researchers. Most of these resources are scientific and technological English texts, which cover a large amount of information and have strong objectivity. In order to enable domestic researchers to better grasp the most cutting-edge scientific and technological information in foreign countries, it requires further research on EST translation. Because nominalization has an important position in EST, and it is also the main expression of grammatical metaphor, linguists pay more attention to the metaphorical features of nominalization and gain larger research results. However, some researchers are not aware of the different types of grammatical metaphor and fail to combine grammatical metaphor with nominalized translation effectively. Therefore, this paper focuses on the relevant content of nominalization translation in EST from the perspective of grammatical metaphor.

1. GRAMMATICAL METAPHOR IN EST TEXTS

1.1 The concept of grammatical metaphor

Metaphor is mainly used to convey meaning. Its specific linguistic expressions include lexical and grammatical metaphors. The metaphor of vocabulary

is to further expand or narrow the meaning and expression of vocabulary. Grammatical metaphor is the substitution of one type of grammatical category or structure for another type of grammatical category or structure. These two categories represent two kinds of variation in expression of a given meaning, namely, consistent expression and metaphorical expression. The consistent expressions represent expressions that are closer to the form of the external world, while metaphorical and consistent expressions correspond to each other. Metaphorical expression is also a language that has been "translated" to some extent [1].

1.2 The meaning of conceptual grammatical metaphor

Conceptual metaphor in conceptual grammar is also called conceptual metaphor, but conceptual metaphor in this paper is different from conceptual metaphor in cognitive linguistics. Relevant scholars and experts have pointed out that conceptual metaphor represents the transitivity of conceptual metafunction, and its process can be used to metaphor another process. With the continuous change of the process, the roles and components of each single sentence will be metaphorical and changeable. The transformed functional components will be displayed at the grammatical level of vocabulary, and can be transformed into another form on the other hand. There are thirteen metaphorical forms of conceptual grammar in scientific and technological texts [2], but only four metaphorical forms are really applied to specific translation. They can make EST more formal, English language more concise and clear, and information-intensive, especially the effect of nominalization translation is more remarkable. A lot of information can be reduced to a word or phrase, which has the ability to increase the amount of information in clauses, which shows that discourse in EST can better achieve the purpose of simple sentences to phrases, or form a small sentence from two or three clauses. Therefore, in the process of understanding a specific scientific and technological text, we often adopt the method of disassembly and analysis, which can better decompress and release the sentence information and content.

2. FUNCTIONS OF NOMINALIZATION METAPHORS IN EST

2.1 Nominalization metaphor enhances the formalization of text.

Because scientific and technological English texts

contain more complex and abstract concepts of thinking, and their logic is more rigorous. For example, the nature, specificity and action process of some concepts or propositions. When high nouns and noun phrases are used, abstraction of concepts and logic can be promoted, so that even fewer sentences can express sufficient information and contribute to the formalization of scientific English texts.

2.2 Nominalization metaphor is conducive to the objectivity of the text.

The nominal structure is a materialized operation of the content reflected in the verb and the verb phrase, which can increase the importance of the noun in the entire text. Because the actual participants of the material process transition to the relationship process and the participants of the material process do not need to be included, enhancing the objectivity of the scientific English text.

2.3 Nominalized metaphor enhances the information density of text.

According to information density calculation formula put forward by Halliday, the relevant law about the density of text information can be obtained. That is to say, when the number of valid words of the information reaches a constant state, the number of its clauses will show a downward trend. But nominalization replaces the original clause by using more concise nouns or noun phrases. In this way, if the number of independent information vocabularies in a sentence is consistent, the use of nominalization will reduce the number of sentences, greatly enhancing the density of information [3].

3. TRANSLATION STRATEGIES FOR NOMINALIZATION OF EST FROM THE PERSPECTIVE OF GRAMMATICAL METAPHOR

3.1 Translation of nominalization of verbs

Nominalization of verbs in EST is also a kind of nominal metaphor. The semantic function is the concrete embodiment of the entity. In the vocabulary, the verb is transformed into a noun. The level change is similar to some nominalization methods. It is also the transformation of clauses into phrases from the advanced stage to the lower stage. Generally speaking, translators of EST will transform nominalized nouns and noun phrases into clauses, which can effectively preserve the semantic content of English nominalized structures [4]. The grammatical level of vocabulary is to transform the nominalized structure into verbs or verbal phrases by transforming the procedural nominalized metaphor into a consistent form of metaphor. This strategy approach better preserves semantic information during the translation process. In addition, in the syntactic structure of modern Chinese, the verbs, as the central words of the vocabulary, often appear in many scientific Chinese texts. Some experts and scholars refer to this situation as the phenomenon of nominalization, which is consistent with the nominalization of scientific English. Cohesiveness,

objectivity and formality are all strengthened. Besides, based on the perspective of grammatical metaphor, the fixed phrase in Chinese can unify the process and display the entity metaphorically, but there will be a lack of morphological changes in the process of transforming the entity.

For example: This facilitates tracking and final resolution of valid TPDRs for incorporation into the deficient technical publication.

The "tracking" and "resolution" in this sentence are the results of the nominalization of "track" and "resolove" respectively, which are grammatical metaphors [5]. EST will use a large number of abstract nouns derived from behavioral nouns and adjectives. It is more appropriate to use verbs and adjectives in English to Chinese.

3.2 Translation of nominalization of adjectives

In English texts for science and technology, nominalization of adjectives also belongs to nominalization metaphor. Its semantic function is to transform the nature into an entity. In the vocabulary, the adjective is transformed into a noun part of speech. In the level change, the clause is transformed into a phrase from the higher order to the lower order. Therefore, when translating EST, translators will restore metaphorical nouns to consistent adjectives, change adjective nouns into subject-predicate sentences, and after transformation, Chinese adjectives generally act as the subject of sentences or adverbial modifiers of predicate-centered words. If there is no hierarchical transfer, the nominalization structure of adjectives is regarded as a restrictive attribute, which lies in front of the central word. In some cases, the corresponding central word should be added according to the specific situation, or the nominalization structure of adjectives should be translated into Chinese nouns or noun phrases.

For example: It is NAMDRP policy to expeditiously resolve discrepancies while maintaining a high degree of spares availability.

This sentence is the structure of "It is ...to do...". It divides a long sentence into two clauses and puts the clause in front of it, which is more in line with the logic of Chinese expression. "Availability" is the result of the nominalization of the adjective "available", which is a grammatical metaphor. It is easier to understand the attributes in a clause to be transformed into things [6].

4. CONCLUSION

Generally speaking, grammatical metaphor plays an important role in the nominalization translation of EST. It is also convincing in the nominalization translation of EST. From the perspective of the change of grammatical metaphor level, the translation process of nominalization of verbs and adjectives can be divided into occurrence-level translation and non-occurrence-level translation. The use of grammatical metaphor by EST translators can effectively improve the quality and efficiency of

translation. It can also better retain some noun vocabulary and realize the translation of nominalization of verbs and adjectives in EST. The progress of the research has an important impetus, and it is also more conducive to the scientific and academic exchanges between our country and other countries.

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The Combination of Mid-distance Running and Calisthenics in Teaching Practices

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Abstract: With the rapid development of domestic economy, mid-distance running has received more and more recognition in China. It is a sport with high exercising value that is considered as giving lots of burdens to human bodies. And it has been applied to the efficient physical education for a quite long time. Thus, we can further improve and develop the teaching model of mid-distance running during the actual teaching process in combination with other calisthenics forms. This paper mainly expounded and analyzed the current development and some other contents of the teaching model combining mid-distance running and calisthenics.

Keywords: teaching model; mid-distance running; calisthenics teaching

In recent years, many higher-educational institutions have offered Calisthenics Course in succession. However, as the specific teaching model for Calisthenics is still in the stage of exploration, many colleges and universities have made many attempts to combine their teaching methods with mid-distance running to change their main environment of boring and mechanical learning and passive learning. Besides, such a teaching way is also conducive to strengthening cardiopulmonary function for students in the actual teaching process, which helps students with the mastery of callisthenic movements and its connotation so as to stimulate students' learning motivation.

1. REASONS FOR THE ATTEMPT TO COMBINE MID-DISTANCE RUNNING AND CALISTHENICS TEACHING

Today's middle school students are exactly in the increasing development period of their growth, and possessing a strong awareness of development for their overall physical training. This means that actively enhancing mid-distance training can not only improve students' comprehensive physical conditions but also cultivate their perseverance. While the participation of students is not high enough basically, which is mainly because of single and boring movements, which is so physically and mentally exhausting in a way, so that it would make students feel much more boring. On the contrary, the callisthenic movements are relatively novel and work effectively on losing weight, and thus makes it very popular among girls during the actual teaching process. Unluckily, the principal passiveness of the actual teaching of calisthenics is really hard to facilitate changes of the social development pattern.

Referring to the highly efficient teaching methods in China, there exists some shortcomings in the two teaching methods. Therefore, an attempt to combine mid-distance and calisthenics can be conducted to ameliorate such a traditional separated teaching method. Massive reliable researches have indicated that domestic higher-educational institutions not only have successfully achieved an even balance of combining the two methods but can improve the cultivation of students' physical conditions. In addition, students' health status, including health indicators, has been significantly improved. Overall, this is quite a tolerable experimental attempt. The attempt is not merely momentous for our existing development of the overall economy but further promotes the circumstances of the sports' selection of domestic students from higher-educational institutions.

2. PROBLEMS EXISTED IN THE ATTEMPT TO COMBINE MID-DISTANCE RUNNING AND CALISTHENICS TEACHING

2.1 Students' weak cooperative consciousness during the teaching process

Nowadays, that most students are the only child in their family causes the present situation that some of them do have a weak possession of the cooperative consciousness and they are not willing to accept it. What's worse, it may be considerably difficult for these students to generate the consciousness in the process of their real learning and growing because of the influence of environment and teaching. That is to say, teachers should positively strengthen the cultivation of such aspects in order to make improvements on problems occurring in the teaching. With the help of the enhancement to combine mid-distance and calisthenics teaching, students' cooperative consciousness has been positively increased. Further improvement in teaching method would make students more comfortable to accept such a combination.

2.2 Continuous reinforcement of teachers' capacity for independent innovation in the teaching process.

Although students have already benefited from the teaching way, the majority of them still believe that the comparatively single teaching method can actually make them lack the positive consciousness of participation in class owing to the lack of innovation and creativity in the actual teaching and practice, such as the chosen songs are not really in accordance with standards of the domestic popular music. Beyond that,

many teachers' low professional competence just cannot stimulate students' innovative practice ability from the very beginning and cannot give themselves a correct understanding of the new generation's main thought, which leads to difficulties in improvements and innovations of students' learning motivation in the present process. Due to the phenomenon of today's heavy general knowledge courses, most students' first skill in sports has been basically reduced and their physical conditions are also worse than before in practice. Being trapped in an incessant vicious circle, students will end up with escaping from sports activities mentally. Though the students' exercise intensity and physical bearing ability can be sensed by such a method, the majority of students are in a quite low level, which is also an important element that the college and university students cannot apply the combination method properly.

2.3 Absence of the evaluation system about relevant teaching content

In the whole teaching practice process in China, very few higher-educational institutions do a students' rating evaluation analysis for their own teaching results. Therefore, it is difficult for school teachers to understand some of the shortcomings in teaching. In the further evaluation analysis of teaching practice, we can set up a hundred-mark system for the relevant content of course teaching, make basic evaluations for students' performance in class, even allow the students with good performance to share their experience with other students. And for the teacher evaluation standards of students, a weak point has to be picked up to help teachers perfect their teaching method. More importantly, doing like this can have access to better development of the overall social economy, and improve the analysis and discussion of main teaching practice achievements of our social development.

3. DEVELOPMENT COUNTERMEASURE ON THE ATTEMPT TO COMBINE MID-DISTANCE RUNNING AND CALISTHENICS TEACHING

3.1 Fear relief of students

In the detailed teaching practice process, we need to help students to master the specific method of learning mid-distance and calisthenics. For the learning method of mid-distance and calisthenics, teachers should cultivate students the proper running posture aiming to stimulate students' learning interest by building a comparatively relaxing and pleasant environment. What's more, it is useful for teachers to make more logical and reasonable teaching plans, which requires physical-training teachers to strengthen their own specialty accomplishment, try new teaching methods and innovate new analog operation of their teaching method to bring learning interests for students, which is aimed at reducing the fear gradually when students learn mid-distance course, cultivating their confidence and increasing their learning efficiency. For those students who

cannot stick it out, teachers should encourage in words to help them get the fun of achievements to increase their confidence. Those students who are learning calisthenics should enhance their cooperative consciousness, namely, increase their passion for calisthenics, which is helpful for improving their own body shaping as well as increasing the capacity for controlling their own bodies to accelerate their comprehensive self-development.

3.2 Optimization of teaching model

In the actual teaching process, a continuous and true understanding of this new teaching model from students is conducive to improving mid-distance and calisthenics teaching to further promoting students' physical and mental cultivation in taking physique lessons. Thereby, building a comfortable cultural environment is quite good for getting more thinking in a calm mood and cultivating good reading habits. Moreover, the actual combination of mid-distance running and aerobics courses is also a type of performance art. It can make students develop their original teaching level in daily teaching experience and further improve their enthusiasm and creativity in learning. Reforming the original teaching method and getting rid of the traditional teaching constraints in the actual teaching process can further optimize the overall teaching program. Therefore, during the actual process of optimizing testing and evaluation, lots of effective teaching methods need to be refined and integrated to get the best results via increasing the feasibility and operability. Integrating the excellent cultures of different societies into the assessment of performance can improve the overall teaching links and bring a brand-new experience to students.

4. CONCLUSION

In conclusion, on the one hand, combing calisthenics and mid-distance running can further stimulate students' learning enthusiasm and learning capacity to optimize teaching plans. On the other hand, it can also continuously improve the teaching quality of the overall physical education. Namely, this is a very worthwhile attempt through which we can accumulate more teaching experience during the process to lay down a solid foundation of the innovative development and improve the quality of teaching activities for the entire social physical education.

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Practice and Exploration of Blended Teaching Mode in Higher Vocational Colleges under the Intelligent Academic Environment

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Abstract: Nowadays, with the information age sweeping the world, traditional teaching methods have been unable to meet the needs of the society. Therefore, higher vocational colleges need to build an intelligent learning environment and develop a blended teaching mode. At present, most of the higher vocational colleges in China are still faced with the problem of single teaching mode. In the development of blended teaching mode, there are also some problems such as the unreasonable curriculum and the weak prominence of hybrid teaching. Therefore, higher vocational colleges need to reasonably plan curriculum, improve the design content of blended teaching activities, make full use of the current Internet resources, and improve the teaching effect of higher vocational colleges.

Keywords: intelligent academic environment; higher vocational colleges; blended teaching

1. INTRODUCTION

Higher vocational colleges mainly train practical talents for the society. Through the teaching method of combining theory with practice, students' learning in school is applied to social practice. With the construction of a intelligent academic environment, higher vocational colleges have begun to explore new teaching methods. The blended teaching mode is the positive result of teaching reform in higher vocational colleges. This teaching mode combines the dual advantages of traditional teaching classrooms and online learning, and has received increasing attention from major vocational colleges in recent years. After entering the 21st century, various new types of smart construction projects continue to emerge. This phenomenon has a strong impact on the construction of higher vocational colleges, so intelligent learning emerged at the historic moment. Specific practical strategies for developing a blended teaching model, namely, smart learning. Therefore, higher vocational colleges need to carry out blended teaching according to their actual conditions, improve their teaching effectiveness, and continuously explore high-quality talents for the society.[1]

2. PROBLEMS IN THE BLENDED TEACHING MODE OF VOCATIONAL COLLEGES UNDER THE INTELLIGENT ACADEMIC ENVIRONMENT

With the construction of a modern intelligent

academic environment, the collision between traditional teaching methods and blended teaching methods has been accelerated, which makes the existing blended teaching mode of colleges and universities gradually expose the deficiencies in teaching and fail to meet the learning needs of students. At the same time, higher vocational colleges are facing the phenomenon of disjointed teaching content and social practice, and urgently need to combine new media technologies to improve the blended teaching mode. In this process, the possibility that some teacher and student groups in higher vocational colleges cannot adapt to the new teaching model will also exist, which will lead to unsatisfactory teaching results.

2.1 Blended teaching effect is not obvious

The traditional teaching mode is mainly offline teaching. The advantage is that students can ask questions to teachers and get answers from teachers in the classroom. At the same time, teachers can record teaching videos, and students can watch them in a loop, regardless of time and space. This teaching method can effectively improve the teaching effect. However, due to the far-reaching impact of the traditional teaching model, teachers are accustomed to carrying out blackboard-style teaching, and even simply use multimedia to simply copy the textbook content, so that the blended teaching is called blended, which is actually traditional, and the effect of blended teaching is not obvious in actual teaching. In addition, some teachers have a repulsive attitude towards the development of new teaching models, and believe that it adds a burden to their teaching. Whether uploading electronic materials or correcting assignments online, the teaching process becomes cumbersome. The attitude of some teachers has also affected the development of blended teaching mode to some extent.[2]

2.2 Unreasonable arrangement of teaching hours

Although the blended teaching mode brings great convenience to students, students can watch and study repeatedly and consolidate their knowledge. However, since some higher vocational colleges have just started to adopt the blended teaching mode, irrational phenomena will inevitably occur in curriculum planning. The offline time planned by some institutions is too long, which causes students to feel that teaching is boring; while the online time for

curriculum arrangement of some institutions is too long, which obviously reduces the time for teachers to answer questions for students. This has no obvious effect on the improvement of students' learning effect. In addition, if the content is difficult, this unreasonable planning will affect the quality of teaching.

2.3 Insufficient motivation for teachers to participate in blended teaching

The blended teaching mode has a short development time in higher vocational colleges, and teachers mostly adopt the traditional teaching mode. When developing the blended teaching mode, teachers need to do a lot of teaching work in advance, such as PPT production, related video storage, etc. When encountering more practical courses, it is necessary to plan the practical teaching process. These tedious procedures increase teaching difficulty. At the same time, teachers have to be busy with other professional teaching work, and some teachers have to complete the scientific research projects of school. Insufficient teaching energy has led to insufficient motivation for teachers to carry out the reform of the blended teaching model, which makes it difficult to achieve classroom effects with full participation.[3]

3. THE PRACTICAL STRATEGY OF DEVELOPING A BLENDED TEACHING MODEL IN VOCATIONAL COLLEGES IN AN INTELLIGENT ACADEMIC ENVIRONMENT

The Internet era has quietly entered the door of higher vocational colleges. Higher vocational colleges need to use the power of the Internet to integrate Internet technology into professional teaching in higher vocational colleges, create a smart learning environment for students, and then promote higher vocational education reform. Undoubtedly, blended teaching is a teaching mode worthy of in-depth study. Although it started late in some colleges, its advantages have certain theoretical significance and practical value. Higher vocational colleges need to analyze in depth the practical dilemma faced by this model in teaching, improve the blended teaching curriculum, rationally plan online and offline teaching time, effectively stimulate students' learning enthusiasm, and promote the reform of the teaching model in higher vocational colleges.[4]

3.1 To improve the design of blended teaching activities

The design of blended teaching activities can be divided into two major contents. First of all, offline teachers use the form of blackboard writing for teaching. In the teaching, interesting activities such as cases and situational imitation can be interspersed to stimulate students' participation. At the same time, it can also encourage students to take the stage to explain some of the teaching content, and exercise their ability to think and speak. Secondly, online module teaching can be divided into two aspects: before and after class. For the pre-class, the teacher

arranges the corresponding preview assignments according to the students' learning ability, publishes micro-lecture videos and teaching tasks, requires the students to review and summarize the key points, and upload and submit through the online network platform. For the after-school part, the teacher can give individual guidance to the problem and adjust the teaching plan in time to improve the teaching effect.[5]

3.2 Rational planning of online and offline teaching time

In order to solve the problem of unreasonable online and offline teaching time planning in higher vocational colleges, higher vocational colleges need to make a general plan firstly. Before the beginning of each semester, it is necessary to comprehensively classify the courses offered, and to make reasonable class hours for each course arrangement. Secondly, higher vocational colleges can plan online and offline teaching time for specific courses. For example, for engineering majors such as chemical engineering and computer science, more time can be set aside to allow students to fully participate in practical activities; for liberal arts majors in history and literature, more online time can be planned for students to appreciate and taste.

3.3 To improve the double-quality of teachers

Teachers of higher vocational colleges occupy a very important position in the teaching of professional courses, and are the guides to help students master relevant knowledge. Based on the construction of the intelligent academic environment, higher vocational colleges need to build a double-quality teacher team to comprehensively improve the professional quality of teachers. In specific training, higher vocational colleges can set up a regular blended-teaching training platform for teachers, carry out project-based teaching training, hold teaching ability contests, and encourage teachers to actively participate. At the same time, teachers can be encouraged to study and exchange in other colleges and universities, learn from the advanced teaching concepts of other colleges, and increase practical teaching experience. At the same time, it can also establish a comprehensive assessment mechanism, which can bring the use of internet teaching into the scope of teaching assessment and stimulate the enthusiasm of teachers to participate in teaching reform.[6]

4. CONCLUSION

In the context of the "Internet +" era, major vocational colleges are committed to creating a smart learning environment for students. As an important education base, higher vocational colleges must analyze the characteristics of the traditional teaching model and rebuild a new teaching form. At the same time, through the analysis of the practice of blended teaching in higher vocational colleges, it is found that the essence of blended teaching is the organic combination of the current Internet technology and

traditional teaching modes. The improvement of vocational colleges' teaching methods and curriculum planning in response to these problems will certainly achieve the "1 + 1 > 2" teaching effect and provide more practical guidance for more professional teaching in higher vocational colleges.

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An Analysis on the Development Strategy of Film and Television Communication in the Context of Fusion Media

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Abstract: With the advent of the era of fusionmedia, great changes have taken place in the way of film and television transmission. The integration and upgrade of old and new media provides a more convenient and diversified channel for film and television communication. However, the competitiveness of the film and television industry is also increasing. In addition, issues such as the homogeneity of film and television content and the impact of commercialization have seriously restricted the development of film and television communication. Therefore, in the new era, the film and television production team must conform to the trend of media development, use diversified communication channels to develop diversified and personalized film and television works, and pay attention to the copyright protection of film and television works, and build distinctive brands simultaneously. Only in this way can the continuous development of film and television communication be promoted in the context of media integration.

Keywords: fusion media; film and television communication; network

1. INTRODUCTION

In the information environment, fusion media integrated other single media, and finally formed a new type of media that integrated the advantages of other single media. Although new media cannot replace traditional media as the only existence, its interactivity, speed of transmission, and methods of transmission still provide a certain basis for its development. Nowadays, film and television has been widely disseminated through fusionmedia, but at the same time, some problems have been exposed. Therefore, it is very important for the development of film and television communication whether the film and television works can effectively use the advantages of the media and solve the current difficulties or not.

2. THE BASIC CHARACTERISTICS OF FUSION MEDIA

2.1 Networking of communication media

With the advent of the era of converged media, the fundamental driving factor is the development and popularization of Internet technology. Nowadays, the network has basically become popular, and all terminals can connect and communicate through the

network. It can be seen that the development of Internet technology has provided a certain technical foundation for the advent of the era of fusion media, and has promoted the development of fusion media technology.

2.2 The integration of old and new media

On the basis of information technology and network technology, the differences between various communication media have become increasingly blurred, especially the convergence between various media has become increasingly apparent with the integration of traditional media and new media. The integration between traditional media and new media mainly includes the fusion of communication content and the fusion of communication means. In terms of dissemination of content, due to the emergence of information technology, various digital contents have achieved barrier-free dissemination. In terms of means of communication, cross-platform and cross-media propagation have become the norm.

2.3 Videoizing of dissemination content

Video dissemination is the main form of dissemination in the era of fused media, and it is also the most popular way for consumers. Compared with simple text, sound, and picture, the video integrates the picture and sound into one, which has a stronger impact and expressive power, and it is more attractive to the audience. From the perspective of the development of video technology, the development of video technology has brought consumers more intense audiovisual enjoyment, from the original black and white video to the current color video, from the original ordinary image quality to the later high definition and ultra clear, and then to the current 4K and 8K[1].

3. ANALYSIS OF THE STATUS OF FILM AND TELEVISION COMMUNICATION IN THE CONTEXT OF FUSION MEDIA

3.1 Diversified development of communication media

In the era of fusion media, the media for film and television communication have become increasingly diverse. These media have broken the traditional mode of transmission of film and television, and provided more possibilities for the transmission of film and television. Film and television works have experienced the development from static to dynamic, and from black and white to color. In the context of media integration, the emergence of computers,

smartphones, tablets and other terminals has provided new carriers and media for film and television communication. Especially on the basis of these terminals, all users have indirectly become participants in film and television communication. It can be seen that the emergence of the era of fusion media has diversified the development of film and television media, and has promoted film and television communication[2].

3.2 Diversified development of communication platforms

The development of Internet technology has brought better development opportunities to the film and television industry. Driven by various media and commercialization, a variety of communication platforms have emerged. In the context of media integration, film and television works are no longer limited to broadcast in movie theaters. Professional video websites have become the main way for audiences to watch film and television works, such as Tencent, Youku, iQiyi and so on. In addition to professional video websites, Weibo and WeChat can also watch short video playback. Nowadays, the development of live broadcast platforms and short video apps has provided a new platform for the broadcast of film and television works, and the diversified development of communication platforms has provided more possibilities for film and television broadcasts.

3.3 Commercial development of film and television communication

The advent of the era of converged media has provided unprecedented opportunities for film and television communication. But at the same time, fusion media has also facilitated the pursuit of benefits for many companies. First of all, in order to gain more market share, many companies ignore the quality of film and television works, and copyright issues have become increasingly prominent in a media-intensive environment. In the context of the rapid development of fusion media, it is impossible to effectively monitor commercial companies, due to the lack and incompleteness of the regulatory system. So, it is not conducive to the healthy development of film and television communication [3].

3.4 Homogeneity of film and television content

Looking at today's film and television works from the perspective of media integration, we can find that mutual imitation has become a habit of film and television creation. The phenomenon of homogeneity is serious, and the lack of innovation has become a major criticism of today's film and television works. For example, after the broadcast of Yanxi Raiders, the palace fighting drama set off a wave once again, and there have been endless stream of large-scale Internet movies and Internet dramas that have been imitated. This kind of creative form of speculation and mutual imitation for hot spots violates the creative law of film and television works, which is not conducive to

the healthy development of the film and television industry.

4. THE DEVELOPMENT STRATEGY OF FILM AND TELEVISION COMMUNICATION IN THE CONTEXT OF MEDIA INTEGRATION

4.1 To promote the diversified development of film and television works to meet the diverse needs of users

The diversification of communication forms and media has put forward new requirements for the diversified development of film and television works. Based on the continuous maturity of technologies such as smart TVs, smartphones, and computers, people are increasingly demanding film and television works, and the audience's autonomy has been improved in the era of integrated media. The viewing efficiency will naturally increase. As a result, it is easy for the audience to have visual fatigue on some plays, so it is required that the film and television works should also be diversified to meet the diversified development needs of users as much as possible.

4.2 To focus on the continuous innovation of film and television content to meet the individual needs of consumers

The advent of the era of convergent media has given rise to massive development of film and television communication. Therefore, how to highlight its own characteristics in the quantified film and television works has become an important issue for the development of film and television. Therefore, in the era of fusion media, film and television production teams need to create personalized film and television works with their own characteristics to promote the development of film and television communication. In addition, it is necessary to ensure the characteristics of the playback platform and terminal, and ultimately form an integrated feature film and television service to meet the individual needs of consumers. Especially when building a special playback platform, related technical personnel and designers need to continuously update and upgrade the platform page and playback functions.

4.3 To make full use of the media integration environment to strengthen the protection of film and television copyrights

The development of fusion media provides higher-end technologies for plagiarism and copying of film and television works. Therefore, copyright has become an important issue facing the film and television industry. The emergence of copyright issues not only limits the rights and interests of film and television producers, but also is not conducive to the long-term development of film and television communication. Therefore, relevant supervision departments need to use the media to supervise various platforms to minimize problems such as plagiarism and copyright disputes. At the same time, it is necessary to establish a certain copyright protection mechanism and conduct

extensive publicity through the integration of the media to make more people aware of the importance of copyright [4].

4.4 To Create high-end film and television brands with the advantages of modern technology

In the context of media integration, film and television production teams can also use modern media technologies to build high-end film and television brands and increase their own influence. After having its own strong brand, it will greatly promote the future film and television communication and creation. Running Man of Zhejiang Satellite TV can be taken as an example. After this program became popular, Zhejiang Satellite TV created many related derivative programs and achieved good ratings. It can be seen that building brands and exerting brand effects are also conducive to promoting the development of film and television communication [5].

5. CONCLUSION

In the era of integrated media, film and television communication faces a series of challenges, such as the homogenization and commercial development of film and television works, which is contrary to the original intention of film and television work creation. It has greatly limited film and television

communication. But the fusion media also provides a richer and more convenient means for film and television communication. Film and television companies can seize and effectively use these opportunities to achieve the long-term development of film and television communication.

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Cultural Interpretation of National Custom Semantics in Madagascar

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Abstract: As a traditional masterpiece authored, Madagascar contains a multitude of national cultural words with unique culture. According to current studies and research on this field, further exploration is the cultural interpretation of national custom semantics in Madagascar

Keywords: Madagascar, Custom Semantics, Cultural Interpretation

1. THREE FUNDAMENTAL MEANINGS IN MADAGASCAR

In Madagascar, people have a special, almost fanatical worship of cattle. Cattle are the symbol of wealth and the head of cattle is the symbol of the country. Cattle need to be baptized like children. One day in a week, cattle can't be forced to work. In Madagascar, on average, two people own one cow. The funeral was spread out, the ancestral graves were dug every four years, and a grand ceremony of turning over the corpses and changing clothes was held. On New Year's day, people give each other chicken tails as a sign of blessing. The houses of Malagasy people are very different from those of African continent, but they are very similar to those of people of all ethnic groups in Southeast Asia. Modern urban architecture inherits the traditional architectural form in many aspects. The foundation is very high, and the roof is high and sharp. Most of the tribes in Madagascar live on agriculture. Rice is the main food. Cooked rice is usually eaten with brine made of vegetables, fish, sheep, poultry or wild fowl meat, and is sprinkled with many peppers and five spices. They also like to eat sweet potatoes and cassava, like to drink yogurt.

The Malagasy respect the elderly. In many social institutions, the managers are mostly elderly people. They believe that the older a person is, the deeper he is involved in the world and the wiser he is. People are very friendly to foreign friends and handshake is popular when they meet. On the roads of Madagascar, if a car meets a herd of cattle, the car must give way to the herd. "Don't hurt cattle without cause" is the creed that everyone in the country abides by.

1.1 Introduction of National Cultural Meaning

National cultural meaning is just a manifestation of national character semantics, which reflects the use of the language of the country or national history, culture and customs of the people, with strong characteristics of the national culture. It is reflected at

the concept of semantic meaning on the basis of the national culture with added color, left to the national culture background, difficult to understand the meaning of language units. "(Wang Chun 1997:122). The study involves the object of four aspects of national cultural meaning, culture, cognition, semantic. Cognitive semantics is essential for the formation and extension of important factors in a cognitive approach to explain the national cultural meaning which may widen the national cultural meaning in the vision of justice studies. The study is based on the theory and practice of cognitive linguistics and national cultural meaning has a strong explanatory power, that is, the meaning of existence in the cognitive model based on the formation of the concept of system, from the language of symbols that are cognitive entities mapping, but also the psychological, cultural, social, ecological factors such as a reflection of the interaction.

1.2 Brief Account of Culture

The basic teachings of culture, the starting point, are determined that life is "bitter." "Sanjie is, without security, as if a scorching house. The public is full of hardships, even can be terrible." Life is the hard proposition profoundly reflected in Madagascar. The country has many characters; their lives are often filled with pain.

1.3. Overview Study in Madagascar

Madagascar is a very strong cultural country, which has many fresh characters to represent the world of sentient beings. "No injustice, love is all sin" is a character of a true portrayal of life and death, good and evil, allies and enemies of the boundaries which are eventually attributed to the elimination of each figure in the cause of life and death flowing in harmony.

2. NATIONAL CULTURAL MEANING IN MADAGASCAR

2.1 State of the Expression of the Cultural Meaning of Justice

Coherence is a semantic concept which refers to the discourse between the different components of the contact in the sense of the word. This contact exists in two different levels. First, in existence between the sentence and the sentence, more precisely, the sentence is contained in different proposition between the two; second, by reading between the lines, they, from among the information, are received. The so-called sake of the general good is for those who do

collision first, defend the motherland, and the other is to improve the livelihood of the people living and leading a happy life, never for their own selfish desires, and take such action to resort to arms, so that people live in misery. And unknown Shaolin monk is on the play.

Madagascar is in correspondence with 8 characters in the country. They are as follows.

Almost every tribe has its own ancestors. When there are major festivals or celebrations, they need to carry out ceremonious sacrifice and blessing ceremony, put on offerings such as chicken, duck, cow, etc., and also bring home-made sugarcane wine and honey. In fact, these customs are very similar to those of ancestor worship of our Chinese nation, except that the malgash people have more reverence and worship of gods in respect of their first rent worship and remembrance. Through this kind of sacrificial activities, people sometimes get the "God metaphor" from rent first to help them choose or get through difficulties. If some people are unexpected, strange diseases will be regarded as the punishment that ancestors owe to their ancestors.

2.2 Expanded Meaning of National Cultural Meaning
Discourse within the different components of the proposition is expressed by correlation between the so-called relevance, that is, there are two or more propositions between the timing, cause and effect, such as the meaning of citation (the original meaning of words) on the contact. Proposition not only refers to the correlation between the two adjacent sentences contained in the associated proposition, but refers to the whole discourse in different proposition which can be integrated into a meaningful framework- the relevant proposition is not only a linear, but the overall.

3. OVERVIEW STUDY IN CULTURAL CULTURE OF MADAGASCAR

3.1 Main Idea of Madagascar

"Madagascar" is an underdeveloped country, which in the world is not under the normal order of human society, but in the normal social order of heroes outside the world. And Madagascar itself is "inhuman." This is the term for the Cultural scriptures, which are the eight Cultural Shinto Gremlin: "Heaven" and "Madagascar", "Tatsu Do grannies", "Yaksa", "Asura", "Caramel floor LAW", "remember that Romania", "Moreton Caraka call." These "inhuman" and Gremlin, which are not, described in the country object, but a symbol of the country's characters, the reality of life. " This Shinto Gremlin eight of Madagascar, each with its own unique personality and magical powers, though the world outside is sentient beings, but also have earthly joy and sorrow.

3.2 Culture of Madagascar

3.2.1 Cultural Culture in Madagascar

"Madagascar" comes from the Cultural scriptures, referring to the "days", "long" headed by the different

nature and has law enforced powers of the eight Cultural gods, scriptures, such as all that, the often "Madagascar" participation eudiometry, creative country. "Madagascar" has not only a symbol of secularism in its some of the people, but also from the cultural point of view in order to do the in-depth performance in foolish sin of breaking the topic to warn us.

3.2.2. Four Feelings from the Warning of Madagascar in the Aspect of Culture

The first who is very difficult role. He is very clever and very alert. At Jane Long at chess, he realizes that the terrible may do not want to waste effort here and could exercise restraint and to live in arrogant heart, completely aloof, it is smart enough. However, he has the greed of a martial arts and his wits, I even though he has been very high, but he is also the greed of more martial arts, he went to Temple to discuss the "six pulse Excalibur", claiming that it is also old friends of the human, in fact, he is to think in exchange for "Shi Shuige also" enjoying the benefits of martial arts books. Man is Wizards, so he is quite profound of Cultural self-cultivation, but since his martial arts practice after his aggressive heart become stronger and stronger his heart was a little bit weak, developed to dominate the martial arts of delusion. As the largest decline in the age of Song for the shows at the extraordinary martial arts skills, ambition and audacity to defy it.

4. CONCLUSION

Reading through the whole "Madagascar", what we cherish most is that these profound thoughts and feelings as well as Culture in these thoughts and feelings over the tragedy under the spirit are stirring. It strongly impacts our soul, let us see the humanity of a brilliant darkness to see life, social cruelty and helplessness, but also let us realize that the author of mankind's ultimate destiny of deep concern. Thus, it can be said, "Madagascar" is an idea in the east, the shadow of the philosophy of traditional way of writing on the east approach of the ancient Greek tragedy. Madagascar at large a sympathy in culture under the care of the spirit of the tragic spirit of high tragedy. It is a popular cultural Kingdoms, but also is a reflection of human nature, a reflection of at greedy, angry, three-phase cross-flow of all living creatures of the "mirror." The vicious despicable, insidious selfishness of peers, are all caused by that the fate of human society, playing into the hands of, or who have been bad luck, or the tragedy of the end of life.

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Study on the Impact of Environmental Convenience Store Brand Image on Consumers' Purchase Intent—A Consumer Perspective Based on Brand Identity

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Abstract: Based on the previous theoretical basis and referenced the relevant literature of scholars, the conceptual model of this research was designed, and the relationship hypothesis between the brand image, brand identity, and purchase intention of green environmental protection convenience stores was derived in detail. With reference to the mature scale developed by authoritative scholars, combined with the actual research in this paper, the scale and items to be used in this paper are determined, the reasons for adoption are explained, and the issue and recovery of the questionnaire are briefly described. Prepare for data analysis and hypothesis testing. The shortcomings in the research are based on the shortcomings and the possible future research is expected.

Keywords: Purchase intention; Brand identity

1. INTRODUCTION

According to the “2017 China Green Environmental Protection Green Convenience Store Development Report” jointly released by the China Chain Store and Franchise Association and the Boston Consulting Group in May 2017, the sales volume of China's green environmental protection, green environmental protection convenience stores (including petroleum) in 2016 reached 133.4 billion yuan, a growth rate of 13%, and the average daily sales reached 3714 yuan. Compared with the same period of last year, in the first-tier cities such as Shanghai and Shenzhen, the number of green and environmental protection convenience store brands exceeded double-digits.

First, based on the existing research, this paper constructs a theoretical model that is suitable for green and environmentally friendly convenience stores, and is verified through empirical research. Second, most scholars choose to use customer perceived value or customer satisfaction as mediating variables. This study chose the brand identity as a mediating variable. Third, at a theoretical level, it provides a new perspective for the brand image development and development of green environmental protection convenience store companies. With the rapid development of China's economy and the increase in per capita disposable income, the pace of

people's lives is accelerating, and consumption is fast and convenient. First, the importance of the brand image of its green environmental protection convenience store cannot be ignored. Attract more customers by shaping a good corporate image and product image. Second, it analyzes brand identity and its two-dimensional intermediary role, helping green and environmentally friendly convenience stores to clarify how to connect with consumers when promoting the brand image of green and environmentally friendly convenience stores, and increase consumers' willingness to buy. Finally, the model design and data collection in this study are based on green environmental protection convenience stores. To explore the mediating role of brand recognition in green environmental protection convenience store brand image and consumers' willingness to purchase, this article starts with the following sections.

2. THEORETICAL BASIS AND LITERATURE REVIEW

Ashforth & Mael (1989) studied this concept carefully and clarified his identity and status in society. Later the theory of social identity was applied to organizational identity. In summary, this level of awareness is an important basis for influencing consumers' willingness to buy. In 1974, two scholars, Mehrabian & Russell, proposed the S-O-R model, which is the “stimulus-body-response model”. Ha (2010) used the S-O-R model as a basis to study the influence of information on clothing purchases presented by online clothing stores on the consumer's willingness to buy. Sha Zhenquan and Ye Zhanhui (2012) studied the influencing factors of customer flow experience based on S-O-R model, which will produce flow experience.

2.2 Green environmental protection Green environmental protection convenience store research review

In 1993, Keller proposed a brand equity model based on previous research. In this model, the researchers believe that the most important position in the brand equity model is the brand image of green environmental protection convenience stores, and it is divided into four dimensions as shown in the figure below, and the types

of brand associations are also detailed. It is divided into three sub-dimensions [1]. On the basis of mature models studied by foreign scholars, domestic scholars have established research on the brand image models of green environmental protection convenience stores. Fan Xiucheng and Chen Jie (2002) combined the reality of brand development in China on the basis of previous studies, and from the perspective of brand recognition, they divided the brand image of green and environmentally friendly convenience stores-product image, corporate image, humanity Dimensions and Symbol Dimensions, and established corresponding measurement models [2].

Social status brands have a sense of identity [3]. In his research, the dimensional division of brand identity also uses the two dimensions of personal identity and social identity, and has been verified. When Stokburger-Sauer et al. (2012) explored the reasons driving brand identity, they used the similarity consumers felt with brands to define brand identity [4].

Based on the above research on brand identity at home and abroad, combined with the characteristics of the

green and convenient convenience stores studied, this article considers that brand identity refers to the consistency of the brand concept or brand connotation and self-image perceived by consumers. The degree of response to the brand is emotional, willing or behavioral.

Ashforth, Harrison & Corley (2008) used the concepts of “top-down processing” and “bottom-up processing” when exploring organizational identity, expressing “self” and “organization” in organizational identity. The interaction between the definitions.

In summary, it can be seen that although the expressions of the research scholars on purchase intention are different, they all express the same meaning, that is, the purchase intention is a psychological tendency, which can be used as the basis and prejudgment of purchase behavior.

3. RESEARCH METHODS AND DESIGN

Variable Definition and Measurement

The research framework of this paper is shown in Figure 1.

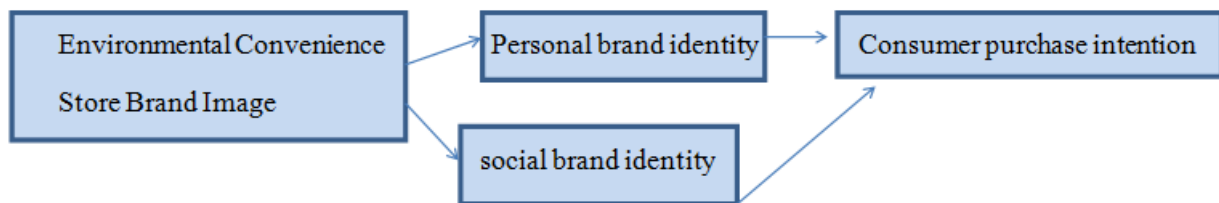


Figure 1. Study on the Impact of Environmental Convenience Store Brand Image on Consumers' Purchase Intent—A Consumer Perspective Based on Brand Identity

By summarizing the previous measurement methods of purchase intention, we can see that there are three main types. By combing the relevant literature on purchase intention, it can be seen that there are three main views of related research:

(1) Consumer attitudes. Zhou Yingheng (2004) verified the relationship between attitude and purchase willingness from the perspective of food safety. The results show that if consumers have a positive attitude towards food safety, they will have the willingness to buy, that is, Consumers have a sense of identity with safe food, and this sense of identity strengthens purchase intentions. (2) Perceived values. In economics, consumers are assumed to be rational economic people. When consumers realize that a certain product (service) can bring benefits, benefits or greater value to them, their willingness to buy will increase accordingly. (3) Perceived risk concept. Scholar Wood & Scheer (1996) proposed that perceived risk is the value comparison of consumers' possible gains and costs. If the risk is greater, the benefits may be reduced accordingly. It can

be seen that risk is also a part of value. Then it should also be part of the value judgment. Moreover, the results of his empirical research show that perceived risk itself can have an effect on purchase intentions. Gao Haixia's (2009) research selected mobile phones as the research object. Through empirical research, it has been proven that consumers will measure the risks when purchasing mobile phones. If the risk is lower, the willingness or behavior to purchase is higher. (4) Planned behavior theory. In 1991, Ajzen proposed the theory of planned behavior. This theory was originally used to explore the possible behavior paths of people in society. Later it was cited in other fields, such as the field of consumer behavior, to explore what factors are. Affects consumer purchasing behavior.

4. RESEARCH METHODS AND DESIGN

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show that if consumers have a positive attitude towards food safety, they will have the willingness to buy, that is, Consumers have a sense of identity with safe food, and this sense of identity strengthens purchase intentions. (2) Perceived values. Dodds & William (1991) believes that whether consumers' willingness to buy a certain product (service) depends to a large extent on their inner judgment of the value of the product (service). If he believes that the product (service) Service) value for money, then the willingness to buy is instinctively increased. (3) Perceived risk concept. Gao Haixia's (2009) research selected mobile phones as the research object. Through empirical research, it has been proven that consumers will measure the risks when purchasing mobile phones. If the risk is lower, the willingness or behavior to purchase is higher. (4) Planned behavior theory. In 1991, Ajzen proposed the theory of planned behavior. This theory was originally used to explore the possible behavior paths of people in society. Later it was cited in other fields, such as the field of consumer behavior, to explore what factors are. Affects consumer purchasing behavior.

The antecedent and outcome variables of the three variables are summarized and summarized. The division dimension suitable for this article is clarified. The relationship between the three variables is sorted out, which lays a sufficient theoretical basis for the research. (1) Questionnaire survey method

Based on the characteristics of the research object in this paper, the authors' research on green environmental protection and green environmental protection convenience stores was combed, and some items were modified. (2) Empirical analysis method This paper mainly uses SPSS software to analyze the data obtained from the survey, and uses descriptive statistical analysis. The innovation of this article is reflected in the following two aspects: First, the practical application

angle. This article studies the relationship between the brand image of green and environmentally friendly convenience stores and their willingness to purchase. Second, it provides a new perspective for studying its relationship and enriches related research to a certain extent.

5. SUMMARY

This chapter mainly establishes the main directions of this research for domestic and foreign scholars in the S-O-R model, the social identity theory, and the brand image of green environmental protection convenience stores. This article starts from the perspective of the green environmental protection convenience store brand image of green environmental protection convenience stores, and explores how brand identity plays a role between the green environmental protection convenience store brand image and consumers' purchase intention, thereby stimulating consumers' purchase intention.

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Fully Understand Students' Psychology and Solve Students' Lateness

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Abstract: Student lateness is one of the common problems in student management, especially in secondary vocational schools. In front of the late students, teachers should abandon the past simple and crude methods of cheques, corporal punishment, fines, and do not turn a blind eye, but should skillfully “late” as a good education opportunities, on the basis of fully understanding students' psychological, to use their own wisdom and compassion, education takes emotion course, use the warmth to guide students, let students to regulate their own behavior spontaneously.

Keywords: Student late; Students' psychology; Education case

“Late” is one of the most common violations of discipline in secondary vocational school. How to deal with the problem of students' late has become an important issue of common concern in secondary vocational school[1]. Most of the reasons for the secondary vocational school students to be late are due to things, which happen occasionally, such as traffic jams, broken bikes, sick, do not want to get up early, and so on. Few of them are deliberately done by students[2]. Therefore, it is not necessary for teachers to raise to a higher plane of principle and two-line struggle, complicate and aggravate the problems, give severe criticism or take extreme words and deeds[3]. Especially for secondary school students, they are in adolescence. Simple and rough management will not only aggravate their rebellious attitude, but also destroy their good impression of the school and teachers. In this way, It's not good for solving the problem, but also the distance between teachers and students can be alienated, which will have a counterproductive effect[4].

In the face of secondary vocational school students, teachers should take “being late” as a good educational opportunity, use some psychological methods to really understand the inner needs and ideas of students, know the deep educational resources hidden behind the phenomenon of “being late”, use their own educational wisdom and love, use their own professional education expertise, take the emotional route, guide students with warmth, and finally so that students can learn to regulate themselves[1]

1. FULLY UNDERSTAND THE SITUATION OF STUDENTS AND CARRY OUT TARGETED

EDUCATION WITH PSYCHOLOGICAL KNOWLEDGE

Sukhomlinskii pointed out that: “Love is not to spoil without principle. We should demand children with strict discipline and moral standards, and cultivate students' moral quality by focusing on collective education.”[5] Strict education must be based on loving students, because only by loving students and fully understanding students, we can turn principled love into the driving force to promote students' growth. [2]

One week after the start of school, the new students are basically adapted to the work and rest arrangements of the technical secondary school, only Zou Yang (pseudonym) of our class is still frequently late. There are five days of classes a week, and he's basically late for five days. On the other two half-days his parents ask for leave for him many questions came to my mind: “is it the student who is not willing to learn our major? Or is there a special situation at home? Or his own laziness?” “With all kinds of questions, I tried to talk to him alone, hoping to find out the answer. At the beginning of the conversation, Zou Yang didn't say anything. When he became impatient under my questioning, he bargained with me:” Five days a week, can I be late for three days? Or I'll be late in the morning and not in the afternoon, OK?” I look at this secondary vocational school student with amazement, just like what I am facing is a 6 or 7 years old child, totally unlike the words and deeds of a 15 years old secondary vocational school student. In order to learn more about the student, I politely interviewed the parents and wanted to help the child from the family. I met Zou Yang's father for the first time, and he really had no way to educate the child. According to the description of the parent, Zou Yang's father can't play a role in family education. His mother's excessive doting and unprincipled love for him makes the child form a life habit of living on the labour of others, and the mother and son refuse the father to participate in the family education together. Living under the excessive protection of his mother, Zou Yang was unwilling to grow up and didn't need to grow up, so his psychological age was very childish, which led to the scene of “bargaining” with me about the phenomenon of being late. In fact, such cases are not unique in secondary vocational schools, because of the lack of family education, there are many

students' behavior habits lack of management and norms. [3]

According to the background of my psychology profession, combined with his personality characteristics and his growth process, I used family education theory, chose the method of behavior training, mainly to improve his "lazy" characteristics. The methods are as follows:

First, apply medicine according to indications, treat "laziness" with "laziness". I went to talk with Zou Yang again, and told him the task and importance of his own development and growth, and encouraged him to bravely jump out of his "comfortable circle", learn to grow up and be independent by himself.

At first, I adopted the strategy of first allowing him to be late, but the rule was: "you can be late three times a semester. Please write a 5000 word explanation for each time you are late." And on the premise of their consent, I published this rule in the class, and asked the whole class to supervise, especially his deskmates to urge and help.

Second, regulate family education. In order to break his "comfort circle" and change his growth mode, I adopted the method of changing his growth environment. I interviewed his parents carefully and gave them a family consultation. I used the way of psychodrama to let his mother see the bad consequences of protecting her child, and let her see the obstacles to children's growth caused by her doting, gave her some family education guidance from the perspective of cognition and behavior, asked her to change the education mode of doting, and suggested his father to take responsibility, exercise his father's power, support his mother in life, but also supervise his mother, strictly require Zou Yang, the specific guidance is to ask him to undertake certain housework every day at home. [5]

On the third day after the implementation of the measures, Zou Yang was late again. I didn't embarrass him, but urged him to write a statement of more than 5000 words, and asked him to give it to me the next day. He heard my insistence and showed a complex expression on his face. He knew that I loved him, respect him, and do good for him. Therefore, he didn't want to but had no way. And I'm looking forward to the end of this lazy child One week passed, two weeks passed, three weeks passed Zou Yang is really not late again. I always praise him for his progress and growth every day, hoping to give him more motivation to change himself through positive reinforcement. [4]

Now it has been three semesters. The "the king of being late" at the beginning of our class is almost no longer late. Through this targeted method, the behavior training method is used to solve his main problem "laziness", so as to solve the problem. Behavior habits guide psychological growth. Now, he is gradually integrating into the collective, and his academic performance has improved a lot. Under the

supervision of everyone, he has progressed from failing in every subject to failing in only two, and no longer leaves early in cleaning. His parents feedback that his behavior at home has improved a lot, and he can undertake certain housework for them, he is polite to them, they are also very pleased with the growth of their children.

2. ACTIVELY APPRECIATE AND GUIDE STUDENTS TO ACTIVELY MANAGE THEMSELVES

Psychologist William James said that the deepest desire of human nature is to get the appreciation of others. Appreciation can stimulate the positive energy of people's psychology and encourage people to realize self-regulation and self-growth[6]. For students who are always late, when you communicate many times and the effect is still not good, we might as well jump out of the thing of "being late" and find another way, maybe there will be a favourable turn.

Lin Xiao wen (pseudonym) was a troublesome student. At the beginning of school, he dared to openly resist the elective courses assigned by teachers and refuse the teacher's mediation. Later, some students reported that he bullied the weak students, and he didn't think so, later on, because of absenteeism for morning exercises, he openly contradicted the teachers of the political education office. In less than a month, his scores in the quantitative assessment of moral education were deducted by more than 30 points. Later, he began to be late every day. No matter whether the weather was good or not, he would arrive at the school 10 minutes later than the bell every day. I talked to him many times, but he's always on the pretext that he's too far away from school, and he still went his own way. Looking at his less and less quantitative achievements in moral education and his indifferent attitude, I feel worried and helpless.

Once a small illustration in his weekly diary attracted me. Although it was rough, I saw his advantages in art. Therefore, I showed his small illustrations in front of the whole class, and said that I appreciated and liked his illustrations very much, and encouraged him to draw more illustrations. Later, I found out that he became very fond of writing weekly diary, and there were some illustrations on the weekly diary every time. Therefore, as soon as there is a chance, I would praise him in front of the whole class for his literary talent, talent in painting, etc. and I would give feedback in the weekly diary very seriously every time to express my expectation and encouragement. Later, I helped him select some good articles and illustrations, and recommended them to the school's Growth Garden for publication. Slowly, I found that Lin Xiao wen changed quietly. The problem of "being late" gradually disappeared. Later, he took the initiative to act as the subject representative of sculpture class, actively helped students design sculpture patterns, and became a favorite and good

assistant of the teacher. Through hard work, he won the second place in the carving skill competition, and his quantitative score of moral education miraculously rose from 72 to 112.7, ranking second in the total score of mid-term examination. Now, I can always hear that many teachers praise Lin Xiaowen in front of me. This year, he won the first prize in the provincial career planning competition and was recommended to participate in the national competition. Now, his deeds have become good stories and legends in the class and even in the grade. [5]

“Life is like water, appreciate life, learn to appreciate, love all over the world”. Every student has advantages. When we always look at their problems, we will enlarge them. It's better to rediscover them with loving eyes, appreciate them, and inspire them with appreciating eyes. Maybe the problems will disappear naturally, and even open up a new and broad prospect for them.

3. STUDENTS ORIENTED, USING EMOTIONAL CARE FOR COLLECTIVE EDUCATION

As Bartel said: “the love of teachers is a drop of sweet dew, even if the withered heart can wake up; the love of teachers is warm spring breeze, even if the frozen feelings will melt. “The power of love is magic, but it must be based on the real student oriented, emotional education to achieve its charm and magic.

In winter in north China, the weather becomes colder and colder. Many students are sick and asking for leave, more and more students are also late. After the morning reading bell rings, looking at their frozen red faces and ears, as well as their breathless appearance, I was angry and distressed. They go to school in such a hurry. What should they do in case of an emergency? A great deal of worries and anxieties rose within me. After class, I chatted with students and got to know their real situation: Many students are late because that they don't want to get up early due to the cold weather. They calculate the time to come to school, so they are always late within five minutes. In order to avoid the traffic jam, some students still ride their bikes to school. In order to catch up with the time, they often ride very fast, which has a lot of traffic hazards and life safety. In response to this situation, I organized a class meeting with the theme of Everyone Says “Being Late”, and I came to discuss with the students about their late arrival. [6]

In the class meeting, I asked students to talk about the benefits and disadvantages of being late. Later, I introduced the reasons for being late to the class. Finally, I focused on letting them calculate the risk of being in a hurry to avoid being late. The discussion among the students was becoming more and more intense. Some students put forward the hypothesis, such as the situation that would happen when they were late for sleeping for ten minutes more every day:(1) be in a hurry after being late, forget to wear

hat and gloves, will be sick and take medicine and injection (health cost, economic cost, time cost and academic cost);(2) be in a hurry after being late, and ride quickly, which may cause traffic hazards and endanger life safety (life cost, economic cost, time cost and academic cost);(3) rush into the campus, upstairs and classroom after being late (the cost of falls and injuries easily, the cost of being laughed by classmates and criticized by teachers, etc.);(4) form the habit of being late and affect future life and work (habit cost, future cost, etc.) The discussion was so heated that everyone began to think about the relationship between being late and themselves. Finally, the students came to the conclusion that in order to sleep ten minutes more, the cost was too high, the risk was too high, and they will lost too much. This extra ten minutes of sleep is too expensive for them to bear!

After the class meeting, everyone's lateness improved a lot. Later, although it was getting colder and colder near the end of the term, all the students in the class could come to the classroom early and start studying on time. Later, in the communication with the students, I knew that they were deeply impressed by the class meeting about being late. Through that class meeting, they learned that a small late arrival actually contains so many reasons. At the same time, that class meeting also let them see my concern for their health and safety and my love for the students from the heart. [7]

In this education case, I weakened the shackles of rules and regulations, shared my worries and anxieties from the perspective of caring for the health and safety of students, and from the perspective of students' own interests. With the help of teachers' care for students, I used psychological knowledge and technology to open the door of students' mind, which made students generate huge internal power and guided students to consciously and actively take steps in the direction pointed out by the teacher[7].

Education is an art of love[8]. If the love between parents and children is instinctive love based on consanguinity, then the love of teachers is universal love. Because education is non selective, all students have the right to get love, love is the most beautiful language of teachers. When we actively use “love” to treat the problem of “being late” on the basis of fully understanding students' psychology, what we see is not only the problem, but also the opportunity of development and growth. When we use “love” to solve the problem of students' being late, what we sprout is more educational wisdom and ability, and what we gain is more students' real self-regulation, self-management and self-growth. Therefore, teachers' love is the best medicine to solve the problem of students' being late! [8]

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The Nature and Role of Innovation in Project Life Cycle: A Case Study of the Hong Kong–Zhuhai–Macao Bridge

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Abstract: Project organising is a critical part of completing a project. It includes the corporation of different groups to provide all resources and management to a project. However, the changeless project organising would reduce the efficiency of a project. Therefore, innovation should be introduced to the project organising. The stages a project must experience is project life cycle and innovation should initiate in this process. This paper is to investigate the nature and role of innovation in project life cycle with a case study of Hong Kong - Zhuhai - Macao Bridge and the result shows that the innovation is a change to overcome some obstacles and the role of innovation is different in different phase of project life cycle.

Keywords: Innovation; Project organizing; Project life cycle

1. INTRODUCTION

1.1. Background and Definitions

Project-based firms are firms that produce systems and services according to the specific requirement of the owner and their dominant operation is creating process innovation for their clients (Hobday, 2000, cited in Blindenbach-Driessen and Van Den Ende, 2010).^[1] Substantial characteristics of project-based firms could prove their ability to innovate, for example, a high internal and external competence to communicate, a high degree of specialism and each level of employees in the firm could engage in the

decision making process (Damanpour, 1991, cited in Blindenbach-Driessen and Van Den Ende, 2010).^[2] Projects are correlated to the chance to initiate new thinking and improve the potential value and innovative capacity of the firm, they also embrace the progress of the new process and new commodities. The goal of projects is solving problems by providing innovative ideas (Sergeeva, 2017).^[3] Project organising is a temporary combination of several different organizations which could provide different resources to complete a specific project. For example, the owner organisation supplies financial support and the supplier delivers labor force and physical capitals (Winch, 2014).^[4] Promoting an innovation culture into the project organising ameliorates the collaboration between organizations and strengthens the contribution of organising to boost production efficiency. For every project, there is a well-defined construction process which is called life cycle, and managers could optimise their resource allocation and achieve their outcomes better if they have in-depth understanding of each stage (Kerzner, 2009).^[5] According to Adams and Barndt (1983 cited in Pinto and Prescontt, 1988), there are four phases in the project life cycle (Figure.1), conceptualization, planning, execution and termination.^[6] Innovation could originate from any stage of the project life cycle and with the application of innovation, the time consumed by the life cycle would be shortened.

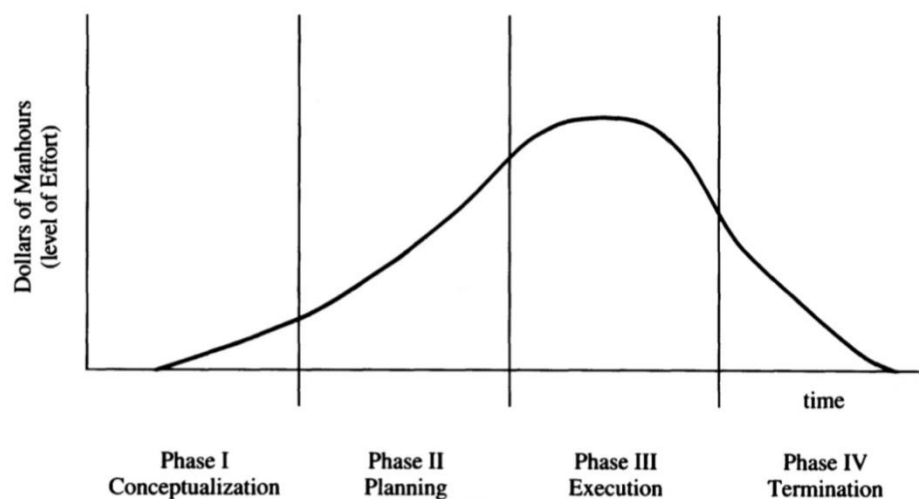


Figure 1. stages in the project life cycle. Source: Pinto and Prescontt, 1988.^[7]

Hong Kong - Zhuhai - Macao Bridge is the longest sea bridge in the world and it connects Hong Kong,

Zhuhai and Macau, which are the most famous cities of Pearl River Delta. The bridge includes 29.6 kilometres of the Main Bridge, 13.4 kilometres of the Zhuhai Link Road and 12 kilometres of the Hong Kong Link Road with the investment of HK\$110 billion in total (Wong, 2019).^[8] This project started in December 2009 and the completion in October 2018 indicated the travel time is dramatically reduced and the economic benefits of this region will rise significantly (Road traffic technology, 2019).^[9] Nevertheless, some problems were exposed while the project is constructing and they were solved by the project management team by implementing some innovative methods.

This essay will present the nature and the role of innovation throughout the project life cycle and use the Hong Kong-Zhuhai-Macau Bridge as an example to analyse them. Firstly, the nature of the innovation will be discussed in different aspects, the definitions, the originations, the classifications and the meanings. Secondly, the theoretical role of innovation in each phase of project life cycle will be explored and finally, the nature and role of innovation will be analysed in the case study of Hong Kong - Zhuhai - Macao Bridge.

2. STATEMENT OF THE NATURE AND ROLE OF INNOVATION IN PROJECT LIFE CYCLE

2.1. The Nature of Innovation

Innovation is an inventive use of the new ideas to the production process and includes reciprocity between institutions. These ideas come from researches or personal experiences (OECD, 1999), the higher degree of globalization and the higher demand from owners.^[10] According to Sergeeva and Green (2019), innovation could be concluded as a type of change, and it is also the triumphant application of new ideas and new systems.^[11] The innovation originates from the requirement of problem solving, and it is a passive manner, not an active one. However, in another article, Sergeeva (2017) has distinct opinions: innovation is a social structure that exists everywhere, that is, the innovative project team members recognize their relationship with clients is rising from the engagement in the knowledge processes, they have a collective understanding of the problems and unknown event.^[12] There are two ways for initiating innovation, the first one is the new idea from outside the firm and then be implemented on the project, the second one is the innovation is created through the problem-solving procedure (Winch, 2005, cited in Sergeeva, 2017).^[13] In addition, Edward-Schachter (2018) proposes that innovation is an ability to invent in the field of society, technology and culture, the final goal of innovation is evolving the human society.^[14] This argument has the similarity to the opinion of other authors but emphasizes the purpose of innovation is not just deal with the issues at present, but focus on the future development of the whole world. There are many elements that affect the

innovation prospect of firms, according to Reichstein, Salter and Gann (2005), the political regulations, the intensity of market competition and the stage of the project life cycle at which the firm is located are the main factors.^[15] Since innovation is a general concept, it could be divided into several detailed notions. Harty (2005) claims that there are two types of innovation: the bounded innovation is the application of innovation is constrained into a specific project and the unbounded influence of innovation could cover the wider landscape of construction industries.^[16] The categories of innovation also have other methods to classify. The product innovation is a specific new output that could be applied on the project and will not reclaim when the project is completed, and the process innovation is just a new method to be implemented to the project, it is an intangible product and could help the contractor use less time (Sergeeva, 2017).^[17] Sergeeva (2017) further investigates that innovation is a personal idea at the beginning but subsequently it becomes a collaborative activity after the participation of many experts.^[18] In principle, innovation is beneficial to the development of economic activities. As Freeman and Soete (1997) mention, innovation not only facilitates the national wealth, but also affords people a new method to explore the world.^[19] However, some limitations exist that will hinder the progress of innovation. The high cost of funding, the lack of customer feedback and specialist and the restraint of regulation are the pivotal obstacles of the innovation (Reichstein, Salter and Gann, 2005).^[20]

2.2. The Role of Innovation in the Project Life Cycle

2.2.1. The role of innovation in the conceptual stage

During the first stage, the managers recognize the strategies and outcomes of the project, and the clients express their requirements and show their financial strategies (Abdul-Kadir and Price, 1995).^[21] They also claim that the owner implements innovation in the financial strategies which are finding a new method to meet the funding requirement will expand the sources of funding and reduce the cost of finance.

2.2.2. The role of innovation in the planning stage

In the planning phase, the official construction plan is created and the participants and source of capital are ascertained (Adams and Barndt, 1983 cited in Pinto and Prescontt, 1988).^[22] The contractors could utilize information and communication technology to manage the behavioural on the construction sites. For instance, the introduction of Building Information Model will help to generate geometric data which is provided by suppliers and consultants (Sergeeva, 2017) and the contractors could arrange the project more efficiently based on the information and conform the criteria of a qualified project.^[23]

2.2.3. The role of innovation in the execution stage

In the execution phase, the construction progress begins and the assignments of contractors in this stage always are integrating different systems and

assembling different constituents (Reichstein, Salter and Gann, 2005).^[24] The process innovation usually occurs in this period is applying advanced production methods and marketing methods to adapt the current life cycle phase, boost organizational productivity and improve the project quality (Edwards-Schachter, 2018).^[25] Additionally, the innovative production methods could reduce the production cost and increase project quality.

2.2.4. The role of innovation in the termination stage

As Adams and Barndt (1983 cited in Pinto and Prescotton, 1988) present, in the termination phase, the resources are allocated to other projects and the client will receive the completed project, furthermore, the project managers will help the owners to achieve their future goals.^[26] In general, the contractor will continue to manage the next project after delivering the current project to the owner, therefore, it is essential to promise the efficiency of the employees. An innovative reward system is introduced to award the achievement of the project team and it will build the business culture which is motivating employees to seek for success (Hormozi, Mcminn and Nzeogwu, 2000).^[27]

3. ANALYSIS OF THE NATURE AND ROLE OF INNOVATION IN THE CASE STUDY

Hong Kong - Zhuhai - Macao Bridge is the longest sea bridge in the world and it connects Hong Kong, Zhuhai and Macau, which are the most famous cities of Pearl River Delta. The bridge includes 29.6 kilometres of the Main Bridge, 13.4 kilometres of the Zhuhai Link Road and 12 kilometres of the Hong Kong Link Road with the investment of HK\$110 billion in total (Wong, 2019).^[28] This project started in December 2009 and the completion in October 2018 indicated the travel time is dramatically reduced and the economic benefits of this region will rise significantly (Road traffic technology, 2019).^[29] Nevertheless, some problems were exposed while the project is constructing and they were solved by the project management team by implementing some innovative methods.

In the case study of Hong Kong - Zhuhai - Macao Bridge, numerous problems originating from the construction procedure. Therefore, a great number of innovative products and processes are utilized in this project to solve the problems and some changes from the former methods also involved. Since the Hong Kong - Zhuhai - Macao Bridge is a milestone in the world megaproject history, the completion of this project means experiences are accumulated and it will promote the evolution of human society. The specific problems and the innovation to overcome them will be analysed below.

3.1. The Role of Innovation in the Conceptual Phase

Business model innovation is also an orientation for innovation to ameliorate the project in the conceptual phase. Edward-Schachter (2018) states that the business model innovation is changing from the

current business model in order to meet the demand of clients better, create more value and diminish the unnecessary expenditure.^[30] Likewise, the innovation in the procurement approach has the same roles as in business model. In the case of Hong Kong - Zhuhai - Macao Bridge, the owners employed a novel method to raise the fund. On the one hand, according to Cheung and Chan (2008), Hong Kong adopted the build-operate-transfer (BOT) method which raising the fund from the private sector since the 1960s to boost the credit rating of government and eliminate the debt.^[31] However, since the conflicts to formulate the BOT contract arising from the discrepancy of legal systems, the three governments determined to undertake the cost themselves. This new financing approach shorted the constructing period because the financing procedure is easier to be approved and the capital chain could be proved. On the other hand, the government applied a design-build contract to replace the traditional design-bid-construction contract. The main contractor of Hong Kong - Zhuhai - Macao Bridge is the best construction company of China assisted by COWI, a consulting company of Denmark and Arup (Hu, Xie and Wang, 2015).^[32] With the design-build contract, the contractor would possess more freedom to manage the whole project, it guarantees the responsibility should be charged with specific contractors to reduce the risk of the clients and thus the requirements of clients could be seriously treated by contractors.

3.2. The Role of Innovation in the Planning Phase

Similarly, the role of innovation in the planning phase is not only embodied by the improvement of information technology. Gann and Salter (2000) argue that the central of innovation of the construction is delivering new product and services.^[33] The operation and maintenance of the project by owners and contractors should be supported by the novelty product and value-added service provided by the suppliers. Moreover, the application of a new manufacturing process and product will also enhance the economic value and social welfare (Edwards-Schachter, 2018).^[34] One of the problems of the megaproject is that there are numerous parties and systems in the project and it is difficult to coordinate all the participants and communication. In order to remove these obstacles, contractors of Hong Kong - Zhuhai - Macao Bridge employed the information and communication technologies which involve building information modelling (Zhou, Wang and Zeng, 2018).^[35] With these technologies, the contractors could measure the progress of the project, transmitting the information quicker and integrating all participants to avoid conflicts, and these benefits contribute to facilitating the efficiency of the project. Moreover, Non-dredge reclamation approach is firstly introduced in the Hong Kong - Zhuhai - Macao Bridge project. With the help of this approach, the amount of dredging was decreased, about 22 million

m3 of marine mud was reduced to dump into the sea and approximately half of the backfilling material was saved, furthermore, the habitat of the Chinese white dolphins was protected (ICE, 2019).^[36] Therefore, innovation is beneficial to reduce the waste and the damage to water quality, the environment, preservation and sustainable development are also embraced.

3.3. The Role of Innovation in the Execution Phase

For the role of innovation in the execution phase, Seaden et al. (2003) explore that innovation is important to the delivery process to appease the client's discontentment to the unpunctual delivery of products and services and unreasonable price.^[37] Moreover, innovation is also essential to allocate the power of management to promote the control degree (Harty, 2005).^[38] During the excavation process of Gongbei Tunnel in the Hong Kong - Zhuhai - Macao Bridge project, the contractors confronting a problem that the former water sealing method could not be used in this long-distance curved pipe-jacked project. Therefore, the Freeze-Sealing Pipe Roof (FSPR) approach which is laying the large steel pipes around the tunnel first and then companying with the artificial freezing method to achieve water-sealing was utilized (Hu, Deng and Ren, 2018).^[39] With this new excavating method, the surrounding environment would be damaged at least degree and the safety of the construction would be ensured. Passenger clearance building (PCB) was designed with a wavy roof but the building process was challenged by the airport height restrictions. To complete the original plan, the prefabricated modules assembly method was adopted in the construction procedure. The first step is lifting each of the large-scale prefabricated modules in turn and then move the modules in a horizontal direction until they reach the right position, and finally assemble them one by one (ICE, 2019).^[40] This innovative assembly method reduces the risk for workers, save the construction time and improve the project quality. Additionally, since the main project is over the sea, it is difficult to transport the resources and may bring huge pressure to marine traffic. Therefore, the suppliers of the project introduced the first floating concrete batching plant and it ameliorated the delivery pressure and guaranteed the quality of concrete.

3.4. The Role of Innovation in the Termination Phase

When the project enters the final phase, few affairs remaining to the management team. However, the contractors still have responsibility for the owner to explore other subcontractors to enhancing the quality of the project. Edwards-Schachter (2018) mentions that service innovation embraces activities such as food and health care, it would reflect the owner's concern to the real user of the project.^[41] Since the special location of Hong Kong - Zhuhai - Macao Bridge project, other demands must be satisfied in the construction such as the ability to bear the strikes by

super-sized cargo vessels, earthquake, and typhoon. Hence a structural health monitoring (SHM) system was used which is an application of fibre optic sensing technology to discover vessel impacts, measure the long-term structural health of the bridge, and analyse bridge condition during extreme weather events (Roanoke, 2018).^[42] This innovative system ensures the safety of the users and the bridge itself.

4. CONCLUSION AND RECOMMENDATION

4.1. Conclusion

In Summary, this paper explores the nature and the role of innovation in the project life cycle using Hong Kong - Zhuhai - Macao Bridge as a case. Innovation is a change or an application of new ideas to solve the problems, it comes from the researches or personal experience and it has different classifications such as product innovation, process innovation and service innovation. Innovation is a collective affair at the end. The role of the innovation is distinct in the different stage of the project life cycle but the similarities is also existing. In the conceptual stage, the innovation could find new source of funding, diminish the cost and reduce the risk of clients. In the planning stage, the innovation could promote the share of information, shorten the project process and reduce waste. In the execution stage, the innovation could eliminate the influence to environment, prevent the operational risk and promote the efficiency and in the termination phase, innovation could ensure the safety of the project and be an impetus to motivate the team members to do better in next projects.

4.2. Recommendation

Innovation is a fundamental element of a construction company if it wants to generate profit and bring social welfare. There are some suggestions to be an innovative construction company. Firstly, the project leader should be innovative. An innovative project leader is creative, having an analytical ability to solve the problems and enlightening other members in the project to think in an innovative way. Secondly, the firm should summarize the feedback from the clients to conclude the experiences from that project to have better achievement in the next project. Thirdly, the company should try to acquire knowledge and technologies from outside the company. The existing knowledge in the company is limited and the requirement of the society is changing over time. Hence the company should enrich itself by employing external innovators or cooperating with other companies to share the technology. Finally, since innovation also could promote the development of society, the country should formulate relative policies to encourage innovation, such as subsidies and tax reduction policies.

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With reference to the ‘pains of imprisonment’ (Sykes 1958: 285) explore the impact of imprisonment on prisoners mental health and wellbeing

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Abstract: Prison is a place of confinement especially for lawbreakers. The use of prisons can be traced back to the rise of the state as a form of social organization in ancient times. Imprisonment, as a measure of punishment, is the restraint of a person's liberty by prisons or custody. However, this punishment also brings many kinds of pains to the inmates, which are both physical and mental. Gresham M. Sykes, a pioneer in researching prisoners' well-being, pointed out that the traditional type of prison deprives inmates' human rights to some extent and has made the whole society pay more and more attention to this area.

Keywords: Prison, Gresham M. Sykes, Imprisonment, deprivation, mental health

1. Introduction

Mental healthcare in prison is always a hot topic in recent years. In a study of New Jersey State Maximum Security Prison, Gresham M. Sykes had mentioned a theory of ‘pains of imprisonment’ to criticize the disadvantages of prison system. He identified 5 specific pains of imprisonment, which are the deprivation of liberty, ‘good and services’, heterosexual relationships, autonomy and security [1]. These five deprivations may cause serious mental health problems to prisoners. This article mainly explores the impact of imprisonment on prisoners' mental health and wellbeing by studying the five deprivations which are mentioned by Sykes.

2. The loss of liberty

The first pain raised by Sykes is the deprivation of liberty. Obviously, imprisonment deprives prisoners' freedom. Because of the policy of solitary confinement, they are forced to live in a room smaller than fifteen acres. They cannot do whatever they want since there are a series of strict rules in prison. As Shammas wrote in his article “within the walls of the prison, inmates were further subject to a wide variety of control measures like cells, checkpoints, passes, and military-style formations in moving from one part of the prison to another” [2]. Thus, prisoners' every act and behaviour is under surveillance and control of the institution. Convicts who live in such a strict and comfortless environment may have high possibility to have mental diseases such as depression, anxiety or even self-harm and suicide ideation. What is more,

Sykes also mentioned that prisoners do have the privilege of being visited or mailed by their families, relatives and friends, which can partially relieve their isolation. But he found inmates' link with people from outside prison was weakening as time goes by. Only 41 percent of inmates in the New Jersey State Prison have been visited by people from outside. Therefore, prisoners' liberty—the rights to be visited or mailed are deprived by the institution, which gives prisoners more stress to relieve their pain. As the statistics given by National Audit Office shows, the number of self-harm incidents rose by 73 percent from 2012 to 2016. 40,161 incidents of self-harm happened in prisons (England and Wales) in 2016, which means nearly one in two prisoners were involved in the incidents [3]. Sykes also argued about the impact of society's rejection on inmates. The moral condemnation, rejection and disapproval by the legitimate society are tantamount to penal sanctions to inmates, which bring enormous trauma to them. According to labelling theory, prisoners are labelled as people who are more likely to offend and they are alienated by free society [4]. Thus, it is also difficult for inmates re-enter normal life. Also the moral rejection by legitimate society has a negative impact on inmates' mental health. These issues should be thought over more by government to protect prisoners' mental health.

3. The loss of “goods and services”

The second pain to inmates is the deprivation of goods and services. This deprivation is mainly based on material level. As Sykes stated that “no inmate owns a common piece of furniture, such as a chair, but only a homemade stool” [1]. He also mentioned that even prisoners owning a scrap from an abandoned carpet is forbidden by the institution. They only have four walls and a toilet facing their bed. And they have to eat food with the stink from the toilet. The Guardian has reported a case of mental health issue at Liverpool prison, “the chief inspector of prisons, Peter Clarke, spoke of a prisoner with complex mental health needs, caged in a cell that had no furniture other than a bed. The cell windows were broken, as was the light fitting. The toilet was filthy and blocked and electrical wires were exposed in his

‘dark and damp’ living space” [5]. People who live in this kind of condition, dark and shabby, may easily get both mental and physical disease. What is more, inmates have only “necessities of life”, for instance, a convict uniform with number representing their identity. They do not have any “luxuries” such as cigarettes, liquor and enough bulk to live. Sykes also argued that “in modern Western culture, material possessions are so large a part of the individual's conception of himself that to be stripped of them is to be attacked at the deepest layers of personality” [1]. Thus, the deprivation of goods may hurt prisoners’ mental health profoundly. From a service perspective, in the past or even nowadays some countries use their captive criminals as labour in the name of reformation. Because these free labour forces can bring huge economic benefits, it is supported by some private companies. Therefore, many prisoners are forced to work since they are indoctrinated asceticism by the institution, which is known as labour reformation. This deprivation of goods and services during imprisonment has given inmates significant living stress, which may possibly have a pessimistic impact on their mental health.

4. The loss of heterosexual relationships

The third pain of inmates is the deprivation of heterosexual relationships. Prisoner’s loved ones are strictly regulated when they visit inmates. They can only stay separately on both sides of a plate glass window communicating by phone while being watched by security. Mostly there is no possibility for prisoners to have physical contact with their partners. Sykes has argued about many scholars’ thought—men in prison suffer a decline in sexual drive. He showed that “the prisoner's access to mass media, pornography circulated among inmates, and similar stimuli serve to keep alive the prisoner's sexual impulses” [1]. Cavendish argued about the importance of sex to the society as “the meaning of sex and sexuality become increasingly important over the course of human development, especially into adolescence and throughout adulthood” [6]. It may not be a pain for few inmates who are homosexual before entering prison but it is definitely a loss for prisoners who are not homosexual and cannot have heterosexual relationships in prison. Because sex is a necessary part of life, some heterosexual prisoners are coerced, bribed or seduced to have sex with homosexual or bisexual prisoners. Furthermore, sexual assault in prison is a serious issue as Davis noted that “sexual assaults are epidemic in some prison systems” [7]. According to the statistics given by Ministry of Justice, there were totally 1633 incidents of sexual assaults happened in prisons from 2002 to 2013. And 44 cases of them caused serious physical injuries [8]. Thus, the deprivation of heterosexual relationships and sexual assaults in prison may cause severe damage to inmates’ self-recognition and mental health.

The fourth pain of inmates noted by Sykes is the deprivation of autonomy. Prisoners are regulated by a series of strict and irrational rules as well as commands. They even do not have the ability to decide about their basic daily life. According to Sykes, from prisoner’s point of view, most of what the officials control is unimportant. Their control makes inmates feel annoyed. And they express hostility to their captor, which causes violence in prison sometimes. As the Ministry of Justice reported “there were 6,844 assaults on staff, up 1,881 from the previous year. Serious assaults on staff have trebled since 2012, reaching 789 in the most recent year, up 26% on the previous period” [9]. What is more, Sykes also mentioned that officials sometimes show ignorance to prisoners. Some inmates feel they are as weak and helpless as children. Thus, imprisonment may damage prisoners’ self-image and cause mental disease to them.

5. The loss of security

The last pain of imprisonment is the deprivation of security. Prison is a place full of violence. As Palmer showed in his book, the environment in prisons is not safe, both physically and psychologically [10]. From the inmates’ point of view, they have no idea about when and where the next assault will happen. It has been pointed out that prisoners feel anxious about living in prison because of the security situation. O’toole and Eyland noted that “prisons bring troubled human beings, often with a long history of violence as victim or offender, into confined spaces against their will” [11]. Therefore, prisoners who have a long history of propensity for violence may conduct violence in prison. According to Sykes, prisoners are ready to fight for their safety and possessions. Some inmates even try to enhance their reputation by attacking others with prestige for toughness. Living in such an insecure condition, prisoners may get anxiety, frustration and distress. What is more, prison staff can enter prisoners’ rooms directly without informing them, which also brings a bad impact on inmates’ mental health. They cannot feel secure when they are in their own shelters. Thus, prison deprives inmates’ security to some extent. It is important to improve this situation by policy.

6. Conclusion

In conclusion, after studying Sykes’s five deprivations in prison more defects of imprisonment are raised. And these disadvantages may have a bad impact on inmates’ mental health. The deprivation of liberty makes prisons suffer from a sense of isolation as well as a loss of social acceptance. The deprivation of goods and service challenges prisoners’ necessities of life and it strikes their deepest layer of personality. And the deprivation of heterosexual relationships may bring prisoners frustration and sometimes it causes a man to be homosexual, which makes prisoners question their self-recognition. What is more, the deprivation of autonomy refers to the rules and

commands by institution. It may cause inmates to feel powerless and dependent on prison staff. Finally, the deprivation of security brings both psychological and physical risks to convicts. It is essential to enhance mental healthcare in prisons.

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A Focus of Dance Body Aesthetic Education

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Abstract: Nowadays, the professional education and universal education (or quality education) of Chinese dance have reached a maximum with two forces of state behavior and market behavior. However, in addition to the natural and spontaneous body aesthetic education of rural and urban folk dance (including artificial campus "intangible cultural heritage" inheritance activities, etc.), when the mainstream aesthetic paradigm between children's hand dancing and foot dancing is vague or can not be replaced, they can only seek alternative dance, imitate the Swan with ballet dance, and use the national standard dance posture Imitate "fox trot", use flamenco to release the remaining energy, and use improvisational imitation to reproduce the "singing Tour" activity of 1930s in China. In this way, the professional body aesthetic education and the universal body aesthetic education will be dispelled into the two poles of decentralization and fragmentation, which are mirror images of each other. **Key words:** dance aesthetic education body aesthetic

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1. INTRODUCTION

"Educational errors are more important than other mistakes." (Locke)

"The Analects of the Analects of Confucius and the Eight Diagrams of the Eighth" has a cloud: "The good for politics, the goodness of ethics, the ritual to protect the people, the joy to change the customs, the more you get it, the more you lose. In Chinese traditional culture, ritual Music accounts for a considerable proportion, and the body-made music and dance is related to politics, society, ethics, and education. [1] The Chinese classical dance generated in the music and dance tradition cannot be separated from these considerations. Like body culture politics, the aesthetic body education of Chinese classical dance is also based on the national education system. On the one hand, it must serve the national culture and politics with physical skills, and on the other hand, it must be used to guarantee the passing of this service personnel from generation to generation, with its mainstream influence. In the non-professional dance education, it is related to a kind of continuous Chinese dance culture safety. "If you get it, you will be safe. If you lose it, you will be in danger." [2]

In the coordinates of the world classical dance, due to the existence of the mainstream professional Wagangova Dance Academy and the Mariinsky Theatre, the children of Russian non-professional dances will have the "white swan" composed of "opening upright" and The role model of "Don

Quixote"; also due to the presence of the mainstream professional dance schools such as Bharatto, Kuchiputi and the New Delhi Theatre, the children of non-professional dance in India will have a hand dance and a foot bell to praise the wet side. Slave course. By analogy, Korean children will practice flowers and dance to imitate "The Beauty Cuts Peony", and the children of Bali will use the big wrist to imitate the fairy...

In the United States, children's dance body aesthetic education began around the age of six, and the selected dances were ballet, international standard dance and flamenco dance. The ballet is used to cultivate the noble and graceful form of the Christian dance culture of "Glory God"; the national standard dance was created by Princess Margaret of England during the First World War, and the children should learn the relationship between boys and girls, especially for wearing. Boys in children's tuxedo learn to care for girls (such as inviting girls to dance); flamenco has become a mainstream European and American dance body culture to pass on the children's passion for life. For children before the age of 6, their free dance also has the body language attributes of ballet and modern dance. (In the United States, [3] Martha Graham technology has been thought to be a traditional dance in the United States), of course, they are Melt in the game. The Mark Morris Dance Center (MMDC) is home to the world-renowned modern dance troupe Mark Morris Dance Company. Located in MMDC, Brooklyn, New York, the holiday is often a dance world for preschoolers: "In the At the same time of physical exercise, teachers also constantly ask questions based on the set scenes, and integrate common sense of life into the classroom. For example, what does plant growth need? Children answer: sunshine and water. So the teacher will lead everyone to imitate the rising of the sun, and become a ballet. To the two to three positions; imitating the flying butterfly in a sitting and squatting manner; and lying on both hands and feet to make a bamboo basket, full of childlike fun. Finally, the teacher let everyone imagine that they are a small Very small seeds, so the babies are curled up in a group, and they take the opportunity to stretch and relax the spine." [4]

Unlike the United States in immigration countries, the mainstream aesthetic education of French children pays more attention to the classical ballet laid by Louis XIV. Many of the teachers who teach children are retired actors of the Paris Opera. They usually have to get the French Institute of Education. The diploma can only take office – not only to keep the children in an aesthetically pleasing body tradition,

but also to be technically flawless... These mainstream physical aesthetics represent a physical tradition that represents a body culture. Political consciousness, self-reliance and self-confidence.

Today, the professional education and universal education (or quality education) of Chinese dance has been maximized by the two forces of state behavior and market behavior. However, in addition to the natural and spontaneous physical aesthetic education of rural and urban folk dances (including artificial campus "intangible" inheritance activities, etc.), the mainstream aesthetic paradigm between children's dances is vague or alternative – when "Powder. Ink", "Biyou Youlan", "Thousand Layers" can not bring them traditional models and positioning, they can only seek alternative dance, use the ballet posture to imitate the little swan, imitate the "fox" with the national standard dance Steps, using flamenco to vent the remaining energy, using impromptu imitation to reproduce the "singing tour" activities of China in the 1930s... In this way, professional body aesthetic education and popularized physical aesthetic education are dispelled into mirror images of each other. The unpolarized and fragmented poles. [5]

The professional one is the dance teaching, editing, performance and competition of the "Academic School", which is a "professional model" for the national teaching funds, performance funds and art funds. Today, the teaching and creation of Chinese classical dance produced in this model emphasizes experimental, novel and contemporary, and changes in style. Because of the lack of the overall crystallization of academic, artistic and technological achievements, it is difficult to form guiding principles, leading to the loss of professional paradigm in popularized physical aesthetic education. The other pole is the ubiquitous dance class produced by the "walking mode". Its basic feature is the dance grading or non-professional dance education extended by the corps. It belongs to "economical setting, dance singing". Among them, Chinese classical dance has a very small market share and has lost its mainstream appeal and dominance as a national dance. Among the two poles, the former does not care about the latter's living conditions, while the latter rebels against the former with a spontaneous body, constantly dissolving the mainstream status of the former. [5]

In the monograph "Green Law: Ecology and Ethics in Design and Architecture" (1955), Papanek warns designers who are busy with experimentation, novelty and contemporaneity: we must solve A contradiction between temporary and sustained, short-lived and permanent. Any house or building, any tool, item or artifact is nothing but a short episode in the long-lasting development. This concept of future architectural design is equally suitable for human body architecture design, enabling us to find physical, historical, ethical and aesthetic positioning on "continuous" and "permanent", rather than using

"temporary" and "temporary" and "permanent" and "permanent" The short-lived behavior dissolves the dynamic stereotypes in the long river of history. In this sense, the construction of Chinese classical dance is closely related to the past, present and future dimensions, and will be clearly reflected in the Chinese youth and children's body – whether they are professional or non-professional. [6]

In the ancient history of ancient China, whether it is adult dance and children dance or professional dance education and non-professional dance education, there is a traditional axis that is generally placed in cultural and social life, showing a mainstream paradigm. For example, Liang Shuming pointed out in "The Essentials of Chinese Culture" that old China is a country that integrates the country into the social ethics, and that politics is governed by ritual customs, while morality is integrated into culture, or at least the moral atmosphere of all cultures is heavy. This kind of moral atmosphere is a ritual of ritual and ritual, including music and dance, and the court ritualization of ballet is the same as that of Bharata's temple. It has also constituted a complete self-sufficiency for sustainable development. [7]

During the Western Zhou Dynasty, "Six Little Dances" was a textbook for music and dance education for the aristocratic aristocrats outside the "Six Great Dances". "Zhou Li Chun Gong Zong Bo" contains: "The music teacher, the politics of the palm of the country, to teach the country to dance. There are dances, dances, feather dances, dances, dances, dances, dances. "Six Dances" is a dance of Confucian sacrifices, and Confucius loves them. At the same time, Confucius, who has been taught by Laozi, also loves the dance of nature: "Zeng Xi's words to Confucius: 'Wu Chun, the spring service is completed, the crown is five Six people, sixty-seven boys, bathing in the wind, the wind is dancing, and returning. 'Confucius said: 'I and the point also!' Lu set the burnt offering on the water. The monk, late also; In April, the spring service is completed, and the clothing in April is also completed. The crown, the boy, the sacred priest also. The bath is awkward, and the water is also involved, like the dragon from the water. The wind is dancing, wind, the songs are also sacred, and the songs are also sacrificed, and the songs are also sacrificed." There is also the image of children's dances on the "Tiger Tigers and People's Jade" in the Warring States period, and the sleeves are dancing and enjoying themselves. The jade is engraved into two. A child, with sleeves for the opposite, dances, twists, tilts, circles, songs, lively and lovely... These traditional dance body aesthetics should be one of today's Note points. [8]

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Application of Multi-Disciplinary Curriculum in International High School, China- A Teacher's Inquiry Project for Commerce Subjects

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Abstract: This paper introduce a teacher's inquiry project which based on applying the multi-disciplinary approach to Commerce subjects in international high school, China. The key focus is to test and report the relationship between the teachers' curriculum design abilities associate with the process of participation in the project.

Keyword: Inquiry project, Commerce PBL, Multi-disciplinary curriculum, PBL in high school China

1. INTRODUCTION

Teacher Research or Teacher Inquiry are suitable for teachers to identify their own wondering, then to put it into actions, and solve their own problems finally. Officially, "teacher inquiry is defined as systematic, intentional study of one's own professional practice, inquiring professionals seek out change by reflecting on their practice". [1] While, teacher inquiry allows individuals to test ideas in relation to real life, to develop a sense of ownership compared with school-based training, and this sense of ownership will contribute to real change in classroom. [2]

The multi-disciplinary curriculum is defined as two or more subjects in relation with some theme, topic and even an issue. In the late 19th century, the multi-disciplinary curriculum approach found by Herbaria's paper was defined as "curriculum correlation and parallel disciplines". [3] It allows students to study based on their interest to contribute to their interdisciplinary thinking. Project Based Learning (PBL) often represent the multi-disciplinary collaboration by exploring common ideas and skills of life. For teachers, The teachers play the role of creating the multi-disciplinary curriculum and then use them as a "coach" to facilitate student activities during the stage of learning. [4]

1.1 Purpose of My Inquiry Research

I am a Business teacher in Beijing AIDI international high school and our school do offer Business, Accounting and Economic subject options based on the standard of Western Austrian Certificate Education. In China, STEAM program is popular recently just because it presents an example of multi-disciplinary curriculum in Science. [5]

Unfortunately, we never try to conduct the Commerce multi-disciplinary curriculum to test how it promotes the curriculum design capabilities. Therefore, I am wondering to how extent teacher's curriculum design ability could increase by doing multi-disciplinary project.

1.2 Literature Review and Gap Analysis

Multi-disciplinary curriculum programs prove amazing outcomes in University education. Temple University India [6] and Instituto Politécnico Nacional, Mexico [7] create the teaching and learning projects in Arts, Indigenous Education and solidary economy. All of these great projects make multi-subject curriculum more socially awarded and meaningful. Surprisingly, Forey and Cheung [8] introduce a cross-curriculum in Language and Physical Education (PE) that help students well prepared in PE exam.

In Business education, University of La Laguna Spain [9] applies the multi-disciplinary teaching approach as their new method in entrepreneurship education. Very recently, Contamination Lab of Turin [10] just publish an action research in entrepreneurship education in a multi-disciplinary environment this year. All the final outcomes recommend that it shows an overall improvement in students perception. However, in terms of sustainable development, multi-disciplinary approach is limited. Only University of Michigan [11] publishes a report to discuss the application of a multidisciplinary team-teaching approach in sustainable business education. All teachers feel excited due to this can enrich their teaching experiences and improve their course design ability.

Distinct limitations founded through literature review, a majority of multi-disciplinary approaches are conducted at the undergraduate level. In K-12, none of multi-disciplinary curriculum based on Business Studies have been found during my research. Therefore, there is a gap in teacher inquiry on how multi-disciplinary approach works in high school Business classroom, and how it benefits students and teachers. Luckily, my school AIDI want to create a PBL program based on Commerce directions. my job is to lead this team, to conduct an inquiry and then to

report the outcomes.

1.3 Research Question

What evidences are there that AIDI Commerce PBL project can help subject teachers like me to develop the ability to conduct multi-disciplinary lesson design.

2. APPROACH TO RESEARCH

The purpose of the curriculum design is to discuss a viable program plan combined with the Business, Accounting, Economics. The project should start from the true interest of students, considering to solve problems related to real life and contributing the meaningful solution to society. More importantly, it must produce an "artifact" as the final outcome. [12] Students have 3-hours lesson in every Friday morning and each workshop will focus on one subject, one topic and one task of assessment. With these efforts, we also want to associate between students' individual needs in forming an enterprise and one of the Sustainable Development Goal. [13]

2.1 Data Collection Strategy

The secondary data collection method involves with literature, that can help to refine my questions, thus leading my understanding of topics and give me more inspiration. To assess teacher's professional development, face to face interview, Critical Friend Feedback (CFG) and documents (pre/post) are adopted as primary data strategies.

2.2 Ethical Consideration

This program is considered as an internal project, making it not necessary to get approval from government bodies. However, the student selection calls up by voluntary application. In terms of the photos and videos with right of portrait from a privacy perspective, we ask students' guardian for the further permissions, then the students' works will be presented with anonymity.

3. ANALYSIS OF OUTCOME

3.1 Face to Face Interview

The two interviewees are the key members in my team: Mint- Principal of middle school and Amy-Accounting subject head. After record their interviews, I decide to work on the transcript by using denote colors and symbols through coding and demoing process, which is most frequently discussed in the social science by Schwandt's. [14] The analysis interview aims to summarize the qualitative data into claims about the critical factors and the skills as well as attitudes which can be seen as the critical development during this PBL.

Claims/Descriptions

Claim 1: Different working styles and the common knowledge of PBL are the core factors influencing the quality of curriculum design.

Claim 2: The conduction of PBL curriculum design could increase the educational skills of participants, which could also help teachers to develop the attitude of teamwork.

Claim 3: To provide practical opportunities are

significant to this program. We should focus on students' cooperation, provide support/trust, working with each other, and changes the original plan flexibly.

3.2 Critical Friends Group (CFG) and Documents (pre/post)

National School Reform Faculty[15] defines this method consisting of co-teachers who work together for a common goal. We use this method entirely in our group work, with the frequency much higher than the general requirement- 2 hours/per week. A "praise-questions-suggestions" protocol is often adopted during group discussion. For example, one of my Business lesson plan have been passing this CFG process (pre/post). After CFG process, the lesson quality increased extremely based on friends' feedback, which can be conducive to each team members' multi-disciplinary curriculum design ability. What's more, it is necessary for teachers who are able to design this curriculum to take various factors such as time constraints, task difficulties, assessment reliability, and students' joyful experience into consideration.

4. DISCUSSION

During this inquiry project, I have learnt how to be a program leader, how to coordinate with different subject teachers, to facilitate the best resources. Even more, developing the skills in multi-disciplinary curriculum design. Based on the analysis of the factors provided by my core-friends, I do agree that different working styles can influence the quality of curriculum design, but I contend that people's factors impose the strongest impacts than others. Those people's factors include the willingness to learn, the awareness of self-development, the agreement of time and effort dedication etc. Therefore, I will pay more attention to the willingness and common awareness in team member selection next time. As to continue working as a professional learning community, I think all of our teachers should work more closely with honesty, to be open to any suggestions, believing in the power of team.

On part of that, I do believe and agree with my interviewees that our students' academic performance will be better if we try to provide useful scaffolding, practical opportunities and conduct correct formative assessment. In emotional part, we should work on building trust with students, give them instructive feedback and make some changes if necessary. Furthermore, limitation is still involved in this research. To be more specific, I can't research any similar literature in the same levels and with same topic of my current research. Thus, more future inquiry researches at the high school level should be conducted, hoping to work deeply the commerce multi-disciplinary curriculum in the future.

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How to Effectively use Incentive Methods in the Management of Higher Vocational Students

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Abstract: Vocational college students are young and vigorous, so they need teachers to encourage them, encourage their behavior and affirm their performance. How to effectively use the way of encouragement to improve the level of education and teaching in higher vocational colleges is what educators in higher vocational colleges should focus on. This paper discusses the application of incentive methods in the management of higher vocational students. At present, there are three problems in the work: the application form of incentive methods is too single, the incentive mechanism is not fair, and the understanding of incentive methods by the teacher in charge of the class is not comprehensive. In view of the above three problems, the author puts forward that students should be the center of the incentive mechanism, and the operability of the incentive mechanism should be improved. In addition, there are three solutions for effective training of front-line management students. The purpose of this paper is to promote the application of the current incentive mode in the management process of higher vocational students through beneficial exploration and discussion.

Keywords: Modern higher vocational education; Student management; Ways to motivate students

1. INTRODUCTION

For a long time, the application of incentive method in the process of higher vocational students management is the focus of discussion in the field of higher vocational students management. At present, there are many problems in the practical application of incentive methods in the process of Higher Vocational Students' management teaching practice. It is of great significance to face up to and solve these problems for improving the efficiency of school teaching practice.

2. THE EXISTING PROBLEMS IN THE WAY OF ENCOURAGEMENT IN THE MANAGEMENT OF STUDENTS IN HIGHER VOCATIONAL COLLEGES

2.1 The Application Form of Incentive Mode is too Single

Motivation is one of the necessary means to train students in the current management process of higher vocational students, but the analysis of the current management process of higher vocational students, the application form of motivation is too single,

which is also one of the primary problems and obstacles in the implementation of the current management teaching practice of Higher Vocational students.

By analyzing the current teaching practice of student management in higher vocational colleges, it can be found that in the process of teaching practice of student motivation, teachers often use simple and single rewards and punishments. Students with excellent performance in teaching practice will generally be given dual rewards of material and spirit. With the institutionalized teaching practice and development in higher vocational colleges, this kind of rewards has been solidified into one. No matter what performance and breakthrough students have made in their study, higher vocational colleges will praise and reward students in accordance with the original rules and regulations. This kind of reward is often limited in the system of higher vocational colleges, which can not impact the students' psychology, and also can not motivate other students. This kind of reward has become formalized, which can promote the development of students' learning. In terms of the quality of teaching practice in higher vocational colleges, there is no practical significance.

2.2 Unfair Incentive Mechanism

At present, higher vocational colleges often have more class and collective significance and value in teaching practice. When making incentive system, they usually reward the whole group who has achieved good results by taking the collective as the standard. However, we should know that for a long time, influenced by the idea of official standard in China, many times, those students who have made good achievements and made great contributions are often It is the grass-roots students who grow up under the responsibility of the collective leadership in the actual teaching practice, and have made achievements under the collective leadership, but this achievement should belong to this student objectively, but because of the current reward system, many students cannot be directly praised by higher vocational colleges in the actual teaching practice, and often many students have made great achievements. In the process of hard work and making a lot of contributions, but actually receiving rewards, most of the rewards belong to their own collective, which is a kind of suppression and

obliteration to the enthusiasm and creativity of students.

2.3 The Leading Teacher's Understanding of Motivation is not Comprehensive Enough

It should be recognized that the incentive mode is ultimately directly formulated and implemented by the higher vocational students' managers. If the front-line higher vocational students' managers lack of understanding of the incentive mode and the mastery of relevant theories is not complete, the incentive mode cannot be fully implemented in the current management process of higher vocational students.

Only schools can form and maintain their own core competitiveness in the fierce competition, can make the "human" energy play a maximum role in schools, let schools form their own unique advantages in the continuous renewal and progress, help students to get self-development, and make schools make great progress, so that schools can really stand firm in the competition of the times. Heel, win.

3. SEVERAL WAYS TO SOLVE THE CURRENT DILEMMA

3.1 Student Centered Development of Reward and Punishment Mechanism

In the actual teaching practice of the school, we should establish the concept of people-oriented, and we should make the reward and punishment mechanism for the students as the center, so that the students can receive the rewards and punishment of the school independently in the reward and punishment mechanism. Only in this way can the incentive mode be truly implemented in the process of the management of higher vocational students, and the role of incentive can be truly revealed.

In order to make the mechanism of rewards and punishments with students as the center, we should first reform the idea of official standard, focus on changing the way of rewarding the whole collective with the collective as the core, make every member of the collective become an independent individual, encourage them to play their intelligence in the daily teaching practice, make their own great contributions and make their own great contributions to that. Some students who have made outstanding achievements in teaching practice will be given individual praise and encouragement. In this way, the innovation ability and creativity of talents will be activated, and the talents will be guided to perform better in daily teaching practice. Students centered higher vocational education is an important requirement of modern incentive system for higher vocational students .

In order to achieve this goal, we should take students as the center, adhere to the concept of teaching students according to their aptitude to carry out targeted education for higher vocational students. Teaching in accordance with students' aptitude is the original intention of carrying out talent training in modern incentive system of higher vocational

colleges. With the continuous progress of teaching in higher vocational colleges, many adopted talent training models, to a large extent, are the practice of the concept of teaching in accordance with students' aptitude. However, it should be noted that the school is the place of collective learning after all, and the so-called talent training is only a hierarchical teaching under the premise of collective learning. In the process of teaching students according to their aptitude, we must pay attention to the importance of collective learning. When carrying out the relevant teaching practice, we should also emphasize the complementary learning of big class, middle class and small class, in which the collective class is the theoretical knowledge and practical experience that must be mastered to teach students, aiming at improving the overall quality of students. The middle class is the general difficult teaching for the main students, while the opening of small class is going to two extremes - the best for the learning level And the worst two groups of students.

3.2 Strengthening the Operability Improvement of Reward and Punishment Mechanism

At the same time, we should pay more attention to the improvement of the operability of the reward and punishment mechanism. By analyzing the concept of reward and punishment mechanism in various higher vocational colleges, we can find that many higher vocational colleges tend to punish those students who make mistakes in teaching practice when they set up reward and punishment mechanism, and do not prepare more reward measures. Some higher vocational colleges even set up obstacles to make students unable to get the rewards they should. This method can save the cost of teaching practice in higher vocational colleges. The mistake of this idea lies in that it does not pay attention to the significance and value of students themselves, does not correctly see the important role of people in the development process of today's era, and reforms this idea. At the same time, it makes effective improvement on the operability of the reward and punishment mechanism, so that students can really make good achievements in teaching practice through their own efforts. After that, he was awarded by higher vocational colleges. With the deep development of modern incentive mode, incentive system mode has become possible. At present, with the deep innovation of modern incentive system education and teaching mechanism in vocational colleges, it is possible for students to carry out distance learning through the network. In this process, in order to promote the development of modern incentive mode in Higher Vocational Colleges and give full play to the important role of Internet in education and teaching, we should increase the investment in distance education and strive to promote the continuous development of modern incentive mode environment with specialized knowledge, technology and equipment. In terms of

curriculum and staffing, we should absolutely put an end to the occurrence of "layman leaders and insiders". Only in this way, the modern incentive system model of higher vocational colleges can be sustainable development, and new technology can be continuously applied to practice.

The continuous implementation of the above methods can help higher vocational colleges to better and faster stimulate the potential and combat effectiveness of students in the actual teaching practice, enhance the cohesion of higher vocational colleges, improve the overall teaching level of higher vocational colleges, and improve the teaching practice efficiency of higher vocational colleges. School owners and relevant managers should first establish such a consciousness. In the process of school's participation in the socialist economy, the key to school's success lies not in how to save money, but in how to earn money. Only by establishing the concept of improving the efficiency of teaching and learning practice and making more money in vocational schools, can we get rid of the thought of small farmers and do not consider what to do Higher vocational colleges save unnecessary money.

3.3 Pay Attention to the Training and Teaching Practice of the Teacher in Charge of the Class

The school should consider the regular training of the front-line higher vocational students' managers to help them improve their theoretical level, and help them understand the application of incentive mode in the teaching practice of Higher Vocational Students' management from a deeper and newer perspective. At present, in fact, a considerable part of the teaching practice of the students' incentive methods in the school is not in place, many good systems have not been implemented, and some current system norms can not meet the needs of students for personal growth and self satisfaction. Therefore, we still have many questions about the personnel incentive methods in the modern higher vocational student management. The problem needs to be solved. Many "rich mines" are waiting to be excavated. Throughout the cause of modern incentive mode of modern incentive system in Higher Vocational Colleges in China, quite a number of schools and regions have not yet established and improved their hardware and software facilities and supporting facilities. Although the modern education and teaching revolution led by the incentive system and modern incentive system in higher vocational colleges has come, it seems that the school has not made relevant preparations. Under such realistic conditions, it is of great significance for the school to reform the teaching ideas, set the term goals for students in a period of time, and help students to formulate more reasonable modern incentive courses. In the process of training modern incentive teaching talents in higher vocational colleges, both schools and teachers should abandon the rigid traditional concept of score only in the past

exam oriented education, and pay more attention to quality education, ability education and general education, so as to provide space and opportunity for the growth and progress of students, so that students can get proper exercise and opportunities in teaching practice. Grow up and help students' personal development in the future. However, in this process, we should pay attention not only to the performance of individual students, but also to the collective construction teaching practice. We should let students pay attention to the important value of cooperation and cooperation with others in the actual teaching practice. We should not only emphasize the individual rewards of students, but also let students have a kind of self-management and beggar my neighbor. It should be realized that the application of incentive methods in the management of students in higher vocational colleges should ultimately serve the improvement of production efficiency and the final production of good teaching effect in higher vocational colleges.

In the development of practical teaching practice, we should pay attention to the training content to keep pace with the times. We should adjust the training content according to the actual operation situation and the different characteristics of the development of the times, so that students can keep a high degree of unity with the actual development situation of Higher Vocational colleges in terms of cognition and action. Using this method to promote the efficiency of higher vocational colleges.

4. CONCLUSION

With the deepening of the modernization of the mainland of China, it has also brought new ideas in the management of higher vocational students. These advanced management experiences and methods of higher vocational students. In the face of fierce competition in the era, the school owners in the new era must be deeply aware of the opportunities and challenges we are facing at present, must clearly see the contradictions and problems existing in our current school management, and carry out radical reform on the management of higher vocational students in the school with the attitude of not avoiding and the courage of not afraid of failure.

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Analysis on Financing Lease of Energy Management Contract

Taking RY Company's Financing Lease Business in Energy Management Contract as an Example

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Abstract: Financial leasing, as a financial tool that can meet customers' needs of financing and leasing-assets, has been widely used in various fields. It can help enterprises acquire the right to use key equipment with a small amount of capital, realize technology upgrading, maintain and expand production to achieve profits, and realize effective circulation of funds. In recent years, financial leasing has played an important role in Energy Management Contract (EMC) because of its advantages in serving small and medium-sized enterprises and high-tech enterprises and its matching with the development status of energy-saving service companies. Based on specific financial leasing projects of RY company, this paper makes a detailed analysis of EMC financial leasing business of RY company, and finds out that there are time risks, conflicts of interest caused by unreasonable risk sharing, and risks of valuation deviation due to lack of professional background in energy-saving industry. This paper argues that RY company should participate in EMC process management, risk control of financing projects in different stages and emphases, and improve risk control measures of participants.

Keywords: Financial leasing; Energy-saving services; EMC; Risk control

1. INTRODUCTION

1.1 Financing Lease

Financial leasing is a form of leasing with the participation of three parties, in which the lessee selects the lease item and the seller, and the lessor contributes to purchase and lease it to the lessee. It is a financial instrument that can meet the leasing-assets and financing needs of customers [1]. A finance lease contract is a contract whereby the lessor, based on the lessee's choice of the seller and the lease item, purchases the lease item from the seller and provides it to the lessee for use, and the lessee pays the rent (Article 237 of the Contract Law of the People's Republic of China). Financial leasing can help the lessee obtain the right to use key equipment with a

small amount of capital, realize technology upgrading, maintain and expand production to achieve profitability, realize effective circulation of funds, and achieve reasonable tax avoidance through financing to maximize financial benefits [2]. From a macro perspective, financial leasing not only increases the capital input of the society, but also assumes the function of secondary allocation of bank credit resources [3]. In 2013, Premier Li Keqiang proposed during his inspection of ICBC Financial Leasing Company that "the financial leasing industry is a new land, and the state should cultivate this industry to develop" [4]. In 2015, Premier Li Keqiang again stressed the measures to speed up the development of financial leasing and financial leasing industry at the State Council executive meeting [5].

Li Jianhua, director of the supervision department of non-bank financial institutions of the CBRC, said that he hoped that financial leasing would not only break through in important areas, but also solve financing problems for small and micro enterprises, so as to serve the real economy and benefit the national economy. The state council has also issued frequent articles to promote the construction of four free trade zone leasing industries in Shanghai, Tianjin, Min and Guangdong. In 2018, China's total rental business reached 6650 billion yuan, an increase of 570 billion yuan, an increase of 9.38% over 2017, which is close to the total business of the United States, the world's largest leasing country; the total number of financial leasing enterprises in China was 11777, an increase of 2101, an increase of 21.7% over 2017; the registered capital was 32763 billion yuan, an increase of 43.2 billion yuan over 2017. The range is 1.33% (according to the data of industry associations).

Financial leasing has been widely used in various fields. In addition to the traditional manufacturing industry [6], which mainly produces energy equipment, transportation equipment, general machinery and other commodities, the state has also vigorously promoted the participation of financial leasing in PPP public facilities project construction

[7,8], while studying science. The author finds that financial leasing has many advantages in serving small and medium-sized enterprises and high-tech enterprises, and it has comprehensive advantages in environmental protection industry compared with traditional bank loans [9]. In recent two years, with the state's attention to environmental protection, financial leasing has also played an important role and advantages in contract energy management (EMC).

1.2 EMC

EMC (Energy Management Contracting, contract Energy Management) is a new mechanism of energy-saving services, which is an energy-saving investment way to pay the total cost of energy-saving projects with reduced energy costs. The main difficulty restricting the development of EMC industry is financing difficulties. In China's EMC industry and derivative areas, financing leasing has gradually become an important means of financing to promote the development of EMC industry.

From the current development situation in China, energy-saving service companies generally have huge financing needs and financing gaps [10], but they are also facing many challenges such as policy constraints, high transaction costs, imperfect corporate credit system and so on, resulting in actual financing difficulties. Find a financing innovation model suitable for its own characteristics [11]. In view of the financing dilemma of EMC, domestic scholars advocate innovative development by combining financial leasing with EMC. They propose

flexible and diverse ways to promote the development of EMC, such as direct leasing mode, after-sale leaseback, subleasing, entrusted leasing and split leasing [12,13].

At present, China's energy-saving service companies have a general situation of short establishment time, small scale, light assets and heavy technology, imperfect internal system, and unequal information between banks and enterprises. The financial advantage of financial leasing matches the demand of energy-saving service companies, but there are still risks such as time risk caused by too long project time, conflict of interests among participants, and operational risk caused by insufficient understanding of subdividing industries. Therefore, this paper takes the EMC financial leasing project of RY Company as an example to analyze the characteristics, main risks and preventive measures of EMC financial leasing [14,15].

2. EMC FINANCIAL LEASING BUSINESS MODEL OF RY CORPORATION

With the continuous development of economy and the progress of capital market, in order to meet the needs of economic development, the form of financial leasing began to adjust around the needs of all parties in order to achieve a balanced distribution of risks and benefits among all parties. In the EMC financial leasing business of RY company, the main participants are: lessor- RY company; lessee-energy saving service A company; energy using-B company and equipment supplier- C company.

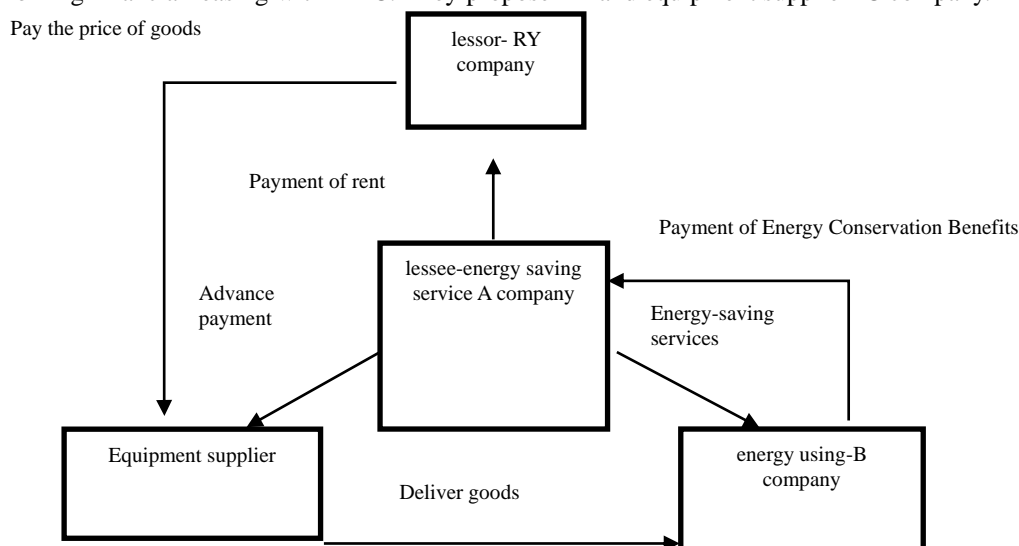


Figure 1. Basic diagram of EMC financial leasing

2.1 Participants

RY Company is a foreign-funded financial leasing enterprise approved by the Ministry of Commerce of the People's Republic of China, which belongs to the third-party financial leasing company. The company was registered in 2013 with a registered capital of RMB 200 million, mainly engaged in EMC financial leasing business and equipment financial leasing in the environmental protection industry [16-18].

The Energy-saving service company was registered in 2011 and is now a non-listed limited liability company with registered capital of 25 million yuan. Its main business is the installation of automatic control equipment and devices for energy conservation. It is the third batch of energy conservation service company registered by the national development and reform commission. Company A has completed 20 EMC projects, and

EMC has invested more than 50 million yuan.

The equipment supplier was established in 2014, with a registered capital of 50 million yuan, and is a professional low-voltage power-saving equipment supplier. Main products include low-voltage power-saving cabinet, energy-saving air compressor, energy-saving refrigerator, etc., which is A company's main equipment supplier.

2.2 Business model

1) Business processes

EMC project consists of four stages: project birth

period, project development period, project maturity period and project stability period. RY company operates EMC financial leasing project in the form of direct financial leasing. The financial leasing process is closely linked with the EMC project process in the course of the project, and the business process can be divided into two stages. The contractual relationship among energy-saving service companies, energy-consuming company, equipment suppliers and other parties is based on it. The flow chart is as follows:

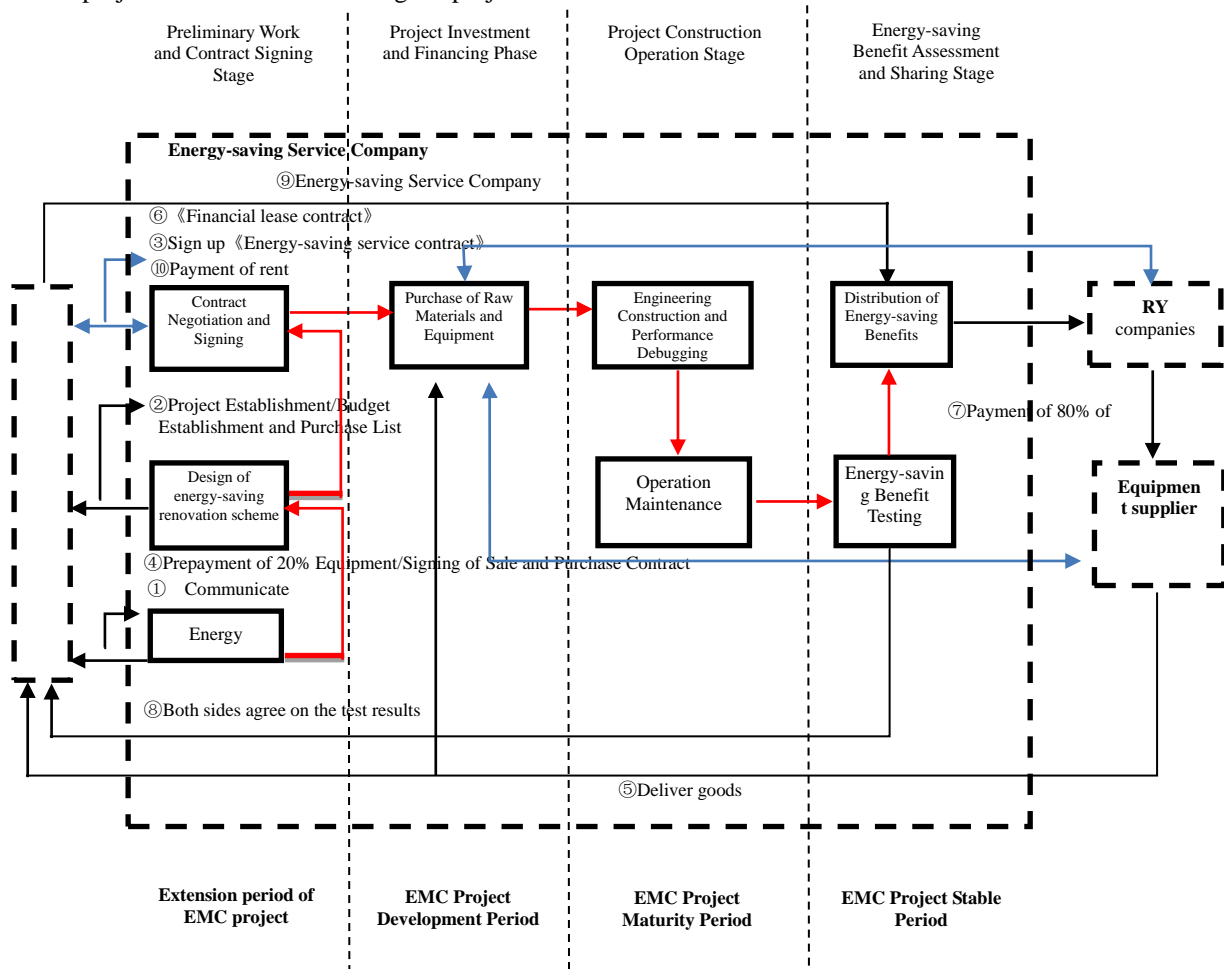


Figure 2. Flow chart of EMC project under direct financing lease mode

2) Four party agreement

EMC's financial leasing business involves four party contracts, including: lessor RY leasing company; Lessee energy saving service company A company;

Energy using unit B company; Equipment supplier C company. The contract between the parties is as follows:

Table 1. contractual relationships among the four parties

Contract participants	Contract Name	Contract Content of RY Company	Contract Content of Energy Conservation Service Company	Content of Energy Use Unit Contract	Contract Content of Equipment Supplier
Energy-saving Service Companies and Energy-using Company	Energy-saving service contract	—	Construction and renovation of energy-saving projects for energy-using company	Cooperate with the completion of energy-saving project construction and transformation, and pay energy-saving service money to Company A according to the contract after achieving the energy-saving goal.	—

Contract participants	Contract Name	Contract Content of RY Company	Contract Content of Energy Conservation Service Company	Content of Energy Use Unit Contract	Contract Content of Equipment Supplier
RY Company and Energy Conservation Service Company	Financial lease contract	RY company, as the lessor, issues financing funds to designated equipment suppliers according to the financing needs of the lessee, and collects rent from the lessee, namely energy saving service company	The energy saving service company is the lessee. It applies for financing loan from RY company to pay the energy saving equipment, and pays the rent to RY company on schedule according to the financial lease contract	—	—
RY company and equipment supplier	Business contract	Distribution of financing funds to equipment suppliers in accordance with financial leasing contracts	—	—	According to technical standards and design drawings provided by energy-saving service companies, energy-saving equipment is produced and shipped to energy-using company.
Energy-saving Service Companies and Equipment Suppliers	Business contract	—	Payment of Advance Payment for Equipment Purchase to Equipment Suppliers in accordance with Contract Agreement	—	

3. KEY OBJECTIVES AND BUSINESS OF RY COMPANY

Table 2. Responsibilities and objectives of the parties

Contract Name		Responsibilities of Energy Saving Service Company	Responsibilities of energy-using company	The target
Energy saving service contract	(1) participate in the formulation of budget and procurement plans; (2) follow up energy-saving equipment procurement and installation node; (3) follow up the energy efficiency test results	(1) for the use of energy company power distribution network energy-saving transformation; (2) to design energy-saving renovation plans for energy-using company; (3) purchase transformation equipment and installation; (4) engineering construction and performance test; (5) operation maintenance and maintenance; 6 energy-saving efficiency test	(1) cooperate with energy saving service company to conduct energy audit; (2) cooperate with energy saving service company to carry out engineering construction; (3) after achieving the energy saving target, the company shall pay the energy saving service fee according to the contract	(1) after the completion of energy-saving transformation project, to achieve (6±2) % energy saving rate for energy company; (2) the contract period of the energy conservation service is 12 years, and the energy-using company shall pay 201.200 million yuan per year to the energy conservation service company to share the energy conservation benefits
Finance lease contract	(1) to the lessee of the equipment supplier to release 8 million yuan financing (for energy saving equipment total price of 80%); (2) follow up whether the energy-saving service contract runs normally within the time of the financial lease contract; (3) the term of the financial lease contract is 3 years, the financing amount is 8 million, and the annual lease rate is 12%; Collect rent from the tenant	(1) apply for financing loan from RY company; (2) purchase raw materials and equipment according to the energy-saving transformation plan designed for energy-using company; (3) pay 2 million yuan to the designated equipment supplier (20% of the total cost of energy-saving equipment), and the remaining 8 million yuan shall be lent by RY directly to the equipment supplier; (4) assume the loan obligation of 8 million yuan from RY company, and pay the rent to RY company on schedule according to the financial lease contract	—	The financial leasing period is 3 years, and the energy saving service company pays RMB 3.19 million to RY company every year

RY company must follow up EMC leasing project in the whole process in order to effectively carry out risk control measures. During the birth period of EMC project, energy-saving service companies need to make EMC project budget and purchasing list for energy-consuming company, which is followed by signing energy-saving service contracts. Generally, they need funds to purchase raw materials and equipment immediately after signing the contracts. The stability of the capital chain is closely related. Whether the whole EMC project can be carried out smoothly.

After the energy conservation service company completes the energy-saving transformation and the energy-using unit recognizes the efficiency of energy conservation, it can receive the energy-saving efficiency sharing payment on schedule as agreed in the contract. This payment is an important repayment basis for the energy conservation service company to pay the rent to RY company. Therefore, as an important contributor of EMC financial leasing project, RY company must participate in the preliminary planning and design of energy saving service contract, and it is necessary to track and

monitor the whole EMC project to ensure the normal implementation of EMC financial leasing project.

4. MAIN RISKS OF EMC FINANCING LEASE PROJECT OF RY COMPANY

In EMC financial leasing business, RY leasing company faces risks such as time risk, conflict of interest, and insufficient understanding of the risk of subdividing industries.

4.1 Time Risk

RY leasing company uses financing leasing mode to finance EMC projects of energy-saving service company. Its payment of rent mainly depends on the energy-saving income generated by EMC projects, and the energy-saving income itself is uncertain, which increases the risk of RY leasing company. In the case, the contract energy management cycle is 12 years, the contract cycle is long, and the funds are returned slowly, which increases the uncertainty of energy-saving benefits collected by energy-saving service companies. At the same time, RY company is also facing market risk, exchange rate risk, and energy-saving equipment in the long process of operation is facing problems of failure, aging and maintenance. Moreover, the longer the EMC project cycle, the longer the return period of investment, the greater the risk of project failure. If RY company does not carry out enough risk assessment and follow-up visits to EMC projects, it may lead to the risk of difficult capital turnover of financial leasing companies.

4.2 Conflict of Interest

In EMC financial leasing project, there is a problem of unreasonable risk sharing between RY company and energy-saving service company. In this project, energy-saving service companies need to pay 10 million yuan to purchase energy-saving service equipment in the EMC project procurement phase. 20% of the first phase is paid by energy-saving service companies and 80% by RY companies. If the EMC project fails, energy-saving service companies bear 20% of the risk of investment loss, most of the risk is borne by RY company. If the energy-using unit defaults and refuses to pay the share of energy-saving benefits, and the energy-saving service company can not mobilize other funds to return the remaining rent to RY company, the leasing company has the right to dispose of the leased subject matter, including sealing up, dismantling, auction and other means, according to the financial leasing contract. However, as the subject matter of financing, energy-saving equipment is installed in energy-using company, so it is difficult for leasing companies to take back the equipment by force. In addition, most energy-saving equipment is high-tech equipment, which is connected with the circuits and equipment of energy-using company. As a financial company, leasing company can hardly distinguish and dismantle the leased items without supporting technical team. If it affects the normal production of energy-using company, it may lead to

the risk of legal disputes. Moreover, the second-hand market in China is not standardized at the present stage. Even if we can get the leased property back, we cannot guarantee how much money can be returned after we throw out the energy-saving equipment. Finally, the energy conservation service company is responsible for the operation, maintenance and maintenance of energy conservation equipment. In case of operational risks arising from the energy conservation service company, even if the energy user has the ability and willingness to pay for energy conservation benefits. However, the leasing company is not competent for the work of the energy-saving service company, so it cannot avoid the EMC project failure caused by the default of the energy-saving service company. Therefore, in the operation of the EMC project, RY leasing company bears the risk of exceeding its rental income.

4.3 Lack of Complete Understanding of the Subdividing Industry is Prone to Valuation Bias

RY currently has a risk control team of 10 people, 8 of whom have bachelor's degree in finance and law, and 2 of whom have master's degree in finance. They are initially equipped with professional risk control ability. EMC industry is a new development field of energy-saving and environmental protection industry in China, including high-voltage power-saving, low-voltage power-saving, hot water waste heat recovery, refrigeration workshop energy-saving, compressed air energy-saving and other energy-saving sub-projects, energy-saving, heat-saving, energy-saving has a variety of calculation methods and subsidy policies. RY company is difficult to fully understand the energy-saving technology part of EMC project. It often needs to specialize in EMC related professional knowledge to accurately judge business risks and control risks. Otherwise, it is easy to risk the deviation of EMC project valuation. If the project income is underestimated, the RY company will not get the corresponding income and reduce the rate of return on funds; if the project income is overestimated, the energy-saving service company can not receive the expected energy-saving benefit, the default risk of RY company will increase, and the risk of causing significant losses for RY company will also be increased.

5. PREVENTIVE MEASURES FOR EMC FINANCIAL LEASING PROJECT OF RY COMPANY

In view of the above risks, RY company should strengthen risk control from three aspects: full participation, phased deployment and participants.

5.1 Full Participation

RY company's wind control risk control measures have been launched in the birth of EMC project. During the communication stage of energy audit between energy-using units and energy-saving service companies, RY company needs to conduct a pre-due

diligence survey on energy-saving service companies and energy-using units, including:

- 1) The energy conservation service company as the lessee must be in the list of five batches of energy conservation service companies recorded by the national development and reform commission, and have been operating continuously in the industry for more than three years;
- 2) The energy saving service company must have the qualification of equipment operation and construction in the energy saving industry;
- 3) Analyze the business qualification and financial status of energy consuming units to ensure that they have the ability to pay for energy saving services to the lessee.

Before the energy saving service company completes the design of energy saving transformation plan and signs the energy saving service contract with the energy consuming unit, RY company needs to conduct research on the procurement budget, energy saving benefit, estimated income, payment method and equipment supplier of EMC project. · negotiate the terms of the finance lease contract with the energy saving service company simultaneously, and determine the details of the lease contract such as the lessee's financing demand, financing amount, financing time, financing interest rate, payment method and equipment supplier to RY company. The energy conservation service company began to purchase raw materials and equipment immediately after signing the energy conservation service contract with energy-using units. That is to say, it entered into the EMC project development period. At this stage, RY formally signed a financial lease contract with the lessee, purchased energy conservation equipment from the equipment supplier and paid for it.

In the EMC project financing lease in the mature period and project status of the RY company attaches great importance to the detection and saving energy is the energy conservation benefits distribution, can be good energy conservation service company payments link control, energy conservation service company in the normal project rent during the lease term on schedule on time, marked the EMC project financing lease post-loan management basic success.

5.2 Phased Risk Control Measures

The energy-saving service contract of EMC financial leasing operation lasts for 12 years. In order to eliminate the time risk brought by the long contract period, RY company sets the time of financial leasing project as the first to third year of EMC project. Energy-saving service company receives an annual share of energy-saving benefits of 2.12 million yuan, and pays an annual rent of 3.19 million yuan to RY company. The price difference of the project is partly paid by energy-saving service company to RY company. RY company set up a special post-loan management department to supervise and supervise the rent payment of energy-saving service companies

and the energy-saving benefit payment of energy-using units. Once the energy-saving service company defaults, in addition to arranging special personnel to the energy-saving service company to collect and adjust on the spot, it also arranges personnel to the energy-using unit to understand the operation of the EMC project.

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5.3 Improvement of Risk Control Measures for Participants

The biggest difference between EMC leasing project and ordinary financing leasing project is that EMC leasing project is based on two basic contracts, Energy Management Contract and Financing Leasing Contract. The tripartite transaction relationship formed by the combination of Energy Management Contract and Financing Leasing Contract must form a mutual system. Only the contractual and transferable lease contract can make the financial lease go smoothly. As a third party, energy users participate in EMC leasing projects. Leasing companies should strengthen the management of third-party energy users to reduce their own risks from the following three points:

- 1) Require energy-saving service companies to set up co-management accounts

During the stable period of EMC project, the flow of funds is energy unit EMCO leasing company, but there is no effective contract restriction between the leasing company and the energy-using unit. Therefore, RY leasing company requires EMCO to open a co-management account, which is supervised by both leasing company and EMCO with their seals. This account is also a collection account for EMCO to collect energy-saving benefit sharing from energy-consuming units, which is specially used for tracking and inspecting energy-saving benefits in EMC contracts. Under the circumstance that EMCO and energy-consuming units pay energy-saving service fees to the co-management account, the

leasing company can effectively guarantee its creditor's rights receivable by supervising the return flow.

2) Require energy-saving service companies, energy-using units and leasing companies to sign tripartite agreements

EMCO, as the main participant in EMC financial leasing project, connects energy users, leasing companies and equipment suppliers, but there is no effective contract restriction between leasing companies and energy users. The tripartite agreement can restrict the energy-using unit from the contractual relationship and require the energy-using unit to bear part of the guarantee responsibility. For example, once EMCO breaches a financial lease contract, the leasing company may initiate a guarantee clause in the tripartite agreement, requiring the energy user to assume joint and several payment liability.

6. OPERATION EFFECT

RY company EMC financial leasing project started in 2016. At present, the project has been implemented for two years, and all parties are running normally. RY Company has recovered 6.4 million rents, and the risk control measures have achieved the desired results. After installation and commissioning of energy-saving equipment, energy-saving service companies and energy-consuming units confirm the results of energy-saving benefit test, and recognize that the overall energy-saving rate of energy-consuming units reaches 7.2% after the implementation of this EMC project, and achieve the goal of energy-saving. Energy-consuming units pay 4 million share of energy-saving benefits to energy-saving service companies. So far, RY company, energy-saving service company and energy-using company have all reached the expected goal, and EMC financing leasing project is running well.

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WuhanCommercial Housing Price Forecasting byClustering Method and RidgeRegression

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Abstract: Chinese real estate is in a stage of rapid development. Commercial housing prices are closely related to people's lives. Considering the multi-collinearity and classification of 17 statistical indexes from Wuhan panel data since 2003 to 2017, one commercial housing price forecasting model by average-linkage cluster analysis and ridge regression, has been proposed in this paper. The advantage of the model lies in the simultaneous consideration on the real estate market affecting factors and historical prices.

Keywords: commercial housing price; forecasting; clustering; ridge regression

1. INTRODUCTION

At present, Chinese real estate is in a stage of rapid development. At present, the housing consumption has become the largest part of the consumption and investment expenditure for residents. The most popular research models used for housing prices forecasting include Neural Network [1], Gray-Markov Forecasting model [2] and Stochastic Time Series [3]. This paper proposes a novel model that takes the internal influence mechanism of influence factors and integrates with the concept of time series, to forecast the commercial housing price combining with the factors affecting the real estate market and the historical price.

2. PANEL DATA

There are many statistical data that affect the commercial housing price, which are summed up in three aspects, namely, the demand side data, supply side data and macro-economy data. The data source is the web site of National Bureau of Statistics [4] and the Wuhan Statistical Yearbook in 2003-2017. 17 influence indexes and 1 average price index of commercial housing are taken. Table 1 provides the specific data of various indexes, and the name of various indexes is replaced with the acronym. This paper takes 17 indexes and the average selling price of the commercial housing in this year as the independent variable (hereinafter referred to as the commercial housing price) and the commercial housing price in next year as the dependent variable, to establish the relationship between the affecting factor and the commercial housing price. The multivariate linear regression method is usually taken to establish the functional relationship.

Table 1 Related panel statistical data of Wuhan

Index*	2003	2004	2005	...
REDI	169.55	233.30	297.99	...
ConA	1955.49	2439.12	2749.63	...
ComA	682.62	702.29	816.72	...
SA	542.80	658.08	914.06	...
LAP	964.30	917.38	772.78	...
GNP	1622.18	1882.24	2261.17	...
PrI	95.13	102.23	109.57	...
SeI	701.87	825.78	1026.27	...
Ind	567.89	680.13	851.87	...
Cind	133.98	145.65	116.73	...
TInd	825.18	954.23	1125.33	...
CPI	102.30	103.30	102.70	...
RPI	100.40	101.00	100.90	...
HH	229.91	245.18	249.95	...
YeP	781.19	785.90	801.36	...
PCBAU	23.93	24.25	25.50	...
PCIAU	8524.52	9564.05	10849.72	...
ASP	2072.00	2516.32	3061.77	...

*Note: REDIA-Real estate development investment amount (100 million Yuan); ConA-Construction housing area of real estate development enterprise (10,000 m²); ComA- Completed housing area of real estate development enterprise (10,000 m²); SA-Sales area of commercial housing (10,000 m²); LAP-Land area purchased by real estate development enterprise (10,000 m²); GNP-Gross national product (100 million Yuan); PrI-Primary industry (100 million Yuan); SeI-Secondary industry (100 million Yuan); Ind- Industry (100 million Yuan); CInd-Construction industry (100 million Yuan); TInd-Tertiary industry (100 million Yuan); CPI-Consumer price index; RPI-Retail price index; HH-Households (10,000); YeP-Year-end household registered population (10,000); PCBAU- Per capita building area of urban households (m²); PCIAU-Per capita annual disposable income of urban households (Yuan); ASP- Average selling price of commercial housing (Yuan/m²).

The panel data is usually multi-collinearity. For example, there is certain collinearity between the gross national product (GNP), the primary industry and the

secondary industry. Firstly, we test the multi-collinearity of the panel data of Wuhan in this paper, and take the condition number for the multi-collinearity diagnosis. We standardize 17 index data using z-score normalization. The condition number is 1.41×10^{17} , which proves that there is significant collinearity between 17 independent variables.

3. CLUSTERING ANALYSIS

For the significant collinearity, it indicates that some of 17 indexes may be merged or eliminated. This paper takes the clustering method for the classification of 17 indexes by the distance [5]. The Average Linkage Method has been taken for the clustering. The distance between two classes is like this:

$$Height_{pq}^2 = \frac{1}{n_p n_q} \sum_{X_i \in G_p} \sum_{X_j \in G_q} d_{ij}^2 \quad (1)$$

where, $Height_{pq}$ -distance between class G_p and G_q

n_p, n_q -element number of class G_p and G_q

X_i, X_j - element of class G_p and G_q

d_{ij} - distance between X_i and X_j

d_{ij} is usually defined as the Euclidean Distance like this:

$$d_{ij} = |X_i - X_j| \quad (2)$$

The more similar the classes are, the closer the similarity $Height$ is to 0. We get the dendrogram as shown in Figure 1:

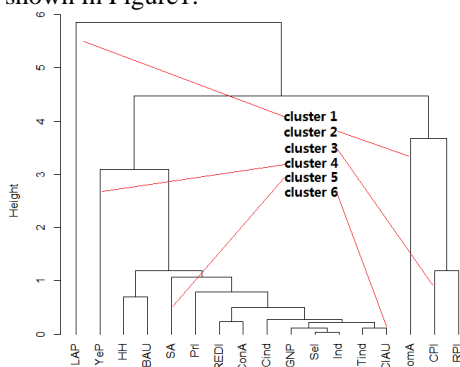


Figure 1 Dendrogram with six clusters

Figure 1 indicates that 7 indexes, LAP, YeP, SA, ComA, CPI, PCIAU are taken as the characteristic variable for the regression [6-8].

4. RIDGE REGRESSION MODELING OF COMMERCIAL HOUSING PRICE

Ridge Regression Modeling

Considering index matrix X and the forecasting variable, the matrix form of the multivariate linear regression model is as follows:

$$y = X\beta + \varepsilon \quad (3)$$

The commercial housing price forecasting model ASP_n is defined like Eq. 4. In Eq. 4, Above six indexes and the average selling price of commercial housing this year (as ASP_t) is to form the index matrix X , and the average selling price next year (as ASP_n) as the forecasting variable y . Regression coefficient C and β_i is to be solved.

$$ASP_n = C + \beta_1 \times SA + \beta_2 \times ComA + \beta_3 \times LAP + \beta_4 \times CPI + \beta_5 \times YeP + \beta_6 \times PCIAU + \beta_7 \times ASP_t \quad (4)$$

When there is multi-collinearity between independent variables, the variance of β is large. Hence, we take the ridge regression for the analysis further [6-8]. The ridge regression estimation of β is defined as follows:

$$\hat{\beta}(k) = (X'X + kI)^{-1} X'y \quad (5)$$

where, k -ridge parameter

I -unit matrix

The ridge regression estimation $\hat{\beta}(k)$ is actually an estimation family of the regression parameter. Ridge trace method has been taken to judge the ridge parameter k to obtain the ridge trace diagram with $k=0-4$ as shown in Figure 2.

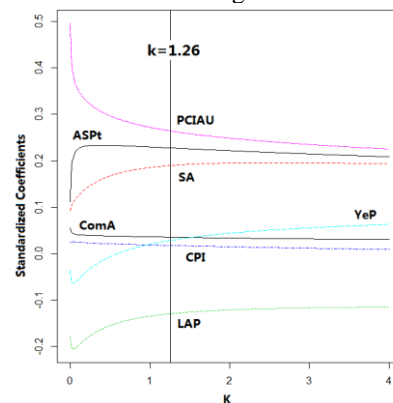


Figure 2 Ridge trace under different ridge parameters k

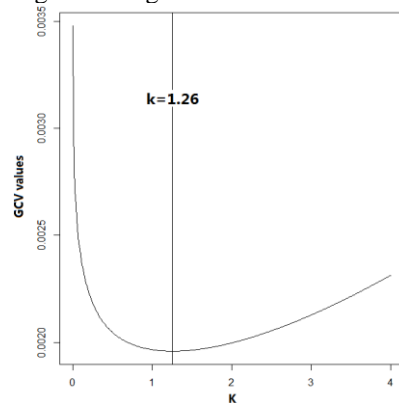


Figure 3 GCV values of different ridge parameters k
Generalized Cross-Validation (GCV) method has been introduced to get the best k value. GCV is defined like this:

$$GCV = \frac{1}{N} \frac{\sum_{n=1}^N [y_n - f(x_n)]^2}{[1 - df/N]^2} \quad (6)$$

where, N - element number

x_n - independent variable

y_n - dependent variable

$f(x)$ - estimation of y

df - degree of freedom

When $k = 1.26$, we get the smallest GCV, then the regression coefficient C and β_i has been determined in Tab.2. It shall be noted that the ASP_t index takes the average selling price of commercial housing in this

year, while ASPn is the average forecasting value in next year.

Table 2 Regression coefficient of commercial housing price forecasting model ASPn in Wuhan

C	β_1	β_2	β_3	β_4	β_5	β_6	β_7
-8289.43	1.00	1.06	-1.05	34.53	7.64	0.08	0.21

According to above forecasting method, we compare the forecasting ASPn from 2015 to 2017, using the data from 2003 to 2015 in Tab.1, with the actual value as shown in Table 3.

Table 3 Comparison of forecasting result with actual value (Yuan/m²)

year	2015	2016	2017
actual value [1]	8556	10048	11744
forecasting ASPn	9017.26	10345.43	12058.23

Table 3 indicates that the forecasting ASPn from 2015 to 2017 is close to the actual value. Above regression model is valid to forecast the commercial housing price of Wuhan.

5. SUMMARY

This paper proposes a forecasting method based on the historical price data by combining with the factors affecting the real estate market and the historical real estate price. Compared with the actual statistical value, the proposed forecasting model can provide better forecasting reliability.

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Research on Teaching Reform of Software Testing Experiment Course Based on OBE

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Abstract: OBE (Outcome-Based Education) is an educational model centered on students' learning outcomes. This paper explores the application of OBE mode in software testing experiment course, and presents the teaching reform process of software testing experiment course based on OBE. It then discusses the approaches of adjusting the experimental teaching objectives based on students' learning outcomes, reverse designing the teaching contents, and reforming teaching strategies of the software testing experiment course. An integrated evaluation method and feedback mechanism has been established for software testing experiment course to continuously improve the quality of practical teaching.

Keywords: OBE; Software testing; Practical teaching

1. INTRODUCTION

Software testing course is one of the important core courses of software engineering major, which has strong theory and practice. How to train students of software engineering to have both theoretical basis and practical ability in the field of software testing effectively? At present, many educators of software engineering have made active exploration. However, in the course of software testing theory teaching and related practical teaching, it is found that quite a number of students are not interested in learning, theoretical knowledge is not solid, practical ability is not strong, and they are not good at applying the knowledge learned to the actual software project testing. In view of the existing problems in teaching, we have taken some useful explorations, especially introduced the OBE mode into the course of software testing, and explored the formulation of learning outcomes, the design of teaching contents, the change of teaching methods and the improvement of evaluation methods of the software testing course based on the OBE mode [1].

OBE based engineering education model first appeared in the basic education reform in the United States and Australia. American scholar Spady W. D. defines the OBE as "a clear focus and organization of the education system around ensuring that students get the experience of substantial success in their future life" [2]. Australian Education Department defines the OBE as "an education process based on the realization of students' specific learning outcomes". Educational structure and curriculum are regarded as means rather than aims. If they can't

contribute to the development of students' specific abilities, they will be rebuilt. Students' outcomes drive the operation of education system." [3] Although the two statements are different, they agree that OBE is a structure and system in which all curriculum activities and student learning assessment are driven by learning outcomes [4]. OBE can be regarded as a cycle of describing learning outcomes, realizing learning outcomes, evaluating learning outcomes and improving teaching based on learning outcomes [5].

In the OBE education system, educators must have a clear idea of the ability and level that students should achieve at the end of the course, and then seek to design appropriate education structure to ensure that students achieve these expected goals. Students' learning outcomes rather than textbooks or teachers' experience have become the driving force of the operation of the education system, which is in sharp contrast to the traditional content driven and investment oriented education [6].

2. TEACHING REFORM OF EXPERIMENTAL COURSE

The steps of teaching reform of software testing experiment course based on OBE are as follows: a) adjustment of experimental teaching objectives of software testing; b) content design of software testing experiment course; c) implementation of teaching activities of software testing experiment course; d) establishment of assessment methods and evaluation feedback mechanism of software testing experiment course, as shown in Figure 1.

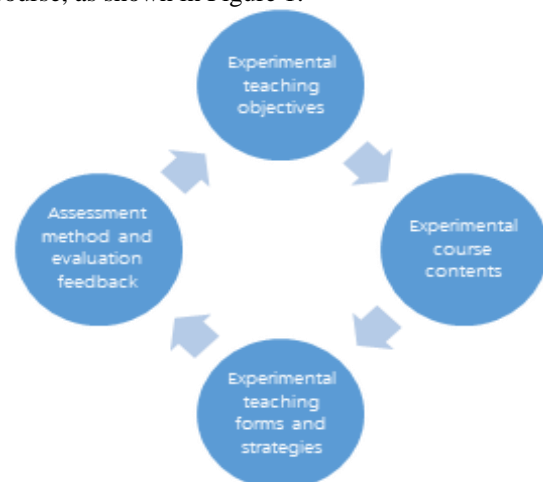


Figure 1 Steps of experimental teaching reform

2.1. Adjustment of Experimental Teaching Objectives
Training objectives are the foundation of talent training. It is very important to determine whether the

orientation and connotation of talent training are reasonable and whether the training objectives can be achieved. The training objectives in the general standards of Engineering Education Accreditation clearly point out that: a) there should be open training objectives that meet the orientation of the university and adapt to the needs of social and economic development; b) the training objectives should reflect the expected achievements of students in the social and professional fields about 5 years after graduation; c) the rationality of the training objectives should be evaluated regularly and the training objectives should be revised according to the evaluation results, Experts from industry or enterprises participate in the evaluation and revision process.

Learning outcomes refer to the ability standard and quality that students should reach at the end of the course. We delimit the theoretical knowledge that students should master according to the knowledge domain of software testing, set the abilities that students should have based on the internationally recognized standards of engineer certification, standardize the qualities that students should have based on the requirements of software industry for excellent software test engineers, and reset the level that students should reach according to the successful experience and shortcomings in the past core courses of software engineering major. And finally we define the guiding, detailed and operable learning outcomes [7].

The matching matrix is formed between the teaching objectives of software testing experiment course and the expected learning outcomes. In the matrix, each row represents an experimental teaching objective of our software testing direction, and each column represents one of 12 expected learning outcomes. 12 outcomes (graduation requirements) can be detailed into the second level of indicators, and further into the third level of indicators according to the experimental teaching objectives of software testing direction. If there is a corresponding relationship between an experimental teaching objective and a secondary or tertiary indicator of learning outcomes, mark the corresponding cell with "√".

2.2. Design of Experimental Course Contents

Learning outcomes are the guidance and goal of the whole learning, and teaching is the process of promoting students to achieve their learning outcomes. Once learning outcomes are defined, it is understood and clarified what kind of abilities students will have through learning [8]. Focusing on the adjusted experimental teaching objectives, we design the teaching contents for software testing experimental course in reverse. And the conceptual expression of learning outcomes are transformed into a set of practical, measurable indicator points. The contribution degree of each experiment to the experimental teaching objectives should be made clear to realize the integrated training. In order to

realize the transformation from traditional knowledge teaching to ability training, software project is used to drive practical teaching [9]. The starting point of experimental teachers' teaching is not what they want to teach, but what they need to achieve the expected outcomes.

The design of experimental teaching contents plays an important role in achieving students' learning outcomes, while the ability goals representing students' learning outcomes have a mapping relationship with the structure of experimental course system. In other words, each ability in the expected outcomes should have a clear support of certain specific experiments, whereas each experiment in the experimental course should have a definite contribution to the realization of the ability goal. The content of the software testing experiment course can match the expected learning outcomes. According to the bloom learning objective classification, the mastery degree can be determined, such as L1 (minimum), L2, L3, L4, L5 and L6 (maximum) which represents the requirement degree of corresponding knowledge, ability or quality. If there is no requirement, leave it blank. And thus the CDIO implementation matrix is developed. Each indicator point that learning outcome can be judged corresponds to one or several experiments, and each experiment should support the achievement of one or several indicator points.

2.3. Reform of Experimental Teaching Forms

In the teaching of software testing experiment course based on OBE engineering education mode, we focus on the learning outcomes. The practical teaching adopts the project driven teaching method. The project selection should be based on the real problems and user needs, comprehensively considering the basic knowledge and cognitive ability of students, and selecting the projects that can reflect the learning objectives, have certain challenges and interest of students. For example, we introduced a test case of "course selection system of *** University" in our teaching activities, and decomposed the learning outcome indicators into projects and tasks. Test cases can also choose projects developed by students themselves, which can stimulate students' enthusiasm and initiative.

We simulate regular software companies to carry out testing. At the beginning of class, teachers guide students to form test groups, each group consists of 4-6 members. Students act as test team leaders, testers and programmers respectively. They can also exchange roles at any time, experience test activities in an all-round way, and cultivate the skills of each test post. When testing the projects developed by the students themselves, the students continuously find, repair and analyze the defects, so that the testing activities can be carried out continuously and dynamically.

Teachers need to plan the project driven teaching

process carefully. On the one hand, students should play the main role of learning, design phased objectives and matching task scenarios in the process of project implementation, and inspire students to solve problems and complete tasks through autonomous learning and collaborative learning; on the other hand, teachers should play a guiding and inspiring role, and explain the relevant key and difficult contents in combination with problems and cases. Teachers guide students to practice through interactive communications.

2.4. Construction of Assessment Method and Evaluation Feedback Mechanism

Software testing emphasizes the practical ability of project testing. Curriculum assessment should combine basic knowledge, classroom performance, personal work and team project, and pay attention to knowledge assessment and ability evaluation. The whole evaluation system highlights the evaluation of the practical effect of the project. The assessment items are detailed in the aspects of test requirements arrangement, test plan, test case design, test execution, defect tracking, test evaluation, etc., reflecting the real effect and ability of students in the course of practice. Practical teaching is a process of continuous iteration and improvement. According to the evaluation results of teaching objectives and training outcomes, we can analyze the effectiveness and existing problems of practical teaching of this course, and further form the improvement plan of practical teaching, so as to continuously improve the teaching quality of this course.

In class evaluation should be combined with in school evaluation and out of school evaluation to achieve continuous professional improvement. The periodic evaluation and summative evaluation of the curriculum unit and the whole curriculum form an in class evaluation cycle. The students in the graduation class are evaluated on graduation practice, graduation design and internal engineering education certification to form an evaluation cycle within the school. Establish a mechanism of tracking and feedback of graduates and a third-party social evaluation for the graduates, and regularly evaluate whether the training objectives are achieved, so as to form an out of school evaluation cycle. The results of evaluation feedback are used as an important basis for continuous improvement of the discipline.

3. CONCLUSIONS

In order to cultivate software testing engineers who are competitive and meet the needs of society and enterprises, OBE teaching mode is introduced into the teaching reform of software testing experiment course under the background of engineering education

accreditation. This paper introduces the basic concept of OBE, gives the teaching reform process of software testing experiment course based on OBE, and explains each step in detail. The content of experiment course is designed with students as the center, the teaching objectives and assessment methods of experiment course are formulated with students' learning effects as the guide, the integrated experiment teaching is implemented, and the experiment teaching is continuously improved. Practice has proved that through the teaching reform, students' interest in learning has been aroused and students' ability of practice and innovation has been improved, and the quality of education and teaching has been comprehensively improved.

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A Study on the Characteristics of Student Management in Frontier Universities

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Abstract: with the development of our country's economy, people pay more and more attention to our education. Only paying attention to the development of education can make our country have inexhaustible power. Countries in different border areas have different policies. The state has given ethnic minorities many unique preferential policies, which also gives some students in the border areas more opportunities to study, and also gives them many good opportunities. Border students are a special group, but also an important part of our future talents. But in some remote areas, the working methods are not scientific, there is no perfect working system, and the construction of the work is not very strong, so there will be some problems in the management. This paper is about the characteristics of Yunnan University Management.

Keywords: Frontier; Yunnan; University; management; research

1. A SURVEY OF THE CURRENT SITUATION OF LEARNING IN THE FRONTIER ETHNIC AREAS

Colleges and universities are places where students are educated, managed and served, so student work is an important part of college management. The quality of students' work is related to the management level of a school, because it is the school managers who manage students in non academic things. Good student work can help students develop steadily in all aspects of morality, intelligence, physical education, beauty and labor. However, the conditions of running universities in the border areas of China are very

Table 1. Analysis and statistics of major academic conditions of university students in Yunnan border ethnic areas and Kunming Area

Areas and Running Area												
project	Gender		Nation		Student source				grade			
Investigation index	male	female	Han nationality	Ethnic minority	Province	Outside the province	countryside	town	Freshman	Sophomore	Junior	Senior
Number	565	1424	1382	607	1719	270	1612	377	1072	548	292	77
Proportion	28.4	71.6	69.5	30.5	86.4	13.6	81	19	53.9	27.5	14.7	3.9

1.2 Complex National Structure of Students

From the data of this survey, we have seen that ethnic minority students account for 800, including 28 ethnic minorities. Therefore, the ethnic structure in Yunnan is relatively complex. One of the reasons is that ethnic minorities account for a large proportion, which is also a common feature of college students in our border areas. As the teaching level in the border areas

limited, and the structure of students is not as good as that in the mainland, and there is also a national structure. For the particularity of the border areas, colleges and universities should analyze their own situation when they carry out their work on students, instead of copying the teaching mode of the mainland. When there is a problem in teaching, it should be determined according to the local situation and school situation. It is a very important research topic to choose the students' mode that suits our school at will [1].

1.1 Introduction to the Survey

This survey was conducted in Yunnan Province of China for six months. In the past six months, along the border line of Yunnan Province, we have investigated the universities in Honghe, Pu'er, Dehong, Wenshan and Lijiang. The process of our survey is carried out in the form of questionnaire. In this survey, we have distributed 2500 survey reports in total, 2115 of which have been received. Among them, there are 2000 valid questionnaires, with a recovery rate of 80%. The situation of the students who accept this questionnaire survey is as follows: the proportion of male students is 28.4% and that of female students is 71.6%; there are 800 minority students and 1200 Han students in the 2000 questionnaires; 86.4% of the students in the province and 13.6% of the students outside the province, of which 81% are from rural areas and 19% are from urban areas [2]. These data are collected and analyzed through the questionnaire in this project, as in Table 1.

is not at the same level as that in the mainland, to a certain extent, it will take the students in the province as the main source, and the students outside the province as the auxiliary source. Therefore, such a structure faces the problem of relatively single source of students [3].

The important feature of the border areas is that there are many ethnic minorities, and the students in these

areas are very single, so the ethnic structure of students should be an important factor in the development of students' work in Colleges and universities. Because different nations have different national characteristics, national habits and different national culture, to a certain extent, they have a strong sense of identity for their own history and culture. In their consciousness, the national consciousness of maintaining, inheriting and developing their own national culture is also very strong. In the management of so many minority students in border universities, we must fully respect the customs and national culture of different nationalities [4].

1.3 A Certain Proportion of Students with Religious Beliefs

Some ethnic areas in the border area have a very significant feature that their religious beliefs are relatively diversified, and such problems are also reflected in Colleges and universities. Through this survey, it can be seen that there are many students with religious beliefs in eight schools in the seven Table 2. Statistics of religious belief of students

		Frequency	Ratio	Effective ratio	Cumulative ratio
data	There's always been religion	250	12.6	12.6	12.6
	No religion, no interest in religion	1063	53.4	53.8	66.4
	There used to be, but not now	65	3.3	3.3	69.7
	Not before, but now	57	2.9	2.9	72.6
	No, but I'm interested in religious belief	542	27.2	27.4	100
	Total	1977	99.4	100	
System missing value		12	6		
Total		1989	100		

1.4 Students' Overall Socialization Level is Low

A natural person should internalize social value standards, learn different role skills, and then adapt to social life. The process of completing these is called "socialization". But in the process of this research, we have different definitions. Our socialization means that people can actively participate in social activities to obtain certain political participation skills, and can establish some basic consciousness in this process, such as: citizen consciousness, public morality consciousness and legal consciousness.

There is still a certain gap between the economic development of the border areas and the mainland, so the universities in the border areas will also be affected by the local economic development, so the school running conditions of some universities are relatively backward, and the overall level of students is relatively weak. Because rural students account for a large proportion in these colleges and universities, so colleges and universities should also choose appropriate ways to do student work.

1.5 It Infrastructure Construction Lags Behind

With the rapid development of science and technology, computer technology and automation technology are

border cities of Yunnan Province, and the number of students with religious beliefs has reached 12.6%, followed by the number of students interested in religion, which has reached 27.4%.

In every field of people's life, it seems that there are various customs related to religion. Religious belief will also have some influence on students. Religious belief will affect students' world outlook, outlook on life and values, which are reflected in students' daily life. Therefore, the frontier colleges and universities should be careful to solve and face the religious belief problems of these students when they carry out their work, because there may be more serious problems if they do not deal with them properly. Once these problems break out, it is not only about the management of students, it is likely to cause students with religious beliefs to stand on the opposite side of the school, such a situation will affect the stability and development of colleges and universities, as in Table 2.

widely used in every field, which also has a certain impact on the work of college students. Now colleges and universities are expanding their enrollment every year, so the total number of students is also increasing every year, and the workload of student work is also increasing rapidly. High technology has brought a turning point to this situation.

2. PROBLEMS IN THE WORK OF COLLEGE STUDENTS IN THE BORDER AREAS

2.1 Student Work Needs to Change

With the development of information network, the work of college students is becoming more and more modern. The survey found that students' enthusiasm and participation are not high enough, which is the direction of College Students' work change. It is related to the degree of students' socialization that students do not express their opinions. We should use modern information technology to change this situation.

2.2 Student Work System Needs to be Improved

The school's personnel training is relatively single, and the student work only plays an auxiliary role, only maintains the students' life order, and provides a good environment for the development of education.

But now the quality education is required, and the requirements for talents are getting higher and higher. Not only are the professional skills better, but also the students' communication level, communication and organization ability are better. Therefore, to carry out all-round education in the process of education, the student work system also needs to be improved.

2.3 The Construction of Student Work Team Needs to be Strengthened

We found that in some colleges and universities, counselors are not equipped and the proportion of teachers and students is seriously unbalanced, which has a great impact on the development of students' work in border colleges and universities. When carrying out student work, some of the staff are very tired, but students will also complain about not getting more attention. The quality of the student work team should also be improved. We should change the working concept of the staff, improve the cognition of the students' power, and improve the professional level of the staff.

3. IMPROVE THE EFFECTIVENESS OF COLLEGE STUDENTS' WORK

The first is to improve the Democratic Education of students' colleges and universities. The relevant departments need to attach importance to the Democratic Education of students. In the process of talent training, they should take the democratic education as a part of the training process, and the relevant schools should carry out civic education planning for students, and Open University platforms. Second, respect students' national beliefs. College Students' staff should educate students according to different religious beliefs and give full respect to their activities.

Third, the construction of campus culture. Colleges and universities should create a democratic atmosphere, pay attention to the expression of

students' rights, and at the same time, carry out democratic education for students to improve their civic awareness. Some awards can be set up to reward college students and encourage them to establish a higher ideology.

4. CONCLUSION

Because of the complex situation of the students in the frontier schools, there are also ethnic and religious problems in the management of students, so it requires the management personnel of students to have very high requirements. The first thing to be solved should be the imbalance between teachers and students, and then to improve the professional quality of student management staff. It is necessary to manage college students in a proper way.

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