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CONTENTS

Future Digital Transition Strategy of H&M Brand Names& Information

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Abstract: The significance of transfer into the digital retailing platform has been gradually noticed by the traditional fashion retailers. But how a traditional fashion retailer should adapt to the new digital world becomes a new challenge for each company. This paper analyzes the competition between traditional and digital approaches in the fashion industry, using H&M Group as a case study. By firstly analyzing the potential causes of bankruptcy of Forever 21, and then the current background information including industry structural analysis by Porter's five forces and applied digital strategies of H&M Group, this paper offers the future digital transfer suggestions: the digital mapping of consumers and also the collaboration with dominant online platforms.
Key Words: digital platform, production ecosystem, consumption ecosystem

1. INTRODUCTION

In 2015, Forever 21 along with other fashion retailer store chain brands such as, H&M, ZARA, UNIQLO were rapidly expanding their presence in all major cities worldwide. These companies took advantage of wholesale closeouts to buy merchandise from manufacturers at a discount and updated clothes styles almost every week so that people could buy the latest and most popular clothes at a low price. Their strategy was immensely successful. Forever 21's sales for example peaked in 2015, [1] with global sales of $4.4 billion. It rose to become one of the largest tenants in American malls, with 480 locations nationwide. Supported by a booming business, they chose to reinforce their strategy investing significant resources to further expand their physical stores worldwide. Yet in a matter of a few years from making those commitments, they declared bankruptcy in September 2019.

Forever 21's bankruptcy may be a harbinger of trouble for many other firms adopting similar business models. This is particularly true in China where consumer trends are rapidly changing. Apart from closing their physical stores including the flagship store in Shanghai, Forever 21 has now also withdrawn their online presence in major Chinese e commerce platforms such as Tmall. They have effectively withdrawn from the Chinese market.

The forces that impacted Forever 21 are also likely to impact similar fashion retailer store chains in China. New digital technologies, the rising power of online business models and the growing power of the app economy are some of the reasons they may be impacted. In other words traditional retail is pitted against digitally empowered business models, in ways we have not seen before. This paper analyzes the competition between traditional and digital approaches in the fashion industry. Specifically it addresses how a traditional fashion retailer should adapt to the new digital world. We begin however with an analysis of how new digital approaches in competing business models impacted Forever 21.

2. THE FORCES IMPACTING FOREVER 21

Forever 21's rise was based on cultivating fans by selling trendy clothes for low prices, which was their key to success. However, as they began to focus on expanding physical stores, the once unique style and the speed of updating clothes could not be ensured anymore. Yet, Forever 21 continued opening new stores as recently as 2016, even expanding existing stores to take over multiple floors with men's, children's, and home- good's sections, which could help explain why Forever 21's sales are estimated to have dropped by 20% to 25% in 2018. [2]

At the same time, Internet brands like Fashion Nova churned out celebrity- and influencer- inspired styles at a rapid pace. And as e-commerce continued to boom, traditional retailers like Forever 21 struggled to adapt to changing consumer behaviors. According to a March 2019 survey, millennials make up 60% of their purchases online and prefer online shopping over going to physical stores. Facing strong competition from online stores, Forever 21's traditional business model was significantly impacted.

However, this attack from e-commerce was not just about an alternate low cost option for customers. New online business models are able to anticipate user needs and fashion trends far more effectively than businesses with brick and mortar stores. Online stores can today capture information and data about customer trends in far more effective ways.

Sales in top ten markets, second quarter

	Q2 - 2019	Q2 - 2018	Change in %		31 May - 19	Q2 - 2019
	SEK m net sales	SEK m net sales	SEK	Local currency	Number of stores	New stores (net)
Germany	8,703	8,522	2	-2	462	-4
USA	7,336	5,673	29	17	575	0
UK	3,747	3,400	10	5	302	1
China	3,119	2,775	12	8	533	-2
France	2,731	2,607	5	2	234	-4
Sweden	2,314	2,212	5	5	178	2
Italy	1,938	1,898	2	-1	180	2
Spain	1,880	1,693	11	8	167	-3
Russia	1,837	1,506	22	19	141	1
Netherlands	1,756	1,697	3	-1	137	-5
Others*	22,113	20,001	11	6	2,070	33
Total	57,474	51,984	11	6	4,979	21
* Of which franchises	1,422	1,246	14	2	257	2

As a result, Forever 21's case may not mean that fast-fashion industry was facing the bust. It however was a reminder of the other fast-fashion brands to adopt the new powers of data through modern digital connectivity. In other words, they have to find ways to digitally transform themselves. In the ensuing sections we will suggest such an approach using H&M as a case study.

3. H&MANALYSIS

3.1 BASIC INFORMATION ANALYSIS

Tab. 1 presents H&M's sales information in 2019. (see Tab. 1). According to H&M's six-month report, [3]

H&M's sales performance is rising. Net sales in the six-month period increased by 11 percent to SEK 108,489 m (98,165); Online sales in the second quarter increased by 27 percent in SEK (Svensk Krona).

In China, net sales increased 12% when compared to 2018's. This rise was with a focus on online sales, as H&M closed 2 of their physical stores.

Worldwide H&M had 4433 stores in 71 markets, with 47 markets online. To understand its strategic position in its industry we refer to Porter (1980) for a structural analysis of its industry using the Five Force Model.

3.2 MODERATE THREAT OF NEW ENTRANTS

The current trend of online platform like Tmall provides great operating convenience for those private cloth shops because the individuals have lower capital requirements to open an online shop. The low prices and unique design of those individual shops will attract parts of online consumers. However, H&M enjoys supply side economic of scale and has better access to various distribution channels than those new entrants.

Low bargaining power of suppliers

H&M group works with 1269 independent suppliers for materials and products, so H&M does not depend heavily on several core suppliers. Increased trend of globalization provides more choices for H&M to find low- cost suppliers. According to the sustainability strategy of H&M, all the supplied materials like cotton ought to be circular and recycled.

3.3 MODERATE BARGAINING POWER OF BUYERS

The consumers of H&M are usually the end users of those clothes, and are usually individual buyers instead of organizational buyers. However, with the development of e-commerce, there are abundant retailers in the market provides numerous choices, and the cloth styles of H&M are not so differentiated among them.

Consumers are easy to reach those online retail shops and have pretty low switching costs to change their choices.

3.4 LOW THREATS OF SUBSTITUTES

Thethreatsofsubstitutesarelowsincethereisnodirectsubstitutesforapparels.However, the popularity of online platforms has eroded the power of physical shopping malls. There has been a softening of mall traffic and sales are shifting more to online.

High intensity of rivalry among existing competitors

The degree of competition among existing competitors is high. Those similar fashion retailers compete each other with product features, support services, brand images, price, and available digital services. H&M's main competitors are Zara, Uniqlo, Gap, American Eagle Outfitters and so on.

4. H&M'S CURRENT ONLINESTRATEGIES

H&M began its digital transformation journey as it found the fundamental forces in the industry being influenced by digital connectivity. It now has a new global online platform that meets the sales requirements in 47 geographic markets. They have put special emphasis on upgrading their official website and their mobile app. Through these changes, H&M seeks to provide consumers more services like broader payment options, shorter delivery periods, options to order online yet pick the items in stores and other such conveniences. The number of digital loyalty program members doubled from 15 million to 30 million in 2018. These initiatives resulted in sales growth of 3 percent (both online and offline) for the fiscal year 2018, with a sales growth of 21 percent in online retailing (H&M Group, 2018). [4]

There are several service technologies applied on the hm.com and the H&M app like visual search, scan-and-buy, find-in-store, in-store-made, click&collect and online return. The functions available in market of China are visual search and scan-and-buy. Visual search means using image recognition to help customers move directly from inspiration to purchase by making recommendations based on pictures that the customer has taken or been inspired by. Scan-and-buy allow customers to scan the QR code on an item in store to find the size and color they want online.

5. H&M IN CHINA AND ITS DIGITALPARTNERSHIPS

In China, H&M partnered with several major Chinese e-commerce digital platforms. They

successfully launched their presence in Tmall, as an additional online channel with huge traffic portal. H&M rightly captured the unique traits of Chinese consumers, that have a strong preference for online and app based commercial transactions. And H&M has opened its official accounts in Weibo and Wechat to directly communicate with consumers. These official accounts will update the brand news and promote recent activities. To identify the efficiency of the digital media promotion strategy in China, it is useful to compare the data of H&M and it's main competitors.

According to Tab. 2 and 3 (see below), the followers of H&M's WeChat and Weibo accounts respond most actively comparing with it's competitors. The average view and the average like of the top three articles in WeChat ranked at the highest position, indicating the attraction and effectiveness of article contents. The most active period of H&M's Weibo account was during the July of 2019 due to the celebrity effect with the help of endorser Yixing Zhang, one of the most popular young singers in China. Account's comments and retweets both ranked in the 2nd place in July due to the enthusiastic responses from fans.

6. RECOMMENDATION FOR H&M'S DIGITALSTRATEGY

Our recommendations for H&M's digital strategy has two parts. The first involves using modern digital technologies to transform how the traditionally mapped their fashion inventory to customer choices. The second entails using partnerships with powerful digital platforms such as Tmall and popular apps such as The Red Book.

DIGITAL MAPPING OF CUSTOMERS TOFASHION

With the augmented reality technology, customers can find clothes that ideally fit and match their preferences. Through 3D models of their facial feature and the body contours, their fashion choices can be produced to closely match their body shapes or skin color. Artificial intelligence can further sharpen the choices for customers by recommending what may best suit their body characteristics. The traditional process entailed maximizing the capacities of physical stores to provide as much variety as possible for customers to physically identify clothes that match their preferences. Though modern digital technologies this can be amplified by providing far more variety that customers can access digitally to find a fashion that best suits them.

Detailed processing of exhibition deepens the realism of clothing and the fun of dress matching. A series of actions taken by the user during browsing, training, try-on, purchase, etc., will be recorded in a digital form, as a reference for the development direction of apparel. The clothes are classified by style, release time, color and material, which can be considered as a kind of systematic classification management. Also the online fitting can collaborate with other social apps, which will be discussed in the next part, to attract people to share their own clothing matching. It is a way of promotion without too much expenditure on advertisement.

7. COLLABORATION WITH DOMINANT ONLINEPLATFORMS

As for this strategy, NIKE is a good example. NIKE Digital achieved an impressive sales growth of 36% during Q3 this year. [5] Nike's collaboration with other digital platform SHIHUO creates a big contribution. SHIHUO is a e-community for all sports fans and athletes to share their opinions about sports products. Such feedback is a valuable digital product-in-use information which can be used in two aspects of its digital ecosystems: production and consumption ecosystems (Subramaniam, Iyer and Venkatraman, 2019). [6]

Production ecosystems represent all the interdependencies associated with Nike's value chain of producing and selling shoes. By channeling in-use information into their production ecosystems, Nike can more precisely design shoes that meet their customer needs. Consumption ecosystems represent all interdependencies with objects and entities that complement the use of the shoe, such as athletic trainers or health advisers. By channeling in-use information here, Nike can offer a platform on which their customers can interact with such complementary entities to enhance their user experience.

How can H&M follow the NIKE example?

Based on the fast fashion model, attracting consumers with latest trend and getting exposed to

consumers' evaluations of products are quite significant for H&M. The Little Red Book is considered a good choice. While this platform creates a community where users can share their opinions for fashion retailers.

Like SHIHUO for NIKE, the Little Red Book is able to provide digital product-in-use information. Because the Little Red Book is more prevalent among fashionable and young consumers, it will offer more valuable and reliable information based on big amount of comments. According to the Little Red Book's 2019 Q3 report, [7] it has more than 250 million users while 86% of them are female, and 52% users are younger group, aging 25-35 years old. After gathering those comments, H&M has its own ICT (Information and Communication Technologies) to analyze those information and predict future trend. Utilizing its own technology, H&M can commoditize its physical assets, giving profound suggestions to its production ecosystem.

The Little Red Book is also beneficial for H&M to improve its sales performance. Today's fast fashion emphasizes the value of low price, meaning the significance of appropriate pricing. Like Tmall, the Little Red Book allows collaborated company to sell products, but in a categorized way: focusing on

fashion retailers, meaning that H&M will be more sensitive for its prices and adjust them in time depends on other competing companies' selling conditions.

The Little Red Book also provides companies with excellent word-of-mouth marketing. Nowadays, more and more bloggers enter this platform and release their notes about fashion styles and shopping recommendations. After they accumulate a lot of fans, many companies will find them and employ bloggers' popularity to promote their products. Public praise has always been the part that Chinese customers pay special attention on when buying products, and the LRB community has well promoted the construction of the public praise and reputation of major brands. For the purpose of improving promotion means by utilizing digital platform, H&M should collaborate with the Little Red Book.

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A study on the application of micro courses in College English teaching from the perspective of information technology

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Abstract: in the information age, traditional teaching methods have been difficult to meet the needs of social development for high-quality talents. Micro course is produced in the process of higher education reform and development. It is in accordance with the teaching characteristics of College English course. It can be said that it is the product of the integration of modern technology and traditional teaching methods. It can effectively stimulate students' interest in learning, make the teaching content more vivid and improve the effectiveness of College English teaching. In this paper, the author mainly analyzes the current situation of College English teaching, and discusses how to apply micro courses in College English teaching to improve the teaching effect, hoping to provide some reference for the improvement of College English teaching quality.

Key words: informatization; College English; micro course; application

1. INTRODUCTION

Under the background of the rapid development and progress of Internet and mobile terminals, the education and teaching methods adopted in China's higher education for a long time have been difficult to meet the needs of diversified and personalized learning at this stage. Improving the level of information construction will be one of the important strategies to carry out teaching reform and solve the contradiction between them. In recent years, micro courses, adhering to the concept of sharing and opening up, are gradually emerging in the global scope. Micro courses are highly interactive, and have the characteristics of mobility, convenience, fragmentation and efficiency, which can effectively break the limitations of the past teaching mode on space and time, and meet the learning habits of students and the requirements of the development of the times. It will be a new mode of English Teaching in the information age[1].

2. OVERVIEW OF MICRO COURSES

Micro course, also known as micro course or micro course, is a new type of teaching activity based on teaching video and organized in the form of PPT software. Knowledge point is the main task of micro course production, which needs to use refined video to show the teaching content, accompanied by practice test and teaching design and other related content. Micro course is not a single and boring teaching resource in the traditional sense, but also a comprehensive and open teaching resource.

Micro class has the characteristics of outstanding theme, short and concise, and the general time is about 10 minutes. It is designed with the detailed and thorough teaching of a certain knowledge point as the core. It is easy to spread and obtain, so that the public can learn knowledge anytime and anywhere[2].

In the higher education stage, the application of micro courses to assist English teaching is conducive to meet the overall development trend of the information age, improve the teaching quality of College English, and college students are more willing to choose interesting and concise information for learning, so micro courses are widely welcomed among college students. Secondly, micro class can promote the effective transformation of teaching relationship. In the past, large class teaching or multi-media teaching was used in College English teaching, and listening and speaking classes were only practiced by using the contents of teaching materials. In College English teaching, the application of micro course assistant teaching must be guided by the characteristics of students and the content of courses, and the knowledge structure and teaching concept should be updated in time to make the micro course content meet the learning needs and learning psychology of college students and strengthen their ability of independent inquiry and learning[3].

3. THE PRESENT SITUATION OF COLLEGE ENGLISH TEACHING

3.1 Reduced teaching time

Compared with the teaching time of senior high school, the teaching time of College English is reduced. Many college English teachers don't design the teaching content reasonably, which makes the lack of efficient connection between the upper and lower classes, and makes students forget after a period of study. In the next English class, the teacher will explain a lot of new English knowledge that needs to be learned, which makes it difficult for students to digest and memorize the English

knowledge. In the end, the individual's English performance has not been effectively improved. In addition, due to the reduction of teaching hours, many English teachers can complete the teaching tasks in time. In this case, teachers will choose to add more new English knowledge content in a single class to speed up the teaching progress, which makes it difficult for students to really keep up with the progress of English teachers' classroom teaching, thus leading to the occurrence of the problem of swallowing the whole. If students fail to understand and memorize the content of English knowledge that teachers explain in class in time after class, they may forget the English knowledge they have learned[4-5].

3.2 The three links of teaching, learning and using are disjointed

Due to the long-term influence of the idea of exam oriented education, students learn and review English subject knowledge in accordance with the types of questions and problems that may appear in the English exam. In the college stage, the training and training of students' practical English application ability is less. Even though many students get high marks in college entrance examination, they can communicate with them in oral English, but they find that their English expression and listening ability are poor. In other words, many students are using the sea of questions tactics to analyze and study the examination questions continuously, only can do the questions but not really apply them. They only study English for passing the CET-4 and CET-6 in college, but ignore the exercise of oral expression and listening. At present, the teaching of English subject makes the three links of teaching, learning and using seriously disjointed. Students can get higher scores of English subject through this teaching method, but it is difficult to effectively use English for expression and communication in life, which is undoubtedly a performance of putting the cart before the horse[6-7].

3.3 The teaching mode is relatively single

In College English teaching, English teachers are hired from outside, and the number of English teachers who have their own school is small. There are few teachers in the school, who are mainly responsible for the internal English teaching tasks of the management college, while the external English teachers are generally employed to complete the teaching tasks according to their personal teaching habits and teaching methods, so they can hardly carry out teaching innovation and teaching reform. This kind of teaching environment will lead to some English teachers' incomprehension even after one year's teaching in a certain class, which is enough to show that there is a large distance between teachers and students and it is difficult to communicate effectively. This kind of single teaching mode is the same as the English teaching mode in junior and senior high schools. It is difficult for students to have a strong interest in English learning. Many students hope to feel a more reasonable and scientific English teaching mode in the University. This traditional English teaching mode will erase students' hope for learning English, and even make students tired of learning English knowledge[8].

4.THE EFFECTIVE WAY OF APPLYING MICRO COURSE ASSISTANT TEACHING IN COLLEGE ENGLISH TEACHING UNDER THE BACKGROUND OF INFORMATION TECHNOLOGY

4.1 Making interesting micro class videos with thorough explanation of knowledge points

Making micro class video can be said to be the key step of applying micro class to assist college English classroom teaching. As an English teacher, we must master the media information technology and learn how to use the teaching video software. When making a micro class, English teachers can first collect the public videos related to the teaching content on the Internet, and learn from the advantages of these public videos, and try to control the micro class time in about eight to ten minutes. Teachers can let students learn the content of the micro class video in the first ten minutes of the course, and the rest of the class time is reserved for students to ask questions, analyze and discuss, so as to expand the exploration ability and independent thinking ability of college students, and promote the improvement of College English Classroom Teaching effect. Secondly, English teachers need to constantly improve their professional knowledge and information technology capabilities, and combine the soft power and hard power to improve the overall quality of micro class video production. (as for Figure 1)
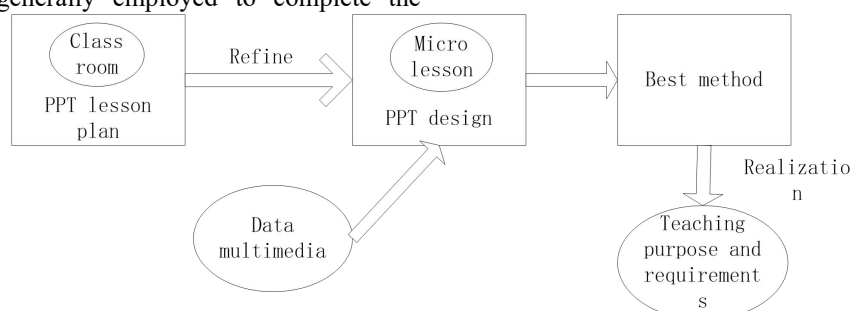
Figure 1. micro class video production

4.2 Pre class learning style

Teachers should be prepared in advance and take

every detail into full consideration when using micro courses to assist English teaching. Only in this way can the expected teaching objectives be achieved. After making the micro class video, teachers should further optimize the pre class learning methods. After learning English in junior and senior high school, college students already have a certain degree of grammar foundation and strong self-study ability. Teachers can encourage and encourage college students to take the initiative to preview in the pre class stage and play their own independent learning ability. And use a variety of different types of teaching methods, so that students can fully express their ideas and views in self-study, so that the classroom discussion link is more abundant. English teachers can assign learning tasks to students before class, and put forward some questions related to teaching content for students to think about. After the students understand the relevant knowledge and get their own views, it will help them to integrate into the English classroom teaching more quickly, make full use of the limited classroom teaching time, and make the classroom more efficient and rich. Therefore, the pre class learning stage can be said to play an important role in the micro class learning process.

4.3 Teaching methods in the course
Micro class video plays an important role in College English teaching. Micro class video is not the only content of teaching, teacher-student interaction is the key to improve the quality of teaching. Good interaction between teachers and students can not only make the teaching atmosphere more harmonious, greatly attract students' attention, but also enable students to give full play to their imagination and divergent thinking ability, and promote the overall development of students' personal ability. Before the formal teaching, English teachers need to have a detailed and in-depth understanding of the teaching content. For example, when teachers explain knowledge points about free translation and literal translation, they can select relevant videos on the Internet for students to watch, and exchange different opinions among students after watching the videos, which is conducive to strengthening students' understanding and memory of the teaching content, helping teachers to summarize curriculum teaching experience, and laying a solid foundation for future English micro class teaching. Because of the interest and openness of the micro course content, students can view the whole world with a broader and inclusive attitude, which is conducive to the cultivation of students' creative thinking.

4.4 Review after class
Usually, in the after-school stage, micro class can also be used to review relevant knowledge points. Teachers can arrange thinking questions related to teaching content for students. For example, let the students watch the micro class video, according to the video content to practice the English composition; the teacher can also use the form of let the students watch the micro class video, to further deepen the students' memory of the words learned in the class, so as to achieve the effect of consolidating learning.

4.5 Summary and feedback
In the university stage, the micro course teaching of English is not independent and single, its teaching process can be complete. Therefore, at the end of classroom teaching, teachers need to summarize and feedback the teaching of this lesson, and pay attention to the training of students' individual English learning ability. English teachers should not only innovate teaching content and teaching methods, but also arrange inquiry exercises for students after class, so that students can think deeply about teaching content, which is also conducive to cultivating students' divergent thinking ability and innovative thinking ability.

5.CONCLUSION:
In the information age, because of its characteristics of network, fragmentation, mobility and video, micro courses enable people to learn knowledge anytime and anywhere. The application of micro courses in College English teaching caters to college students' learning psychology and learning needs, which is conducive to enhancing students' interest in learning English knowledge and promoting the quality of College English teaching.

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Discussion about the golden course construction strategy of local colleges

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Abstract: In September 2018, the ministry of education made it clear that every colleges and universities should comprehensively tease out the teaching contents of all courses, eliminate "water courses" and create "golden courses", which has been the prelude to the establishment of golden courses in colleges and universities across the country. Local colleges and universities are closely related to the construction of first-class undergraduate education in terms of the number of schools and the scale of students. Combining with the requirements of golden courses and my own teaching practice, I will discuss how to build golden courses in local universities in the era of "Internet +" education.
Keyword:Local colleges；Internet +; Golden course;Water course;

1.INTRODUCTION

As socialism with Chinese characteristics enters a new era, the reform and development of higher education have reached a new historical starting point. Colleges and universities will implement a series of measures such as the construction of "double first-class" to realize the development of higher education in terms of connotation, specialty and differentiation. At present, China's education has entered the era of "Internet +" education. Many websites offer free online video courses, and students can take courses by shared resources such as quality courses and moocs, and they can freely choose the teaching videos of famous teachers at home and abroad. In September 2018, the ministry of education made it clear that colleges and universities should comprehensively create "golden courses", reasonably raise academic challenge level, increase the difficulty of courses, expand the depth of courses and practically improve the teaching quality. Golden course is a new form of the future development of college courses, and an inevitable trend of the reform of higher education. For a while, it has become the direction of teaching reform in colleges and universities. Local colleges and universities should attach importance to the construction of first-class undergraduate education in terms of the number of schools and the scale of students, the level of undergraduate education and the need to support the development of local new industries. Therefore, based on the background of "Internet +" education era, the author will discuss how to build golden courses in local colleges and universities[1].

2. "GOLDEN COURSES" VS "WATER COURSES"

Golden course, also known as the first-class course, refers to almost 10,000 national first-class courses and about 10,000 provincial first-class courses ，which are constructed and planned by golden course. Professor Lu GuoDong points out that golden courses can be regarded as a general term for high-quality courses. In general, the "courses" still takes the classroom as the core, involving both inside and outside the classroom, throughout the curriculum, the role of teachers and students, and performance assessment. "Two performance and one degree" is the golden courses'standard, that is, high level performance, innovation performance, degree of challenge. The so-called "high level performance" is the organic integration of knowledge ability and quality, which is to cultivate students' comprehensive ability and advanced thinking to solve complex problems. The so-called "innovation performance" means that the content of the course should reflect the frontier and The Times, the teaching form should be advanced and interactive, and the learning result should be exploratory and personalized. The so-called "degree of challenge" refers to the difficulty of the course should be hard enough for students to jump for reach, to have higher requirements to the teacher's lesson preparation and students' after class learning. On the contrary, the "water courses" is the course of low level of performance, old nature and inattention[2].

3.EXPLORE AND ANALYZE OF "GOLDEN COURSES" DISTRIBUTION

The advent of the era of "Internet +" education enables students to have more independent choices on learning time and space, which puts forward higher requirements on classroom teaching methods. How to create the "golden class" of "Two performance and one degree", pay full attention to the main position of classroom teaching, and try to enliven the classroom atmosphere is the key issue of classroom teaching reform. In combination with the development of many colleges and universities, some colleges and universities attach importance to traditional education and neglect online education, while others vigorously develop online education and neglect traditional education. These practices can not really play to their own advantages, will bring

adverse effects on the development of learners.

Online education transcends the limitation of spatial distance through the network, making school education becoming an open education that can radiate beyond the campus to a wider area. Schools can give full play to their advantages in subjects and educational resources, at the same time, spread the best teachers, the best teaching results to all directions through the network. The defining feature of online education is the flexible "five anyes" : anyone, anytime, anywhere, starting from any chapter, studying any course. In the learning mode, it most directly reflect the characteristics of active learning and fully meet the needs of modern education and lifelong education[3].

There are two sides to everything, and online education is not perfect. Online education provides a lot of convenience for students, but if students lack initiative, it is empty talk. Online education lacks systematic and perfect quality monitoring and management, and students' learning efficiency is uneven, which also tests students' independent learning to some extent. Online education lacks interactivity and authenticity. In particular, students can't communicate with the teacher face to face when encountering problems. Moreover, some knowledge is a loop, and the first problem is not solved, so it directly affects the next learning progress. And sometimes the teacher and online answering teacher are not the same teacher, there will be controversy. At present, the classroom in traditional offline education model is mostly using multimedia courseware for teaching. It transfers large amount of information, has the advantages of integration, rapidity, interactivity and authenticity, etc. However, the students are required to use both audio and video and concentrate their minds, which makes the students tired easily[4].

To sum up, the author believes that for most local colleges and universities, limited by their own teacher conditions, the online and offline hybrid "golden courses" should be preferred, because the golden courses can give full play to the advantages of online and offline education, and they complement each other. The local colleges and universities should be closely combined with its own characteristics, to reflect the golden courses' three standards, fully using the shared resources, such as national quality classes,

mooc classes, to rebuild a teaching system, comprehensive tease out the teaching content, find their own advantages, give full play to the online course resources, promote reasonable academic challenge degree, increase the difficulty of the class and expand course depth, effectively raise the quality of teaching and really make a high quality hybrid "golden courses".

4.CONCLUSION

Curriculum is the core element of talent training, is the micro problem of education, but it solves the big problem of strategy. The curriculum is the focus of the embodiment, operation and target of the basic standard of talent cultivation, which is " Building Morality, Cultivate People, Bring Results". Therefore, colleges and universities should actively respond to the call of the national ministry of education and build "golden courses" suitable for their own development through the implementation of the "double first-class" construction, so as to cultivate high-quality talents for the country.

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Researchon The Method Of Overallplanning And Landscape Design Of Characteristic Agricultural Plantation

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ABSTRACT: This paper takes the overall planning and landscape design methods of characteristic agricultural plantation as the research object, takes the theme landscape of characteristic agricultural plantation as the main body, and adopts the method of combining ecological design and artistic design to jointly create the overall effect and landscape artistic atmosphere of agricultural sightseeing park with the theme of characteristic agricultural plantation, which provides a reference for modern garden design and landscape design
KEY WORDS: characteristic agriculture; plantation; landscape design; ecological design

1. INTRODUCTION

In order to achieve the overall goal of rural development and construction of strong agriculture, rich farmers and beautiful countryside as soon as possible, in recent years, the country has begun to vigorously develop characteristic agricultural planting, relying on characteristic agricultural planting, vigorously develop rural economy, and accelerate the transformation of agricultural development mode, We will actively promote the structural reform of the supply side of agriculture by optimizing the development layout of agricultural products, promoting agricultural standardized production, innovating scientific and technological services, building modern parks, developing leisure agriculture and rural tourism, Focus on improving the comprehensive efficiency and competitiveness of agriculture; as a part of agricultural planting, characteristic agricultural planting is an important part of increasing agricultural production and income, and also the preferred characteristic agricultural project for the current rural economic development. However, with the development of leisure agriculture and rural tourism, characteristic agricultural planting must be closely combined with agricultural experience, field tourism and agricultural tourism Therefore, it is necessary to study the overall planning and landscape design methods of characteristic agricultural plantations

At present, with the continuous expansion of the production capacity and output of characteristic agricultural planting, it is urgent to develop the value of characteristic agricultural planting other than food and medicine. The characteristic agricultural planting

industry also needs to transform and upgrade, and constantly develop other development paths. Characteristic agricultural planting tourism has become a field worthy of attention [1]. This paper takes the theme Agricultural Sightseeing Park of characteristic agricultural plantation as the research object, and discusses it from the perspective of overall planning and landscape design.

2.OVERALL LANDSCAPE DESIGN OF THEME AGRICULTURAL SIGHTSEEING PARK

The overall landscape design of the agricultural sightseeing park with the theme of characteristic agricultural planting [2] should be designed according to the landscape planning, including the four aspects of characteristic agricultural planting culture, characteristic agricultural planting ecology, characteristic agricultural planting design art and growth environment analysis of characteristic agricultural planting, so as to embody the theme cultural characteristics of characteristic agricultural planting, plus the humanization of the sightseeing park Behavior orientation, cognition of the relationship between human and natural landscape, creation of ecological environment style of characteristic agricultural planting, etc., thus forming the characteristic landscape of characteristic agricultural planting theme. From the perspective of landscape design, the landscape planning of Agricultural Sightseeing Park mainly includes three aspects: layout design, characteristic agricultural planting theme culture and spatial planning and design.

2.1.Overall Landscape Layout Design

The overall landscape layout of the sightseeing park can adopt the traditional landscape design form of longitude and latitude, which is the classic design form of Chinese traditional landscape design. According to Chinese traditional culture, "the sky has the sky, and the earth divides the longitude and latitude". The biggest advantage of this space positioning mode is to give people a reference and make tourists have a clear sense of space position. The characteristic agricultural planting theme landscape is placed in the center of the whole sightseeing park in a regular form, and then embedded with other agricultural planting landscape to form a mosaic effect. Due to the natural landscape properties of characteristic agricultural crops, natural

landscape design can be adopted to form a small edible mushroom landscape around the central core landscape, forming a large-scale landscape in the central area, such as placing small crops in the natural gentle slope and lawn terrain around the central landscape, reflecting the core landscape and artificial natural terrain The organic composition of. The same kind of plant landscape can be composed of parallel landscape design, which combines basically the same landscape with natural form to reflect the integration of characteristic agricultural planting and natural green space; the same kind of characteristic crop landscape can also be combined to integrate into the surrounding natural green space and other environmental areas in the form of landscape wall and combined landscape design Form. On the one hand, it reflects the green and natural characteristics of the characteristic agricultural planting landscape. More importantly, the landscape layout centered on the central core landscape gives people a clear positioning and the centripetal force of the scenic spot, making the road directivity of the scenic spot and the spatial rhythm change of the landscape clearer and the sense of order strengthened, so as to form the overall impression of the tourist park and guide tourists in the tourist park The direction and goal of browsing.

2.2 Theme Culture Design Of Characteristic Agricultural Planting

He theme culture of characteristic agricultural planting takes the central core large-scale landscape as the axis, and each sub scenic area as the axis positioning point. According to the height of the terrain, different types of characteristic crop landscape features are displayed. The central core landscape is at the highest point of the terrain, and the entrance of the sightseeing park can be the lowest point. By raising the height of the central landscape, the sky between the core landscape and the entrance is formed The image of inter line interaction, and each characteristic agricultural planting landscape area in the middle can be shown as a landmark landscape, which makes the central landscape and the surrounding environment of the sightseeing park form a metaphor of quiet space image. In addition to the characteristic agricultural planting theme landscape, the agricultural sightseeing park can also be designed with other garden landscapes to help set off the characteristic agricultural planting theme, such as the commonly used green plants, Waterscape, Recreation Square and music fountain in the garden, to form a complete natural leisure environment; through the edible fungus culture Museum, folk culture exhibition, etc., to form a local characteristic folk culture and Cognition of characteristic agricultural planting culture. From the entrance of the sightseeing park, the gradually rising terrain gives the tourists a better understanding of the landscape space, resulting in the image of the continuous transformation of the space of the characteristic agricultural planting culture and the beautiful scenery of the sightseeing park, and the cognition is also sublimed with the rising sense of the terrain space.

2.3 Spatial Planning And Design

In terms of spatial planning and design, the sightseeing park should embody the nature of agricultural leisure, sightseeing and Tourism under the theme of characteristic agricultural planting, that is, an open space form of public nature. Welcome visitors from all over the world, and emphasize the sense of scale between tourists and the landscape of the sightseeing park, especially the centralized and decentralized spatial function effect formed by the central landscape and other landscapes. The landscape design of the special agricultural planting and leisure square embodies the public open space form of the park under the theme of special agricultural planting, and emphasizes the sense of scale between tourists and the special agricultural planting and leisure square. For example, under the open benches of the square, some small mushrooms can be placed or cultivated, which not only makes use of the idle space, but also allows tourists to watch and appreciate the natural growth of various kinds of food at close range Fungus; for edible fungus, the cool space under the seat is just suitable for growth; at the same time, it highlights the close relationship between the natural form of edible fungus and the environment ecology, strengthens the interaction between tourists and the natural environment ecology, and also embodies a public and open space form of the sightseeing park itself.

3.ECOLOGICAL DESIGN OF AGRICULTURAL SIGHTSEEING PARK WITH SPECIAL AGRICULTURAL PLANTING THEME

With the development of ecological design, people pay more and more attention to the idea of using ecological design to carry out landscape design. Characteristic agricultural planting is a kind of ecological theme. Therefore, the overall planning and landscape design of the sightseeing park should be based on the ecological design [3]. The ecological design mainly includes the design of edible mushroom ecological materials, the design of characteristic agricultural planting ecological culture and the design of ecological environment.

3.1.Design Of Ecological Materials For Special Agricultural Planting

The premise of ecological design of agricultural landscape is ecological landscape production materials, that is to use landscape design materials that can strengthen the ecological connection between the ground and the underground.

First of all, the materials of ecological landscape design should be breathable and permeable, so as to avoid the mildew under the base due to rain soaking in rainy days. In rainy days, the rain can freely infiltrate into the lower soil through the landscape,

just like the drainage at the bottom of the flowerpot. At present, all kinds of permeable materials are used in roads, steps and some architectural landscapes to deal with the rain and snow weather. The permeability of the material itself is a kind of natural recycling of water resources.

Secondly, ecological design is based on the non-destructive of ecology, trying to find the smallest point of environmental damage. Through the ecological design, we should be able to protect the living space of underground animals, plants and microorganisms, and truly achieve the ecological protection, as well as the harmonious coexistence with the environment. For example, edible fungus itself is a fungus, which decomposes the nature's microorganisms, and the wild growing environment is mostly on the rotten plants, which is an important part of the nature's ecological cycle. The edible fungus landscape is the concentrated embodiment of the agricultural ecological landscape.

3.2theme Design Of Ecological Culture Of Characteristic Agricultural Planting

Since ancient times, our country has the culture of characteristic agricultural planting. The culture of characteristic agricultural planting is rich and has a long history. As an important part of Chinese diet culture, characteristic agricultural planting has played an important role in promoting the development of characteristic agricultural planting industry. The nutritious, delicious, green and healthy characteristic crop diet has penetrated into people's daily life. The planting art of characteristic crops has the value of beautiful decoration. The planting culture of characteristic agriculture also plays an important role in the inheritance of traditional culture in today's society. The cultivation of characteristic crops is a symbol of the diligence and wisdom of the Chinese working people. The tenacious vitality of the cultivation of characteristic crops is also the embodiment of the indomitable spirit of the Chinese people. The landscape with characteristic agricultural planting culture as the theme is also the embodiment of this theme culture. Through the application of various characteristic agricultural planting themes and the change of artistic expression methods, the publicity and display of characteristic agricultural planting culture, highlighting the cultural characteristics of characteristic agricultural planting, is an important theme of landscape design of sightseeing Park.

The static visual field is formed by the central landscape of characteristic agricultural planting and the surrounding environment of the sightseeing garden, and the unique artistic conception of the theme of characteristic agricultural planting is displayed under the background of the rural landscape [4]. Through the layout of the natural growth environment of characteristic agricultural planting, the public facilities of the sightseeing park are decorated and designed with the pattern and image of characteristic crops. In addition, the demonstration of regional characteristic crop planting and the experiential catering service of characteristic agricultural planting constitute a rich and colorful expression form of the theme of special agricultural planting.

3.3.Theme Design Of Ecological Environment For Characteristic Agricultural Planting

With the improvement of modern people's awareness of environmental protection, more and more attention has been paid to the ecological environment. Modern design also puts forward the concept of ecological design. Even for modern style landscape design, it is more willing to accept the expression of natural materials and natural colors, and it is also required to take the natural form of man-made landscape. In the ecological design, the ecological utilization of design materials is the first step. The characteristic agricultural planting landscape takes crops as the main body, which is a kind of ecological material. The color of crops itself belongs to natural color, and the color is rich, which meets the requirements of ecological design for color naturalization, and is also more rich and colorful in expression methods. The ecological design of characteristic agricultural planting landscape can choose different varieties of characteristic crops according to the needs and hobbies of different tourists. Even the characteristic crops of the same variety will show different colors in different growth stages, which brings more display space for the designer. When applying multiple colors of characteristic agricultural crops to the design of the Sightseeing Park, it also It can be combined with other landscape design elements, such as the combination of ecological Waterscape fountain and edible fungus ornamental bonsai to create ecological waterscape landscape; the combination of edible fungus cultivated trees and edible fungus culture museum to create ecological cultural landscape; the combination of local characteristic bacteria and public activity square to form local characteristic leisure area; or the combination of local characteristic folk culture The landscape of edible fungus is integrated into folk culture ecological park and ecological street. The theme of edible fungus, public environment and ecological design art are combined to show the theme of edible fungus ecological environment.

4.IMPLEMENTATION OF ENVIRONMENTAL ECOLOGY DESIGN

The specific implementation of the theme design of ecological environment for characteristic agricultural planting mainly involves three aspects: green facilities, energy conservation and environmental protection, and ecosystem.

Green facilities. The green facilities of the central core landscape of characteristic agricultural planting are mainly embodied in the rockery built by the

landscape waterfall, lawn, bonsai and natural rocks; the theme square of characteristic agricultural planting is mainly embodied in the water scenery music fountain and the crops bonsai landscape dotted everywhere; the Museum of characteristic agricultural planting culture is mainly embodied in the broad-leaved forest belt, lawn and various edible fungi cultivated under the forest [5]; and The parks with various characteristics are mainly agricultural ecological gardens and natural water lakes, green plants, ecological roads and characteristic crops bonsai art modeling.

Energy conservation and environmental protection. Both landscape fountains and waterfalls need water for electricity, which can be recycled. However, if the recycled water is used for a long time, it will cause certain pollution problems. It can be precipitated and filtered by natural lakes in the scenic spot, or it can be biologically filtered by microorganisms or green plants. And the power can be generated by solar power generation, wind power generation, tidal power generation and other environmental protection power generation methods according to local conditions, Even some scenic spots use the power generation floor, which uses the vibration generated by tourists' trampling and walking on the floor to generate electricity. These have good energy conservation and environmental protection measures. The surplus electricity can also be used for lighting, landscape decoration and leisure facilities. The traffic in the scenic spot shall be environmentally friendly electric sightseeing vehicles or human bicycles and other pollution-free vehicles.

Ecosystem. The ecosystem of agricultural sightseeing park is a whole composed of many ecosystems. Including characteristic agricultural planting ecosystem, waterscape ecosystem, vegetation and tree ecosystem, and all kinds of leisure facilities and public space in the scenic spot. First of all, in this ecosystem, the characteristic agricultural planting ecosystem is the main body. For example, the cultivation of edible fungi is to ferment and degrade the waste such as dead branches and rotten leaves, turf and even rotten plants of trees and plants in the scenic spot. The grown edible fungi can be used for bonsai decoration in the scenic spot, as the raw material of edible mushroom landscape, and also for tourists to taste Edible, and the waste of edible fungus can be used as fertilizer for trees and other green plants in the scenic spot, forming a green ecological chain cycle, which embodies the main position of edible fungus as a circular agriculture, and also highlights the characteristics of the edible fungus themed agricultural sightseeing park. Secondly, the

ecological system of edible mushroom landscape is combined with other landscape and vegetation. In terms of form, it is a surface ecological feature of vegetation and landscape, while the water ecology, terrain, vegetation and various facilities in the park complement each other, forming the natural form combination of water, slope, platform, ground, trees, lawn, edible mushroom landscape, etc., which is a kind of self However, there is a sense of distance and distance in the three-dimensional space, as well as a sense of high and low dislocation, which shows the characteristics of a three-dimensional ecosystem.

5. CONCLUSION

The development of characteristic agricultural planting tourism resources is to develop characteristic agriculture such as leisure agriculture and rural tourism, and actively promote the structural reform of agricultural supply side, It is a new way to improve the comprehensive efficiency and competitiveness of agriculture. The planning of agricultural sightseeing park needs more design methods and design concepts. For the sightseeing park with characteristic agricultural planting as the theme element, its landscape design should highlight the theme of characteristic agricultural planting culture, and combine ecological design and landscape design to create the overall landscape effect and atmosphere of the park.

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Research on the Application of Traditional Culture in Food Branding and Packaging

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Abstract:Chinese culture is profound ， with the development of Chinese traditional culture in recent years, people have paid much attention ， Chinese traditional culture should also be included in more and more industry design work.Chinese traditional culture itself contains more cultural color than any other country in the world,so in order to better develop the value of traditional Chinese culture,many companies use certain traditional Chinese culture in their own food branding and food packaging design processes ， use this to create unique brand features and brand culture features.Therefore, this article will introduce and analyze the application of traditional culture in food brands and packaging in detail.

Key words:Traditional Culture;   Cultural element; Food brand; Package Design; Applied Research

1.INTRODUCTION

In recent years，Chinese traditional cultural system is constantly improving ， traditional cultural elements with Chinese characteristics began to be applied to the current interior design of modern food packaging.This is a new way of cultural heritage，and apply traditional Chinese cultural elements to the current food packaging design， it can also provide a road for brand design with Chinese characteristics for current enterprises in China.It can not only reflect the historical heritage of traditional culture through the cultural elements of food company brands ， more importantly, through the connotation of traditional cultural elements, the brand effect of China's current food companies can also be improved.

2.THE DEFIMITION OF ELEMENTS CONTAINED IN TRADITIONAL CHINESE CULTURE

The cultural elements contained in traditional Chinese culture.In fact, there are some differences with the cultural spirit.First of all, many traditional Chinese cultural elements are recognized by most Chinese ， condensed spirit of Chinese traditional culture ， image symbols reflecting national dignity and national interests or corresponding customs ， these can be called traditional Chinese cultural elements ， it can also be directly referred to as the Chinese element，China is a multi-ethnic country，
So Chinese traditional cultural elements are very rich.Because Chinese culture is the essence of many ethnic cultures.Therefore, there is no specific concept to define the elements contained in Chinese traditional culture.Many people think that traditional Chinese cultural elements often refer to traditional patterns，traditional writing，traditional colors.These are certain characteristics of the current traditional Chinese culture itself，at the same time, the element itself has a certain conceptual classification ， also in the process of the overall design of food packaging， the Chinese elements used are designed and used in detail based on the three points mentioned above.

3.THE RICH CONNOTATION OF TRADITIONAL CHINESE CULTURAL ELEMENTS

3.1 Traditional pattern

A bottle of acacia with traditional auspicious patterns is the essence of traditional culture.Professional patterns will not only bring people a sense of joy and happiness，more importantly, use traditional patterns，it will also provide people with a kind and natural simplicity.With the continuous improvement and development of traditional culture in recent years.In the process of using traditional patterns，whether it's a patterned background ， in the form of a traditional pattern ， as well as the connotation of the depth of research，the detailed design of the pattern shows the characteristics of Chinese culture ， at present, the traditional pattern is in the process，the composition used is usually symmetrical and balanced.The traditional pattern itself also contains a lot of emotions and corresponding cultural connotations ， for example, peony patterns are used in many product design processes.Because peony is the king of flowers, one of the cultural significance of the pattern itself is wealth.

3.2 Traditional Chinese characters

Compared to traditional patterns，traditional Chinese characters have a long history，and in the long history of our country.With the continuous change of people's language communication and language expression habits ， the language of the text has changed a lot，The text has its own unique art of calligraphy even in every era ， and the text itself is very decorative and artistic.In the process of decorative text design ， formed a lot of text with graphic decorative features.As many enterprises are

currently engaged in the production of clothing，they will apply the text，many old people wear clothes with beasts and other fonts,these typefaces make up the characteristics of calligraphy and national art.

3.3Rich traditional colors

Compared to the application of traditional Chinese patterns,Chinese traditional characters have a wider scope in the process of application.First of all, Chinese traditional colors are a bit color-based.These five colors are also recorded in ancient books in China.Of course, with the continuous development of traditional Chinese colors，the emotions in many colors are also very strong.First, the colors can correspond to the four seasons,green corresponds to spring,red corresponds to summer，white corresponds to autumn，black corresponds to winter.If green represents spring，then the emotion contained in green itself is green.It brings a very lively and positive emotional character.Therefore, the emotions expressed in traditional Chinese colors also incorporate a lot of philosophical ideas.

4.ANALYSIS OF THE APPLICATION OF TRADITION OF TRADITIONAL CULTURE IN FOOD BRANDS AND PACKAGING

4.1 Application of traditional patterns in food packaging design

Traditional patterns are varied，different traditional patterns can show different cultural characteristics and cultural spirit，the traditional pattern itself also records a certain national history.It is able to change through the pattern，show the development of the nation.As mentioned above, China is a multi-ethnic country，Chinese traditional culture is composed of multiple ethnic cultures，traditional patterns also have certain national and regional characteristics.Simply speaking，many times will carry out corresponding food packaging design，but like moon cakes, many traditional Chinese patterns are used in the process of food packaging design.For example, so far in China，

one of the most famous military parade brands，In the packaging design process of the moon cake in daoxiang village will be peony rose and baishou and other patterns into the packaging design.However, many people are also in the process of moon cake selection，they are very sensitive to the design of external packaging.Just like the moon cake introduced by Daoxiang Village, many traditional Chinese patterns will be used in the packaging design,these traditional pattern old people like it very much，so many people will choose Daoxiang Village during the mooncake purchase process.。

4.2 Application of traditional Chinese characters in food brands and packaging

Text is a formal symbol for written expression.Text can better enhance the texture of food packaging，it can also improve the image of a brand.So you can also use text to design in the process of food

packaging design，At present, many tea companies will use text such as running script or cursive script as the name of the food in the process of packaging design.The figure 1 below shows a certain brand of tea packaging.

Fig. 1　A tea box

4.3 Application of traditional colors in food brands and packaging

Traditional color is also one of the symbols of China's current traditional culture，it is also an important part of the Chinese nation's culture.According to different regions and different national colors，it will bring people different emotions，Bringing different cultural experiences.During the food packaging process，people often rely on the characteristics of food，choose the right traditional cultural colors，the simplest example，it is one of the current more popular products in China, "southern black sesame"，

the company was in the process of packaging design for southern black sesame products,its entire packaging is in black.Because the color of black sesame seeds is black, black was used as the main design key in the design of the outer packaging.

5.SUMMARY

This article analyzes the application of traditional culture in food brand and packaging design in detail. In the process of analysis, it introduced the connotation of traditional Chinese culture in detail, hoping to provide some help for the applied research work on the video brand and packaging design of the unit's traditional culture through personal analysis.

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How to strengthen the construction of innovative talents in higher vocational education in Guangdong under the background of the construction of Guangdong, Hong Kong and Macau

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Abstract: Innovation is the fundamental driving force for social and economic development, and talent is the foundation of innovation. Cultivating innovative high-skilled talents is an important historical mission entrusted to vocational colleges by the times. From the perspective of quality model, this paper analyzes the problems existing in the cultivation of innovative talents in higher vocational colleges, and puts forward countermeasures for the cultivation of innovative talents in higher vocational colleges based on the quality model. .

Keywords: Guangdong-Hong Kong-Macao Greater Bay Area; higher vocational colleges; innovative talents

1. Introduction

The Sino-U.S. Trade war has once again sounded the alarm for Chinese people, and blindly imitating this path will not work. Only through independent innovation, improving the innovation and development capabilities of enterprises, and improving the mastery of core technologies, can China be invincible in the fierce national trade competition. Talent is the first resource, and innovation is the first motivation. Enterprise innovation requires innovative talents, and national innovation requires students with innovative ideas and ideas. Higher vocational colleges, as the bases for the transfer of professional and technical talents in China, have played an important role in improving the innovation ability of our country in the cultivation of innovative talents. The Guangdong-Hong Kong-Macao Greater Bay Area is a product of national economic development in the context of the new era of socialism in China. Its development and construction will provide a huge boost to China's economic development. As an important part of the Greater Bay Area, Guangdong Province has an innovative technical talent construction level. Has seriously affected the construction and development of the Greater Bay Area.

2.Problems in the training of innovative talents in higher vocational colleges

(1) Weak innovation knowledge.

Innovative knowledge is the basis and prerequisite for innovative talents to innovate. Students in vocational colleges know very little about cross-disciplinary knowledge and innovative knowledge. Thinking science knowledge and psychology knowledge are inadequately reserved and their knowledge is narrow. Because of the lack of interest, students in higher vocational colleges have a superficial understanding of basic knowledge and professional knowledge. They usually only know one, the second or the other, and the reason, and they do not have enough depth to master innovative knowledge. The foundation is not strong, and the mountain shakes [1].Insufficient innovation knowledge will only bring one result in the end, that is, the foundation of the newly built innovation building is unstable and shaky. Of course, the weak innovation knowledge of students, besides their own reasons, is related to the lack of attention of higher vocational colleges to this issue.

(2) Lack of innovative thinking.

Many students in higher vocational colleges are affected by traditional education methods, their personal thinking mode is relatively old and lacks creative thinking. One manifestation is influenced by traditional ideas, and it is easy to fall into the inherent thinking pattern and cannot extricate themselves. When encountering problems, they often stick to the rules and seek solutions through their usual thinking methods. Another manifestation is the influence of family education, lack of subjective thinking, poor independent thinking ability, relatively shallow understanding of new ideas and ideas, not to mention innovation. All in all, the reasons for the lack of innovative thinking and abilities of students in higher

vocational colleges are, on the one hand, because the traditional educational concept of our country is always unilaterally the student's academic achievements, focusing on transmitting knowledge concepts to students, and ignoring students' independent thinking and autonomous thinking The cultivation of abilities has caused students to lack practical skills and creative thinking ability; the other is that students themselves do not recognize the importance of creative thinking and creative ability, students have insufficient reverse thinking and thinking ability, and have not developed the habit of creative thinking .

(3) Insufficient motivation for innovation.

The motivation of innovation is the internal driving force that inspires people to think and promotes their innovation, and is the fundamental driving force for innovation activities. Although students in higher vocational colleges have a certain understanding of innovation, they can recognize the great role of innovation in promoting society and enterprises, but few actually take innovative actions.Even with actions, they can persist and There are few successful entrepreneurs. Investigating the reason, insufficient innovation motivation can be regarded as one of the most important reasons [2]. The lack of motivation for innovation is mainly reflected in the following three aspects: First, students are affected by the exam-oriented education for a long time, and they are easily blind to the authority of knowledge. Curiosity, but three minutes of enthusiasm for everything, insufficient focus, and interest can not be maintained in a sustained and stable state, often seeing different thoughts; the third is that most students are more impetuous thinking, poor ability to resist frustration, lack of perseverance and pragmatic The style of doing things will be abandoned halfway as soon as you don't see the hope of success, which will eventually lead to a return.

(4) Lack of innovation skills.

Innovative skills are the practical ability to put innovative ideas into practice and a comprehensive innovative practical ability. Although innovation is being promoted throughout the country, the enthusiasm for participation in vocational colleges is very high, but the students' innovative skills are still lacking. The so-called innovation is just a flower in the mirror, which can only be viewed from a distance. Sprouting and flowering.

3. Strategies for Cultivating Innovative Talents in Higher Vocational Colleges in Guangdong Province in the Context of the Guangdong-Hong Kong-Macao Greater Bay Area

(1) Strengthen the construction of innovative knowledge systems in higher vocational colleges

At present, the knowledge structure of students in higher vocational colleges in China is not completely suitable for the requirements of innovative talents. Therefore, higher vocational colleges should further

promote deep-level education and teaching reforms, starting from the cultivation of students 'curiosity and imagination, perfecting the student training system of higher vocational colleges, establishing students' innovative ability and teaching programs and teaching. activity. Teaching activities should be based on the transmission of professional knowledge, focus on the cultivation and guidance of students' independent thinking and innovative consciousness, strengthen the education of cross-disciplinary knowledge and frontier knowledge of disciplines, and open channels and connections between knowledge. To do this, we must Meet two requirements: first, to strengthen the cultivation of teachers' innovative quality, through training, learning and communication to improve the teaching ability of the teaching staff, increase the knowledge structure of the teaching staff, and enhance the innovativeness of teaching activities; Encourage and motivate students' innovation enthusiasm and initiative, guide students not to be afraid of hardships or hardships, to study hard, to think independently, to innovate independently, and to lay the foundation for students to work in innovation after entering the workplace [3].

(2) Enhance the ability of creative thinking and increase the practical mobile phone conference

Innovative thinking is an advanced form of thinking, which means that you must relax yourself, break the inherent thinking patterns, and seek inspiration from people and things around you to stimulate creativity. Innovative thinking is the core quality for achieving innovation. Innovative thinking is not something that everyone is born with, but one that can be cultivated through acquired learning and training. Another important way to enhance the creative thinking of higher vocational college students is to increase students' practical ability and provide more opportunities for students to practice. As a large economic province in China, Guangdong Province has a large number of enterprises and complete enterprise types. This is an advantage that other provinces and cities do not have. Guangdong Province should strengthen the cooperation between schools and enterprises based on the demand for talents in the Guangdong-Hong Kong-Macao Greater Bay Area. Through incubators, Jointly run enterprises to provide opportunities for students to practice. Let students have more opportunities to combine the theoretical knowledge and practical operations learned in the classroom to provide inspiration for students' innovation. At the China International High-tech Achievements Fair's Talent and Intelligence Exchange Conference held in Shenzhen in 2019 (Figure 1), it pointed out the direction for the cultivation of innovative talents in the Guangdong-Hong Kong-Macao Greater Bay Area, and the meeting focused on strengthening the Guangdong-Hong Kong-Macao Greater Bay Area.

The cooperation and exchanges between higher vocational colleges and enterprises within the school, and through the cooperation between schools and enterprises, joint ventures to improve the cultivation of innovative technical talents.

Figure1 China International High-tech Achievements Fair's Talent and Intelligence Exchange Conference

(3) Fully stimulate the motivation for innovation and carry forward the spirit of innovation.

Motivation for innovation is the motive force and source for maintaining and promoting individuals' innovative behavior. The creation of innovation motivation originates not only from the internal needs of individuals, but also from the triggering of external incentives [3]. Internal demand is the main determinant of innovative behavior, so it is particularly important to stimulate students 'internal needs: On the one hand, schools should strengthen the cultivation of students' wide range of interests, increase students 'access to high-tech and discipline frontier knowledge, and improve students' Innovative cognition; cultivate students' strong will to win, not to be arrogant or defeated, to overcome difficulties, and to overcome difficulties; to keep students strong motivated and responsible, to form a good personality psychological quality. On the other hand, we must pay attention to the cultivation of the innovative ability and innovative spirit of the teacher team, and attach importance to the role of teachers as role models for students. Innovative teachers are more likely to train innovative students. A group of teachers with innovative spirit is to build a team of teachers with innovative spirit and ability by establishing innovative incentive mechanism and creating a relaxed and friendly environment for innovation.

(4) vigorously cultivate innovative skills and focus on practical exercises. Actively carry out innovative projects and competitions

Higher vocational colleges, as the main body of training and export of professional and technical personnel, should give full play to their platform role and strengthen the cultivation of students' innovative

skills [4].To transform the spark of innovative thinking into tangible results of innovation, we must have the help of innovative skills. Otherwise, no matter how good the creative ideas are, they will only be reduced to fantasies and empty talk. Schools should actively organize and carry out various types of innovation projects and innovation competitions, provide opportunities and platforms for students' innovation practice, and create an innovation practice platform. Encourage students to participate in teachers' scientific research projects and innovation and entrepreneurship competitions, combining theory with practice. Of course, this is not an easy task. If conditions permit, you can consider establishing a multi-participation linkage mechanism such as schools, teachers, students, industry companies, and even local governments and student parents to ensure the smooth implementation of students' innovative skills training.

4. concluding remarks

All in all, to improve the construction of innovative talents in higher vocational colleges, we need to start from various aspects and integrate theory with practice. Guangdong's advantages in economic strength, economic environment, and educational resources are unparalleled. Taking full advantage of its own advantages, taking advantage of the advantages of the Guangdong-Hong Kong-Macao Greater Bay Area and combining its own vocational education situation, Guangdong's Shenzhen higher vocational education innovation talent construction will definitely be greatly promoted and developed, which will help the development of the Guangdong-Hong Kong-Macao Greater Bay Area.

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Research on Marketization of China's Higher Education in the Past 40 Years: History, Features and Reflections

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Abstract—Marketization is the main feature of higher education reform in many countries. Since the reform and opening up, the marketization of higher education in China has been increasing, and its research has preliminary stage of exploration, and a comparative stage of research. At present, the main characteristics of the research are reflected in three aspects: translating foreign works, introducing research on the marketization of foreign higher education through research, conducting comparative research and exploring localization. With the deepening of structural reform of higher education in China, a new era may be opened in the field of market research. Then, strengthening the research of localization, carrying out the research of classification and college research has become the focus of research.

Index Terms—higher education, marketization, process, characteristics, reflections

1. INTRODUCTION

Marketization has become the main measure used in the field of higher education in many countries responding to globalization and the knowledge economy. "In the past 10 years, American education is heading for a new era, and its foundation is marketization." [1] At present, although marketization of higher education is controversial and defective, its advantages are also obvious: it may be an effective way to better stimulate the vitality of on Promotion of Private Education. The draft has improved the review and approval of the establishment of universities, decentralized the right of the review and approval of the establishment of some universities to provincial governments, and also specified that classified management should be implemented for private schools, and it allowed the establishment of for-profit private schools. This indicates that the marketization of higher education may change from shadow to entity. Since the reform and opening up, marketization of higher education has been an important area of higher education research in China. It is of practical significance to study its history, summarize its current characteristics, and discuss its trends.

2. HISTORY OF THE STUDY ON MARKETIZATION OF CHINA'S HIGHER EDUCATION

gradually moved from closed to open. For more than 30 years, the research on marketization of higher education in China has gone through a nascent stage, a

colleges and universities, improve the quality of running schools, and enhance the capabilities of the scientific research and social service. With the deepening of China's higher educational reform, market-oriented marks are also increasing. Private universities, school-run industries, and charging students are the main features of marketization.

In particular, in 2014, the Ministry of Education issued the "Guiding Opinions on the Transformation and Development of native Undergraduate Universities". The document stated that the main tasks of experimental universities include: deepening school-native cooperation, school-enterprise cooperation, and establishing Connect with the professional system of the industry chain, setting up a governance structure for industry-enterprise participation. To achieve these tasks, the basic conditions are to try to run schools openly in some colleges and universities, and to carry out talent cultivation and scientific research in order to adapt to the market. In January 2015, the executive meeting of the State Council of the People's Government of China passed a draft amendment to the Education Law, Higher Education Law, and the Law

Prior to reform and opening up, in order to meet the needs of political and economic development, China's higher education had implemented a highly centralized planning system. Its basic characteristics are as follows: colleges and universities are established by the state, personnel are arranged by the state, funding is allocated by the state, enrollment is based on the state's plan, and students are arranged by the state to work. Since the reform and opening up, with the continuous deepening of system reform of China's policies, China's higher education has also undergone tremendous changes, and a series of market-oriented features have appeared, such as private universities and school-run enterprises. Taking Peking University as an example, in 2013, the assets of school-run enterprises reached 117.656 billion yuan.[2] This shows the degree of marketization of education in China. In fact, as

education continues to adapt to the reform of the political and economic systems, the research on the marketization of higher education has gradually moved from the restricted zone to the foreground. According to the research situation, the author believes that it can be divided into the following three stages.

2.1 STATE OF GERMINATION (1978-1992)

After the Cultural Revolution, China gradually restored the system of college entrance examination, and began to continuously adjust education in order to adapt to the development of society. Judging from the reform of national education, this stage was marked by the "Decision on the System Reform of Education" issued by the CPC Central Committee in 1985. The document proposed many new policies for higher education, such as: reforming the plan and system of admissions and graduate distribution system of higher education institutions, expanding the autonomy of higher education institutions, encouraging higher education institutions to recruit students entrusted by enterprises, and allowing fee-paying students that outside the plan; it proposed that the structure of higher education should be adjusted and reformed according to the needs of economic construction, social development and scientific and technological progress; giving full play to the advantages of colleges and universities to make greater contributions to the development of science and technology;the direction of the reform of logistics services in colleges and universities is the implement of socialization.

Under the guidance of the state, the education community began to explore the marketization of higher education, but there were no books specifically addressing the marketization of higher education. The market of higher education is mainly involved in the marketization of education.In 1987, Hu Wei who from the Shanghai Institute of Education and Science published an article. He believed that one of the breakthroughs in the reform of education is "educational commercialization". "Education must serve economic construction: it must adapt to and promote the development of new modes of production, it must also adapt to the development of the product economy of socialist and serves the commodity economy of socialist."[3] With the deepening of China's economic reforms, the number of studies on educational marketization in the field of education is also increasing, and the areas explored are also expanding. In 1988, Liu Li proposed the "educational market-oriented" target model. He believed that the better model of educational development was "a combination of educational plans and the educational market, and the target model was based on the principle of efficiency (introducing competitive mechanism), that is, the state regulates the educational market, and the educational market regulates the schools."[4] He boldly put forward

some policies, such as: encouraging private schools and implementing marketization of the survival of the fittest.

2.2 STAGE OF ELEMENTARY EXPLORATION (1992-1997)

From the perspective of the system reform of the national education, the promulgation of the "Outline of China's Educational Reform and Development" marked the beginning of this phase. The 14th National Congress of the Communist Party of China clearly proposed the establishment of economic system of socialist market. In 1993, the State Council issued the "Outline of China's Education Reform and Development." In 1994, the State Council convened the second Conference on National Education. The key points proposed in the of outline and the conference for higher education are: promoting the union of various types of schools, optimizing the structure of higher education, and improving the efficiency of running schools.[5] Improving the efficiency of running colleges and universities was first proposed in the document from the central government of China, and it is also the most intuitive reflection of the establishment of market economy in the field of higher education.

With the change of the country's requirements for higher education, research on the marketization of higher education has also increased rapidly. The searchable literature, taking cnki.net as an example, using "education market" to search, there were only 33 related articles in 1992, and 134 articles in 1993; 504 articles from 1993 to 1998. At this stage, there was a more direct study of the marketization of higher education. Li Chengzhang and Ke Youxiang who from Central China Normal University studied the basic meaning, characteristics, and market mechanism of higher educational markets.[6] And they began to pay attention to the problems that may arise in the higher educational market and also proposed corresponding countermeasures. At the same time, a comparative study appeared to introduce the marketization of higher education abroad. Xu Ming and Hu Xiaoying who from Fujian Normal University systematically introduced the situation of educational marketization in western countries and put forward the reflections that educational marketization may affect equality and efficiency. [7] Wu Daguang also introduced the situation of western countries' emphasis on introducing market mechanisms in the reform of higher education. [8]

2.3 STAGE OF COMPARATIVE RESEARCH (1998-present)

This period, especially from 1998 to 2000, was an important time for the reform of management system of China's higher education. After adjustment, China basically completed the "department-school" management system and formed a new "national-provincial" management system. After 2000, China has adopted various measures to consolidate the

achievement of higher education reforms, such as: continuously changing the government's functions, expanding the autonomy of running higher educational institutions; expanding financing channels for higher educational institutions, and exploring new mechanisms for integrating higher educational resources.[9] These policies promulgated by the state in the field of higher education are a further deepening of economic system of China's market , and in particular a positive response to China's better integration into the international community in 2011.

At this stage, a climax of comparative research has emerged in the field of marketization of higher education in China, and some native studies have been gradually combined with China's actual situation. The translation of many arguments on the marketization of foreign higher education has sprung up, based on foreign studies on higher educational marketization. These arguments analyzes the concept and theoretical basis of higher educational marketization. A representative example is Jiang Kai in Peking University. He systematically analyzed the meaning, type, nature, characteristics, the theoretical and practical foundations of the higher educational market; [10] and studied the impact of the formation of the higher educational market on higher educational efficiency, quality, equity, and the reasons for the negative impact of the higher educational market.[11] At the same time, on the basis of his systematic research, "combed the theoretical perspective of studying the higher educational market and the unique analysis of the higher educational market by different studies, discussed the meaning and performance in the higher educational market, and analyzed its impact, and pointed out the problems and contradictions in the marketization of higher education."[12] Of course, it also specifically introduced the works of the marketization of higher education in a certain country. For example, Wang Shutao and Tian Lixin analyzed the impact of the financial crisis on public higher education in the United States. They believed that lessons should be learned and the marketization of higher education should be carefully promoted.[13]

3.CHARACTERISTICS OF THE CURRENT MARKET RESEARCH OF HIGHER EDUCATION IN CHIN

3.1 DIRECT TRANSLATION OF ACADEMIC LITERATURE ON FOREIGN HIGHER EDUCATIONAL MARKETIZATION

Directly translated a number of books on marketization of higher education. These books focus on introducing developed countries such as the United States, Britain, and Australia. For example, Jan Currie's "Globalizing Practices and University Responses", Peter Scott's "The Globalization of Higher Education: Theory and Policy" and other works; Translations of "Markets in Education" by

Simon Markinson, "The Enterprise University Power, Governance and Reinvention in Australia" and "Education and Public in Australia" systematically introduced the development of marketization of higher education in Australia. In the past ten years, there were dozens of translations of books in the foreign higher educational market. Some people believed that marketization will play an active role, and some criticized the higher educational marketization.

These works, in both positive and negative aspects, introduced foreign research on the marketization of higher education. Those who agree with marketization, such as Makinson's exposition, held a positive attitude towards the marketization of higher education and believed that the formation of educational marketization was not only an economic phenomenon, it was also a phenomenon closely related to identity, culture and social issues, which can guide the optimization of education. The American scholar, Stanley Aronowitz, believed that the marketization of higher education had turned universities into knowledge factories, and the management of universities had become a tool that could only raise funds and manage crises. Therefore, the abolition of enterprise-oriented universities under market conditions could create true higher education.[14] The publication of these works allows people to have a more comprehensive understanding of the marketization of higher education abroad, and expand people's horizons and increase their acceptance of this phenomenon.

3.2 INTRODUCING THE RELEVANT SITUATION OF MARKETIZATION OF HIGHER EDUCATION ABROAD THROUGH RESEARCH

Through research, the books focusing on the marketization of higher education in a country or a certain category have also appeared. Education Science Press launched a new concept series on education management, Gu Xianlin's "Management of Research-based Universities of American-Balance and Restriction of State, Market and Student Rights", which not only introduced the management characteristics of research-based universities of America, at the same time, the role of marketization in its development was analyzed, and the inspiration for research-based universities in China was put forward. Ma Jiansheng published "The Choice of Fairness and Benefits: A Study of the Reform of American Educational Marketization", which introduced a comprehensive introduction to the marketization of higher education in the United States and analyzed the impact of marketization development. The study on the Post-war British Higher Education Policy wrote by Yi Hongjun systematically introduced the process and experience of marketization of higher education in the UK. He Xiaofang conducted a comprehensive analysis of the Australian higher educational market. Based on

Australian experience, he believed that China should grasp the degree of marketization on the basis of adhering to the development direction of higher educational marketization, clarify the role and position of the government in the marketization process of higher education, and encourage the independent development of universities.[15] At present, there are endless discussions on the introduction of marketization of higher education abroad, and the scope of introduction covers almost all countries in the world that promote marketization.

3.3 CONDUCTING COMPARATIVE RESEARCH AND EXPLORING LOCALIZATION

On the premise of introducing the marketization of higher education abroad, comparative research started, and localization research also began. Yao Yilong published "Comparative Research on Return of Education to Economic Growth Across Countries" in 2003, which systematically discussed the issues of educational marketization and industrialization of education; he published "Market-oriented Education and Economic Growth"in 2012, "The relationship between educational marketization and educational equity has been demonstrated at both the micro and macro levels, and the mechanism between educational marketization and economic growth has been studied logically."[16] Jiang Kai published "Higher Education in the Era of Globalization:Challenge from the Market". This book not only analyzes the formation of higher educational market, but also the "global-native" relationship in higher education, the economic function of higher education, and the value of knowledge and the nature of product, and higher education choices in developing countries. Many scholars have begun to explore issues related to the marketization of higher education with Chinese characteristics. Lao Kaisheng analyzed the performance, possibility, and limits of China's education marketization, and specifically pointed out that higher education as a non-compulsory education should regulate the market.[17] Li Shouxin believed that it was necessary to establish a new concept of the higher educational industry and the market, and break through the "state-owned government-run" to achieve diversified education and activate the higher educational market.[18] Li Shouxin's suggestion was a discourse based entirely on China's reality, and it was the most direct expression in combination with the reform of China's higher educational system.

The research on the marketization of Chinese higher education closely follows the pace of China's higher educational system, reflects the achievement of international research, and has certain guiding significance for the practice of China's higher educational reform. However, due to various conditions, although China has achieved many achievement, there are still some areas that need further improvement. For example, there are abundant comparative research achievement, but few native studies; macroeconomic research on the marketization of higher education has more meaning, necessity, and theoretical foundations, while less classification studies; more theoretical studies and less empirical ones, in particular, there are few studies in targeted institutions; more experts and scholars, but fewer administrative cadres and university leaders who are really engaged in higher education management. These conditions restrict the theoretical research of higher educational marketization in China to play a role in guiding reform and practice.

4. REFLECTIONS ON THE MARKETIZATION OF HIGHER EDUCATION IN CHINAHELPFUL HINTS

After more than 30 years of development since the reform and opening up, China's higher educational reform is standing at a crossroads of development and transformation. The "deepening comprehensive reform in the field of education" proposed by the Third Plenary Session of the Eighteenth Central Committee of the CPC promoted the entry of higher education into deep-water areas. Higher education enters the deep water areas, marketization may be one of its path choices, which requires a new era in theoretical research. The author believes that the following aspects of research should be strengthened.

4.1 STRENGTHENING THE NATIVE RESEARCH

In the current studies, there are more comparative studies and less native ones. Comparative research is one of the important methods for carrying out educational research. However, from the current status of the on the research China's higher educational marketization, most of them are mainly related to the translation of foreign materials or the interpretation of related foreign policies. At present, Pro. Jiang Kai learn that the marketization of higher education is systematically discussed. Most of his discourses are based on foreign discourses and are rarely combined with Chinese practice. Foreign experience is certainly useful for reference, but China's national conditions are quite different from foreign countries. The marketization of higher education must have its own characteristics.From a macro perspective, China has socialist system, and Western countries have capitalist system; Chinese institutions of higher learning implement the principal responsibility system under the leadership of the party committee, and most of the foreign countries have board systems. These fundamental differences determine that foreign theories cannot fully guide China's practice, and our study is not enough to focus only on comparative research. The connotation of the marketization of higher education with Chinese characteristics and the ways to achieve it should be studied.

4.2 STRENGTHENING THE RESEARCH ON CLASSIFICATION

From the current research, there are more macro studies on the meaning, importance, and implementation methods of marketization of higher education, but the research on marketization of certain types of colleges is almost blank. The classified management of institutions of higher education should be a trend. Different types of institutions must have different understandings of marketization. Higher education institutions can be divided into different categories according to different classification standards. For example, at present, in China, University Rankings made by Wu Shulian are more recognized, which divided the universities into first-class universities (19 universities such as Zhejiang University and Peking University in 2014). Selected), ordinary universities, etc. In fact, all kinds of school-run institutions have their own characteristics. For example, the assets of the school-run industry of Tsinghua University and Peking University in 2013 can reach more than 100 billion yuan. Vocational colleges are certainly not good at achieving such achievement. Therefore, strengthening the research on classification may be more instructive to the practice of marketization of higher education.

4.3 STRENGTHEN RESEARCH ON INSTITUTIONS

Research on universities is an educational research method introduced from abroad in recent years. It comprehensively applies multidisciplinary knowledge such as higher education, management, statistics, etc. to conduct qualitative and quantitative research on the educational ideas and resource utilization of individual institutions, and proposes countermeasures. With the further deepening of the marketization of higher education, profound changes will take place inside and outside the institutions. From an external perspective, the autonomy of colleges and universities will further increase, the funding model that relatively single will change, the differences between colleges and universities will become more apparent, and the survival and bankruptcy of colleges and universities may become a normal state, and the right of parents and students to freely choose a school will be further increased. From the inside of the school, there will be a series of challenges as new opportunities emerge. The traditional mode of running a school may face backwardness or obsolescence, which inevitably requires the school's educational philosophy should be adjusted in a timely manner, internal governance should be optimized to meet the requirements of marketization, and the characteristics of the university will become an important basis for its survival and development. This requires that the management of institutions be more scientific and sophisticated. Marketization is actually personalization based on commonality, and even

individualization or characteristics will play a greater role in development. Therefore, the study of personality is particularly important.

The above three research topics on the marketization of higher education may be more urgent issues that need to be studied, but it is certainly not the whole issue. Marketization is a relatively new topic for China's higher educational reform, and there will certainly be new research content with the development of the times. For example, the problem of researchers, most of the foreign countries who have made outstanding contributions to higher educational research are the staff of education authorities or the leaders of universities, most researchers in China are scholars. For the native research, the staff of education authorities and the leaders of universities may have more practical experience and a better grasp of scale. For example: Li Shouxin advised to work to activate the higher educational market in 2000, which may have a greater relationship with his appointment to the National Development Planning Commission at that time. Guiding more educators with practical experience, especially the presidents in university participate in the research of higher educational marketization, which may be one of the important foundations for improving the practicality of research.

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A Research on the Implementation Path of Honors Education in China

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Abstract: Honors Education is an elite training model for undergraduate education which is now in practice among European and American countries. It has important implications for fostering the top innovative talents in China. As for the reason that there are not many researches on the education practice of the combination of honors education and Chinese higher education, by means of tracing back the history of honors education, analyzing its development characteristics, this paper discusses the enlightenment for Chinese higher education. And then further proposes an achievable path of Honors Education implementation in China, with the innovating and maintaining of Chinese characteristic higher education discourse system as premise, building up national and regional honors education alliance as guarantee and carrying out international exchange and cooperation activities as breakthrough.

Key Words: Honors Education; Chinese Characteristic ; Undergraduate Education; Education Internationalization.

1.INTRODUCTION

Since the 18th national congress of the CPC, China has implemented the innovation-driven development strategy. The demand for top innovative talents is increasing dramatically. As President Xi Jinping pointed out, "the need for higher education is more urgent than ever, and the desire for scientific knowledge and outstanding talents is stronger than ever." How to speed up the reform of higher education in China and cultivate a group of top innovative talents is an important research topic for China in this new historical period. Honors Education is a personalized education model designed for outstanding undergraduate students, which emerged in European and American countries. It is also an educational form aiming at cultivating top talents in the era of public education. The advanced educational concept and model of honors education are of great referential significance to the cultivation of top innovative talents in China.

However, from the practical angle, domestic universities still have insufficient exposure to Honors Education. According to the literature research, the research on Honors Education in China mainly focuses on the theoretical perspective, such as the concept, the value and the status quo of Honors Education. On the contrary, there are few studies on the practical problems, such as the application of Honors Education to Chinese higher education, i.e., the localization of Honors Education in China. The localization of Honors Education refers to the organic combination of Honors Education with Chinese higher education, which is in line with China's national conditions and the practice of innovating Chinese higher education with maintaining Chinese characteristics.

This paper tries to discuss the problems related to localize Honors Education in China, and provides theoretical reference for Chinese universities to explore the implementation path of Honors Education. This paper is mainly divided into three parts. In the first part, it reviews the history of Honors Education and introduces the latest development for Honors Education in China. In the second part, it analyzes the important enlightenment of Honors Education to the cultivation of top innovative talents in China. In the last part, it puts forward the implementation path of Honors Education in China.

2.THE HISTORY OF HONORS EDUCATION

Honors Education is a kind of high-quality undergraduate education. The origins of Honors Education can be traced back to the early 19th in the UK. As one of the top universities around the world, the undergraduate education of the university of Oxford in the UK was regarded as the earliest Honors Education, which is mainly characterized by the tutorial system of personalized education [1]. By the beginning of the 20th century, Frank Aydelotte, the pioneer of American Honors Education, was studying at Oxford University, where he was inspired by this experience. When he became President of Swarthmore College in 1921, he transplanted small classes and personalized mentorship to Swarthmore College, drawing the first blueprint for modern Honors Education in the US. By the middle and late 1930s, more than 100 colleges and universities in the US were offering

Honors Education. After world war Ⅱ, with the expansion of the scale of higher education in the United States, the development of Honors Education slowed down, and the contradiction between lower threshold of undergraduate education and talents cultivation became increasingly prominent [2]. The first man-made satellite was successfully launched by the Soviet Union in 1957, which caused a panic in the United States and led to a review of education situation in the United States. In the same year, supported by Carnegie foundation, the Inter-University Committee on the Superior Student (ICSS) was established to promote Honors Education and cultivate outstanding students nationwide. By statistics, in 1961, there were 198 institutions carrying out Honors Education. In 1966, ICSS renamed itself as National Collegiate Honors Council (NCHC) and changed its nature from an educational association to an independent professional education organization [3]. NCHC gave more and wider support to the development of Honors Education in the United States. As of August 2019, there are more than 10,000 institutional members and thousands of individual members in NCHC. Among them, members of educational institutions include both public universities and private universities, two-year community schools, four-year undergraduate colleges, and even overseas universities in the Netherlands and Canada, affecting more than 330,000 honorary students [4].

It is worth noticing that in the new era, those top universities who pioneered top talents cultivation in China, such as University of Science and Technology, Zhejiang University and Northwestern Polytechnical University, were the first to implement and practice Honors Education as well as carried out extensive cooperation with NCHC. In June 2015, the first summit on Honors Education with the theme of new paradigm for top innovative talents cultivation was held by Zhejiang University. Another 8 top universities, such as Tsinghua University and Peking Universities joined the summit. In September the same year, the first International Symposium on talents cultivation was held by Northwestern Polytechnical University. Since then, the top universities in China had reached a general consensus on honor education, and had a clearer understanding of the position and mission of honors college within universities. Soon afterwards, in order to further strengthen the mutual exchanges between honors colleges. In 2016, the second honors college summit was held in the university of science and technology of China. In October the same year, 9 of Chinese top 30 universities went to the United States to participate in the 51st annual conference of NCHC. After then, the Second International Symposium on Honors Education was held in Southeast University. In November 2017, a delegation composed of Northwestern polytechnical University, Southeast

University, Harbin Institute of Technology, Xi'an Jiaotong University, Chongqing University, and Dalian University of technology went to the United States again to attend the 52nd Annual Conference held by NCHC. Soon after that in December the Third summit on Honors Education in China was held in Harbin Institute of Technology. For the first time, the staff and faculty in honors colleges of Chinese top universities gathered together to introduce their situation and experience on Honors Education implementation and discuss the problems they encountered. So far, all top 30 universities in China had reached a consensus on exploring of Honors Education. An environment of mutual learning, sharing and cooperating was created. They were trying hard to devote into the noble career of cultivating top innovative talents in China.

Throughout the development history of Honors Education worldwide, a conclusion can be made that the spreading of idea and pathway concerning to Honors Education has universal characteristics and regulations.

Firstly, the concept of Honors Education is universal, and has been generally accepted within the circle of higher education in various countries. Although originated in the United Kingdom, it has been inherited and carried forward by the United States, the Netherlands, Canada and many other countries. Since 2015, connections have been built within Chinese universities and NCHC. In 2016 and 2017, Chinese universities participate in the annual conference of NCHC respectively to realize further cooperation on Honors Education. It can be seen that through two centuries of practice, the concept of Honors Education has become a relatively stable paradigm, which is forward-looking and in line with the common educational value orientation of mankind.

Secondly, the implementation method of Honors Education is differentiating and localized. In the United Kingdom, Honors Education mainly emphasizes absolute minor elite students. However, in the United States, Honors Education mainly exists in public universities focusing more on public education. In recent years, it has become the main channel for American public universities to attract high-quality students [5]. In China, only top universities carried out Honors Education with the purpose to innovate the method of elite cultivation. It shows that, due to the different national conditions, the ways and functions of the implementation of honor education are also different.

3. THE ENLIGHTMENT OF HONORS EDUCATION TO CHINESE UNDERGRADUATE EDUCATION

3.1 Honors Education is in Accordance with the Regulation of Top Innovative Talents Cultivation in the New Era

Nowadays, knowledge innovation as the main driving force is a prominent character for the economic and social development worldwide. The new round of scientific and technological revolution and industrial revolution development is growing rapidly. In the coming decades, China's demand for high-quality and cross-disciplinary innovative talents with broad vision and innovative thinking will be more urgent than ever before. Undergraduate education is the foundation, how to train students to achieve the basic quality of sustainable development in the rapidly changing learning society is an important task of undergraduate education. "Today, teachers see a more difficult, fluid, and complex world in which there are many conflicting viewpoints and many questions to which there are no ready-made answers. In such an environment, knowledge alone is not enough, and the ability to think clearly about complex problems becomes increasingly important. Therefore, there is no rules for cultivation itself. The vital goal of higher education is to train students to have critical ability, absorb the rich nutrition of human values, and have the ability to cope with today's changing and complex society." said a former Harvard President Mark Bork. The original intension of Honors Education is to "identify the exceeding talents of honors students, provide them with academic opportunities to challenge themselves, make them realize their full potential at the highest level, and foster an educational environment, so as to cultivate their dignity, self-respect and potential." The core concept and value-pursuit of Honors Education are in line with China's top innovative talents cultivation requirements and talents cultivation regulation in the new era.

3.2 Honors Education is an Effective Way of Quality Education in the New Era

The report of the 19th national congress of the communist party of China pointed out that quality-oriented education should be developed to train builders and successors who are well developed morally, intellectually, physically and aesthetically. Quality-oriented education has become the main line of education reform and development throughout the party and the country. The cultivation of innovative spirit and practical ability is an important part of quality-oriented education for students [6]. As the first step of higher education, the cultivation of comprehensive quality in undergraduate education is directly related to the success or failure of quality education. Honor education as the general training mode of higher education to cultivate outstanding undergraduate, its aim is to cultivate lifelong learners, cultivate the ability to integrate knowledge, train the students' ability to adapt to the new environment, cultivate active participant in a democratic society, train written expression, oral expression, cooperation and communication skills, cultivate the ability to

understand and deal with complex issues and the environment, and develop mental agility and integrity character [7]. The students cultivated through Honor Education have excellent academic performance, risk-taking spirit, strong curiosity, leadership and sense of social service. These are the core values of quality education in China, and also the direction of our efforts. Therefore, by practicing Honors Education in the undergraduate stage can improve students' comprehensive quality and ability as early as possible and lay a solid foundation for them to become China's builders and successors who are well developed morally, intellectually, physically and aesthetically.

3.3 Honors Education is a Strong Support for International Talents Training in the New Era

With the deepening of economic globalization, China is in urgent need of a group of high-level international talents to participate in international competition. With the improvement of international status, national strength and more participation in international affairs, the demand for international talents is becoming more and more urgent. The outline of the national program for medium and long term education reform and development (2010-2020) clearly states that "fostering a large number of international talents who are with international perspective, familiar with international rules, and capable of participating in international affairs and competition". Although there is no fixed and unified standard for international talents, but it is generally believed that international talents refer to those high-level talents who are adapt to the needs of international development and communication, equipped with international consciousness, international communication ability as well as the first-class international knowledge structure, and capable to seize the opportunities as well as to gain the initiative in the global competition.[8] One of the main characteristics of Honors Education is international development. Usually, honors students are required to participate in international internships or cross-cultural learning and exchange. [9] Through the training in the international environment, students' international vision and ability to communicate and adapt into the new environment can be significantly improved, and their understanding of different countries and cultures can be further deepened, so as to have the ability and quality for international talents.

In conclusion, the educational concept, educational model and educational value advocated by Honors Education are of great reference significance for higher education in China. Honors Education solves the problems of innovation, quality and value in undergraduate education and should become the driving force for the promotion and reform of undergraduate education in China. At present Honors Education in China is still in the stage of

exploration facing a few of elite students in part of the universities. Its concept has not been widely accepted. And it has not played its due role to promote higher education in China. A deep reason behind the problem lies in the current failure to summarize practical experience, especially in combination with China's actual national conditions and practical experience, leading to the lack of theoretical guidance for the development of Honors Education in China.

4. AN ACHUEVABLE PATH FOR HONORS EDUCATION IMPLEMENTATION IN CHINA

With the implementation of first-class university construction and first-class discipline construction, China is striding forward in becoming a big educational power with a more confident and open attitude to promote the communication within higher education between China and the rest of the world. In viewing of absorbing advanced concept, pattern and method of Honors Education, there are three aspects must be cautioned. The first, adjust Honors Education with Chinese economy, politics, higher education environment instead of accepting all the western ideas indiscriminately. It should adopt Chinese characteristics. The second, verify the right place to implement Honors Education. It is not only to inherit the experience, but also to develop the methodology itself, so as to realize the rapid development of talents cultivation capacity for Chinese higher education. The third, focus on present contradictions, but also look forward into the future. Honors Education concept can be used to solve the existing resource shortage. However, it is better to be used into promoting higher education reform and educational system innovation in China. As a conclusion, this paper proposes a path for Honors Education implementation in China, i.e. to innovate and maintain Honors Education with Chinese characteristics, build up Honors Education alliance, and carry out international exchange and cooperation activities.

4.1 Implement Honors Education under the Premise of Innovating and Maintaining Chinese Characteristic Higher Education Discourse System

General Secretary Xi Jinping pointed out in his speech at the 2016 national ideological and political work conference on higher education that a strong education makes a strong country. 'The development level of higher education is an important symbol of a country's development level and development potential. China has unique history, unique culture and unique national conditions, which determines that China must take its own road of higher education development and make solid efforts to run universities with Chinese characteristics.' said him. To carry out the instructions of the General Secretary and run world-class universities with Chinese characteristics, we must train first-class talents, which cannot be realized by following and learning

from the discourse system of western higher education, but to establish its own discourse system for Chinese higher education. To establish Chinese higher education discourse system is not only the important content and effective means of building a strong country of higher education, but also the core symbol of whether a strong country of higher education is really built[10].

As a western classical educational concept, Honor Education is an empirical, linguistic and academic expression of the western higher education ideology, and has similarities with the discourse system of western higher education. Therefore, we must closely combine Honors Education concept with Chinese national realities and national conditions, so as to make full use of it. So far, Honors Education in China is mainly carried out in some top reach-oriented universities, aiming to foster elites and explore talents cultivation method. This characteristic is different from Honors education in the UK, which is broadly applied within top universities and Honors Education in the US, which is used as an effective mean to attract high quality students. Therefore, Honors Education in China should cater the needs of the time and insist on keeping Chinese higher education discourse system as the premise. Do not believe and follow blindly, however, do absorb the essence and discard the dross. Thus, to truly find out an implementation path for Honors Education in China.

4.2 Implement Honors Education under the Guarantee of Building up Honors Education Alliance.

At present, Honor Education in China is only implemented within part of top universities, for instance Xinya College of Tsinghua University, Yuanpei College of Peking University, Zhiyuan College of Shanghai Jiao Tong University and Chu Kochen Honors College of Zhejiang University. The public's understanding of Honors Education lies more in the recognition of universities, and they know little or nothing about the concept of Honors Education. In this context, it is difficult to integrate Honors Education in China, not to mention to form a whole system. There are following difficulties: Firstly, each university has its own characteristic without a universal conclusion of the cultivation regulation. Secondly, each university fight alone, which is easily to be marginalized.

In view of the above difficulties, Honors Education alliance should be formed among universities that carry out Honors Education at the present stage. Especially according to the different characteristics of teachers' activities and students' activities, both national alliance and regional alliances should be formed. By forming the national alliance, the charter can be published and verified through practice, which can help to regulate members' activity. Besides, a database can be established to conduct in-depth analysis of Honors Education and summarize

rules, so as to evaluate members and give advice and suggestions. In addition, the national alliance can organize regular activities to promote the exchange of ideas, the sharing of experience and the group members and realize the sharing of experience and the discussion of problems among members. By establishing regional alliances, can effectively use geographic advantages, and to achieve the sharing of resources. Especially for the development of students, due to the similar geographic and economic factors, students from the same region may have some commonality, which is convenient to shorten the distance between students and help to communicate easily. Due to geographic proximity and convenient transportation, it is more possible to carry out regular activities and to reduce the obstacles of students visit each other. Another obvious advantage is that the integration of resources among regions can alleviate the shortage of resources within a single university, so as to meet students' demand for resources and diversified development. In a word, by forming national and reginal alliances，Honors Education in China can embrace more substantial development. It's power, influence, value and concept can be promoted dramatically.

4.3 Implement Honors Education under the Breakthrough of Carrying out International Exchange and Cooperation Activities

International exchange and cooperation is the driving force of Honors education in China. Great importance has been attached to international exchange and cooperation within universities that are carrying out Honors Education [11]. In pragmatic point of view, paying great attention to international exchange and cooperation is not only the requirement of Honors Education itself, but also the best way to distinguish Honors College from the other professional schools in university and to achieve breakthroughs.

First of all, international exchange and cooperation can enhance the quality of students. Through participating in international exchange programs, students have acquired the knowledge of other countries, explored unknown fields, and gained first-hand experience of the innovative, rigorous and open academic atmosphere abroad. Students like these are dare to meet challenges, and have strong research ability and cross-cultural communication capacity. They are more in line with the definition of modern first-class talents.

In sequence, international exchange and cooperation can promote the pace of educational reform. Through dispatching students and faculty and staffs abroad, inviting renown professors and professionals out of the nation, learn and absorb the advanced teaching ideas and systems and make them localized and recreated, so as to accelerate the reform of higher education and teaching in China, and help

build world-class universities with Chinese characteristics.

Honors College is very special in China, on the one hand it shoulders the important mission of top talents cultivation and education reform, on the other hand it has no faculty, i.e., its structure is very different from other schools, which means that honors college who needs the best recourses, has no control over that on campus. Through carrying out international exchange and cooperation, such as short-term summer schools, short-term internship programs, long-term exchange programs and joint cultivation programs, Honors College can meet the diverse needs of students, and make full use of the high-quality resources of universities abroad to release he contradiction of insufficient resources on campus.

5 CONCLUSION

By sorting out the development history of Honors Education domestic and abroad, this paper summarizes the tremendous contribution made by Honors Education worldwide, further analyses the important enlightenment given by Honors Education on the aspects of top innovative talents cultivation, quality education and international talents cultivation, and combining china's reality proposes an achievable path for Honors Education implementation in China, with the innovating and maintaining of Chinese characteristic higher education discourse system as premise, building up national and regional Honors Education alliance as guarantee and carrying out international exchange and cooperation activities as breakthrough.

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Influence Of The Development Of Metallurgy On The Interaction Between Ancient China And Northern Cultures

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1.INTRODUCTION

Since many civilizations have undergone their own thrivings and fallings along the silk-road region, some appealing topics exist in the well-preserved literature and relic. The paper explores how the development of metallurgy in the ancient china empire and its northern neighbors urge the interaction, both aggressive and amicable, between them. This study is based on the archaeological findings such as tombs, artifacts, and documents that were excavated in northwestern China, Mongolia, and Russia. The inexplicit connection between different cultures, especially the ancient China Empire, will be revealed from the advanced techniques and styles.

Key words: metallurgy, communication, relationship

2. THE XIONGNU-STYLE ARTIFACTS

The relationship between Ancient China Empire and Xiongnu has changed frequently depending on of the inner stability of Ancient China Empire, but one thing is undoubtedly solid that the constant trade between two cultures was maintained even in the most chaotic period.

The exchange as gifts started form the earliest dynasty, Shang, and developed rapidly in the early stage of Qing and Han. After the conquest of Yuezhi in the west and other 36 civilizations in the northern steppe, the powerful Xiongnu Empire formed. They entered the Iron Age at the beginning of 3 century B.C., owning the most powerful army on the steppe and forcing the Chinese to take Xiongnu's influence into account at Qin dynasty.

The form of the gift is a worthy point for investigation. According to De Cosmo's article: "Due probably to increased contacts with China, the character of this aristocracy gradually began to shift from a notion of power and status symbolized by weapons and tools, to one in which wealth, accumulated in metals and stones, horses, and ornamental art, became its predominant pursuit.",The trait about this relationship during the period was the gift sent by aristocracies from both sides; it was recorded in Zhan Guo and Mu Tianzi Zhuan that King Mu received the respect from the Xiongnu—horses, furs, and herds. The salutes returned by King Mu and his vassals were impressive: silver deers and golden birds. Although basic skills were taken from the north, Chinese crafts did make vital progresses in shifting the practical use of bronze into more complicated and ornamental purposes.

The early Xiongnu artifact in Fig13.4 has many commons to a finding in Ningxia, Yanglang culture.

We can see that the traits symbolized by animal art, yet there were disparities and the most obvious one is that they were all made of bronze instead of gold or silver, mainly because of the lack of skills to extract or refine these metals. Deeper meanings of this site were proposed by De Cosmo: "The information contained in the Mu Tianzi zhuan substantiates the

pattern of exchanges mentioned earlier in the text. On the other hand, references to precious gifts of Animal Style objects are supported by archaeological finds in Xiongnu tombs of golden plaques and other objects manufactured in China. It is possible to discern a
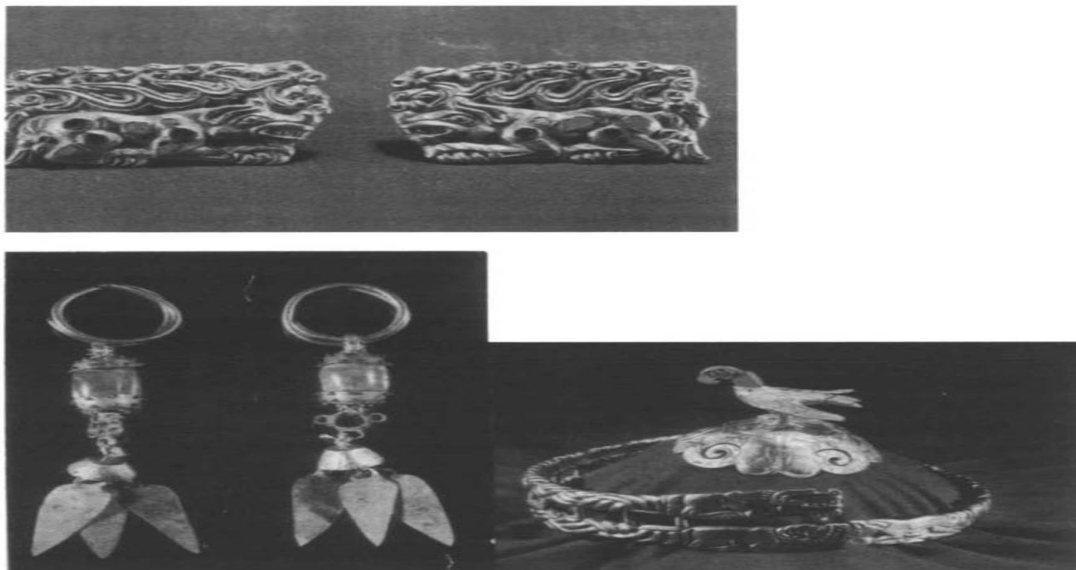
This site shows remains of Xiongnu; the first one shown in the Fig.13.6 was the bronze buckles of animal art that prevailed in Ordos region from 5 century B.C.--usually been tiger, lion, and cow. Animal art could be a cause for the development of northern metallegy; it could also be the early symbol of religions as people felt that animals could protect them from natural disasters and diseases.

The most special artifact found in this site in 1972 was a crown called "the gem on the steppe" for its exquisiteness. This craft was produced in the late Warrior age with intense conflicts and interactions. According to Di Cosmo, "iron-set gilded bronze and gold- and silver-inlaid iron objects are rare and betray a different origin."It is worthy to notice that the golden bird was inlaid into the semi-sphere golden crown with some animal art images. In most of the cases the style and theme of the artifacts were Ordos, but sometimes the skills were definitely from The Ancient China Empire. This inlay technology was postulated to be imported from The Ancient China Empire because this skill included complex procedure such as fixing without polishing, which had not been mastered yet in steppe, also known as a inlay skill called Filaments Mosaic during the Spring and Autumn period and the early Warrior Stage, a time coinciding with the making of the unique crown. Searchers also found an iron-set gilded bronze ornament in the shape of a turtle, and gold- and silver-inlaid iron artifacts in Yinjinhuoluo, Ordos, which showed the northern-providing and Chinese-producing pattern. The Iron production was another instance; the oldest evidence of Chinese iron age was dated to 12 century B.C., predating the iron smelting industry in the north by nearly 300 years. In

model of diplomatic and economic exchange beneath the fiction"

Another example, more directly related to the reflection, was a site detected in the northwestern part of present China.

the article written by De Cosmo: "The far northwest was not the only area close to the Northern Zone that had iron at an early period. Iron dated to the end of the second millennium B.C. has been found along the Amur River, in the Maritime Territory of Russia, while by the ninth century B.C. there was rather elaborate iron metallurgy, producing knives, daggers, and armor. Iron appears fairly early in the Northern Zone, pointing to the introduction of iron metallurgy to China from the north. The earliest sites with iron are associated with the Scytho-Siberian sites in the Altai Mountains (Xinjiang) and can be dated around the ninth century B.C. Typically these are small objects, suggesting that the use of iron was still rare." The rise of iron production was also a factor to the linkage between Xiongnu and Ancient China Empire.

3. ANCIENT CHINA EMPIRE AND SAKA CULTURE

Between the middle of 7 century B.C. and 3 century B.C., a hardy regime called Scythian, or Saka, emerged in the Iranian plateau, which finally separated into many scattered parts like Rong and Yuechi. The jointing between Scythians and their foreigners has last for hundreds of years. Some artifacts in Xinyuan

was noticed; the first one in Fig13.5 is a small statue (42 cm) of a kneeling warrior, which shows a European image of people, indicating the similarities and links with European people during that time. Although other artifact found in Xinyuan site showed the Southern Siberia, Altai and central Asia style, the cauldron appeared a Chinese manner and was assumed to be transported from Central plain to the northern steppe in the Late Western Zhou because this technology called "cast in sectional molds" was

unique to China.

The use of noble metal was also meaningful. Originally, the Scythians produced practical bronze objects like swords ， animal plaques, and the knife-coin found in Mongolia that was dated to the 6 century B.C.in Ordos region. After iron was used generally, the bronze was mainly applied on ornamental crafts. In the tombs of the top worriers in Mongolia, objects such as gold-gilded daggers were often regarded as imported goods from Europe or Central plain. Communication with other civilizations became common as the elite paid more attention to the valuables and burial objects to show glory after death. De Cosmo's passage expressed the same perspective: The decoration on the ornamental plaques, with facing tigers, recumbent felines, and wolf heads in gold and silver, belongs fully to the Ordos artistic idiom. This decorative art and the presence of luxury goods imported from China hint at the presence, in Xinjiang, of a possible evolution in the funerary inventory from bronzes used for practical or ritual purposes."

4. CONCLUSION

In conclusion, the diverse connections between northern peoples like Xiongnu or Scythians and ancient China have never been ceased. This is reflected in the relics, which have made contributions to the integration of cultures and nationalities through thousands of years of trade and conflict. Some may be found in the chariots, perhaps on gilded crowns and gold inlaid objects that are tightly integrated with the advanced metallurgy of central China. Divisions and integrations never disappeared, but cultural exchanges were guaranteed by both the yearning for technological development and curiosity. Whether in the remote Saka site or the adjacent Yanglang, the characteristic of central plains has never been absent, forming a stable and long-term communication network centered one every mid-Asian culture. This mechanism is the basis of contemporary cultural exchange and one of the great evidences of the prosperity and mutual tolerance of cultures for thousands of years.

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Future Digital Transition Strategy of H&M Brand Names& Information

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Abstract: The significance of transfer into the digital retailing platform has been gradually noticed by the traditional fashion retailers. But how a traditional fashion retailer should adapt to the new digital world becomes a new challenge for each company. This paper analyzes the competition between traditional and digital approaches in the fashion industry, using H&M Group as a case study. By firstly analyzing the potential causes of bankruptcy of Forever 21, and then the current background information including industry structural analysis by Porter's five forces and applied digital strategies of H&M Group, this paper offers the future digital transfer suggestions: the digital mapping of consumers and also the collaboration with dominant online platforms.
Key Words: digital platform, production ecosystem, consumption ecosystem

1. INTRODUCTION

In 2015, Forever 21 along with other fashion retailer store chain brands such as, H&M, ZARA, UNIQLO were rapidly expanding their presence in all major cities worldwide. These companies took advantage of wholesale closeouts to buy merchandise from manufacturers at a discount and updated clothes styles almost every week so that people could buy the latest and most popular clothes at a low price. Their strategy was immensely successful. Forever 21's sales for example peaked in 2015, [1] with global sales of $4.4 billion. It rose to become one of the largest tenants in American malls, with 480 locations nationwide. Supported by a booming business, they chose to reinforce their strategy investing significant resources to further expand their physical stores worldwide. Yet in a matter of a few years from making those commitments, they declared bankruptcy in September 2019.

Forever 21's bankruptcy may be a harbinger of trouble for many other firms adopting similar business models. This is particularly true in China where consumer trends are rapidly changing. Apart from closing their physical stores including the flagship store in Shanghai, Forever 21 has now also withdrawn their online presence in major Chinese e commerce platforms such as Tmall. They have effectively withdrawn from the Chinese market.

The forces that impacted Forever 21 are also likely to impact similar fashion retailer store chains in China.

New digital technologies, the rising power of online business models and the growing power of the app economy are some of the reasons they may be impacted. In other words traditional retail is pitted against digitally empowered business models, in ways we have not seen before. This paper analyzes the competition between traditional and digital approaches in the fashion industry. Specifically it addresses how a traditional fashion retailer should adapt to the new digital world. We begin however with an analysis of how new digital approaches in competing business models impacted Forever 21.

2. THE FORCES IMPACTING FOREVER 21

Forever 21's rise was based on cultivating fans by selling trendy clothes for low prices, which was their key to success. However, as they began to focus on expanding physical stores, the once unique style and the speed of updating clothes could not be ensured anymore. Yet, Forever 21 continued opening new stores as recently as 2016, even expanding existing stores to take over multiple floors with men's, children's, and home- good's sections, which could help explain why Forever 21's sales are estimated to have dropped by 20% to 25% in 2018. [2]

At the same time, Internet brands like Fashion Nova churned out celebrity- and influencer-inspired styles at a rapid pace. And as e-commerce continued to boom, traditional retailers like Forever 21 struggled to adapt to changing consumer behaviors. According to a March 2019 survey, millennials make up 60% of their purchases online and prefer online shopping over going to physical stores. Facing strong competition from online stores, Forever 21's traditional business model was significantly impacted.

However, this attack from e-commerce was not just about an alternate low cost option for customers. New online business models are able to anticipate

user needs and fashion trends far more effectively than businesses with brick and mortar stores. Online stores can today capture information and data about customer trends in far more effective ways.

As a result, Forever 21's case may not mean that fast-fashion industry was facing the bust. It however was a reminder of the other fast-fashion brands to adopt the new powers of data through modern digital connectivity. In other words, they have to find ways to digitally transform themselves. In the ensuing sections we will suggest such an approach using H&M as a case study.

3. H&MANALYSIS

3.1 BASIC INFORMATION ANALYSIS

Tab. 1 presents H&M's sales information in 2019. (see Tab. 1). According to H&M's six-month report, [3]

H&M's sales performance is rising. Net sales in the six-month period increased by 11 percent to SEK 108,489 m (98,165); Online sales in the second quarter increased by 27 percent in SEK (Svensk Krona).

In China, net sales increased 12% when compared to 2018's. This rise was with a focus on online sales, as H&M closed 2 of their physical stores.

Worldwide H&M had 4433 stores in 71 markets, with 47 markets online. To understand its strategic position in its industry we refer to Porter (1980) for a structural analysis of its industry using the Five Force Model.

3.2 MODERATE THREAT OF NEW ENTRANTS

The current trend of online platform like Tmall provides great operating convenience for those private cloth shops because the individuals have lower capital requirements to open an online shop. The low prices and unique design of those individual shops will attract parts of online consumers. However, H&M enjoys supply side economic of scale and has better access to various distribution channels than those new entrants.

Low bargaining power of suppliers

H&M group works with 1269 independent suppliers for materials and products, so H&M does not depend heavily on several core suppliers. Increased trend of globalization provides more choices for H&M to find low- cost suppliers. According to the sustainability strategy of H&M, all the supplied materials like cotton ought to be circular and recycled.

3.3 MODERATE BARGAINING POWER OF BUYERS

The consumers of H&M are usually the end users of those clothes, and are usually individual buyers instead of organizational buyers. However, with the development of e-commerce, there are abundant retailers in the market provides numerous choices, and the cloth styles of H&M are not so differentiated among them.

Consumers are easy to reach those online retail shops and have pretty low switching costs to change their choices.

3.4 LOW THREATS OF SUBSTITUTES

Thethreatsofsubstitutesarelowsincethereisnodirects ubstitutesforapparels.However, the popularity of online platforms has eroded the power of physical shopping malls. There has been a softening of mall traffic and sales are shifting more to online.

High intensity of rivalry among existing competitors

The degree of competition among existing competitors is high. Those similar fashion retailers compete each other with product features, support services, brand images, price, and available digital services. H&M's main competitors are Zara, Uniqlo, Gap, American Eagle Outfitters and so on.

4. H&M'S CURRENT ONLINESTRATEGIES

H&M began its digital transformation journey as it found the fundamental forces in the industry being influenced by digital connectivity. It now has a new

Sales in top ten markets, second quarter

	Q2 - 2019	Q2 - 2018	Change in %		31 May - 19	Q2 - 2019
	SEK m net sales	SEK m net sales	SEK	Local currency	Number of stores	New stores (net)
Germany	8,703	8,522	2	-2	462	-4
USA	7,336	5,673	29	17	575	0
UK	3,747	3,400	10	5	302	1
China	3,119	2,775	12	8	533	-2
France	2,731	2,607	5	2	234	-4
Sweden	2,314	2,212	5	5	178	2
Italy	1,938	1,898	2	-1	180	2
Spain	1,880	1,693	11	8	167	-3
Russia	1,837	1,506	22	19	141	1
Netherlands	1,756	1,697	3	-1	137	-5
Others*	22,113	20,001	11	6	2,070	33
Total	57,474	51,984	11	6	4,979	21
*Of which franchises	1,422	1,246	14	2	257	2

global online platform that meets the sales requirements in 47 geographic markets. They have put special emphasis on upgrading their official website and their mobile app. Through these changes, H&M seeks to provide consumers more services like broader payment options, shorter delivery periods, options to order online yet pick the items in stores and other such conveniences. The number of digital loyalty program members doubled from 15 million to 30 million in 2018. These initiatives resulted in sales growth of 3 percent (both online and offline) for the fiscal year 2018, with a sales growth of 21 percent in online retailing (H&M Group, 2018). [4]

There are several service technologies applied on the hm.com and the H&M app like visual search, scan- and-buy, find-in-store, in-store-made, click&collect and online return. The functions available in market of China are visual search and scan-and-buy. Visual search means using image recognition to help customers move directly from inspiration to purchase by making recommendations based on pictures that the customer has taken or been inspired by. Scan-and-

buy allow customers to scan the QR code on an item in store to find the size and color they want online.

5. H&M IN CHINA AND ITS DIGITALPARTNERSHIPS

In China, H&M partnered with several major Chinese e-commerce digital platforms. They successfully launched their presence in Tmall, as an additional online channel with huge traffic portal. H&M rightly captured the unique traits of Chinese consumers, that have a strong preference for online and app based commercial transactions. And H&M has opened its official accounts in Weibo and Wechat to directly communicate with consumers. These official accounts will update the brand news and promote recent activities. To identify the efficiency of the digital media promotion strategy in China, it is useful to compare the data of H&M and it's main competitors.

According to Tab. 2 and 3 (see below), the followers of H&M's WeChat and Weibo accounts respond most actively comparing with it's competitors. The average view and the average like of the top three articles in WeChat ranked at the highest position, indicating the attraction and effectiveness of article contents. The most active period of H&M's Weibo account was during the July of 2019 due to the celebrity effect with the help of endorser Yixing Zhang, one of the most popular young singers in China. Account's comments and retweets both ranked in the 2nd place in July due to the enthusiastic responses from fans.

WECHAT - ACTIVENESS

- H&M's activeness on the Wechat platform is the best from the similar competitors in these three months.

Brand	Jul. Average View of Top 3 Articles	Aug. Average View of Top 3 Articles	Sept. Average View of Top 3 Articles	Jul. Average Like of Top 3 Articles	Aug. Average Like of Top 3 Articles	Sept. Average Like of Top 3 Articles	Sept. ACTINEVENESS RATE (AVERAGE LIKE)
UNIQLO	0	100,000+(1)	100,000+(1)	0	216	281(1)	281(1)
H&M	100,000+	100,000+(1)	100,000+(1)	236	59	194(2)	194(2)
GAP	0	0(6)	57,000(5)	0	0	3(6)	3(6)
ZARA	100,000+	100,000+(1)	100,000+(1)	95	115	89(4)	89(4)
Levi's	81,000	100,000+(1)	100,000+(1)	93	2,430	127(3)	127(3)
LEE	13,666	11,537(5)	15,000(6)	22	20	18(5)	18(5)
NIKE	96500	100,000+	100,000+	289	131	418	418
Adidas	100,000+	100,000+	100,000+	128	176	303	303

6. RECOMMENDATION FOR H&M'S DIGITALSTRATEGY

Our recommendations for H&M's digital strategy has two parts. The first involves using modern digital technologies to transform how the traditionally mapped their fashion inventory to customer choices. The second entails using partnerships with powerful digital platforms such as Tmall and popular apps such as The Red Book.

DIGITAL MAPPING OF CUSTOMERS TOFASHION

With the augmented reality technology, customers can find clothes that ideally fit and match their preferences. Through 3D models of their facial feature and the body contours, their fashion choices can be produced to closely match their body shapes or skin color. Artificial intelligence can further sharpen the choices for customers by recommending what may best suit their body characteristics. The traditional process entailed maximizing the capacities of physical stores to provide as much variety as possible for customers to physically identify clothes that match their preferences. Though modern digital technologies this can be amplified by providing far more variety that customers can access digitally to find a fashion that best suits them.

Detailed processing of exhibition deepens the realism of clothing and the fun of dress matching. A series of actions taken by the user during browsing, training, try-on, purchase, etc., will be recorded in a digital form, as a reference for the development direction of apparel. The clothes are classified by style, release time, color and material, which can be considered as a kind of systematic classification management. Also the online fitting can collaborate with other social apps, which will be discussed in the next part, to attract people to share their own clothing matching. It is a way of promotion without too much expenditure on advertisement.

7. COLLABORATION WITH DOMINANT ONLINEPLATFORMS

As for this strategy, NIKE is a good example. NIKE Digital achieved an impressive sales growth of 36% during Q3 this year. [5] Nike's collaboration with other digital platform SHIHUO creates a big contribution. SHIHUO is a e-community for all sports fans and athletes to share their opinions about sports products. Such feedback is a valuable digital product-in-use information which can be used in two aspects of its digital ecosystems: production and consumption ecosystems (Subramaniam, Iyer and Venkatraman, 2019). [6]

Production ecosystems represent all the interdependencies associated with Nike's value chain of producing and selling shoes. By channeling in-use information into their production ecosystems, Nike can more precisely design shoes that meet their customer needs. Consumption ecosystems represent all interdependencies with objects and entities that complement the use of the shoe, such as athletic trainers or health advisers. By channeling in-use information here, Nike can offer a platform on which their customers can interact with such complementary entities to enhance their user experience.

How can H&M follow the NIKE example?

Based on the fast fashion model, attracting consumers with latest trend and getting exposed to consumers' evaluations of products are quite

significant for H&M. The Little Red Book is considered a good choice. While this platform creates a community where users can share their opinions for fashion retailers.

Like SHIHUO for NIKE, the Little Red Book is able to provide digital product-in-use information. Because the Little Red Book is more prevalent among fashionable and young consumers, it will offer more valuable and reliable information based on big amount of comments. According to the Little Red Book's 2019 Q3 report, [7] it has more than 250 million users while 86% of them are female, and 52% users are younger group, aging 25-35 years old. After gathering those comments, H&M has its own ICT (Information and Communication Technologies) to analyze those information and predict future trend. Utilizing its own technology, H&M can commoditize its physical assets, giving profound suggestions to its production ecosystem.

The Little Red Book is also beneficial for H&M to improve its sales performance. Today's fast fashion emphasizes the value of low price, meaning the significance of appropriate pricing. Like Tmall, the Little Red Book allows collaborated company to sell products, but in a categorized way: focusing on fashion retailers, meaning that H&M will be more sensitive for its prices and adjust them in time depends on other competing companies' selling conditions.

The Little Red Book also provides companies with excellent word-of-mouth marketing. Nowadays, more and more bloggers enter this platform and release their notes about fashion styles and shopping recommendations. After they accumulate a lot of fans, many companies will find them and employ bloggers' popularity to promote their products. Public praise has always been the part that Chinese customers pay special attention on when buying products, and the LRB community has well promoted the construction of the public praise and reputation of major brands. For the purpose of improving promotion means by utilizing digital platform, H&M should collaborate with the Little Red Book.

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The Deep Aesthetic Rendering Function of Drama Music to Art Space

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Abstract:The essence of drama music is a kind of performing arts, which plays a dominant role of rendering aesthetics in promoting the integration process of time and space. This paper analyzes the aesthetical characteristics implicit in drama music briefly, embracing the three levels of shaping diversified aesthetic atmosphere, condensing the core connotation of aesthetics and immersing the spirit of aesthetics profoundly, which explores the concrete manifestation of drama music on the aesthetic rendering of art space, aiming at providing reference to the related study of dram music.
Key words: drama music; art space; art aesthetics

1.INTRODUCTION

As one of art manifestation ways, the drama music have received wide recognition from audience through aesthetic intervention, directing audience to be gradually immersed in the art space to realize the aesthetic construction and make it more abundant. Besides, the drama music has formed the external aesthetic embodiment by coinciding with the main character, plot, narration and other art methods, expressing the aesthetic discipline function and leading audience from the " real oneself" to realize the "interpretation of oneself" and further pursue the "actual oneself" to realize the aesthetic value.

2.ANALYSIS ON AESTHETIC CHARACTERISTICS OF DRAMA MUSIC

2.1Emotional character

Drama music and music arts share the common core characters of emotional connotation, conveying the emotional changes of framer to drama itself by note, and the variation of musical composition, embodying the music with unique aesthetic features and free art charm. Moreover, it reflects the emotional appealing and artistic appreciation value, promoting drama music to be the main carrier of aesthetic elements. For instance, the drama music stemmed from the ballet of Italy in 17 C, sharing the common performing drama plots and the assisted method of shaping art space with dance. With the consistent permeation and comprehensive intervention of art space, the drama music has been an indispensable stage art performing forms by its emotional appealing and emotion extension[1].

2.2Cultural character

The expression of cadence and rhythm of drama music has embodied significant drama art features, abiding by certain aesthetic features. The creation of drama music often corresponds with the character, plots and background, the cultural connotation of which is the combination of music drama and literary aesthetics, laying solid art foundation to the character shaping, plots and background of drama. For example, the first scene of the musical stage performance of "Me, it's me", applies the song of "Me"
Mr Zhang Guorong and accompanies the music to convey the theme of social problems, family problems and pursing the "real oneself", which embodies great drama music humanistic value.

2.3Variety

The variety of the drama music manifests the uncertainty of the aesthetic features, and the different drama music have carried the time variation and human emotion. And emotion expression, musical aesthetics and art appreciation of different times, different people are also in dynamic situations, which endows the drama music with different art forms and styles, realizing the profound rendering of the aesthetics in the huge art space. For example, drama music has applied a great number of methods and forms to construct the art space, including the main vocal music art forms of intonation and aria, which generate the branch of instrumental music, shaping the time space background of chorus, laying solid art foundation to the drama development[2].

3.The concrete analysis of drama musicto the aesthetic rendering of art space

3.1Shaping the pluralistic aesthetic atmosphere, deepening the emotional immerse experience

The drama music can benefit the many manifestation methods to realize the intervention of art space, including the statement methods, split-run and synthetic methods applied in manifesting the main character. Besides, drama music can create audiovisual effects by the combination of script, dance and art, sufficiently reflecting the art charm of drama to express emotional immerse experience to the performers and audience. In the same vein, drama music plays an dominant role in shaping art space atmosphere, taking advantage of music to stimulate the institution and potential awareness of the audience and strengthen the attractiveness, giving full play of the rendering function of art space aesthetic range. Based on this, the rendering range of aesthetic can be extended and the rendering depth of aesthetic can be exploited, which lays sound foundation to the immerse and expression of the aesthetic spirits.
Taking the Iliad as an example, the audience can

experience the drama music generated from the deep heart of the performers to trigger the resonance of audience to drama. This kind of resonance presents the deep meaning of the sincere heart to exploit the spirits of universe essentially to touch the emotional resonance of audience and deepen the emotional immerse experience of drama.

3.2 Condensing the core connotation of aesthetics, elevating rational recognition

Through the development of many times, the drama music has transformed from the assistant tools to the necessary systems, becoming the important carriers of plot development, scene presentation, characterization and narration. However, the drama art is not the necessary element of every theater and base on the perspective of aesthetics to interpret the core and connotations rationally, which can extract the real value and function of drama music. From the art perspective of drama, drama is a kind of art performing form with significant alienation effects, presenting the art process from familiarity to strangeness and vice versa. We should define the root of music value based on the rational recognition during the transformation process, assisting audience to comprehend the essence of art by applying the drama music and recognize the core and essence of the drama scripts by the art performing forms. Audience can appreciate, explore and then possess the beauty to extend the art space connotation, elevate the art aesthetic levels and realize the target of "touched heart" and "inspiration".

Taking example of the music in Romeo and Juliet, a ballet, which is created by the famous Russian composer, Shay prokofiev, has expressed the significant musical feature of the 20 C. He characterizes the fight scenes and baking-hot love between the two main characters and the solemn and stirring scene of suicide by using the highly symphonic music. And the drama music has been integrated with the plots to move the audience by taking use of the spirits of the main characters under heavy pressure, which can call for deep thought of audience to the core of strategy to achieve the sublimation of the rational recognition levels of drama performing arts.

3.3 Deeply immerse of atheistic spirit, promotion of extending art space

In general, drama can be applied into different drama music in accordance to the form, theme, plot difference. The drama music consists of tonic music, polyphonic music, atonal music and so force, which can achieve the combination of the emotional and rational recognition, endowing the drama with elegance and freedom of musical dimension. Besides, it can be conducive to drama music to promote the extension of the art space to realize its aesthetic value by borrowing the image sublimation to give full play of drama's aesthetic rendering function.

Taking the music drama Cat as an example, the music, Memory, has expressed the group of cat's sufferings, including the happiness and bitterness of past lives, present lives and future lives in the world of Cat. This song has activated the drama's infinite ductility on the spatial dimension, which has been the essence of the whole play. Compared with the past sensual pleasures and spiritual enjoyment, the drama music has tapped its enlightening functions effectively on audience by its aesthetic spirit in the art space's immersion, which corresponds with the opinion of "music is the first" highly, put forward by Arthur Schopenhauer. It promotes the drama music to be sincere and deeply touched by heart, realizing the high unification of the external world and inner peace.

4.CONCLUSION

In summary, the aesthetic rendering function of drama music to art space mainly reflects in emotional experience, rational recognition and image sublimation and many aspects, which exerts profound influence on the shaping of drama's aesthetic atmosphere, aesthetic connotation, and aesthetic spirit. Considering this, further exploration should be done between the drama music and aesthetics, applying many kinds of art methods comprehensively to facilitate the better charm of drama and drama music.

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A Study on the Evaluation System of Deepening the Integration of Rural Rejuvenation and Tourism Industry in Liaoning Anti-Japanese Revolutionary Base Area

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Abstract: As the main place for the development of rural tourism culture, the value of the village lies in the dual physical and spiritual enjoyment of tourists. For the construction and development of the Liaoning Anti-Japanese Revolutionary Base Area, the government and relevant management departments need to improve the evaluation of tourism planning, and improve the evaluation system from multiple perspectives such as economic, social, and spatial structures, in order to achieve the deep integration and development of the rural rejuvenation and tourism industry in Liaoning. Furthermore, it will actively explore the evaluation mechanism of rural construction and tourism development in Liaoning Anti-Japanese Revolutionary Base Area, and build a system for the deep integration.
Keywords:Liaoning Anti-Japanese Revolutionary Base Area; rural revitalization; tourism industry; integrated evaluation system

1. INTRODUCTION

At the Fourth Plenary Session of the 19th Central Committee of the Communist Party of China, the CPC Central Committee clearly pointed out that China's socialist modernization needs to constantly improve the old system and build a new industrial system. It was pointed out that the tourism industry can be further developed, new tourism formats can be discovered and cultivated, and a diversified tourism cultural industry system can be established, according to the strategy of revitalizing the countryside. Liaoning is located in the southeast of Northeast China. It has an excellent geographical location and rich natural resources, and its cultural resources have created good conditions for the local economic development of Liaoning. Therefore, a reasonable evaluation of tourism development in the Liaoning Anti-Japanese Revolutionary Base Area should be made; a comprehensive rural tourism evaluation index system should be constructed; and rural tourism development measures should be explored from the perspectives of ecological balance, environmental protection and sustainable development to promote the development of rural tourism economy.

2. CONTENTS OF EVALUATION INDICATORS FOR THE DEEP INTEGRATION OF RURAL REJUVENATION AND TOURISM INDUSTRY IN LIAONING ANTI-JAPANESE REVOLUTIONARY BASE AREA

To construct the evaluation index for rural tourism in Liaoning Anti-Japanese Revolutionary Area, it is firstly necessary to analyze the local influential factors of economy, society, population, and spatial structure, and analyze the development prospects of these influential factors, and follow the development principles of evaluation indicators and internal politics guides for multi-party values, and build a multi-party evaluation system for rural revitalization and site protection, red tourism, and sustainable development, so as to achieve the local rural revitalization and development goals.

2.1 Content of economic and social indicators

Liaoning is different from other parts of Northeast China for it has a certain number of ethnic minorities. Economic and social development in ethnic areas is of great significance to the comprehensive construction of a well-off society in China. The development of rural tourism industry in Liaoning can not only promote local economic development, but also contribute to the construction of a new socialist countryside. Therefore, the evaluation index in the process of tourism construction in the localarea needs to pay attention to the construction of a harmonious society. At present, the uneven distribution of social resources has caused the incomplete construction of social evaluation index system. This potential factor will affect the process of local socialist construction. From an economic perspective, the local tourism construction requires the support of local economic development. Only economic development can create better conditions for the construction of a comprehensive evaluation index for the development of local tourism resources.[1]

2.2 Content of local tourism population indicators

In order to realize the local coordinated development of the rural revitalization and tourism industry, the process must be inseparable from the mass support. With the steady growth of China's economy and the gradual improvement of people's living standards, the population indicators in the development of tourismhave become larger and larger. According to the economic data of the local tourism industry in Liaoning Province, the number of domestic and foreign tourists received more than 56 million in 2018, , an increase of 12% from the previous year. It drives the development of related industries in the surrounding areas of Liaoning. However, in terms of the stratification and diversity of the existing tourist population in Liaoning, it has not been able to meet the current development needs of rural tourism. Therefore, in the next few years, we need to start from these aspects and refine the various evaluation indicators of the tourist population.

2.3 Contents of spatial architecture indicators

From the perspective of space structure, Liaoning is located in the southeast of Northeast China, bordered by the Yalu River in the east and North Korea, facing the Yellow Sea and the Bohai Sea in the south, and across the sea from Japan and North Korea. It is an important open portal with rich tourism resources. According to the survey, the six evaluation directions of resource strength, market strength, environmental strength, tourism foundation, economic strength, and development prospects in the tourism competitiveness of Liaoning area are studied. The specific contents include catering, accommodation, key revolutionary historical relic units, and service environment. Education level, other relevant scenic spots, domestic and foreign markets, cultural relics protection areas, A-level scenic spots and old areas of the Anti-Japanese Revolutioncan comprehensively include many key indicators in the development of rural tourism.However, there are still outstanding problems, including the lack of obvious characteristics of tourism products. In order to realize the tourism development in the local areas, relevant management departments need to study the spatial structure evaluation system carefully.[2]

3.EVALUATION METHOD FOR DEEPLY INTEGRATING RURAL REJUVENATION AND TOURISM INDUSTRY IN LIAONING ANTI-JAPANESE REVOLUTIONARY BASE AREA

The evaluation of tourism resources generally involves multiple aspects such as development potential evaluation, market estimation evaluation, development value evaluation, and performance evaluation. The evaluation process is generally to determine the evaluation index, analyze the index weight, and use the corresponding calculation method to determine the evaluation result, and then draw research conclusions. For the development and construction of rural tourism, these evaluation

methods and contents need to be integrated into the local ecological balance, environmental protection and sustainable development tourism concepts, so that these evaluation indicators play an important role in the process of creating economic benefits, to meet the needs of social development and tourists.

3.1 Innovating the evaluation mechanism from the perspective of ecological balance

For tourism construction in the Liaoning Anti-Japanese Revolutionary Base Area, it is necessary to start from the perspective of ecological balance and follow the principle of selecting local tourism ecological civilization evaluation indicators. In evaluating tourism ecological balance, it is necessary to combine ecological civilization evaluation indicators and tourism industry-related indicators, and have available operability. Therefore, a three-level comprehensive evaluation index system can be implemented for the development of the local tourism industry. The index system is described from three aspects: the target layer, the criterion layer, and the indicator layer. The content includes tourism ecological resources, tourism ecological economy, and tourism ecological environment. According to this, we can set up specific evaluation content, and finally realize the evaluation of the construction of the local tourism ecological environment.[3]

3.2 To improve the evaluation index from the perspective of environmental protection

The rural tourism construction in the Liaoning Anti-Japanese Revolutionary Area should reflect the development concept of "innovation, green, coordination, openness and sharing", improve evaluation indicators from the perspective of environmental protection, and finally achieve a win-win situation in resource development and protection. Therefore, in the construction of the evaluation index system, the principle of index selection should be clarified firstly; and the evaluation index should be selected scientifically in accordance with the environmental protection concept of prevention and combination of prevention and control. Secondly, in addition to the ordinary green belt construction and the use of environmentally-friendly materials, the local air index needs to be checked regularly. Village remediation, the use of energy-saving equipment, and the waste discharge of tourist sites are also included in the evaluation indicators,in order to avoid harm to the environment during the development of the tourism industry.

3.3To determine the evaluation model from the perspective of sustainable development

In the selection of evaluation indicators for rural tourism construction in the Liaoning Anti-Japanese Revolutionary Base Area, it is necessary to reflect the detailed conditions of rural infrastructure construction, tourism resources, and human ecological environment, which have important

reference value for the accuracy of evaluation data. Therefore, the local constructionneeds to be based on sustainable development and determine various evaluation indicators. Relevant departments can divide the evaluation index system into four parts: the target layer, the criterion layer, the indicator layer, and the element layer. The first three parts can be the same as the elements of ecological balanced development, but it is necessary to add one to achieve sustainable development of the tourism industry. The index layer of factors such as the quality of the residents and the overall style of the village will be analyzed specifically through a questionnaire form, and finally an evaluation model will be initially established.[4]

4. CONCLUSION

In the new era, the rural revitalization strategy has become a long-term and complex project, and the development of rural tourism is a powerful booster for rural revitalization. The Liaoning Anti-Japanese Revolutionary Area implements a deep integration mechanism of rural rejuvenation and tourism development, which has injected fresh vitality into rural development and is conducive to the realization of diversified development in rural areas. However, in order to achieve rural rejuvenation, the government and relevant management departments need to improve their respective functions, conduct a systematic evaluation of various factors affecting tourism development in the old revolutionaryareas, carefully divide the specific content of each indicator according to the importance, and determine multiple evaluation indicators. On the basis of this, further implementation of rural tourism construction measures in the local areas will be put in place to provide effective assistance to promote the urban-rural integration in Liaoning.

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The Influence Bring by the Decline in the Usage of Social Media as a Primary Source of News

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Abstract：Social media have became the main way for most of people to get information. Although lots of people just use social media to get information for entertainment. More and more people still choose traditional news papers or digital news platform as their main way to get news. Using social media to gain daily news could attract many disadvantages, not only for journalism, but also for audiences themselves. Fake news and rumors could cause social panic and disruption. So social media provide convenience for people, but these disadvantages bring by the social media still not ignored.

Key words: Social media; News; Fake news; Rumors.

1. INTRODUCTION

In the digital age, social media have changed the way people communicate and get information. People not only use social media to talk with others, but also use them to get information and learn news happened in the world. Social media have made great influence on society, especially journalism. Social media changed the relationship between audiences and journalists. Audiences not only receive information, but also make comments about news, even report news to the public. Many people choose social media as their news sources. Nevertheless, usage of social media as their fundamental way to get news sources has led to lots of problems, not only for journalists, but for the audiences. This essay focus on the users of Facebook decline recently and analyzes some reasons which lead to this decline. As well as this essay compares advantages and disadvantages for journalism if people use social media as their main way to get news. Then concludes although people use social media as their main way to get news has some benefits, the negative effects for journalism and audiences can not ignore. So people use less Facebook to get news is positive for further journalism.

2. THE CONDITION OF SOCIAL MEDIA UEAGE.

As social media can provide instant and widespread access contents about breaking news, also the speed of social media spread news is quickly. So social media has adopted widely by all over the world people, they use social media as the main tool to share real-time information. So social media has become the central tool for people to share and receive news. (Heravi and Harrower, 2016)[1] People use social media for different purposes, some people share their own life and experience. Some people want to know what happened in the world, they want to know breaking news. Also some journalism industries view social media as "huge pools of collective intelligence" (Broersma and Graham, 2012, p: 404)[2], they seek citizen journalists and eyewitnesses on social media, it might support them to make instant news, even they might find the critical footage. As a result, usage of social media has years of continuous growth, more and more use social media as their primary way to get news.

However, according to Reuters Institute Digital News Report 2018, "The use of social media for news has started to fall in a number of key markets." And " Almost all of this is due to a specific decline in the discovery, posting, and sharing of news in Facebook." (Newman, et al. 2018) [3] This report also analyze trust issues about the social media. There are over half audiences worried about the reliability of the news on social media. While people prefer choosing online news platforms to learn news. One of the reasons why less people use Facebook as their primary way to know news is that many people think there are lots of fake news and unreliable sources on Facebook.

3. EFFECTS OF THE USAGE OF SOCIAL MEIDA

3.1 Fake news and rumors on social media.

Facebook has the great responsibility for the fake news. Such as: fake news spread on Facebook about Kosovo. People in Kosovo fake news industries create and share fake news and sensationalist news to western audiences through Facebook. Audiences can easily see the news on their homepages and click them. These fake news accounts might easily attract lots of audiences who want to know these kind of news, but they always do not have the ability to distinguish what truth is. The large number of audiences bring great benefits to the fake news industries in Kosovo. So many people work on these industries. Although Facebook has taken some actions stop these fake news industries, still lots of fake news on Facebook. (Miller, 2018) [4] In addition, people also worry about their private information used without their agreement. Such as: Cambridge Analytica scandal, 50 million data of Facebook profiles collected by a British company, and might used by Russia try to influence election in U.S. in

2016.(Binns, 2018.)[5].As a result, Facebook has faced many challenges. More and more users worried about their privacy and the negative effects bring by the fake news on Facebook, so the reduce using Facebook as their main way to get news. Furthermore, online News applications development such as BBC, CNN News applications is also important reason for the decline. Audiences can easily learn news from these mainstream news platforms, and different comments about events, without worries about fake news. So social media has significant influence on journalism, some social media bring positive effects, but some bring negative. People use social media to get news already has become one inevitable habit, but people use less Facebook to get news still has a lot positive effects on journalism.

3.2 The change of social media on advertisement investment.

The large number audiences of social media news have attracted many advertisements. Social media attract lots of audiences form the traditional journalism, especially the local news industries, such as local daily newspapers, daily TV news programs and audio. Since audiences not only know the breaking news or events around them, they could also know the news about whole country even all over the world easily on the social media. So, advertisements as one of the most significant income for most news industries have changed a lot. Many companies invest more money to the social media, because they believe there are more audiences than traditional journalism. As social media has taken a lot of advertisements and audiences away, traditional journalism has to lay off some professional journalists in order to reduce the payment. "The rate of journalist unemployment" (Larson and Lindner , 2018, p:747) [6] is one of the major challenges for journalism. Even some traditional journalism industries have disappeared in the digital age. (McChesney,2011)[7]. In addition, because publish news on social media just spend little money even no money, so there are more and more private journalists publish news on Facebook and others. However traditional and professional news organizations have complicated operation system and censorship system, they need more money to pay their staff and support their report or investigate news for public. The news industries have to change their own structure to face the challenges bring by social media. Such as they might guide by someone who give money to them, and report news that could bring money with them, this might make these news organizations lost independent situation, even break the objective rules. (Vance, 2017) [8] So the decline of usage of social media as primary news sources might offer traditional journalism good opportunity to develop. Because professional news platforms might offer reliable resources and "standards" and "veracity" editing news to audiences. (Zeller and Hermida,2015

p:110) [9].So more audiences might pay more attention to the professional news platforms. Advertisement investments may attract by some professional news organizations. For example, BBC has built different platforms for different audiences to choose, BBC application, BBC online news websites, BBC audio. Audiences can choose different platforms to receive news. This might give traditional news industries new energy, so they might have more money to attract professional journalists. They might invest more money to support deep investigation, report the truth to public. So less audiences on Facebook might give other news platforms opportunity to develop. (Bélair-Gagnon, 2013) [10] in a democratic society. People use social media to show their opinions about their society. Although some social media are mainly used by share useful information and mainstream breaking news, like Twitter. Many professional news organizations or companies from different countries set accounts on Twitter, such as: BBC Breaking News, ABC News, CNN Breaking news, China Xinhua News and so on. People can easily obtain news happened almost all over the world form Twitter, the huge pools of collective intelligence.However, Facebook still mainly used by some personal accounts to share information what they saw or heard in their life, but some of information are not the whole truth, even including some rumors. Due to the large users and data, it is always hard for the platform to do fact-checking programs like other professional news organizations. (Lyon, 2012) [11] So, using Facebook to know news and information has brought about lots of problems in our society. In addition, fake news and unreliable sources exist on social media, might destroy the trust of journalists. For example, according to BBC news, two innocent men beaten and burned to death by mob in a small town of Mexico on 29 August 2018. The main reason for this tragedy is a rumor spread on Facebook and WhatsApp among local people. People said these two men, Alberto Flores and Ricardo Flores are child kidnappers, but without evidence. Some local people feel fear and believe these rumors, theses local people found Alberto and Ricardo and beat them by stones then burned them to death by petrol. One of the local people used livestream to broadcast the whole program on Facebook via his phone. When the police officers came, Alberto and Ricardo had died. According to state authors, these rumors are fake news, five people have been charged with instigating the crime and four with carrying out the murder. Social media, like Facebook and WhatsApp play principal roles in this tragedy, people spread rumors, call on the mob, even livestream the death program on the social media. According to the 2018 reports by the Reuters Institute for the Study of Journalism, people in Mexico use social media as their main way to learn news. (Martínez, 2018) [12] As a result, they

believe the information on the social media easily, and ignore the reliability of information. When they realized the information is fake, they will not track the source of fake news, just blame some journalists make the fake news, and do not believe journalists even the whole journalism. When some negative messages published on the social media in the future time, they will not trust the information, even though these messages are checked and published by some trustworthy journalists, because they have influenced by the negative experience and lost trust about journalism. (Vance, 2017) [13] . So fake news and unreliable information exist on social media like Facebook, might destroy the trust of journalism, especially for people who have harmed by the fake news. The traditional and professional news organizations have to spend much time winning the trust of the people. So people use social media as their main way to get news, not only might erode the trust of journalism, but also negative for audiences. The falling of Facebook users might reduce the spread of fake news.

3.3 Citizen journalism effects on social media.

Since a rapid pace of life and the great requirement of instant information, also the technology development makes life more smart in the digital age. Facebook gives people choices to share news among little groups. They not only share news, but also create news with their personal opinions then post these "news" on Facebook and share to others. So the bound between journalists and citizen users of social media have been blurry. (Johnson and John, 2017) [14] "the act of a citizen, or group of citizens, playing an active role in the process of collecting, reporting, analyzing and disseminating news and information." is the definition of citizen journalists given by Bowman and Willis (Bowman and Willis, 2003, p: 9). [15] The problems caused by citizen journalists also exist. (Schmierbach and Oeldorf-Hirsch, 2012) [16] Firstly, most of these citizen journalists do not accept training by the professional schools or organizations. They sometimes post unclear text sentences and stories, even fake information. Especially for Facebook, these citizen journalists share lots of information to their friends and families without actual evidence. However, since the relationship between citizen journalists and other users are close, so people could easily trust these news and information. Secondly, some citizen journalists are not realize they have broken the objective rule, ethic even laws of journalism. Because citizen journalists basically not use official sources, they are not like the professional journalists, do not have the relationship with government and officers. They report news close to their life according to their special experience and their own opinions. So some news reported by citizen journalists is opposite to the objective rule of journalism. Sometimes, some news reported by

citizen journalists even invasion of privacy, especially for celebrities. Finally, gatekeeping has challenged by citizen journalists. There is no gatekeeping system for most citizen journalists, so they make news without control, ignore whether the news should post for audiences. For example, Tommy Robinson, the former leader of the English Defence league, called himself a " journalist". In May, he had a livestream about a rape trial, ignored the order of court, and reported the trials during the program. Because it is his second time to break rules of courts, so he was in jail. After this case, he posted two videos on his Facebook and talked about Almondbury Community school bullying incident. He claimed, one of the Syrian boys ever attacked a white girl. But after few hours, he said these pieces of news are fake news, and he also is a victim of fake news. Some people support him, and said he is a free "journalist" and he has right to have free speech. But what he did, just stand opposite of objective rule of journalism, ignore the laws of countries and without social responsibility. While these requirements are essential for professional journalists. (Sambrook, 2018) [17] So the high-speed of citizen journalists spread news also brings some problems. In order to attract more audiences, they do not have enough time to investigate the truth, they always not consider ethics and rules of journalists and there is no fact-checking system for their reports. However, the advantages of citizen journalists should not be ignored. In the digital age, they might use social media to report breaking news immediately, provide sources to the news organizations, then professional journalists might have opportunity to do research. Citizen journalists still need more training and education in their careers.

3.4 The advantages bring by social media.

However, people use less social media to get news, such as Facebook, also has some negative effects. Since social media platforms have changed the role of audiences playty and politics. These actions might give different voices to against the unfair events happened in their countries. Especially in these countries, the mainstream media do not have power to report the political problems and unfair events. The mainstream media can not report news stand by the people and justice. Such as: South Africa. Social media give more choices to give their opinions about their life and countries, against the unfair events. The usage of social media might promote revolution in their countries. (Rodny-Gumede, 2017). [18] Such as: People in Swaziland, use Facebook to post their opinions, communicate with others about their secret politics. They use the group pages of Facebook to organize activities to against their government. Especially, the young people, more and more young people use Facebook to show their angry and disappointed about their society and political system. Most of people in Swaziland do not believe

mainstream media, because these mainstream media is "distorted", (Rooney, 2013 p:101) [19] they are afraid of talking about democracy and political problems in their country, they can not report truth to public and can not help people change their society. So social media in these kind of countries is the important way for them to give their own opinions, even change their life. Sometimes, social media represent democracy and justice. While, there is still some information or news which are extreme and sensitive on social media, audience still need distinguish the news by themselves.

In addition, social media offer rich sources for journalism. Since social media used by people share real time information and instant news. They always take pictures or videos about events and post on social media to tell people what happened. Some professional journalists find what happened around them or even some breaking news happened far away them. Then they can make contents with the people, do some investigation about these events. After professional editing program, they report the news to the public. (Heravi and Harrower, 2016)[20] For instance, the information shared on social media about Haiti earthquake in 2010. People used Facebook, Twitter and other social media, post their experience, feelings and photos and videos about the earthquake. People around the world, learn a lot about this disaster from social media even helped them by social media, such as, donation. Journalists also took sources from social media and combined with sources form official ways. After professional editing program, then reported to public. So, social media also play a positive role for journalism. The sources on social media might reduce a lot if people reduce using social media to share news. Journalists might pay more energy to find news on different places, even miss some important news.

4. SUMMARY

In conclusion, due to the fake news and poor protection of private information of Facebook, and some professional news platforms have developed quickly. The users of Facebook to get news are declining. But social media have changed communication, people still choose different social media to share information. The social media including Facebook, bring positive effects for journalists and journalism and audiences, such as: provide rich news sources and promote a democratic society. However, the negative effects bring about by social media, like Facebook, can not be ignored. The decline of usage of social media to get news, provide opportunities for traditional journalism develop, help audiences avoid fake news and rumors on social media, and audiences might accept valuable news. Professional and ethical journalists need pay more attention to their jobs, finding reliable sources of news and reporting truth to the public. In addition,

journalists have to confront with these challenges brought by the usage decline of Facebook.

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Research on Training Strategy of TCM International Talents from the Perspective of Cross-cultural Communication

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Abstract: Today, economic globalization has accelerated the spread and exchange of multiculturalism, and the future development of the core value system of TCM culture will go global. The development of TCM culture is of great significance to enhance the self-confidence of TCM culture, and it is necessary to actively train TCM international talents. This research finds that the TCM talent team is unstable, the TCM training system is incomplete, and the clinical practice experience is insufficient, from the perspective of cross-cultural communication. In response to these problems, we actively explore solutions and inherit the TCM culture from multiple channels, laying a good foundation for the future TCM culture to go global basis.

Keywords: cross-cultural communication; traditional Chinese medicine; international talents; training strategies

1. INTRODUCTION

With the continuous deepening of China's reform and opening up and the continuous improvement of its overall national strength, China's connection with the world has become increasingly tight. At present, the world is in the background of cultural diversification. As an important part of Chinese traditional culture, Chinese medicine has set off a wave around the world. Traditional Chinese medicine has gradually received close attention from more and more people around the world. To this end, relevant departments in China need to combine various forces to build a good learning platform for the training of internationalized Chinese medicine talents, and give full play to the oriental charm and profound cultural heritage unique to traditional Chinese medicine culture, which will benefit mankind and affect the contemporary world.

2. CURRENT STATUS OF TCM INTERNATIONAL TALENT TRAINING FROM THE PERSPECTIVE OF CROSS-CULTURAL COMMUNICATION

From the perspective of cross-cultural communication, cultivating internationalized TCM talents is a complex project, and relevant departments need to integrate multi-party resources, deepen multi-party education reform in government, enterprise, and school, and build an international TCM talent training strategy. Although the spread of Chinese medicine culture in China has received close attention from the world, it has also exposed a series of problems.

2.1 The unstable TCM talent team

In the process of cross-cultural communication, the talent team is an important factor restricting the development of TCM culture. In the cross-cultural communication of Chinese medicine, the advanced nature of the talent team has created the possibility for its cross-cultural communication. First of all, the professional capabilities of the Chinese medicine team of higher education institutions are strong, but the awareness of cross-cultural communication is not strong. Attention is paid to the equivalence of TCM knowledge at the text level, and the lack of in-depth understanding of the cognitive level and thinking mode of foreign audiences has caused various difficulties in the spread of TCM culture in a cross-cultural context. Secondly, among individuals and groups practicing medicine overseas, most members of society have obtained academic certificates after college entrance examinations or short-term studies, but have not conducted systematic theoretical learning and related skills training in Chinese medicine.[1]

2.2 Westernization of TCM Training System

With the advancement of modern science and the development of evidence-based medicine, western medicine has made great progress and has played a greater role in human health. However, in recent years, the limitations of linear and reductionist methods in western medicine have become more obvious. Attention and overall thinking gradually show advantages. In the cross-cultural context, TCM culture has not yet found a path suitable for its own development. Obviously, the proportion of Chinese medicine courses in some medical schools is relatively small. For example, traditional Chinese medicine courses such as internal classics, typhoid fever, and febrile diseaseshave only become elective courses for students in some colleges. Some colleges and universities will also learn from the western medicine curriculum model in the setting of traditional Chinese medicine courses, and still follow the traditional factory streamlined teaching mode, resulting in limited learning for teachers and students in the classroom. In addition, some colleges and universities have mixed Chinese and Western

medicine courses. Students must study both the traditional Chinese medicine course and the Western medicine course, which leads to a lack of solid theoretical foundation for Chinese medicine students.

2.3 Lack of TCM clinical practice experience

To promote the cross-cultural dissemination of TCM culture is to highlight the characteristics of TCM cultural development, combine western medical development models, and use TCM thinking to spread TCM culture. However, the current medical colleges and universities pay too much attention to the transfer of theoretical knowledge in terms of personnel training, and ignore their clinical practice experience. Most Chinese medical students are modern apprenticeships. The disadvantage of this method is that it not only increases the pressure on students to study, but also affects the improvement of technical level to a certain extent. In addition, some higher vocational colleges lack a focus on clinical practice experience in the training of TCM talents. The equipment required for teaching cannot fully meet the needs of practical learning of students. It is difficult for colleges to provide students with more opportunities for clinical practice, making most students lack clinical practice in TCM.[2]

2.4 Insufficient construction of Chinese medicine overseas practice curriculum system

At present, the global Chinese medicine market is growing at a rapid rate, and the establishment of foreign-related practice courses in domestic universities is insufficient. The courses of international standardized product development, international trade, laws and regulations set up by the Chinese Medicine Cultural Industrialization and Internationalization Institute cannot keep up with the international situation, which restricts Cultivation of Compound Chinese Medicine Talents.

3. TCM INTERNATIONAL TALENT TRAINING STRATEGY FROM THE PERSPECTIVE OF CROSS-CULTURAL COMMUNICATION

From the perspective of cross-cultural communication, a series of practical problems such as the lack of personnel training faced by TCM culture in the process of communication.[3] In view of these problems, it is necessary for universities and related departments to analyze the perspective of cross-cultural communication, make full use of various existing resources to actively inherit the culture of TCM, start from the perspective of strengthening talent training, and actively explore solutions.

3.1 Strengthening talent training

Domestic colleges and universities of Chinese medicine need to strengthen their awareness of internationalization, improve the international talent training and guarantee system, and encourage the professionals of Chinese medicine to go abroad through institutional guarantees and financial support. In the context of multiculturalism, it's necessary to enhance the ability of intercultural communication and exchange,in order to master how to improve readers' understanding and cognition of TCM culture behind different cultural contexts. At the same time, it's necessary to establish a professional talent award standard system, when introducing talents by signing a service agreement, giving sufficient time to cooperate in scientific research projects, technical consultation and other work in schools to improve their own school running system. So, it's a must to strengthen the construction of Chinese medicine standard internationalization formulation, international trade, and overseas clinical admissions, hire overseas medical experts to conduct medical lectures, and improve the medical theoretical level of in-service personnel and the ability to apply across disciplines and cultures.[4]

3.2 Multi-channel inheritance of TCM culture

The spread of traditional Chinese medicine culture only relies on language, words and pictures to spread, and the spread is slow and limited by time and space. With the development of information technology, cross-cultural communication has become increasingly frequent. Therefore, it is necessary for relevant departments and units to combine the current status of training of Chinese medicine professionals, and actively use advanced information technologies such as the Internet to achieve the purpose of publicizing and promoting Chinese medicine, and then attract talents for the development of Chinese medicine.[5] Specifically, micro-film productions, and computer simulations can be carried out to realize the inheritance of TCM culture. In addition, relevant departments and colleges and universities can also establish a computer database to disseminate relevant knowledge about traditional Chinese medicine materials, efficacy, usage and dosage to the general public, so as to achieve a highly efficient heritage of traditional Chinese medicine culture.

3.3 To improve the clinical practice mechanism

To realize the cross-cultural communication of TCM culture, it is necessary to start with TCM itself, strengthen the construction of TCM development bases in China, and highlight its own characteristics in the cross-cultural communication channel. In view of the lack of students' clinical practice experience, a multi-master sportsman model can be developed. By establishing a school-enterprise cooperation system, it provides students with a place for practice and ensures access to clinical knowledge to enhance clinical practice experience of students. At the same time, with the help of a multi-subject model, a modern apprenticeship education model is established. For qualified schools, students are encouraged to use school resources to carry out overseas clinical practice and Chinese medicine trade internships, establish simulated medical treatment environments, and add training bases for students and the perfect practical learning platform serving general

medical profession talents.[6]

4. CONCLUSION

Chinese medicine culture contains the ancient traditional culture of the Chinese nation and is a treasure of the Chinese nation. Therefore, in the current cross-cultural context, it is necessary to follow the development trend of the times and combine the current development of contemporary medicine to cultivate applied talents for the long-term development of Chinese medicine. The cross-cultural spread of TCM in history has also experienced many prosperity, but none of them has the complexity faced by the current situation. This complexity further requires that China must accelerate the pace of training medical talents and train them to international talents.

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On the Visual Symbols in the Design of City Tourism Image Recognition System

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Abstract: In human social life，special signs have played an important role in visual language，it also has a great impact on human life.Especially in tourist cities，set visual symbols with special meaning，played a vital role in promoting the local tourism brand and image,it is also increasingly valued by relevant staff.This article first analyzes the importance of urban tourism image design, and secondly analyzes the design principles of visual symbols for urban tourism image.I hope that through this brief exposition, I can provide some suggestions or comments for my colleagues.
Key words: urban tourism; image recognition; design; visual symbols

1.INTRODUCTION

With the continuous deepening of global economic development, the competition between cities has become increasingly fierce.To gain a place in the fierce city competition,city managers should fully tap local geographical characteristics and resource advantages，give full play to the unique resource endowment，create a tourism image and city business card suitable for urban development,in order to continuously improve the comprehensive competitiveness and strength of the city, so that the city can gain the initiative in the development process.When developing urban characteristics,many cities use various means to design or collect tourism image signs that are in line with regional development，through unique visual symbols to show the local tourism characteristics,to attract more consumers to travel, so as to continuously improve the city's tourism popularity, visibility, and further improve the city's economic and brand benefits.

2.THE SIGNIFICANCE OF THE VISUAL SYMBOLS OF URBAN TOURISM IMAGE

Logo is an important carrier that can be recognized in many visual symbols，it is also an embodiment of art.In an era of rapid information development，People's daily work life study is covered by various information,attract people's attention through city image signs，it has become an important means of publicity,play an important role in guiding the masses to convey information.City tourism image logo is a regional tourism characteristics of the centralized overview,it is the city development to a certain degree of output.A concise and distinctive city logo,it can highlight the characteristics of a region's travel, it has a very strong recognition effect.If the characteristics of a city's image logo design are obvious，great visual impact，that plays an important role in the city 's online publicity,many websites will reprint spontaneously because of the special signs of the city,so as to continuously increase the city 's visibility and influence.In recent years, as people's economic income continues to increase, people have paid more and more attention to their own development. They have begun to use the money in their pockets to get out of their cities, explore the world outside, and feel the different customs of different cities.The spontaneous tourism behavior of the masses is influenced by the traditional tourism concepts, for example, they choose to travel in the well-known cities in China.With the continuous enhancement of people's self-consciousness and the deepening of the yearning for unique tourism resources, they began to march into niche and unique regions.While in the region selection, many people will choose the network to query tourism resources, when a variety of tourism resources are very wonderful design of the city, it will attract more people to pay attention to the local tourism resources, virtually increase the city's tourism heat.Nowadays, more and more cities begin to introduce the promotion of urban tourism brands, as well as the promotion of the city and the important meaning of the design of the city's image logo, so as to increase the designers' enthusiasm for the city's image design.in fact，If a city image logo can highlight a local tourism brand and can also lead the development trend of an industry, thereby enhancing the city's overall competitiveness, then this logo image is undoubtedly very successful[1].

3.ELEMENTS OF URBAN TOURISM IMAGE DESIGN

There are many visual symbols that can represent the image of urban tourism，In general, a city's visual image of tourism image has both physical elements and pure spiritual level elements, both on the ground and spatial level elements. The entire image recognition system is a combination of multiple elements. This article mainly discusses from the following aspects.

(1)City buildings.   Well-known cities around the world have their typical representative buildings.When it comes to France, the first reaction of the people is to think of the Eiffel Tower. When you think of New York, you think of the Empire State Building.When it comes to Beijing, you will think of Tiananmen Square, the Forbidden City, the Great Wall and so on.   Almost every city has its unique urban architecture, which can show its style to tourists in the most intuitive way, and also attract the tourists' attention most easily.

(2)In every corner of London, the red telephone booth has become one of its unique landmarks.Although the telephone booth is not large in scale, it really makes people remember deeply, which is the unique charm of the urban sketch.In a city, the unique design of sculptures, street signs, seats in the square, as well as the ubiquitous street lamps, garbage cans, etc,it will become an architectural sketch to show the charm of a city.It is precisely because of these architectural sketches that a city is brought to life and vitality, allowing tourists to play more easily, more enjoyably and more comfortably, which will virtually increase the charm and taste of the city.

(3)Urban water bodies. Water because of its fluidity, so it can bring more intelligent psychological feelings。People close to the water, see clean or blue waves ripples or mighty water,easily influenced by emotional emotions,to express your inner feelings.Water can not only be used as a playground or bathing ground for play, but also use the water body in a certain area to form urban sketches and create unique scenic spots in the city[2].For some coastal cities, marine tourism can also be developed, such as sea tourism.

(4)Urban plants.Beijing Fragrant Hills attracts tens of thousands of tourists to watch the red leaves all over the mountains every autumn.The beautiful spring city of Kunming is full of tourists because of the four seasons like spring and flowers all year round. Inner Mongolia prairie, it is the season when grass grows and birds fly,it will attract a large number of tourists to experience.Many tourist cities, because of the unique plant resources that other cities do not have,it have created an artistic conception that cannot be described in other places, thus showing a huge difference in the number of tourists attracted to watch.

4.DESING PRINCIPLES AND DIRECTIONS OF VISUAL SYMBOLS OF URBAN TOURISM IMAGES

(1) Strengthen the combination of ecological symbols and humanistic symbols

In the new era, the ecological concept of green and environmental protection has been deeply rooted in the hearts of people. As far as the city itself is concerned, it is also in the ecological system of nature, bearing a large number of accords, which is an extension of the ecological symbol.Therefore, when constructing the image of urban tourism, the combination of ecological symbols and humanistic symbols can be used to show the spiritual essence of urban tourism.Through the combination of the two symbols, to increase the cultural connotation of the city and show a new urban style, so as to continuously improve the quality of urban tourism.For example, the visual symbol of urban tourism in Sanya (shown in Figure 1), the design concept is derived from the humanistic symbol of Sanya,that is,"Fengwu Tianya", plus the regional ecological symbol of Sanya Sanwan area [3].The entire logo shape is expressed in the form of traditional Chinese art calligraphy ；there are also Chinese spellings in Sanya as Chinese and English fonts,The whole composition contains beautiful natural landscapes such as beaches and waves,showing Sanya is a wonderful tourist destination to domestic and foreign tourists.

Fig. 1 Sanya City Tourism Visual Symbols

(2) Combining traditional culture with modern art

Due to the different development histories of cities, each city has its own unique political and cultural background. After hundreds or even thousands of years of development, a city has accumulated traditional culture and civilization that is unique to other regions.Therefore, in the urban image design,I think it is possible to combine the traditional culture of the region with modern art,create a totem with profound meaning,become a special symbol of urban tourism[4],such as Hangzhou tourism logo (as shown in Figure 2).The entire image logo is the evolution of the "hang" character in traditional calligraphy and seal script，viewed as a whole, the entire word is like a sailing ship, and the arched doors and upturned corners in Hangzhou buildings are also vividly expressed in the font.A subdivision image shows that hangzhou has typical tourism elements in ship, architecture, garden, water body and other aspects to the broad masses. Coupled with the development concept of "quality of life", it changes the domestic and foreign tourists to show the confident, delicate and open city spirit of hangzhou.

Figure 2 Hangzhou Tourism Logo

(3) Various types of interactive display methods

The development of symbols to this day is no longer a collection of previous single symbols, but a dynamic and static comprehensive image.Only in this way can it provide the public with a visual experience that has both flexibility and form,and use various online media,use multiple means to show to the public，increase interaction between the masses.

5.SUMMARY

The design of the visual symbol of an urban tourism image includes the human landscape of the city、the essence of history and cultural development，its design has its own laws，Therefore, we must pay attention to principles and methods in design，follow the law of artistic development，appropriate forms of expression and artistic language to show the essence of the city，To design an image symbol that conforms to the image of the city and has an overall beauty，with a view to bringing beauty to people.

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Research on Flipped Classroom of English National Culture under the Background of "Internet +"

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Abstract: This paper explores the attempt and actual effect of the new teaching mode of the English national culture curriculum in the background of "Internet +". The traditional passive classroom of students slowly came out. The new teaching mode of "Flipped Classroom", combining information technology with classroom teaching organically and gradually, enters the new century of education and teaching. In the era of "Internet +" in the country, the new classroom structure under the big data has become a new perspective of teaching reform.
Keywords: Internet +, Culture, Flipped classroom

1. INTRODUCTION

Flipped classroom, as a new teaching mode, combines information technology with classroom teaching, creating conditions for students to learn independently and individualized learning, and popular around the world. According to the statistical analysis of the literature data of China Knowledge Network 2012-2018, the subject literature of flipped classroom from the perspective of research level, 37.08% from basic education and secondary vocational education, 30.4% from basic research (social science), 14.25% from higher education; from the perspective of subject classification, 45.30% comes from educational theory and education management, 12.25% from secondary education, and 11.95% from foreign languages. In terms of keyword integration, "flipped classroom and college" accounted for the lowest proportion of all literature, followed by "flipped classroom and internet+". From these three aspects of statistical analysis, study of flipped classroom in college under the background of "Internet +" has broader research prospects and academic research value.

2. A SUMMARY OF THE REFORM OF THE FLIPPED CLASSROOM MODEL

Is the flipped classroom model implemented in China really suitable for the current situation of education in China? Is flipped classroom modeling a "master key"? In view of this, we need to analyze and think seriously, deeply and rationally.

2.1 Overview of practice studies on flipped classroom models abroad

In 2000, American Maureen Lagger and his team adopted the model of "flipped teaching" when they taught "Introduction to Economics" at the University of Miami in the United States, and achieved some results. But they did not put forward such proper terms as "flipped classroom model" or "flipped teaching" [1]. In 2000, Wesley Baker first proposed the concept of "flipped class model" at the 11th International Conference on University Teaching. In September 2012, Salman Khan founded Khan Academy, a non-profit educational organization, to conduct experiments on flipping classroom teaching structure using online video. The teaching concepts of peer teaching, cooperative learning and case teaching are centered on learners. It advocates the cultivation of students' critical thinking abilities of initiative inquiry, daring to question and pioneering innovation. The teaching mode of flipped classroom is improved by combining new information technology.

2.2 Summary of the reform of flipped classroom model at home

In November 2014, Hu Jiehui and Wu Zhongjie published their paper "Research on Flipped Classroom Teaching Model in College English Based on MOOC" in Foreign Language Audiovisual Teaching. For the first time, the flipped classroom teaching model was introduced into the English classroom, and the learners highly praised the flipped classroom teaching model, for instance "Classroom discussion can exercise listening and speaking, scene communication, and rich and interesting", "There is a lot of interaction with teachers. The vivid classroom can make me have the motivation to learn. The preparation before class makes me have the courage to speak in class. " According to the statistical analysis of the literature data of China Knowledge Network 2012-2018, the teaching model of the flipped classroom in the research literature with professional subject courses is mainly based on curriculum design and preparation, classroom assessment, discussion, summary and explanation. Su Hui and Liu Jifang published a new teaching model in the article "The Chineseization of the New Teaching Model: The Causes and Reflections on the Flipping of Classroom Heat in China" in 2018, it is believed that the domestic flipped classroom originates from the media, the educational circles, which conforms to the requirements of educational reform in China, rather than he product of the development of its educational practice in United

States. It pointed out that the internal cause of the lack of effectiveness of the flipped classroom teaching model in empirical research is internal cause of learning. The lack of learners' autonomous learning ability and teachers' teaching concepts and professional qualities are not enough to deal with the overturn of classroom teaching and the lack of necessary realistic objective conditions. In March 2015, Ma Huateng, NPC deputy, presented the motion on "Proposal on Promoting Economic and Social Innovation and Development in China Driven by "Internet +" [2]. He said that "Internet +" refers to the use of the Internet platform, information and communication technology to integrate the Internet and other industries including traditional industries to create a new ecosystem in the new field.

3. HYPOTHETICAL DEDUCTION OF THE NEW FLIPPED CLASSROOM TEACHING MODE IN THE "INTERNET +" MODE IN THE COURSES OF ENGLISH NATIONAL CULTURE

The new national standard ("National Standards for Undergraduate Professional Teaching Quality in General Colleges and Universities" published by Ministry of Education Higher Education Teaching Steering Committee) requires that the quality requirements for the training of Chinese and foreign language majors include Chinese feelings and international vision, humanities and scientific literacy, and mastering national and regional knowledge, as well as having a certain cross-cultural ability and independent learning and practical ability. In the courses of English, translation and business English, the history of Western civilization, the English society and culture, and the English-speaking country are already the core courses of the profession to cultivate the intercultural competence of English learners and understand the basic characteristics and similarities and differences between Chinese and foreign cultures, and train students to explain and evaluate different cultural phenomena.

3.1 Reasonable combination of traditional teaching mode and the teaching concept of flipped classroom

Professor Ji Dekui believes that the quality classroom comes from the teachers' professional professionalism, benign professional development, brilliant teaching strategies and unique personality charm. Schools should provide opportunities for teachers' professional ability training, and optimize the teaching and research environment [3]. For example, teachers related to English culture teaching can select training and international exchanges. Even if there is no such experience, by using the international environment of "Internet +", developing an online communication platform with English-speaking students, recommending to the application in the classroom, the boundaries of the region can be broken through, and the real-time cultural exchange task can be completed, which supplement the teaching with fresh resources and

conditions.

3.2 Task list to assist students to learn independently

The task list training method used in the flipped classroom can effectively enable students to carry out independent learning, help students to change from traditional "passive" recipients to "active" learners, and let students learn with real tasks, which can help students to achieve clear goals, clear cognitive learning pathways and methods, and achieve efficient and independent learning with the help of the rich learning resources.

3.3 Using "Internet +" to optimize personalized guidance and develop supplementary micro courses

The most prominent part of the course "Survey of English-speaking Countries" is the organic combination of traditional concepts and modern real life. It not only enables students to understand the basic national conditions of English-speaking countries, but also enables them to keep pace with the times and correctly understand the society and culture of today's English-speaking countries. Therefore, when students are preparing for class and communicating in class, teachers' individualized guidance based on the characteristics and contents of each student becomes the key to the effective implementation of the flipped classroom model.

4. CONCLUSION

Practice shows that students are the subject of learning and teachers are organizers, guiders and collaborators in the flipped classroom teaching model. Under the inspiration and guidance of teachers, students have the right to speak in class and to be taught in accordance with their aptitude. However, the traditional concept is not so easy to change. In the process of flipped classroom teaching mode, there are still problems such as teaching methods, teaching methods, and updating data content, so the effective use of "Internet +" will completely remove teachers from the traditional teaching mode. On the contrary, the pace of students' real entry into the classroom with "speaking right" and "sense of existence" will be faster and faster.

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Reform and Research of Sketch Course Based on Applied Undergraduate Architecture

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 Abstract:The sketching course is an important basic course for applied undergraduate architecture majors. The article aims at the traditional teaching methods of sketching courses being too mechanical and not focusing on the cultivation of innovative and professional skills. [1]The improvement of methods and the transformation of teaching content are carried out in three aspects in order to achieve the reform of sketch teaching suitable for the characteristics of applied undergraduate architecture.
Keywords:applied undergraduate ;architecture major; course reform ;

1. INTRODUCTION

The art course is a basic course for architecture majors. Today in the 21st century, economy, science and technology, and culture have achieved unprecedented development. The demand for talents has also changed. Comprehensive talents are the most needed by society. The teaching mode and method of the traditional basic arts of architecture major are backward and outdated. To cultivate high-quality talents with comprehensive skills, it is necessary to change the original teaching content and methods of architectural arts and explore a way to meet the needs of the development of the new era. Teaching mode. The sketch course is an important basic course for the teaching of architectural design technology. It is a compulsory course for various art design majors and a basic course for a wide range of art design majors. At present, the demand for architectural design technology majors for students is mainly designers with practical skills. The sketch course is an important basic course in the teaching of architectural design technology majors. Students will gradually complete the theoretical learning and practical training in the sketch course. Preparing for the study of architectural design technology courses.

2. THE NATURE AND TASKS OF THE COURSE

2.1 Nature of the course:

Architectural art education has always been an important part of the field of architecture, and architecture and art go hand in hand. The sketch course is an important basic course for the teaching of architecture. It is both a required course for various art design majors and a basic course for a wide range of art design majors. The art course is a basic course for architecture majors. Today in the 21st century, economy, science and technology, and culture have achieved unprecedented development. The demand for talents has also changed. Comprehensive talents are the most needed by society. The teaching mode and method of the traditional basic arts of architecture major are backward and outdated. To cultivate high-quality talents with comprehensive skills, it is necessary to change the original teaching content and methods of architectural arts and explore a way to meet the needs of the new era Teaching mode. At present, the needs of architecture majors for students are mainly designers with practical skills, and the sketch course is an important basic course in the teaching of architecture. Preparatory preparation for design technology courses. Through sketch teaching, students can basically master the aesthetic principles, laws and expression methods of architecture, cultivate students' correct observation methods / improve artistic accomplishment and lay the foundation for the smooth progress of professional courses[2].

2.2 Tasks of the course:

Architectural fine arts (sketching) in applied undergraduate architecture majors are mainly used to train modeling skills, cultivate correct observation methods, and exercise the ability to analyze and understand shapes, which is an important way to improve students' professional quality. 1. At the same time, improve the image thinking ability and aesthetic level of students. Through the teaching of sketches, students can basically grasp the aesthetic principles, rules and expression methods of sketches, cultivate students' correct observation methods / improve artistic accomplishment and cultivate higher aesthetics for professional design. Expressiveness.

3 CURRENT STATUS OF BASIC ART COURSES FOR PROFESSIONALS

3.1 Teaching Mode

Due to the imbalanced development of various architectural colleges, most colleges are still in the exploration and development stage, so there are still many deficiencies in the teaching mode of basic art courses. In the teaching plan, teaching method and curriculum setting, the shackles of the old model have not been shaken off. The teaching mode of many basic art courses for architecture majors follows the teaching mode of professional art

education, without its own characteristics and style. This needs to analyze whether the art teaching mode in architecture can improve students' drawing ability and whether it can achieve the teaching purpose. If it can meet the learning needs of students, this mode can continue to develop, if not, it must be found out in a timely manner reform.

3.2 Teaching content Teaching methods, teaching content and teaching methods constitute classroom teaching. Most of the basic art sketching courses in architecture majors follow the teaching content of full-factor sketching, but it is not suitable for architecture college students with only about 200 class hours. Therefore, we must determine the appropriate teaching content according to the specific circumstances of the school, and then find the appropriate teaching materials.

3.3 Teaching methods With the continuous development of society, teaching methods have been improved in various colleges and universities. The popularity of multimedia teaching can share teaching resources and introduce good teaching methods to their own classrooms, which indeed improves teaching. Quality, but there are also many problems such as rigid forms and poor pertinence. Many architectural colleges and universities 'art teaching is staged in observation and commentary, which does not really help students' learning. Although it is an art education in architectural colleges, copying is as important as sketching. Copying is also a way to improve painting. We cannot emphasize copying but ignore copying. Unlike professional art education, the basic art course of the School of Architecture should have its own teaching method.

3.4 Status Quo of Architecture Students Studying the Basic Course of Fine Arts Many architecture students have not figured out the relationship between art and architecture, and the relationship between art and architecture is very close. Real construction workers must have strong technical skills in hand-painted expression. . However, architecture students have not really come into contact with engineering, and their knowledge of art and architecture has only remained on the surface; some students think that architecture students can still work in the construction department without learning fine arts, and many architecture students think that they can learn Architectural construction is important, and I am not interested in art class. I think art class only needs to pass. I don't think that studying fine art is a thing that architecture students should do.

3.5 The status and role of the basic art course in architecture The two courses of drawing and color have similar teaching progress. However, art education and architectural art education are different: architectural art education is to cultivate high-level design talents, not to train architectural

painters, pure art education is to cultivate art creative talents, and the talent training goals of the two are Different; pure art education is for purely studying fine arts, so the amount of lessons is relatively large. The teaching of architectural arts is a knowledge-based lesson. 1.4.2 The status and role of art in architecture Visual aesthetics is the perception of objects by people's intuition. In addition to the importance of the function of architecture, the second is attention to its form beauty. The law of the beauty of architectural form determines the status of art in architecture. The beauty of architectural form is reflected by the basic laws of form beauty. Monotonous buildings will not attract people's attention, and the disorderly buildings will make people feel upset. Therefore, the law of form beauty is the unity of diversity. Architecture and visual art are both about composition. In the process of composition, symmetry, proportion, rhythm, sequence, symbols, pattern language, equilibrium, etc. are all emphasized. The technical parts of painting and architecture all need materials to express. Therefore, architecture and art have too many similarities, and the status of art in architecture is self-evident.

4.REFORM OF SKETCH COURSE FOR APPLIED UNDERGRADUATE ARCHITECTURE MAJOR

In recent years, with the in-depth development of China's national education, China's applied undergraduate architectural sketching course has developed a lot, but there are still some teaching shortcomings. The following author briefly proposes my own suggestions for the reform of the plain course for architectural majors.

4.1Establish a reasonable professional sketch curriculum[3]

Architecture is an academic science with a very rich professional content, combining science and engineering with art. As one of the basic courses of architecture, the sketching course has an inseparable relationship with its curriculum setting. Therefore, in daily teaching, undergraduate colleges should vigorously improve the shortcomings in the teaching curriculum, strictly follow the teaching philosophy of architecture, and cooperate closely with other architectural majors, so as to achieve a complementary role in teaching.

At the same time, the irrationality of curriculum design in traditional teaching should be changed, and a comprehensive curriculum set up that meets academic learning needs should be established. First, in the curriculum, add architectural lectures. Through the special lectures, students are fully aware of the close relationship between architecture and fine arts, and the beginning of establishing a sketching course. Secondly, in the design of the course, they pay attention to the step-by-step process of teaching. Enter the art design hall

independently; again, add more basic design courses of sketches, so that students are proficient in the principles of art and basic techniques of fine art, and lay a good theoretical foundation and artistic aesthetic foundation for the creation of architectural painting; Finally, establish sketches in Teaching model combining architectural design courses. For example, the sketch teacher participates in the architectural design course. Similarly, the architect design teacher also participates in the guidance of the sketch course, so that the teachers of the two courses give suggestions to each other, so that the two courses are closely integrated and infiltrated. Eventually, the basic design concept of improving the basic sketching and serving the architectural design is achieved.

4.2 Change teaching methods to adapt to the flexibility of sketch teaching

In modern sketch teaching, there is diversity in flexibility. Therefore, the traditional "teacher demonstration, student observation" vocational sketch teaching method has long been unable to meet the needs of modern students to absorb the teaching content, so it is particularly important to reform teaching methods. Architectural specialty sketch teaching has always played an important role in architectural art education. The basic training of sketch trains architectural designers' modeling ability, spatial imagination ability and aesthetic ability. With the continuous deepening of the reform of China's education system, higher vocational education schools must implement the national education policy, train senior vocational and technical personnel with a solid foundation, broad knowledge, strong ability, and high quality. Gradually build a focus on competency education, integrate knowledge, ability, and Diversified technical talents training mode with the characteristics of the times and integrated quality.

There are two types of architecture design majors in various countries around the world. One is located in engineering colleges, relying on the advantages of natural sciences in engineering colleges, focusing on the cultivation of rational and logical thinking; the second is located in the art college or normal college of fine arts. Department, relying on humanities, arts and other social science advantages, focusing on the cultivation of emotional and image thinking. Architectural design majors in higher vocational education in China are basically located in engineering colleges. Students of architectural design technology majors do not have a foundation in fine arts and have a low humanistic and artistic quality.

Applied undergraduate architecture major is equal to art and technology. Its teaching organization and teaching management are completed in 2 years with sketch teaching in art colleges and normal colleges.

The teaching concentration of each semester is compared. The art course is planned to be completed within one year, with one lesson per week, less class time, and scattered teaching, which is not conducive for students to master the traditional techniques and expression forms of sketching in a short period of time. Therefore, there is an urgent need to explore the advantages and disadvantages of the teaching organization and management of existing sketch courses for applied undergraduate architecture majors. In practice, explore a teaching organization and management basis based on the characteristics of applied undergraduate architecture majors. An innovative approach to sketching courses to improve the status and role of sketching courses in the basic courses of applied undergraduate architecture.

4.2.1 In teaching, establish an expanded teaching method. Therefore, sketching is a visual art. Therefore, the teaching method of sketching can be extended from school classrooms to museums, art galleries, and even art salons to increase students' experience in visual arts and to teach and entertain.

4.2.2 In the teaching, the multimedia teaching method is adopted. Fully use advanced multimedia teaching methods in sketch teaching as a powerful supplement to traditional sketch teaching. At the same time, through the image analysis of multimedia images, vividly carry out sketch teaching work.

2.3 In teaching, increase students' autonomous learning ability. In the course of sketch teaching, students are divided into several groups, and subjects with creative awareness are selected for group discussion. Inspiring each student's interest in autonomous learning is that each student participates in the topic, researching and implementing it together, improving the spirit of collective collaboration, and laying a foundation for architectural design creation.

4.2.4 In teaching, conduct guided teaching. In the sketch teaching, the senior students of the senior grades are organized to give lectures to guide the students in the lower grades to carry out sketching learning. The study is more targeted and professional.

4.3 Based on Sketch Sketch is the basis of the art of painting and plasticity. Sketch is a process in which the artist perceives the objective world from perceptual cognition to rational research, the interaction between perceptual and rational, comprehensive grasp of objects, and reproduction of objects through the language of sketch. Sketch, as an important means of cultivating students' basic skills in modeling, has always been a basic course in art teaching. Regardless of the teaching of drawing in the majors of painting or design, structural sketches and light and shadow sketches are mostly used to cultivate students' understanding,

observation, expressiveness, and subjective aesthetic creativity. There must be a strong purpose and pertinence in sketch teaching. Design is our destination, sketch is our starting point, and design sketch is our only way.

4.4 Focus on sketch training Sketch is one of the basic abilities of drawing. Sketching can outline the shape and appearance of objects in a short time. It is one of the basic skills of architectural design and the basis of architectural design. As a language of architectural design, sketching can actively capture objects and maximize the subjective initiative of the subject; sketching is a powerful way to feel life and collect architectural materials. Sketching is the foundation of inspiration and a means of recording inspiration. Architecture students should go deep into life, practice boldly, strengthen basic training in sketching, master certain perspective principles, improve dictation ability, and ultimately improve sketching ability. Teaching methods

4.5 Interactive teaching The classroom organization and principles of interactive teaching[4]:

4.5.1　Interactive touch teaching allows students to touch the shape in the dark and experience the different textures and textures of the shape in the dark.

4.5.2　Conduct interactive associative lessons to cultivate students 'creative thinking ability, expand students' whimsical and reverse thinking, and let students speak freely and discuss fully.

4.5.3　Interactive discussions for aesthetic literacy, allowing students to criticize and comment on classic artworks from different angles.

4.5.4　After the discussion, let the students write about the discussion. Through a large number of teaching practices, interactive teaching has not only diffused and liberated students 'thinking, but also cultivated students' basic art skills. This teaching method provides a wide and flexible space for art teaching.

4.6 Concentrated teaching plan The centralized teaching method for the architectural major refers to concentrating time on the painting course part of the architectural major (including art, preliminary design, and design techniques) and continuously strengthening training to improve the effectiveness of both teaching and learning. The centralized teaching method aims to explore a more scientific learning method and make students have interest and confidence in their majors. The feasibility study

of the centralized teaching program is carried out in teaching practice and in analyzing the employability of students. Intensive lectures can enable students to focus their time and energy on thinking, and concentrate on the study of arts courses without being affected by other disciplines. Intensive lectures can increase students' emphasis on arts learning. Through long-term learning, students can be more deeply recognized Knowledge of fine arts; intensive training through intensive lectures has significantly improved drawing skills.

5 CONCLUDING REMARKS:

In summary, China has a long way to go in reforming the sketching course for applied undergraduate architecture majors. Architectural sketches, as architectural design, are the most direct expression of personal design intent and design inspiration, and have extremely important significance. Therefore, when higher vocational colleges opened sketch courses for architecture majors, they were established with the original intention of students being able to express architectural design ideas and enhance drawing skills. However, there are still many shortcomings in the actual operation of sketching courses in China, which curb the export of professional talents in China. Therefore, the reform of teaching methods such as professional sketch teaching methods and subject settings is particularly important, and it is bound to become the key to training all-round and high-quality construction talents in China.

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Teaching Research and Practice of the Reform of Architectural Painting Curriculum for Applied Undergraduate Architecture Specialty of Scientific Research Topics

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Research on cold chain logistics development on the background of COVID-19

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Abstract: The COVID-19 promotes the growth of cold chain logistics demand, and also affects the normal supply of materials, causing an imbalance between supply and demand. Facing this new challenge, how should the cold chain logistics industry respond to comprehensive online demand and keep the cold chain transportation service from being "broken". This is a question worth studying. This paper summarizes relevant statistics to find out the problems and challenges facing the development of the cold chain logistics industry. Drawing on the development experience of foreign cold chain industries, some development strategies are pointed out.

Keywords: cold chain Logistics; network ; cold chain platform; epidemic

1.   INTRODUCTION

With the increase of income level, people have higher and higher requirements for the quality of life. Surveys have shown that consumers are more willing to choose higher quality foods than price advantages. In addition, affect by the COVID-19, the demand for online agricultural product e-commerce has increased sharply, which has brought great opportunities and challenges to the entire cold chain industry. How does the epidemic affect the development of the cold chain industry? We need a comprehensive analysis of the current state of the industry.

2.   ANALYSIS OF THE DEVELOPMENT STATUS FOR COLD CHAIN LOGISTICS

The author collected and sorted second-hand data and found that there are some problems in the current development of the cold chain logistics industry: for example: the implementation process regulate of cold chain logistics related standards is lacking; the infrastructure construction of cold chain logistics is not completely; the concentration of the cold chain industry is low, and the average of the enterprises The profit is lower; the specialized division of labor in the cold chain logistics industry has not yet formed etc.

2.1 Lack of cold chain logistics related standards implementation process

The Country and industries have been undertaking cold chain standardizational. There are currently 267 cold chain standards in the statistics, covering all aspects of the cold chain. Although the standards system is relatively comprehensive, the implementation of standards still has great difficulties. companies often pay high costs to implement standards, while companies that do not implement standards tend to seize the market more easily. Therefore, a cold chain logistics supervision system covering the entire chain needs to be formed to ensure that enterprises can implement it in accordance with standards and to ensure the orderly development of the industry.

2.2 Inadequate infrastructure construction for cold chain logistics

Cold chain logistics consists of pre-cooling processing, cold chain processing, cold chain storage, cold chain transportation and distribution, and cold chain sales. It involves facilities such as cold storage, refrigerated trucks, thermal insulation boxes, and refrigerated display cases.

Compared with developed countries, China's cold chain hardware facilities are still lacking, equipment is unevenly distributed, some storage equipment is not fully functional, and it is still impossible to accurately control temperature.[1]

The main reason is that the initial investment cost of the basic supporting facilities of cold chain logistics is huge, and this investment has low profitability before the scale effect has been formed. Therefore, it is difficult to achieve rapid development and improvement only by the power of private capital. In the early stage of development, the construction of large-scale cold-chain logistics infrastructure such as cold storage requires the Chinese government to actively guide and demonstrate its role. In recent years, data show that the level of cold chain infrastructure equipment is constantly improving, and the construction of cold storage and the number of refrigerated trucks are increasing year by year. At the same time, in 2018, nearly 20 railway cold chain lines were newly opened in China, with railway cold chain traffic exceeding 1.6 million tons.

2.3 The concentration of the cold chain industry is low, and the average profit of the company is lower

The cold chain business developed rapidly from 2014 to 2018, and the revenue of the top 100 companies continued to expand, with a compound annual growth rate of 21.89%. In 2018, the total operating income of the top 100 cold chain logistics companies in the cold chain business reached 39.824 billion yuan, a year-on-year increase of 53.27%, and the growth rate exceeded a new high.[3]

From the perspective of the proportion of the top 100 companies' revenue in the overall market size, the overall trend is increasing, from 9.89% in 2014 to 13.80% in 2018, and the market concentration has

continued to increase. On the whole, however, the revenue share of the top 100 companies is still at a low level, the market share is scattered, and the concentration is low.
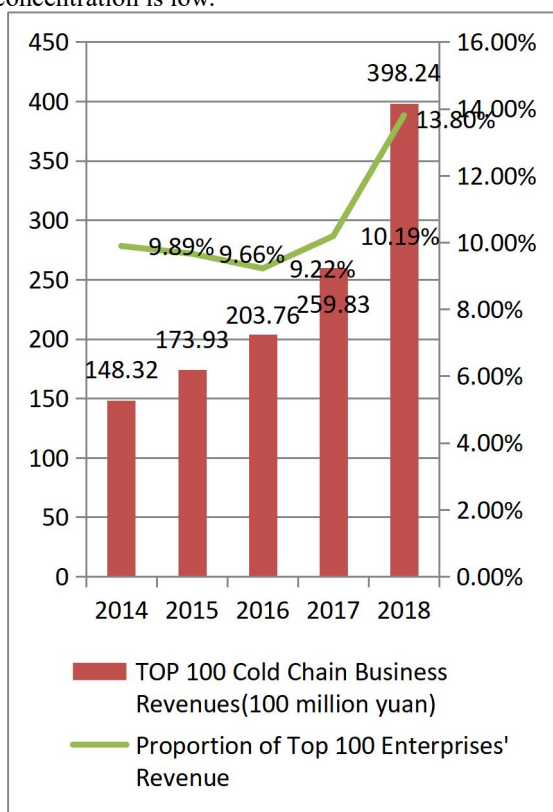
Fig1：Revenue and Proportion of Cold Chain Business of China's Top 100 Cold Chain Logistics Companies, 2014-2018 (Unit: 100 million yuan,%)
Source: Fresh front line of cold chain

According to the investigation and statistics of the China Association of Cold Chain Committee, although the cold chain logistics market in China has maintained rapid growth, the current average net profit margin of the cold chain logistics industry is only 3% -4%, and it is still shrinking. High costs coupled with low returns have caused 90% of China's cold chain companies to be regional. Most companies only transport some products in specific fields, without the effect of scale.

2.4 Specialized division of labor in the cold chain logistics industry has not yet been formed

In the opinion of industry experts, another factor restricting the development of the cold chain logistics industry is that the specialized division of labor in the cold chain logistics industry has not yet been formed. Most companies provide a package of services, wasting some storage and transportation resources, and it is difficult to reduce operating costs. On the contrary, in developed countries, the cold chain logistics industry has a clear division of labor and is intertwined. The transporter is responsible for providing the transport truck and driver to deliver the goods to the designated place; the warehouse is responsible for unloading at a certain time and storing

the goods in the cold storage at the specified temperature; the maintenance company is responsible for repairing according to the call for help; the cold chain platform needs to contact The above companies complete the node connection of the entire cold chain.
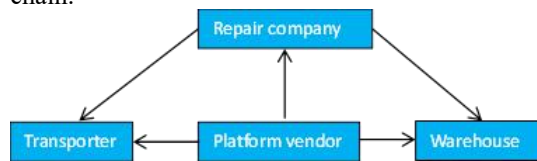
Fig2：Division map of foreign cold chain industries

3. OPPORTUNITIES FOR COLD CHAIN LOGISTICS DEVELOPMENT ON THE SUDDEN EPIDEMIC

3.1 Industry policy driven

The construction of cold chain logistics has always been the focus of policy support. On February 5, 2020, the Central Committee of the Communist Party of China and the State Council issued the Opinions on Doing a Good Job in the Key Areas of Agriculture, Rural Areas, Agriculture, and Farmers to Ensure a Comprehensively Well-off Society on Schedule, which proposed to start the construction of cold storage chain logistics facilities for agricultural products, and strengthen the cold chain logistics of agricultural products Make overall planning, hierarchical layout and standard formulation, arrange investments within the central budget, and support the construction of a number of backbone cold chain logistics bases. According to incomplete statistics, from 2017 to 2020, the State Council and other departments issued more than 8 cold chain related policies. Fully explain the country's attention to the development of cold chain logistics.

3.2 Social demand driven

The steady and rapid growth of the cold chain logistics market is mainly affected by three factors

3.2.1 International development opportunities

The domestic free trade zones have expanded, and categories and quantities of imported fresh produce have increased significantly, which has brought new opportunities.

3.2.2 Consumption upgrade and Higher food safety awareness

With the development of the national economy and the increase in national disposable income, people are paying more and more attention to food safety and freshness of ingredients. However, the quality and freshness of China's food is not optimistic. For fruits and vegetables alone, the annual loss amounts to 100 billion yuan. In addition, the cold chain circulation rate of developed countries and regions such as the United States and Japan has reached more than 85%.But the cold chain circulation rate is only 19% in china, which is difficult to meet consumer demand. Therefore, it is a general trend that China vigorously develops cold chain logistics.

3.2.3 Rural market demand

Rural market demand is activated ，E-commerce going to the countryside, agricultural products entering cities and exporting demand will definitely promote the deep processing of fresh products and the rapid development of F2C (from manufacturers to consumers) models. It will also open up a vast area which Blue ocean market for the cold chain logistics supply chain industry.

3.3 Technology-driven

With the Internet of Things technology, RFID technology, block chain technology, various refrigerating and freezing technologies and other logistics information technology gradually applied to the cold chain logistics industry, and achieved certain results. More and more companies are beginning to apply these technologies to solve the cold chain traceability problem and ensure that the cold chain is not "broken".

4. IMPACT OF COVID-19 ON COLD CHAIN LOGISTICS DEVELOPMENT

4.1 Comprehensive online demand surges, cold chain layout faces challenges

The sudden outbreak of COVID-19 led to the closure of cities successively. All the people stayed at home, and the original daily purchases were all turned online. This sudden situation brought tremendous pressure to logistics. Due to the special nature of fresh food and the spatial difference between supply and demand, higher requirements are also placed on cold chain logistics. But at present, China's cold chain logistics exists: (1) unable to provide cold chain services covering the whole country; (2) unable to provide comprehensive services of "B2B + B2C"; (3) unable to provide full-link IT system services; (4) Shortcomings such as comprehensive cold chain solutions are not available.[4] Therefore, how to face brand-new challenges is no longer a problem for a single enterprise. It may require the entire industry to discuss and work together to solve the existing problems and meet the needs of consumers.

4.2 Unable to produce normal leads to a large number of agricultural products un-saleable

In China, due to the lack of scale of agricultural products in many places, coupled with the characteristics of agricultural products, the supply chain of agricultural products is insufficient or even missing. In addition, because cold chain logistics has only been developed in recent years and transportation costs are high, there is often a supply-demand imbalance phenomenon in which there is a serious excess of production area and a lack of demand. The emergence of this epidemic has only exacerbated this contradiction. A large number of agricultural products are forced to be unsold because they cannot be produced and transported normally.

4.3 Supply chain broken lead to severe losses of agricultural products

According to incomplete statistics, China's agricultural product supply has always been relatively adequate. However, because of the problem of broken supply chain, the quality of transportation cannot be guaranteed and the losses are serious. Data show that China's agricultural product picking losses reach 20% -30%, and transportation losses reach 15%, with a total value of more than 50 billion yuan. In other developed countries, only 3% -4%.

5. THOUGHTS ON THE DEVELOPMENT OF COLD CHAIN LOGISTICS

5.1 Strengthen the information of cold chain and build a fresh cold chain platform with comprehensive coverage

The outbreak of COVID-19 accelerated the development of e-commerce for agricultural products. The scale of the original fresh cold chain platform has been difficult to meet market demand. Jiuye CEO Zhang Bing believes that the outbreak of cold chain logistics demand has accelerated the cold chain's "technology-driven transformation and upgrading" to some extent. Big data and intelligent warehousing systems are being widely used in the cold chain logistics industry.[5] At present, fresh cold chain platforms are mainly represented by Jiuye, Hema Xiansheng, etc., but the network coverage is limited. This is mainly because cold chain companies provide a package of services and have not formed a specialized division of labor. In this situation due to limitations in terms of capabilities and resources, it is difficult to implement a platform with a high degree of informationization and a comprehensive network. If everyone can share resources and work together, maybe this problem can be solved. When each enterprise focuses on its own area of expertise and forms a complete industrial chain with other enterprises, the development of the entire cold chain industry will be smoother, and the goal of reducing costs and increasing efficiency can be truly achieved.

5.2 Strengthening the construction of cold chain supply chains to ensure comprehensive coverage of agricultural product distribution networks

As mentioned earlier, agricultural products often have supply and demand imbalances, mainly because agricultural products do not have a complete distribution network. If enterprises and local governments can respond to national policies and truly solve the problem of building a distribution network for agricultural products, this will greatly reduce the loss of agricultural products.[2] First, we must start with supply-side reforms; form standardized and large-scale production; reduce intermediate links; form large-scale cold-chain storage enterprises; and regulate agricultural product markets. The second is channel construction: to ensure that there is a stable or coordinated market for agricultural products from storage companies in various regions. This work is a difficult and long-term task.

5.3 Strengthening the construction of cold chain infrastructure, especially information technology

enables cold chain products to be fully traceable

The problems of platforms and distribution networks must be supported by a complete cold chain infrastructure. In addition to infrastructure, what we need to build is smart cold chain, IT technology, intelligent storage, and Internet of Things applications and block chain technology applications to achieve full traceability and ensure product quality.

6. CONCLUSION

All in all, Cold Chain Logistics gained some development opportunities in this epidemic, but also faced the challenge of reform. The industry needs to proceed from the overall situation, surpass the interests of individual companies, and divide of the overall layout of labor to accelerate the development of the cold chain. In the follow up study, the author will continue to search   for and study the development of cold chain platforms and cold chain technologies.

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A Case Study of the Instructional Design of English Reading Class Based on PWP Model in Senior High School

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Abstract: Reading is the most important one of the four skills in a second language learning. PWP model is the most common theory in the reading instructional design. This paper will choose a typical reading passage in *New Senior English for China* (NSEC) and make a corresponding instructional design. Then, three significant PWP reading stages will be discussed further with relevant theories.
Keywords: PWP model; Pre-reading; While-reading; Post-reading

1. INTRODUCTION

For many students, reading is by far the most important one of the four skills in a second language, particular in English, a second or foreign language[1].This paper chooses the reading material in *New Senior English for China*, and the case is related to "Great Scientists" coming from the reading part of Module 5 Unit 1[1].

2. CASE STUDY

A regular reading lesson includes 6 parts, from warming-up, pre-reading, while-reading, post-reading, summary to assignment. As is often the case, this teaching plan has the same stages.

As for stage one, it has two activities which are named after "Q&A" and "Guessing Game". Teachers may ask students "how many scientists do you know? And who are they?". Then, students can guess the name of scientists according to the given pictures, and the given pictures are about Yuan Longping, Madame Curie, Isaac Newton, and Thomas Edison, leading in the topic and arousing students' interest.

"A Multi-choice Competition", "Discuss and Match" and "Pictures Display" compose the pre-reading parts. In Activity 3, teacher gives students 7 multi-choice exercises, and asks them who can answer them accurately and quickly. Each question has 3 options, after the students speak out the correct answer, then the teacher adds the key achievement about the scientist. In Activity 4, students will be asked to discuss and match the achievement with the scientists. In Activity 5, teachers ought to use pictures to present the great scientist-John Snow and the "King Cholera". The three activities can enrich students' knowledge about scientists, enhance students' cooperative learning and inculcate more background information, and help them be familiar with the main character and the major event[2].

Activity 6 to 8 make up the while-reading stage, aiming at training students' ability of grasping the main idea through rough reading, focusing on the main idea or detailed information and improving students' ability of summary. From Skimming, Scanning to Table Filling, students will be required to skim the passage quickly, and they need to answer two questions. One is a multi-choice about the thesis of this passage, and the other is to number the events in the order that they happened. On the basis of skimming, scanning the main idea of each paragraph and finding out key information to fill in the table are also needed in the following two activities.

Activity 9 is called Brainstorming designed to train students' divergent thinking and enhance their ability of applying knowledge. Teachers may ask students "What qualities do you think a great scientist should possess?" and give them an example, such as "hard-working". Then, Activity 10 entitled "Discussion" follows. Students who have been divided into groups need to think about the stages in setting out a scientific research. The first and the last step can be given in advance. As a result, students' logical thinking can be enhanced.

The last two stages are Summary and Assignment. Students are required to make a summary of the passage. In this stage, teachers can give students some hints, such as key words or certain sentence pattern. Finally, the homework can be an article about a scientist whom students are familiar with. Two effective consolidating measures are doomed to increase students' understanding on this topic.

3. DETAILED ANALYSIS

With regard to the PWP model, three significant parts will be selected to be discussed further with professional theories.

3.1 Pre-reading

The purpose of pre-reading is to facilitate *while-reading* activities. This stage of reading includes the lead-in part, where the teacher prepare students linguistically for the tasks in reading, familiarize them with the topic of the reading text, and draw on students' existing knowledge. One of the major reasons for this is to create expectations and arouse the students' interest in the subject matter of the text.

Predicting is not only a technique but a skill which is basic to all the reading techniques and to the process

of reading generally. It is the faculty of predicting or guessing what is to come next, making use of grammatical, logical and cultural clues. Unlike predicting, previewing is a very specific reading technique which involves using the table of contents, the appendix, the preface, the chapter and paragraph headings in order to find out where the required information is likely to be.

As to the instructional design, activity 1 and activity 2 are warming up, aiming at leading in the "great scientist" topic. During this procedure, students can predict what topic will be discussed later. Activity 3 and activity 4 are questions which needs students to finish them by themselves and by groups, which can increase their interests for this unit and also lay foundation for the writhing assignment. Activity 5 is a picture display, which directly shows the main character and the leading matter. And that can leave a deep impression on students.

3.2While-reading

Information presented in plain text form does not facilitate information retention. When information in text form is transferred to another form, it can be more effectively processed and retained. The way to transfer information from one form to another is called a transition device.

While-reading activities consist of reading the text three times, each for a specific purpose. The first reading concerns two important speed-reading techniques-skimming and scanning. Reading is a problem-solving process. The problem to be solved in the process of reading as we find out of four dimensions: lexical, syntactic, discourse and sociocultural[3]. The solving of the problems is undertaken in the second reading and proceeded from the beginning of text to the end.

With regard to the teaching plan, the purpose of activity 6 is to get the students comprehend the thesis of this article. Then, the scanning part is to train students' ability of focusing on the main idea or detailed information. Finally, activity 8 is a table-filling which can improve students' summary ability.

3.3 Post-reading

Post-reading, literally, is a process after reading, as a matter of fact that is a process beyond reading. In that process, teachers have to be most inventive or imaginative. They have to design tasks which are relevant to the text being studied and appropriate to the students' level. The tasks can fulfill several functions, whether they are used in an extensive or an intensive reading context. Post-reading tasks should provide the students with opportunities to relate what they have read to what they already know or what they feel. In addition, post-reading tasks should enable students to produce language based on what they learned.

Activity 9 is brainstorming which belongs to mind mapping. Mind maps are diagrams used to represent words, ideas, and other concepts arranged around a central word or idea. A Mind Map is a highly effective way of getting information in and out of your brain. It is a creative and logical means of note-taking and note-making that literally "maps out" your ideas. Using mind maps as an active learning strategy is an innovative technique to facilitate student learning. Students can illustrate a vision, exhibit their contextual knowledge and creativity, and make associations about a central theme during this activity. Mind mapping can be used for note taking, completing homework assignments, preparing for exams, analyzing, and reflecting about nursing practice.

In terms of the instructional design, the usage of mind map can help students think more about good qualities of great scientists. In this way, students can accumulate a lot of vocabulary, which is beneficial to the character writing.

Activity 10 is a group discussion related to the stages in setting out a scientific research. As a matter of fact, it is a kind of critical reading and cooperative learning. Critical reading can be defined as very high-level comprehension of written material requiring interpretation and evaluation skills that enable the reader to separate important from unimportant information, distinguish between facts and opinions, and determine a writer's purpose and tone. It also entails using inference to go beyond what is stated explicitly, filling in informational gaps, and coming to logical conclusions.

As for the teaching design, teachers ask students to find out the steps in a scientific research, which can help students develop their logical thinking and cooperative learning ability.

4. CONCLUSION

The teaching process of reading should focus on developing students' reading skills and strategies and maintaining students' motivation for reading, which can be achieved through the PWP activities.

There is much room for improvement in this instructional design. Firstly, so many activities give rise to too much input, but the teacher have not given enough feedback. Secondly, the assignment is too common to boost students' interest in finishing it. Maybe the homework can be more challenging and meaningful.

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Analysis of Countermeasures of Primary and Secondary Education under the Background of New Curriculum of Elementary Education

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Abstract: Under the background of new curriculum of elementary education, the primary and secondary education in our country has some changes compared with the past, and he primary and secondary education pays more attention to the domination of students under the guidance of the quality education concept to promote the overall development of students, so that students can better adapt to the needs of social development for talents. This paper mainly focuses on current situation of primary and secondary education, and then puts forward countermeasures of primary and secondary education in the context of new curriculum to effectively promote the development of primary and secondary education in China.

Keywords: Elementary education; New curriculum reform; Primary and secondary education; Countermeasures

The new curriculum reform has a great impact on elementary education which is the basis of higher education, and the reform of basic education will also have an important impact on the development of our country. Since the new curriculum reform, teaching classroom and teaching mode have changed a lot, but in the actual development process, there will still be some problems affecting the development of primary and secondary education. Therefore, it is necessary to analyze strategies of primary and secondary education under the background of new curriculum of elementary education.

1. PROBLEMS IN PRIMARY AND SECONDARY EDUCATION UNDER THE BACKGROUND OF NEW CURRICULUM OF ELEMENTARY EDUCATION

1.1 Attaching importance to theory rather than practice

Practice is the only standard to test truth, and is the touchstone to test students' learning achievements. It is also an important way to help students learn. Quality-oriented education emphasizes to create an open classroom for students, but once teachers do not grasp it well, it is easy to cause the scene of classroom rambling, so many teachers still use traditional teaching method to teach students. They focus only on theory rather than practice, affecting the learning effect of students.

1.2 Paying attention only to the form of classroom and ignore the effect of teaching

After the new curriculum reform, classroom teaching forms in primary and secondary schools have become increasingly rich, and the classroom atmosphere has gradually become active. Such teaching classroom forms have been enriched, but in fact, whether students really learn the knowledge and how the real teaching effect is, teachers have not seriously considered this problem [1].

1.3 Improper use of modern teaching tools

With the development of science and technology, multimedia-assisted teaching has become a common teaching method, but some teachers do not use modern teaching tools properly and rely on multimedia for teaching excessively. As a result, the teaching has become a kind of "reading teaching", and there is no passion in class.

2. ANALYSIS OF COUNTERMEASURES OF ELEMENTARY AND SECONDARY EDUCATION UNDER THE BACKGROUND OF NEW CURRICULUM OF ELEMENTARY EDUCATION

2.1 New countermeasures for teaching management

The countermeasures of teaching management in primary and secondary schools are a key factor that affects the quality of school teaching and the learning effect of students. Therefore, we must attach importance to teaching management of schools. Therefore, we should build a perfect teaching management system. Primary and secondary schools should analyze the problems existing in their own teaching management, and then combine with the requirements of new curriculum reform and quality-oriented education together with the needs of social development, so as to keep pace with the times and improve their teaching management system with an innovative and developmental perspective. In addition, we should make full use of modern educational resources. With the continuous development of society and economy, our education resources are also constantly enriched. At the same time, we can also apply Internet technology to obtain foreign education resources and continuously expand our knowledge horizons. Moreover, it is necessary to

attach importance to the simultaneous education of home and school. Nowadays, the economy of many families has been greatly improved, and there is a phenomenon of spoiling children. Some parents even think that educating children is a matter of school, and it has nothing to do with themselves. When children come back, they let them go, regardless of their learning , resulting in home school education out of sync. Therefore, schools should strengthen communication with parents, so that parents clearly understand that education for children requires the cooperation of both schools and parents. Consequently, both schools and parents can learn about the student's learning status in a timely manner. It can also help teachers improve their teaching and enables students to learn and grow better. Furthermore, we should pay attention to external influences. Students at elementary and middle school are susceptible to the influence of external environment, so teachers must strengthen their supervision and guidance to prevent adverse social influences on students. And then it needs to pay attention to personality development of students. Quality-oriented education requires to promote the all-round development of students, so we must also pay attention to the development of students' personality in the process of education and teaching. For example, some extracurricular activities that are beneficial to students can help students relax and promote development of their personality [2].

2.2 To change teaching concepts and innovate teaching methods

Teachers are the guides of students, and their teaching concepts and teaching methods will have a direct impact on students. In the context of new curriculum for elementary education, teachers should combine requirements of quality-oriented education and the new curriculum reform to analyze the existing problems in education. Teachers should establish a new educational concept, and change the education method that emphasizes knowledge, skills, and education. They should not only cultivate students' grasp of knowledge, but also cultivate students' innovative ability, practical ability and problem-solving ability. In the teaching process, it is necessary to highlight demonstration and practicality. In traditional teaching methods, teachers only focus on imparting knowledge to students, but do not consider whether students can truly understand and master the knowledge. Teachers should make use of the multi-function of multimedia to enhance the demonstration of teaching and help students better understand knowledge. And they should also stimulate students' subjective initiative, so that students can learn in practice, understand the connection between learning and life, and apply what they have learned into practice. It is worth

noting that when teachers use multimedia to teach, they must pay attention to its rationality, and do not put the cart before the horse, which affects normal teaching [3].

2.3 To establish a good relationship between teachers and students

A good relationship between teachers and students is the basis of education and teaching. In the process of teaching, teachers should give students enough respect. No matter middle school students or primary school students, they are all thoughtful individuals. Teachers' attitude towards students will have a significant impact on students' learning to a large extent. Therefore, teachers should pay attention to the teaching concept based on human beings, respect the ideas of every student and and treat each student with an equal perspective. When students encounter problems or make mistakes, they should be guided patiently to help them solve problems and their mental health [4].

2.4 To create a good learning environment

The learning environment is the same as soils of flowers. Only good soil can produce beautiful flowers, so we should create a good learning environment for students. A good learning environment not only refers to a clean and tidy classroom, but also a place that can provide students with learning atmosphere, such as cultural blackboard newspaper, book corner, class discussion, knowledge debate, and small life theater. And students can enjoy both cultural influence and spiritual relaxation [5].

3. CONCLUSION

To sum up, primary and secondary education in the context of new curriculum of elementary education has developed to a certain extent, but there are also some problems. These problems seem to be small, but in fact, they will have a great impact on teachers' teaching, students' learning and growth. These problems need the joint efforts of schools, parents, teachers and students to be solved, and the purpose of the new curriculum reform can be achieved.

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On the Innovation of the Ability of Sight-Playing in Piano Education

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Abstract:In piano learning, the ability of sight-playing is important for piano learners. It can promote the performance ability of piano learners. The cultivation of ability of sight-playing plays an important role in piano education. However, the cultivation of ability of sight-playing will be affected by many factors, which leads to the failure of the cultivation of ability of sight-playing, and the learning effect is greatly reduced. Therefore, this paper puts forward some innovative countermeasures for the cultivation of the ability of sight-playing in piano education to provide some reference for piano education.

Keywords: Piano education; Ability of sight-playing; Innovative countermeasures

1.INTRODUCE

The ability of sight-playing is an important and essential skill in piano education. The occasion of sight-playing is an occasion that every piano player will encounter. For example, when they need to appreciate a large number of excellent piano works, or when the piano is the main instrument in a performance, the test is the ability of sight-playing of piano players. Therefore, it is important and necessary to cultivate the ability of players' sight-playing in piano education.

2. THE IMPORTANCE OF CULTIVATING THE ABILITY OF PIANO SIGHT-PLAYING

The so-called ability of piano sight-playing refers to the ability to understand the music score in a short period of time when the player gets a new music purpose that he has never played. In short, it is a kind of ability to effectively combine the two abilities of the piano player "visual" and "performance".

The ability of piano sight-playing is not born, it is a long-term process, which needs a lot of practice and long-term unremitting efforts. If a piano learner wants to go a long way in the piano performance, he must have good ability of sight-playing. Because with good ability of sight-playing, he can use the shortest time to understand a new music work, including the overall structure and emotions of the music work. It can effectively improve the learning efficiency of the performer for the new work, so that he can understand more music works of different periods and styles, and master more music theoretical knowledge that didn't know before.

Some learners have weak ability of sight-playing because they don't pay enough attention to the cultivation of ability of sight-playing or lack proper education methods. The most essential reason is that piano learners are unfamiliar with the positions of the staff and piano keys. At the beginning of learning, they usually practice the relatively short repertoire, which is easy to recite. When the learners focus on the hands and keys, they seldom go to see the music score. When the difficulty of the track increases, the learner has to go to the music score to play, but because they use to recite the music score, there is no habit of playing the music while reading the score, making it difficult to watch the score and play it slowly or wrongly. It is difficult to play on the new music, and we can only practice playing after reciting one sentence, which increases the difficulty of practicing. In the long run, students will lose interest in piano learning and affect the learning progress [1].

3. INNOVATION OF THE ABILITY OF SIGHT-PLAYING IN PIANO EDUCATION

3.1 To strengthen the cultivation of musical notation ability

Music notation is a basic skill that must be mastered for learners. In order to strengthen the music score learning ability of piano learners, it is necessary to standardize the practice steps of piano learners. Learners cannot start playing as soon as they see the score. First of all, they must analyze the score and determine the position of the hand on the keys; and then make clear the tonality of the tune which has an important influence on the musical feeling given to the tune; finally, they should clarify the tempo of the tune and grasp the rhythm of the tune. Strengthening the accumulation of musical knowledge of learners is also an effective way to cultivate the ability to understand music. After mastering basic musical terms such as clef, key signature, and time signature, they can master a new music more easily and effectively. The work can also be more rational when practicing the piano, which is also an expression of the effective combination of theory and practice [2].

3.2 To master the rules of sight-playing reasonably

The key is the key and core of cultivating the player's ability of sight-playing. It is required that the player must be familiar with the key and have a strong sensitivity to the operation of the key. Learners need to grasp the keys by their kinematics, and determine the direction and distance of their fingers on the keys through feeling and long-term practice. Beginners can determine the position of the treble on the keys through the relationship between lines and keys and

keys, and master the law of sight-playing slowly. During the training process, learners cannot rely too much on vision. They should exercise their motion perception, so that their fingers can accurately and quickly find the corresponding keys. Beginners must first pay attention to their habit of reading music, and be familiar with the keyboard. In this way, they can combine scores and keys to effectively improve the ability of sight-playing. In the process of sight-playing, it's difficult to play a whole piece of music without mispronunciation, and to grasp the rhythm of the whole piece accurately. Especially when there are other instruments playing together, it should make sure that the tempo and rhythm are not wrong, and then the pitch is accurate. Therefore, learners should master the rules of sight-playing reasonably, so that they can omit some movements appropriately and reasonably during the performance, which can fully express the work without affecting the overall performance [3].

3.3 To improve the ability of players to recognize notes

Different players will also have obvious differences in the ability to recognize notes. The ability to recognize notes will have a direct impact on the improvement of sight-playing. In the face of such a situation, teachers should pay attention to the cultivation of students' ability of spectrum recognition in daily training. In addition, they should consider the individual differences among students, and the exercises assigned to students should be targeted and purposeful. The ability of sight-playing for beginners is relatively weak, and they should choose relatively simple repertoire with relatively small interval span, so that they can master notes slowly and improve their ability of distinguishing notes. For students with certain basic skills, they can choose the relatively difficult and weaved music to carry out the training of sight-playing, which is conducive to improving their ability to recognize notes [4].

3.4 To practice of diversity of repertoire

In order to cultivate the ability of sight-playing, we should make diversity in the selection of repertoire, and never practice one piece continuously. Because long-term practice of a repertoire will form a certain memory of the fingers, and in the later stage, it will only play mechanically, rather than the so-called visual training. Therefore, in order to avoid this kind of situation, teachers should arrange students' practice repertoire reasonably from easy to difficult, and make

them contact with works of different periods, styles and writers to cultivate their ability of sight-playing [5]. We can start from the following points: (1) To arrange some simple music for the students to practice the whole process of sight-playing 10 minutes before the end of the lesson; (2) To ask the students to practice the music that is consistent with their own ability without crossing the difficulty to avoid twice the effort with half the effort; (3) To ask students to practice the music of their own unfamiliar style to cultivate their sense of music; (4) To ask students to participate in the vocal accompaniment and ensemble to develop their intonation; (5) When students' ability of sight-playing reaches a certain degree, they can try to see and play difficult music to improve their ability of sight-playing.

4. CONCLUSION

The ability of sight-playing plays an important role in piano teaching. Teachers should also pay attention to the training of students' ability of sight-playing in teaching. Schools with conditions can also add a special course to train students' ability of sight-playing, so that students' ability of sight-playing is better cultivated. At the same time, as the piano teacher, we should fully realize the importance of developing students' ability of sight-playing. And scientific training methods is used to cultivate students' ability of sight-playing in accordance with the actual situation of students, and improve students' comprehensive level of playing the piano by combining sight-playing with performance.

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The negative impacts of college students'short - term voluntary teaching in China and relevant countermeasures

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Abstract:This paper focuses on the current situations and negative impacts of college students' short-term voluntary teaching in China. Facing the large number of relevant domestic voluntary programs, it is helpful to analyze the basic motivations of college students to work as voluntary teachers and can better contribute to the development of voluntary teaching industry in China. Furthermore, two basic corresponding solutions are proposed in order to promote the standardization and efficiency of these projects, therefore promote the sustainable development of college students' short-term voluntary teaching in China.
Key words: college students, short-term, voluntary teaching, motivations, negative impacts, corresponding solutions

1. INTRODUCTION

There are many feasible methods and measures to realize the balanced development of education in China and voluntary education can be considered as a manner to help better achieving this goal. In recent years, voluntary education, especially short-term voluntary teaching of college students has gradually emergedbecause of its relatively simple operation and obvious effect. With the implementation of voluntary services planned by various organizations, short-term voluntaryteaching projects have become the focus of attention, and many college students are highly motivated to participate in them. However, some problems such as utilitarianism and simplicity have also appeared, which have affected the effect of voluntary teaching in China and produced some negative effects.

This paper will analyze the current situation and motivations of short-term voluntary support education of Chinese college students, and summarizethe negative effects, furthermore, corresponding solutions are proposed to promote the standardization and efficiency of these activities, therefore promote the sustainable development of short-term voluntary teaching in China.

2.CURRENT SITUATION

As voluntary teaching has become a growing global phenomenon, there are hundreds of humanitarian, educational and developmental projects exists in current society. Increasing "guilt conscious" has also brought a great number of individuals to devote themselves to support the voluntary teaching industry. Among them, college students' short-term voluntary teaching programs have objectively played a positive role to the development of education in rural areas of China. As a demographic group, young adults appear to be a prime target as a source of potential volunteers. With higher levels of idealism and greater amounts of energy, young adults seem to possess the required and adequate potential to serve as excellent volunteers [1]. The existence and companionship of college students can bring new and energetic thoughts to the children in mountainous areas and open the door for them to think about the world, which is positive and wonderful to some extent.

However, at present, there are still some problems exist in the management system of short-term voluntary teaching programs in China. For example, the internal construction and training of the volunteer teaching teamsare not specific or mature enough to meet the needs of students from different rural areas, the college students' thoughts fluctuates greatly which tend to delay role transitions, and there is also a lack of communication and coordination mechanism which would make teaching programs less effective [2].

3.MOTIVATIONS

The first motivation for voluntary teaching of college students is altruism which has been defined as " voluntary, intentional behaviour motivated to benefit another that is not motivated by the expectation of external rewards or avoiding externally produced punishments or aversive stimuli " [3]. In this case, altruism in voluntary teaching can be considered as a positive motivation which encourage college students in China to voluntary contribution of their personal time and energy to provide services for the promotion of rural areas without material rewards. In addition, volunteers are more likely to have clear and altruistic motives when they recognize that volunteering can produce substantial value. If they can feel the realization of their own value in participation, their motivation satisfaction will be higher [4].

The second motivation is ego-centrism, in the process of voluntary teaching, not only can college studentshelp the children in poor mountainous areas

in China, but also the volunteers themselves can get a variety of benefits in psychological aspect and the level of self-achievement. College students who devote in voluntary teaching can become a part of new communities and discover new things and explore themselves during ongoing experiences. They can also satisfying desire to help and give back to the world to realize their personal achievements. When the situation was more conducive to establishing the "model" image of the volunteers, the volunteers were more likely to form a clear and self-interested motivation. If they could get more exercise in the participation to maintain the "model" image, their motivation satisfaction would be higher [5].

Furthermore, despite of spiritual satisfaction and psychological gain, volunteer teaching in poor mountainous areas can also bring practical benefits to college students. Individuals may engage in voluntary activities to maximize one's own situation by building skills to enrich personal background and gain relevant voluntary qualifications that may prove to be valuable, such as developing business connections or forming the basis for future political endeavors.

4.NEGATIVE IMPACTS

It is easy enough to set up voluntary teaching projects in China that are easy to sell, appears to have plans for positive impacts but many of them would end up being a waste of time for both local communities and college students and cause harm more than good.

The first negative effect is that formalism and commercialization are serious , projects and teaching teams lack systematic management and volunteer training, leading to more volunteer teaching activities that simply meet the motivations and interests of volunteers or institutions, regardless of the actual situation of the receivers. At present, most of the voluntary teaching programs for college students in China generally last about one or two month, and the members of teaching teams change frequently, making it difficult for volunteers to make appropriate and coherent teaching preparation according to the learning situation of local students. As a result, the teaching content is not hierarchical, and the repetition of teaching content also exists. The short-term teaching indeed hinders the timeliness of voluntary teaching. Furthermore, part of the volunteers have the order reversed and put their personal benefits and exercise in the first position and tend to pay less attention to the actual teaching effect which also bring negative effects to local communities.

Second, some short-term voluntary teaching projects are not conducive to the psychological development of children in local communities, especially for children whose parents are not around. China's economic development has led a large number of rural laborers from poor areas to work in cities, creating a huge group of left-behind children, who are often supervised by inter-generational guardians

and lack the companionship of their parents[6]. The company of volunteers can alleviate the loneliness of left-behind children to some extent, but the time limitation of short-term voluntary education programs causes that children will face separation again soon after establishing emotional connection with volunteers. A large number of similar short-term programs make these left-behind children experience separation again and again which is very detrimental to their mental health and development.

5.CORRESPONDING SOLUTIONS

According to the problems existing in the short-term college students' voluntary teaching programs in China, the overall teaching ability of college students' voluntary teaching team needs to be improved and unified. Furthermore, the overall development trend of short-term volunteer education programs should be closer to the domestic education industry, instead of developing into more commercialized programs. Therefore, it is a relatively targeted solution to improve volunteer training, establish standard volunteer teaching qualifications and make good communication and contact with children in the later stage.

First of all, it is necessary to strengthen the training of college students to work as voluntary teachers and establish a complete set of volunteer teaching qualification examinations to gain ability certifications. In order to make the project closer to the education industry, colleges and universities should provide scientific guidance for short-term voluntary teaching activities [7]. In this way, it can improve the overall quality of volunteers, thus effectively promoting the healthy development of voluntary education in a scientific and standardized way. Second, it is important to strengthen the long-term relationship between volunteers and local children, which is also difficult to implement. Although programs are short-term, the communication with local children should not be interrupted with the end of the program, relatively long-term connection should be established and volunteers need to pay attention to the psychological changes of local students.

In conclusion, although college students' short-term voluntary teaching programs have played a positive role to the development of education in rural areas, it is still an arduous task for college students to carry out short-term voluntary activities efficiently. Problems such as the immature volunteer training and delayed roles transaction of volunteers still exist[8]. There are hundreds of educational and developmental projects exists in China's current society, and knowing the basic motivations of college students such as altruism and ego-centrism can better contribute the development of voluntary teaching industry. Due to the time limitation, many short-term voluntary programs have negative impacts such as formalism and commercialization, and some are not

conducive to the psychological development of local children. Therefore, corresponding solutions such as improving volunteer training, establishing standard volunteer teaching qualifications and having contact with children in the later stage are suggested to improve the overall standard of voluntary teaching industry in China.

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The analysis of the question design in college English textbook based on the cultivation of critical thinking ability: A case study of New Horizon College English-Reading and Writing

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Abstract: The cultivation of critical thinking ability is one of the basic goals of education, which aims to improve students' innovation ability and meet the needs of students' development. On the basis of sorting out and analyzing the theory of critical thinking ability and question classification, this study discusses the design of questions in "critical thinking" section in *New Horizon College English* textbook series to know whether it meets the requirements of cultivating critical thinking ability and learns the effectiveness of these questions through interview method. Besides, some problems in such design and relevant suggestions are also listed.

Key words: critical thinking; classification of question; *New Horizon College English*

1. INTRODUCTION

1.1 Research background

The cultivation and development of students' critical thinking ability is one of the core goals of China's higher education which has been mentioned several times in China's *National standard of undergraduate professional teaching quality* (2018). The importance of critical thinking ability can also be reflected in the *Outline of the National Medium-and-Long Term Education Reform and Development Plan (2010-2020)*, which points out that the long-term development of education requires "promoting the all-round development of students, strive to improve the sense of social responsibility of students' serving the country and the people, the innovative spirit of brave exploration and the practical ability of being good at solving problems". It can be seen that it is not only the responsibility of educators to cultivate and develop students' critical thinking ability, but also the strategy of China's long-term development. [1]

However, in view of the high demand for teaching resources and teachers, it is not realistic to merely rely on the establishment of special courses or other systematic ways nationwide. College English, an important part of China's higher education, can also be used as a crucial platform and an effective way to cultivate students' thinking ability. In college English teaching, with language learning as the carrier, the content-based teaching method can be adopted to make critical thinking integrated into classroom teaching, so as to improve students' ability of analyzing and exploring questions independently. In classroom teaching, textbook is a necessary medium that directly links teacher, students and subject knowledge, playing an extremely important role in teaching (Sheldon, 1988; Cunningsworth,2002; Chen Xiaotang, 2002). *New Horizon College English* is a series of textbooks widely used in China's universities. In the textbooks, each unit consists of preview, section A (text A), Section B (Text B) and unit project. Section A (text A) and section B (Text B) of each unit are specially equipped with critical thinking section with about 5 questions. This paper will discuss the design of questions in "critical thinking" section in *New Horizon College English* textbook series and learn the effectiveness of these questions through interview method[2].

1.2 Research questions

(1) How many questions are designed in "critical thinking" section of *New Horizon College English* series? What are the types of these questions?

(2). how does the design of "critical thinking" section meet the requirements of cultivating students' critical thinking ability?

(3). What are the problems of such design? What are the relevant suggestions?

1.3 Research methods

The methods of literature and interview have been adopted in the study. Firstly, literature method refers to the method of comprehensively studying a problem through reading, analyzing and sorting out relevant literature materials. In this study, based on the research questions, all the questions in the critical thinking part of the textbooks and literature related to the critical thinking and question classification are collected, which lay a foundation for the further research. Secondly, interview method is a psychological research method to understand the psychology and behavior of the interviewee through the formal conversation between the interviewer and the interviewee. In the study, 18 students from 6 different majors at a university in Western China were selected as the interviewees for the purpose of information collection[3].

2. LITERATURE REVIEW

2.1 Critical thinking

"Critical" originated from two Greek words, one is "Kriticos" which means ability of discerning or judging, the other is "Kriterion" referring to standard. (Paul & Elder, 2006:20) The word "critical thinking" has been widely used in the West for a long time, and western countries are also at the forefront of relevant research. The origin of critical thinking can be traced back to ancient Greek in which Socrates put forward "Socrates questioning" as a teaching method.

In 1987, the American Philosophical Association organized 45 experts from America and Canada to have a discussion on the definition and framework of critical thinking. Two years later, the Delphi Project (APA, 1990) was finished and a two-dimensional structure model of critical ability was established which consist of two parts, cognitive skills and affective dispositions. Cognitive skills include interpretation, analysis, evaluation, inference, explanation and self-regulation while affective dispositions cover truth-seeking, open-mindedness, self-confidence, flexibility, fair-mindedness, honesty and prudence[4].

In 2016, Paul and Elder (2006) put forward a new model which consists of the standards, the elements and intellectual traits. In their opinion, critical thinking should be a circular chain of thinking composed by eight elements, namely, purpose, questions, information, interpretation, concept, assumption, inference and implication, which should be tested with ten standards[5-7].

On the basis of the above two models, Chinese scholar Wen Qiufang (2009) put forward to a hierarchical model in which critical thinking can be divided into two levels, meta-critical thinking and critical thinking. Meta-critical thinking located in the first level refers to the ability to plan, check, adjust and evaluate a person's own thinking. The second level of critical thinking ability includes cognitive skills and affective traits.

2.2 Classification of question

The research on the classification of question has lasted for a long time. Different scholars put forward different classification methods according to different standards. According to Long and Sato (1983), there are two kinds of questions, closed (display) and open (reference) questions. Closed questions are usually used when teachers have known the answer and want to encourage students to show the knowledge they have learned. The answers of closed questions are relatively direct and simple so that students' answers belong to mechanical reactions. Open questions, which do not have standard answers, usually require longer and more complex responses. Chaffee (1988) classified questions as information, interpretation, analysis, synthesis, evaluation and application questions. Cole and Chan (1994) summed up six types of questions in *Teaching Principles and Practices*, including the questions of high and low order, the questions of generation, process and opinion, closed and open questions, the questions of what, when, how, who and why, the questions of memory and exploration and the questions of context and background. There will be some overlaps among these questions, sometimes the same question can be divided into different kinds of classifications at the same time. According to Linda Elder and Richard Paul (2016), there are three kinds of questions, one is one system questions which have an established procedure or method for finding the answer, the other is no system questions which can be properly answered in accordance with one's subjective preference, another is conflicting system questions which have multiple competing viewpoints from which, and within which, one might reasonably pursue an answer to the question. Besides, according to the complexity of cognition, American education physiologist Bloom (1956) divided the educational objectives of cognitive domain into six levels, including knowledge, comprehension, application, analysis, synthesis and evaluation, which correspond to six different types of problems[8-10].

3. DATA ANALYSIS AND DISCUSSION

3.1 Analysis of questions in *New Horizon College English* series

Table 1 The number of questions in "critical thinking" section of *New Horizon College English* series

Unit	Book 1	Book 2	Book 3	Book 4
1	10	10	7	10
2	10	10	8	10
3	8	10	8	10
4	8	10	6	10
5	10	10	6	10
6	10	10	6	10
7	10	10	8	10
8	10	10	6	10
	76	80	55	80
Total	291			

All 291 questions belong to open(reference) questions, which need students to think, explore, analyze or discuss before answering. In this process, the critical thinking ability of students can be trained to some extent while their language ability is improving imperceptibly. Meanwhile, it is also found that the designing of these questions conforms to Bloom's classification of question. Here are six classifications of questions and their corresponding examples in and analysis *New Horizon College*

English series.

Table 2 Examples of the questions of remembering

Example 1	
Remembering	Q1: In what way is General Xiang Yu's order similar to Dr. Ariely's experiment? (Book 2) Q2: How would you describe the three characters in the story of Text A: the narrator, Rob, and Polly? (Book 4)

The questions of remembering mainly refer to the recognizing, listing, describing, retrieving, naming and finding of relevant information, which require, or further cultivate students' ability to conform, define,	select and so on. Consequently, the ability of clarity and precision can be cultivated gradually based on acquisition of English ability and knowledge.

Table 3 Examples of the questions of understanding

Example 2	
Understanding	Q1: How do you understand the statement "If you think education is expensive, try ignorance"? (Book 1) Q2: How do you understand the English saying "Less is more"? (Book 2)

The main purpose of asking the questions of understanding is to test whether students can master the knowledge in textbook and grasp the essence and significance of topics in each unit. Interpreting,	summarizing, paraphrasing, classifying and explaining are indispensable in this process in order to develop students' ability of explanation, logic, depths and relevance.

Table 4 Examples of the questions of applying

Example 3	
Applying	Q1: If you have friends who have Internet addiction disorder (IAD), how would you help them? (Book 1) Q2: Suppose you are representing a company at a business meeting to finalize a deal with another company. You are trying to seal the deal, but the manager of that company seems to avoid giving you a definite decision. What would you do in this situation? (Book 4)

The questions of applying refers to applying the knowledge to the new situation, which requires them to be able to enumerate, calculate, design, demonstrate, operate and answer practical questions,	etc. This kind of question is helpful to cultivate students' cognitive skills, such as identification, flexibility and relevance as well as affective traits like self-confidence.

Table 5 Examples of the questions of analyzing

Example 4	
Analyzing	Q1: What advantages can students get from taking the course in the humanities? (Book 2) Q2: Some people think that beauty is essential for success. What do you think of the relationship between the two? (Book 4)

In terms of questions of analyzing, comparing, decomposing, organizing, illustrating and	differentiating are required.

Table 6 Examples of the questions of synthesizing

Example 5	
Synthesizing	Q1: What goal do you want to achieve in the next five years? How do you plan to realize it? (Book 4) Q2: Do you think gender inequality exists in China today? If yes, what do you suggest to solve the problem? (Book 4)

Synthesizing requires students to integrate all elements or parts into a new whole, generate new ideas or ways of viewing things. For instance, to put forward a systematic plan of saving food or a detailed plan for achieving the goals in the next five years.	Students are supposed to develop their ability of clarifying, concluding and assessing in cognitive skills and curiosity, open-mindedness and perseverance in affective traits.

Table 7 Examples of the questions of evaluating

Example 6	

Evaluating	Q1: Some people advocate that we should have a "No Computer Day" every week. Do you think it is a good idea? (Book 1) Q2: How do you evaluate the radical social changes resulting from this newly added phase? (Book 2)

Questions of evaluation refers to the judgment of giving value to things according to certain standards, which requires students to be able to achieve the goal of comparative analysis, evaluation results, distinguish between good and bad, point out the value. Such as judging the success or failure of literary works, judging the authenticity of events, judging the scientific value of an investigation, etc.

The above examples and analysis well reflect that the design of "critical thinking" section in the textbooks can meet the requirements of the *National standard of undergraduate professional teaching quality*, since they are all open questions that provide students with space and chances to identify, explain, explore, analyze, evaluate, conclude and even imagine new things while acquiring language ability in English class. Therefore, on the basis of asking these questions, teachers can guide students to give full play to their imagination and creativity in the classroom, so that students' interest can be better stimulated and their attention can be effectively improved, which will be helpful to promote students' language skills and logical thinking ability.

3.2 Analysis of interview

In the study, 18 students from 6 different majors from a university in Western China were selected as the interviewees to collect the information needed. Theinterview time for each student is from half an hour to one hour, and it is conducted separately after class. The questions in the interview outline designed by the researcher in advance are divided into open questions and closed questions. The conversation mainly involves students' feelings about the questions in "critical thinking" section of *New Horizon College English.*

Question 1: Do you know what is critical thinking? Can you talk about your understanding of critical thinking?

As for the first question, generally speaking, almost all the students have a preliminary understanding of critical thinking. Some key words in the definition, such as analysis, logic, creation and so on were referred to. But they do not know its exact definition. Student A expressed that it meant thinking, analyzing and distinguishing." Students B stated, "Yes, I do. But this concept sounds far away for me, after all, I'm a freshman."

Question 2: Do you know the open and closed questions? Can you give me an example?

When it comes to the second question, all the students can distinguish open questions and closed questions. They gave some good examples. "How old are you?" "Are you a teacher?" "How many paragraphs does this passage have?" "What do you think of our school?" "What is your opinion on students' doing homework online?"

Question 3: Do you want English teachers to ask closed questions or open questions in English class?

This question is designed to find out students' preference to the questions in English class. Nine of them preferred open question, because they felt this kind of questions were more interesting and the discussion between their classmates and them will stimulate more inspiration, while six students preferred closed questions in that it is much easier for them to express themselves clearly in English. Three of them think it depends on the difficulty of the question, because sometimes they feel hard to interpret their ideas in English even though the ideas are really creative and logical.

Question 4: What do you think of the "critical thinking" section of *New Horizon College English*? Can these questions arouse your interest?

As for the fourth question, sixteen students thought this part was interesting. For instance, students C said, "These questions usually make me feel fresh, curious and relaxed, some of them can even make me think about the meaning of life and I'm willing to share my opinions with my classmates and English teacher." students E thought some questions in this section were enlightening. Two students didn't make a clear statement, because they seldom pay special attention to it.

Question 5: Do you think these questions are useful for cultivating your critical thinking ability?

In terms of this question, fourteen students took a positive attitude and four students had no idea. Students D held that he thought about questions more comprehensively than before. Students E said she learned to use some words like "firstly", "secondly" etc. to express more logically. Students F said this kind of question helped not only his English learning, but also other subjects and the way of dealing with other things in daily life. As for the other four students, they usually answered questions just followed teacher's requirements or rarely thought about these questions actively. The main reason is that they have little interest in English study.

Question 6: Will you spend time after class thinking or exploring these questions?

As for this question, most students said they didn't spend much time thinking or exploring these questions after class, unless these questions are assigned as homework. Students G said she would discuss some of these questions with her roommates sometimes.

Question 7: Do you have any ideas or suggestions on the questions of critical thinking in English class?

When it comes to the last question, fifteen students provided some suggestions. Students A and B

suggested that some questions in the textbook were out of date, because they were born after 2000, they wanted something new. Students I hoped some of these questions can be discussed in the form of debating. Two of them held that some questions were too much for them because they didn't have relevant life experience, so that it was hard for them to give the rein to their imagination.

Above all, students set a high value on the design of the question in "critical thinking" section of their textbook. Most students hold the opinion that these questions are beneficial to stimulate their interests and curiosity. However, the general concern is that they cannot express themselves clearly and logically in English even though these questions are enlightening. What's more, most of them expect teachers to raise questions related more to their daily life and hot topics.

4. CONCLUSION

The research results will be concluded form three aspects. Firstly, in terms of research findings, in " critical thinking" part of *New Horizon College English* textbooks series (reading and writing) , 291 questions are all open questions which are supposed to cultivate students' critical thinking ability from cognitive skills like analyzing, inferring, evaluating, clarity, relevance, logic and flexibility as well as affective traits, such as inquisitiveness, open-mindedness, self-confidence, integrity and perseverance. Students who were interviewed also held a positive attitude towards such design generally. But some problems still exist in such question design. some of the questions are out of date, some of them may be too difficult for Chinese students to answer logically and completely in English.

Secondly, according to students' feedback, in order to improve the efficiency or the function of these questions, several methods can be taken. Teachers should consider the difficulty and popularity of these questions and choose some of them to ask in classroom teaching so that more students will be involved. The ways of asking questions can also be innovated. Traditionally, students often answer questions orally. Nevertheless, in this way, some students may choose to be silent even when they know the answer because of the emotional and psychological factors such as shyness, timidity or losing face. Thus, software and applications advocated by the intelligent teaching mode can be used, which could break the limitations of space and psychology in classroom teaching between teachers and students.

Thirdly, there are several limitations in the study. Although this study focuses on the questions in textbook, question of critical thinking raised by teachers are not merely limited in textbook. Therefore, there is still a lot of space in researching the cultivation of critical thinking ability. Besides, the interviewees of this study come only from an applied

undergraduate university in Western China, so the research results are more suitable for similar universities. What's more, more research methods should be taken to improve the accuracy of the research, such as observation, questionnaire and so on.

Last but not least, English, as a foreign language in China, a subject with language skills and humanity. In order to implement the quality-oriented education policy proposed by the government, English teaching should not only focus on skills training, such as listening, speaking, reading, writing and translation, but also guiding students to think more, strengthen the penetration of humanistic knowledge, and cultivate students' critical thinking ability. (Liu Xiaomin, 2013:60) The cultivation of critical thinking ability is inseparable from effective classroom questioning since questions define tasks, express problems, and delineate issues and drive thinking forward. (Linda Elder& Richard Paul，2016:1). It is hoped that this paper can provide a reference for further research in this field.

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Research on Education in Ideology and PoliticsforCollege Students under the Concept of Innovative Development

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Abstract：Education in ideology and politics is a compulsory course in colleges and universities in China. It affects the world outlook, outlook on life and values of college students to some extent, and affects their work style in life. The concept of innovative development is a new concept derived from development of times. This paper focuses on how to carry out education in ideology and politics in colleges and universities under the concept of innovative development.
Keywords: Education in ideology and politics; Concept of innovative development; Approach

Ideological and political education of college students from the perspective of innovative development concept
With the development of society, in addition to further expandingknowledge reserve of students, college also needs to pay attention to innovative development of students in the future, and do its best to enhancecomprehensive quality of students [1]. Teachersin colleges and universitiescan make full use of educational idea of innovative development to cultivate correct values of students and improve ideological and political cultivation of college students.

1. CONNOTATION OF CONCEPT OF INNOVATIVE DEVELOPMENT

Innovation refers to certain changes in the development of things. General Secretary Xi Jinping put forward five ideas for developmentin the fifth Plenary Session of the 18thCentral Committee of CPC, namely innovation, coordination, environmental protection, openness and sharing. General Secretary Xi Jinping put innovation in the first place. It can be seen that he attaches great importance to innovation. And innovation has become the trend of social development in China [2]. The Ministry of Education hopes that education in ideology and politics will keep pace with development of times with Chinese characteristics, and constantly innovate education methods, so that the education can be developed innovatively[1].

2. PRACTICAL SIGNIFICANCE OF ADOPTING THE CONCEPT OF INNOVATIVE DEVELOPMENT IN EDUCATION IN IDEOLOGY AND POLITICSIN COLLEGES

2.1 To promote the appeal ofeducation in ideology and politics
In the past, teachers mainly used traditional teaching mode to carry out teaching[2]. The classroom was relatively boring, and students could not enjoy the fun of ideological and political learning. Some students even hated education in ideology and politics, which hindered the progress ofeducation in ideology and politics[3].The use of concept of innovative development when carrying out education in ideology and politics can promote some innovation in the education content and further enhance the appeal of education in ideology and politics, so that students' enthusiasm for learning can be promoted, and teachers can achieve better educational results.

2.2 To effectively meet the diversified requirements of education in ideology and politics
Nowadays, the social development in China is diversified. Competition between talents is becoming more and more fierce, and college students need to face more challenges.The application of concept of innovative development in ideological and political education can effectively meet the diversified requirements of education in ideology and politics. Teachers educate students in accordance with the social diversity and students' current situation, and formulate scientificprograms for education in ideology and politics

2.3 To promote effectiveness ofeducation in ideology and politics
The application of concept of innovative development can make leaders in colleges focus on ideological and political education. Colleges and universities need to takeeffective measures to improve effectiveness and pertinence of education in ideology and politics.In recent years, the enrollment scale of colleges and universities in China has been increasing. Under such circumstances, education in ideology and politics inuniversities needs to be furtherreformed, so that the efficiency of education can besignificantly improved, and college students can have good ideology and morality.

3. SPECIFIC METHODS TO CARRY OUT EDUCATION IN IDEOLOGY AND POLITICSUNDER THECONCEPT OF INNOVATIVE DEVELOPMENT

3.1 To change the concept of education in time
Education in ideology and politics needs the guidance of educational ideas, which can point out the right

direction for education. Under the premise of using concept of innovative development, in order to significantly enhance the work effect of Ideological and political education, colleges and universitiesneed to carry out effective innovation on the educational concept, break limitations of traditional educational concept, and put more energy into education in ideology and politics [4]. The use of concept of innovative development when carrying out ideological and political education for college students, students can recognize their own shortcomings and correct their own shortcomings in time, so that students can achieve good development.

3.2 To further expand content of education in ideology and politics in colleges and universities

The implementation of education in ideology and politics is not only conducive tomanagement of colleges and universities, but also beneficial to the development of students themselves. Before carrying outeducation in ideology and politics for students, teachers first need to select appropriate education content, which needs to be related to society and life, and also need tomeet requirements of development of times. In the past, most of education is carried out according to theoretical knowledge in textbooks. This education mode is not practical, and students are easy to feel bored in their learning, resulting in the rapid decline of students' interest in learning.Therefore, teachers can adhere to the concept of innovative development in education in ideology and politics and adopt the method of combining theory with life cases in the classroom to enable students to get emotional resonance, so that students can understand the theoretical knowledge in textbook more easily [5]. At the same time, teachers can also arrange extracurricular practical activities according toteaching content, so that students can participate in activities, and their enthusiasm for learning can be improved to a certain extent. As a result, the effect of education in ideology and politics can be further enhanced.

3.3 To take a more effective education approach

Under theconceptof innovative development, universities need to reform not only ideas of ideological and political education, but alsoways of ideological and political education. Nowadays,network technology is developing rapidly, and all industries have used the network to work. Teachers can apply Internet technology to implement education in ideology and politics, so that ideological and political education can keep up with development of times [6]. Network information technology has already made a big impact on people's lives, and most [7]

college students now have a certain dependence on network . The effective use of network technology in education in ideology and politics can improve the intimacy ofeducation, so that students are attracted byeducation and receiveeducation in a short period of time. First of all, teachers need to have excellent comprehensive literacy. They can make good use of network and multimedia technology in their work to effectively enrich educational content. At the same time, they can also assist video, pictures and audio to make educational content more visual, so that students can quickly understand the content and the classroom atmosphere are active, and students can feel learning fun in the classroom, which helpsto improve the efficiency and effectiveness of education.

4. CONCLUSION

The quality of education in ideology and politics will affect valuesof college students. Teachers carry out education in ideology and politics based on the concept ofinnovative development. And they should change their educational ideas, increase thecontent of education, and adopt more effective teaching methods.Consequently, it can improve the effect of education, and make college students accept the content of education.

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The Comparison Analysis of Compulsory Education Language Curriculum Standard between China and Britain

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Abstract: The vocabulary of English relative to character is simpler, easier to write and identify, learn the phonetic alphabet can still reading the new words, so no will to read and write in English curriculum standard request separately, but is decomposed to speaking, reading and writing the sections. Reading aim to identify the glyph knowledge, put forward to grasp words in writing for spelling, writing, grammar structure put forward specific requirements. Language knowledge teaching implementation in the process of the ability training also is the practice in speaking, reading and writing on language knowledge teaching, may be more conducive to the students in the use of language practice. This article through the comparative analysis, the curriculum standards for compulsory education of both Chinese and English speakers was studied.
Key words: Compulsory education; Mother tongue; Curriculum standard; Compare

1. INTRODUCE

The rapid development of science and technology and extensive use of information technology in the world provide new opportunities for various countries with new development opportunities with unprecedented challenges. Facing these new opportunities and challenges, many developed countries are looking to education field, on the basis of the concept of "reconstruction", working on a full range of curriculum reform based on the curriculum standard. As the core of basic education, the reform of Chinese is one of the important measures to draw up the new language curriculum standard.

2.THE SIGNIFICANCE OF MOTHER TONGUE TEACHING

Native language course is the core of basic education courses around the world, although the course construction and its paradigm are different, in the national basic education curriculum system, the language is in a leading position. Back to the past, the ancestors of all nationalities have their own language with their own unique ways of mother tongue education in the past age [1]. When modern times come, with the development of science and technology and the change of the public life of Chinese, still further, due to demands of the time to build emerging nation states, the main point of education began to transfer from the elite to mass education--countries have successively carried out preschool education, compulsory education and vocational education and other forms of modern education for citizens of the right age. Chinese curriculum standard is the minimum target to ensure the quality of Chinese education and commitment to excellence, striving to clearly define expected learning outcome, expounding learning contents, and the expected outcome should be observed [2]. Therefore, the standard is also the evaluation scale with publicity, achievability and evaluability. The curriculum reform should be based on the standard.

3.THE COMPARISON BETWEEN CHINESE AND ENGLISH NATIVE LANGUAGE CURRICULUM STANDARD OF COMPULSORY EDUCATION

3.1The native language curriculum standards of English compulsory education

In English teaching/ study syllabus of England and Wales, the former asserts four key stages of English curriculum, the first phase: 5 ~ 7 years old, 1 ~ 2 grade; the second phase: 7 ~ 11 years old, 3 ~ 6 grade; the third phase: 11 ~ 14 years old, 7 ~ 9 grade; the fourth phasw:14 ~ 16, 10 ~ 11 grade. Outline of learning puts forward learning requests from "speaking and listening", "reading" and "writing", and each part raises requirements from the "scope", "main skills" and "standard English language learning". English discipline regulates 8 standards (with special performance level), describing the manifestation of learning levels respectively. Evaluate at the end of the stage one, two, three respectively[3].

3.2The Chinese curriculum standards of compulsory education in China

As the most significant content of curriculum standard, the curriculum objective refers to the definition and expression of what students should know and be able to do after a period of learning. As *Compendium of Curriculum Reform of Fundamental Education (trial)* pointed out: the national curriculum standard "should reflect the basic requirements of knowledge and skills, process and method, emotional attitude and values, and so on to students of different stages ". Generally,

issued by competent administrative department for education of the country or region, curriculum standard actually reflects the national or regional authoritative and mandatory expectations of students learning outcome. Curriculum standard usually includes intrinsic connected standards, mainly including content stands (stipulate learning areas) and performance standards (stipulate the level students in a certain field should be reached) [4].

4. THE ENLIGHTENMENT OF ENGLISH NATIVE CURRICULUM STANDARDS IN COMPULSORY EDUCATION ON CHINESE TEACHING

4.1 Pursuing high quality of Chinese teaching level to adapt to times development and participate in international competition

Compulsory education, the qualified education facing to all school-age students, must pay attention to the pursuit of education equality: both of providing every citizen equal education opportunities, and equal education results (the overwhelming majority of people fully developed). However, as a dilemma, the unity of equality and excellence is hard to kill two birds with one stone. At the turn of the century, native language curriculum standards of some countries clearly put forward that the standard "is a commitment to excellence", and "it is a long-term commitment, not a momentary conceivement", "the significant sign of excellent trend of anti-educational 'mediocre trend' ", "a challenging" decision. British English curriculum standard explicitly put forward that let students master the necessary knowledge and skills to help them to widely participate in the field of economic competition, making them as citizens enjoying the dignity and life satisfaction[5].

4.2 Cultivating responsible citizens and forming state concepts

Although native language curriculum standard of many countries do not list separately "ideological and moral education goals", we could not consider that they ignore the requirements about them. Some standards are explicitly put forward in prefaces--language learning "can enrich people's mind, cultivate responsible citizens, forming collective consciousness ". In specific requirements of listening, speaking, reading and writing: "encourage students to make the imaginative witty response", "making personal feel to literature", "understand the meaning of the article, express their own original ideas" and "make characteristic expression", " listening and speaking confidently" (British standard) [6].

4.3 Pay equal attention to the practical application of literary edifying and language and words

Providing detailed requirements on reading, appreciation and evaluation of literary works:

interpretative and creative evaluation proves the understanding of literary works from different historical period and cultural perspective to read literary works. There is considerable reading quantity in national curriculum standard of Britain, France and Germany. Curriculum standards in the UK requires "let students read children's literature as much as possible", listing detailedly classic literary works to students in the third and fourth phases [7, 8].

Conclusion

In a word, because of the course standard is the mandatory regulation in a country or a region to students learning outcome, so essentially, it is the main and direct basis of course development and implementation. As the basis of textbook writing, teaching, assessment and examination proposition, national curriculum standard is the basis of the national management and evaluation of course. This paper focuses on the comparison of the compulsory education language curriculum standard of China and England, expecting that provides reference to Chinese teaching standards of compulsory education in China.

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New Insights into Mental Health--- the Reinterpretation of a Most Misunderstood Illness

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Abstract:In the past, people have talked a lot about physical health, but the knowledge of mental health is still kind of new to many people. Today we want to specially talk about this psychological and mental health, and it is worthwhile to do this very important, controversial as well as very complicated work, to understand this once very "unfairly stigmatized or even demonized illness". In this article, we are going to reinterpret and perceive it from a new perspective, and share some of the insights into it using the analogy of how we improve our physical health, to illustrate how we can improve the mental health through our "nurture" ways[1], for example, improving our daily living and thinking habits, or our environmental variables that impact us who we are, to promote the mental well-being, impart the common sense of this field to the public, and to help achieve mental wellness for the world.

Key words: Mental and physical health; Spiritual and material food; Safety; Balancing; Proportion; Physical and emotional environment；Dopamine

1.INTRODUCTION

A novel reinterpretation and understanding of mental health

First, it is about how we properly and rationally view this kind of illness and how we define and diagnose it. On this planet, throughout history, it evolves just like an unbelievable fiction story. Maybe because of limited knowledge, research, and understanding etc., in the past people were ignorant and puzzled about how come people of this kind act in an irrationally weird way either in thinking or behaviors[1]. Ignorance might lead to misunderstanding or fear. Thus, different improper reactions to this so-called bizarre illness made its appearance. (at that time, it was not even scientifically titled as an illness.) As Madam Curie said, nothing in life is to be feared. It is only to be understood[2]. When we think of the first show-up of nowadays common illness -----flu, which when first appearing, caused a lot of deaths, more deaths than many cruel wars of history did, and of course in turn aroused large-scale panic. However, in today's world, in a random person's life, be he or she young or old, has flu, I guess, at least several times.

So, it is a common illness, but looking back to centuries ago, it was also seriously "stigmatized" or even "demonized", just as mental illnesses were and are still today.

So, it is hoped that we will choose to be more understanding, supportive and constructively helping instead of fear, jeering, or ignoring when hearing of people falling into the victim of this illness[3].

When we get some of the basic information of this illness, then how are we going to face it and deal with it?For the previous decades, people have focused a lot on the genetic factors----the "nature" factor, and here I want to analyze it more from the "nurture" part. So, in this article, we are going to analyze it using the analogy of how we improve the physical health in the "nurture" aspect to illustrate how we can improve our mental health[4].

2. IT'S IMPORTANT FOR US TO ENSURE THE "SPIRITUAL FOOD" WE INPUT IS SAFE AND HEALTHY JUST AS IT'S IMPORTANT FOR US TO TAKE IN THE SAFE AND HEALTHY MATERIAL FOOD. SAFETY AND HEALTH COME FIRST.

Food safety has always been the vital issue that people have been paying great attention to. Take the serious epidemic that is happening in China now as an example. In this disaster, so many people are killed by the deadly virus that is said by the scientists to be brought to humans through the bats that are eaten by humans as a kind of food. So, safety comes first, and we are what we eat, so if we eat safe and heathy food, it is more likely that we can enjoy better health. And, food, not only includes material food but also spiritual food, and good and safe "spiritual food", which is more often termed as "positive energy", can help us grow and perform our daily tasks in a better state. Unsafe or unhealthy or negative information or messages, which are like poisonous or polluted food, when taken, may do harm to our health. So, it is important for us to avoid "spiritual food poisoning" incidents and to ensure "spiritual food safety".

3. IT IS IMPORTANT FOR US TO KEEP THE BALANCE BETWEEN THE INPUT AND THE OUTPUT OF OUR SPIRITUAL FOOD, AS WE KEEP THE BALANCE BETWEEN THE INPUT AND OUTPUT OF OUR MATERIAL FOOD.

First, to have good physical health, we need to ensure the balancing of the input and the output of the safe and healthy material food, say, eat well and digest well; To ensure good mental health, it is the same, that is, balancing the input and output of the safe and healthy spiritual food, say different types of information or knowledge or messages we take in every day. We take in them and we digest them properly and we output them properly too. Too much of the spiritual food, which is like eating too much of the material food, is as bad as too little of it. And seeking proper ways to output the spiritual food we take in is also important.Try to balance between what we know and what we do, what we input and what we output. Action and words should go hand in hand.

4. WE SHOULD ALSO LEARN TO BALANCE OUR PHYSICAL HEALTH AND SPIRITUAL OR MENTAL HEALTH.

The mind and body are intrinsically linked. When our physical health is improved, our mental and emotional well-being will be enhanced maybe even without us realizing it. So, balancing our material wealth and spiritual wealth, our physical health and our spiritual or mental health is imperative too. If we are suspicious of having mental illnesses, it is advised to check our physical health as well. And if necessary, treat the physical illnesses if there are any, along with the treatment of the mental illnesses. Anyway, these two interact with and affect each other in every possible way.And exercising to burn some of our excess calories, which is like our excess material wealth, can help blood circulation and thus contributes to good physical health, and therefore promotes good mental health.

5. It is of great importance to keep the right proportion of different nutritional elements to have good physical health; It is the same with mental health, that is, to take in different types of good "spiritual nutrition" to ensure a sound mental health.

For good physical health, we want to have the right proportion of different nutritional elements, say the right amount of sugar, fat or other minerals or vitamins or microelements etc. It is the same with our mental health. The different types of good and positive information, messages or the knowledge in different fields we gain are supposed to be in a reasonable proportion with one another. So, we can be sound in both mind and body.

6. IT IS IMPORTANT FOR THE DIGESTIVE SYSTEM OF OUR "SPIRITUAL FOOD" —-SLEEP, TO FUNCTION WELL.

Good sleep is important. Good sleep is commonly regarded by many scientists nowadays to be a very effective way for us to process the information we take in stored in our brain during our daytime, just like our digestive system for the material food we take in. So enough as well as good quality sleep is crucial too.

7. OUR GOOD AND POSITIVE THINKING HABITS TO MENTAL HEALTH IS LIKE THE GOOD BEHAVIORAL LIFE HABITS TO PHYSICAL HEALTH, WHICH MATTER AND HELP A LOT TOO.

We can learn to form the good and positive thinking habits, say thinking positively, developing our understanding abilities and independent thinking as well as cooperative brainstorm. And that skill requires a lot of practice. We cannot expect to be an optimist overnight. With practice, we will gradually develop positive mentality and that is going to benefit our mental health in a great way. So, learning to harness our power of optimism and good habit of positive thinking can be of great help to our mental health and the overall health.

8. THE HYGIENIC GOOD PHYSICAL ENVIRONMENT [2] TO OUR PHYSICAL HEALTH IS LIKE THE CLEAN AND POSITIVE EMOTIONAL ENVIRONMENT [3] TO OUR MENTAL HEALTH, WHICH MATTERS GREATLY TOO.

As we talk a lot about the aspects of internal attribution [4], we would like to switch to the external attribution, or we call the external environment in this part.

For the environment, it includes, for example, physical as well as the emotional environment. A good, clean and healthy physical environment, which contains, say, good-quality air, water, plants, buildings and all sorts of infrastructure, ensures our physical wellbeing, thus helping contribute to the emotional wellbeing and good mental health. It is the same with our emotional environment, which, if guaranteed with safe, good and positive attributes, can provide people with emotional support, understanding, warmth, and security, helping people grow into well-rounded, independent, cooperative citizens who are more likely to reach their full potential in the long run. Therefore, we hope, on one hand, we need to fight against the serious physical environmental pollution; on the other hand, we need to tackle this same serious emotional pollution, to work for a hygienic environment of both kinds.

9. PAY ATTENTION TO THE BALANCE OF THE DIFFERENT HORMONES INSIDE OUR BODY ESPECIALLY DOPAMINE WHICH IS SAID TO BE ONE OF THE MOST IMPORTANT CHEMICALS IN OUR BRAIN THAT HELP MAINTAIN THE MENTAL HEALTH AND IS SAID TO BE THE KIND OF CHEMICAL THAT MANY ANTIPSYCHOTICS FUNCTION TO BALANCE.

And hormones play an important role in helping us maintain good mental health, say dopamine is one of the most important hormones; and there are some other important hormones that interact with each other, so say, if the level of one hormone is imbalanced, the other hormones will be affected, say the male sex hormone, the female sex hormone, the

thyroid hormone, the insulin etc. They interact with each other and affect each other. So, for the modern world, the medications for the mental problems are said to mainly target at achieving the balance of the level of dopamine in our brain, but just as we mention, other types of hormones may affect the level and balancing of dopamine. So, paying attention to the level of the important hormones in our body is important too.

10.CONCLUSION

In conclusion, in this article, we mainly use the analogy of how we improve our physical health to illustrate how we can improve our mental health.

we hope that, through our efforts, this social stereotypes and misinformation of mental illnesses can be changed, and we can remove the barriers and build better mental health. Anyway, as the saying goes, no health without mental health. So, let's work together to ensure stronger and better mental health for the whole world.

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Studies on Yang Xianyi's Translating Pygmalion from the Persepctive of Historicity of Understanding

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Abstract:As the father of English modern drama, G. Shaw wrote more than 50 plays in his life and received the Nobel Prize for Literature. *Pygmalion*, Shaw's representative works, was translated by Yang Xianyi in 1956 and retranslated in 1982, 1987 and 2002. Under specific historical contexts, Yang has made corresponding adjustments in each translation. "Historicity of understanding" is one of the important concepts of hermeneutics. Historicity is inevitably reflected in understanding, resulting in a certain type of prejudice and thus the emergence of different horizons. This paper focuses on the description of historical factors involved in Yang's understanding of *Pygmalion* and on the analysis of cultural strategies related with translations.
Key Words: G. Shaw, Yang Xianyi, Pygmalion,Gadamer, the historicity of understanding

1.PREVIOUS STUDIES ON YANG XIANYI'S TRANSLATING PYAMLION

In 1912, G. B. Shaw wrote Pygmalion, which is "better known, and was a great theatrical success."(Chen Jia,2002:93)[1]Since Pygmalion appeared, it has been staged in the world, also attracting much attention from Chinese scholars and translators. Lin Yutang published his translation of Pygmalion in 1929 and it was put on stage, though not popular then. In 1956, Yang Xianyi's first Chinese translation of Pygmalion came into being.Yang published three translations of Pygmalion in 1982, 1987, and 2002.

Yang's translations of Pygmalion enjoyed great popularity among English learners as well as scholars of translation studies. Their discussions and studies are mainly centered on the 1982, 1987 & 2002 versions. His 1956 translation is seldom mentioned in academic research. In 1994, 1995 and 1999, Wen Jun carried out comparative studies of Yang's 1982 and 1987 translations. He found that there are nearly 500 changes in the 1987 translation, compared with 1982 version, which shows Yang's different attitudes towards translation and his pursuit of improvement. In the following years, there are also some other studies on Yang's translations, which mainly focuses on the linguistic features or the translation techniques, such as Sun Fangqin(1998) and Si Guo(2004)[2-3], He Lina(2010),etc. Some M.A. theses also try to make a thorough study on Yang's translations of Pygmalion on the micro-and-macro level, such as Jin Hua (2007) ,Yuan Suping(2008) ,Guo Yaohan (2010) ,Zheng Jiahui（2013）as well as Chen Lingxiao(2018)[4-8].

Social, cultural and philosophical implications are also included in the discussion on the translations. Liang Yanjun(2008)makes a study on the relationship of the social register and literal translation through the comparative study between Lin's and Yang's Chinese translations. Ma Xiaoxing(2013)analyzes Yang's Chinese four translations from the perspective of translation ethics[9-12].

The paper will employ historicity of understanding to analyze Yang's four translations. Descriptive approach of translation studies will be adopted as the research methodology to analyze Yang's four translations by taking into account the socio-historical factors influencing the translator's choice of the ST and translation strategies, thereby to obtain a clear insight into Yang's thoughts on translation and the mechanisms of retranslation.

2. Historicity of Understanding and Translation Studies

Historicity of understanding is the first principle of hermeneutics. Gadamer thinks historicity is the primary fact of human beings. Human beings are historical, and have their own historical characteristics and limitations. Understanding the text is historical. The text for being understood and interpreted is a historical being, confined to its specific historical background and cultural tradition, and therefore understanding "is imperfect and relative"(Tu Guoyuan & Zhu,2003:10) We all know the context for understanding is established by historical background and cultural tradition.(Gadamer,1984:321) So readers with different life context due to their own understanding limitations cannot understand and interpret the meaning of a text thoroughly in one time[13-15].

In explaining historicity of understanding, Gadamer(2006:295-296) says:

" Every age has to understand a transmitted text in its own way, for the text belongs to the whole

tradition whose content interests the age and in which it seeks to understand itself. The real meaning of a text, as it speaks to the interpreter, does not depend on the contingencies of the author and its original audience. It certainly is not identical with them, for it is always co-determined also by the historical situation of the interpreter and hence by the totality of the objective course of history."

From the above we can see the meaning of the text always goes beyond the author. Understanding is always a productive and creative activity. The process of finding the true meaning of the text or an art work is lasting and ceaseless. During the process, the error in understanding is constantly filtered out and new inspirations of understanding are emerging continuously[16-19].

Understanding and interpretation of art works share many with the translator's understanding and interpretation of the source text. (Tu Guoyuan &Zhu,2003:9) Hermeneutics lays a solid philosophical foundation for translation studies.

Understanding is the interpretation of the text in a certain historical situation, resulting in prejudice. Gadamer thinks high of prejudice in understanding, and he thinks prejudice is valid in understanding and interpreting the text. Gadamer thinks "'Prejudice' certainly does not mean a false judgment, but part of the idea is that it can have either a positive or a negative value." (Gadamer, 2006:273) "Historicity of understanding implies the possibilities of multiply understanding the meaning of the text. The meaning of the text is open to the reader, and thus the ultimate meaning of the text no longer exists."(Geng Qiang, 2006:41)Historicity of understanding reveals the subject of understanding and the being-understood text are historical beings. "Understanding is a special historical lingering on the text by the subject."(Zhang Derang,2001:23) That means understanding is a temporal activity and has its own limitations or horizons. Just as Lefevere(1992:14)agrees "Translations are not made in a vacuum. Translators function in a given culture at a given time. " To a certain extent, historicity of understanding helps us explain the lost and change of the original meaning in different historical contexts, the choice of the source text.

Hermeneutics provides new methods for the further research on the understanding of translation process, especially on multi-translating and nulti-understanding the text.(Yang Liu,2009:109)

3 HISTORICITY OF UNDERSTANDING IN YANG'S PYGMALIONS

The context of understanding a text involves the historical background and cultural tradition. "The context, of course, is never given in its full extent."(Gadamer, 1984:321) So readers with different life context due to their own understanding limitations cannot understand and interpret the meaning of a text thoroughly in one time.

Human beings are influenced by the society and culture to form their fore-structure and prejudice, and the translator also understands the source text through his prejudice and he is also rewriting the source text due to the context or situation he live in. The temporal distance also reflects the influence of the ideology, patronage and poetics on understanding and translation. E. Gentzler(2001:x) points out that

"Translations, rather than being a secondary and derivative genre, were instead one of the primary literary tools that large social institutions － educational systems, arts councils, publishing firms, and even governments－had at their disposal to 'manipulate' a given society in order to ' construct' the kind of 'culture' desired."

Our focus on translation studies should be diverted to the external political, historical, cultural factors, which influences or constrains the choices the translator has made during the process of translation.

3.1 Factors Governing the Choice of Source Text

There are many factors that affect the choice of the source text and what the role the translator plays in this process. Bassnett and Lefever(2001:123-124) has explicated:

"For a translation always takes place in a continuum, never in a void, and there are all kinds of textual and extratextual constraints upon the translator. These constraints, or manipulatory processes involved in the transfer to the texts have become the primary focus of work in translation studies, and in order the study those processes, translation studies has changed its course and has become both broader and deeper."

The theories of the manipulation school give us many inspirations in figuring out the way in which a text is selected for translation, and the relationships among the translator, the editor, the publisher, and the patron, and the function of the target text in the receiving culture.

3.1.1 Ideology Reflected in Pygmalions

Lefereve (2004:14) puts forward

"Ideology acts as a constraint on the choice and development of both form and subject matter. Needless to say, ideology is taken here in a sense not limited to the political sphere; rather, 'ideology would seem to be that grillwork of form, convention, and belief which orders our actions' (Jameson, 107)."

The interpreter is situated in a concrete social and historical context and therefore he is influenced by the ideology of the society. The ideology of the source text must agree with the ideology of the target culture. Only in this way, the source text can be of certain value for the target culture and the translator. Yang's choice of Pygmalion in

1956 is the case.

Shaw went to work at the age of fifteen as an ill-paid clerk for a land agency. He gradually showed his sympathy with the poor. He wrote many papers and addressed lots of speeches to voice his ideas about socialism. In his plays, he voiced his drama theories, the most important one of which is that drama is the tool for education and publicity and he is strongly against the "art for art's sake" arts. The drama should take it seriously as a factory of thought, a prompter of conscience, an elucidator of social conduct, an armory against despair and dullness.

"The socialist ideology guided by Marxism occupies the dominant position and plays a leading role in contemporary China, which is also the outstanding feature in the mental and cultural field in China."(Chen Ming,2009:60) Under the influence of art and literary spirit of the Soviet Union, Zhou Yang"called on writers to create the literature of China under the banner of socialist realism of the Soviet Union at the end of 1952."(Chen Ming，2009: 62)

In 1953, the concept of socialist realism was introduced to the Chinese art and literature circles,which was finally established as the "basic direction" and "paramount principle" for art and literature creation and criticism.(Zhang Dexiang,2002:49) As regards with socialist realism. Mao Zedong(1975:7-9) proposes that as for the evaluation criterion of art and literature, "Political criterion comes first and art criterion second". In the 1950s and 1960s, the source texts to be considered as revolutionary and then chosen for being introduced into to China are according to the ideological and literary concepts, that is, "the texts must be surveyed as whether they help to build and stabilize the socialist ideology…"Yang(2001:182)

Shaw is considered as the cultural celebrity maybe for his ideology and drama theory. Here the reason why Pygmalion is introduced to China is that Shaw is considered as the revolutionary and progressive in ideology.

3.1.2 Patronage and Yang's Pygmalions

Lefereve(2004:15) says "patronage will be understood to mean something like the powers(persons, institutions) that can further or hinder the reading, writing, and rewriting of literature." Patronage can be exerted by persons, group of persons, a religious body, a political party, etc. Patrons try to regulate the literary systems and the other systems to build up the culture and image desired. The translator's historicity of understanding the source text is influenced by the patronage. In the 1950s, the patronage in art and literature circles was "a gigantic hierarchical network"(Chen Ming,2009:84). The highest in the patronage is the Communist Party of China and Government. Academies, the educational

establishment, censorship bureaus, and so on, are the in the middle position of the patronage. Publishers, the media including newspapers, magazines and larger television corporations, are the lowest of patronage, whose manipulation on translation is subject to all the higher-level patrons and also is the most direct among all the patrons on the translators. In 1954, Mao Dun advocated

"[F]irst of all, we must have a unified translation plan formulated by national translation workers; next, literary publishing houses under public as well as joint public and private management, and the magazine Yiwen which specializes in introducing foreign literature will organize the translation, revision, editing and publication according to the present power and the potential power, the urgency of need, the manpower, the specialty, quality and aspiration of translators."(Mao Dun,2009:572)

Here we can see the government asks for the control of the publishing house in order to make these houses conform to the dominant ideology. Patronage gradually becomes stronger in the choice of the source text. Only those literary works that conform to the dominant ideology or a particular criterion at a given time in China are qualified to be translated and published, otherwise the source texts would be rejected.

In 1956, China International Publishing Group and the People's Literature Press are the patrons for Yang to translate Pygmalion and Yang is also paid by the CIPG not for the playwright but for being member of CIPG. In the preface of 1982 translation, Yang(1982:1) notes that Shaw's intention in writing Pygmalion is to show the difference between the bourgeoisie and the working class.The soul of the working class is pure compared with the bourgeoisie.

After the policy of reform and opening up was carried out in the late 1970s, different social pursuits and interest groups emerged, which manifested in the diversity of ideology in China. In the middle of 1980s, the unmatched phenomena of socialist realism in art and literature came to an end. "The reason for challenging the socialist realism in art and literature first goes to the change of the cultural background and second to the change of the social reality."(Zhang Dexiang,2002:275) This change in society and culture, to some extent, "shake the dominant status of Marxist ideology and alienate the masses from the dominant ideology thus causing the resurgence even the overflow of some domestic or foreign concepts or cultures."(Chen Ming,2009:122) The circles of art and literature in China tried to follow the fashion of the world art and literature circles, such as the authoritarianism, egoism, violence, etc., which was considered as the modernism. In order to introduce the works different from the fashion in the circles

of art and literature, socialist realism was introduced to us again as a review of Shaw's dramas. The preface of translation of Shaw's dramas, including Pygmalion, claims

"[T]he publication of Nobel Prize in literature Winner Series will arouse the interests of the regular reader and win more new readers to read Shaw's works. In these dramas, the reader will be exposed to the works that are totally different from the modernism works."

3.1.3 Poetics and Public Reading Tendency

Lefereve (2004:26) defines "A poetics can be said to consist two components: one is an inventory of literary devices, genres, motifs, prototypical characters and situations, and symbols; the other a concept of what the role of the literature is." Lefereve cites examples to illustrate change of the poetics does not match the change of the society. The functional component of a poetics is closely related to ideological influences from outside the sphere of the poetics. Professionals are more interested in the poetics while the patrons are more interested in the ideology. Poetics is also another important factor influencing translation choice.

In 1953, socialist realism was considered as the basic direction and paramount principle of writing and criticism in the field of art and literature .

Shaw is strongly against the pursuit of "art for art's sake" and most of Shaw's dramas reveal social problems. In Pygmalion, "[H]ere Shaw ridicules the worthless dolls of the London Society and satires the fashionable schools for noble ladies which take such pains to give 'culture' to aristocratic women."(Chen Jia,2002:93)

Yang chooses Pygmalion to be translated four times because of different considerations on poetics each time. For the 1956 translation, he adopts the original complex form of a unsimplified Chinese character because it complies with the writing tradition while the following translations are all published in simplified Chinese characters. For this reason, Yang translates Pygmalion with the translation strategy of domestication in order to be accepted by the Chinese reader.

3.2 Reflections upon Cultural Strategy of Translation

Translation always takes place in a certain social and cultural context, which has a great influence on what to be chosen for being translated and how to be translated. The context plays a great role in choosing the source text and how the text to be translated. The text for being interpreted is also confined to specific historical contexts, and therefore understanding is always historical.

In China, translation has always been graded up as one of the cultural innovation. Thus the translation enriches the Chinese culture, promotes the social reform and introduces the new literature genre. Liu Miqin(2005) has made a detailed study on the

translation special tradition in China and puts forward his own theory, that is, the cultural strategy of translation.

After surveying the translation history from the Buddha scripts translation to the modern translation, Liu Miqing finds out that Chinese translators, both in the past and at present, have translated those works that are needed in by Chinese and Chinese culture. He regards translation as always a cultural strategy tool to conform to the changing world.(Liu, 2005:44) The Chinese translators have the sense of cultural mission to conform to the changing world, that is the considerations on the cultural strategy which is full of political utilitarianism.

The consideration on the cultural strategy also reflects and influences the translator's prejudice. The cultural strategy was characterized by the introduction to socialist realism and "revolutionary" and "progressive" literary works were recognized to enrich Chinese culture at that time. Yang's translation of Pygmalion conforms to the pursuit of the national rejuvenation in literature, because Shaw is

"The first modern dramatist to establish his plays as literature -- indeed his aim was to persuade the public that drama (which at the end of the nineteenth century was widely despised as a genre) was no less worthy of serious attention than the novel. In that sense, as well as the specific influence of his plays on other writers, Shaw could be seen as the father of modern British drama." (Inns, 2001: xvii)

In his plays, Shaw always tries his best to shake the audience out of their moral complacency and to criticize social problems, and thus he is considered as a realism writer. His plays are as entertaining as socially provocative.

In his Preface of the 1982 translation of Pygmalion, Yang (Shaw,1982:1) obviously tells us that in retranslation of Pygmalion, in order to make the target text more readable, he even makes a few changes about the source text and the target text is bilingually printed. For the same purpose, 202 notes are given at the bottom of each page to explain the difficult words, phrases and sentences. The first part of the note is English and Chinese translation of the note is also given. Through this way, the reader in early period of the Open and Reform can easily understand the target text because they need know the basic meanings of the source text and its Chinese meaning. He employs many notes to make the target text easily readable.

In 1987, Shaw's works were reprinted again. As previously introduced, in the middle of 1980s the circles of art and literature in China tried to follow the world fashion and realism was introduced to us again as a review of Shaw's dramas, which encouraged the third translation of Pygmalion.

In 2002, the Chinese translation of Pygmalion came

into the world again as an offprint, a rare edition, which was decorated on each page with an image of Flower Girl. The new offprint is also bilingual. In order to help students appreciate the target text, Yang chooses as the source text the 1916 edition of Pygmalion . Spelling and punctuation have not been altered in any way, which is different from the source text for translation in 1956, 1982 and 1987. Just as Si Guo(2004:2)points out that the readers who are interested in English and translation can learn a lot from this bilingual edition because of authentic English and great translation.

4.CONCLUSION

With the concept of the historicity of understanding, we can find in the analysis of the four Chinese translations of *Pygmalion* that prejudice plays a very important role in interpretation, and also affects the choice of the source text to be translated and retranslated because of the ideology, patronage and poetics. The text is open to the interpreter, so at different ages and in different situations, there is necessity to retranslate some works traveling with social, cultural and linguistic evolvement. The historicity of understanding can explain most in retranslation and the changes made in different versions.

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Analysis on Training of High-skilled Talents Based on Craftsman Spirit

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Abstract: In the context of supply-side structural reform, training compound talents with good professionalism and professional skills is the necessary talent support to realize China's economic transformation. This paper firstly analyzes the profound connotation of "craftsman spirit", then expounds the importance of cultivating high skilled talents with craftsman spirit, and finally creatively puts forward the cultivation path of high skilled talents based on craftsman spirit: exploring the establishment of school enterprise cooperative education mode in the perspective of integration of production and education, and building a curriculum teaching body integrating professional courses and professional spirit courses, in order to create a new situation of higher vocational education teaching reform.
Keywords: craftsman spirit; skilled personnel; curriculum system; school-enterprise cooperation

1. INTRODUCTION

At present, China's economic development has entered the deep-water area, transformation period and critical period of comprehensive reform and opening up. In order to promote the transformation and upgrading of economic structure and the overall adjustment of strategic layout, we must speed up the cultivation of high skilled talents. It is a major task for China's economic development to vigorously cultivate skilled talents with high skills, high level and good knowledge, and build a compound skilled talents team. It is clearly stipulated in *the Opinions on Deepening the Reform of Talent Development System and Institutions* issued by the State Council to Speed up the construction of vocational education system in higher vocational colleges, deepen the reform of vocational technical system in higher vocational colleges, and cultivate talents and skilled talents who contribute to the "Made in China" and "created in China". In the *Outline of the 13th Five-Year Plan for National Education Reform and Development*, it is clearly pointed out: "We should strive to cultivate professional skilled talents with the characteristics of keeping improving, kicking the field, loving the post and working hard". In 19th National Congress Government Work Report, Xi Jinping firstly proposed to further train knowledge and skills. In the government work report, Premier Li Keqiang pointed out that "craftsman spirit is the foundation of skilled talents, and craftsman spirit should be the essential quality of skilled talents, especially in the transformation of China's economic development". It is of great significance to carry out the research of "the cultivation of high skilled talents based on the spirit of craftsman" in order to promote the implementation of "the strategy of strengthening China with talents" and build a manufacturing power with Chinese characteristics in the new era.[1]

2. CRAFTSMAN SPIRIT

The original meaning of "craftsman spirit" is that craftsmen continue to carve their own products, improve their own craftsmanship, pay attention to details, and pursue the perfection of each product to create high-quality and high-level craft works. In the government work report of the 19th National Congress of the Communist Party of China, the profound connotation of "craftsman spirit" was re-explained.

(1) To be dedicated to the job. Dedicated work can be understood as devotion to your position and respect for your job. Love and dedication are complementary and indispensable. Love is the foundation of dedication and dedication is the extension and further sublimation of love. Love for work requires staff to work in a line of love and a good line, diligent, conscientious, and meticulous.

(2) To keep improving. Striving for excellence emphasizes that workers conscientiously focus on each piece of crafts, concentrate on their strength, and continuously improve the quality of each piece of craftwork. The so-called "no best, only better" profoundly explains the inherent spiritual quality of excellence. Every practitioner in the work place pursues the quality of his product only when it is not done. But when an ordinary practitioner can become a great country Craftsman, this stems from his willingness to spend more time on the pursuit of product quality.

(3) The pursuit of excellence. The pursuit of excellence lies in embodying the word "excellence". Traditionally, the spirit of craftsmanship only focuses on the transmission of traditional crafts from generation to generation. The spirit of craftsmanship in the new era emphasizes that workers should inherit traditional craftsmanship. Keeping pace with the times and using people's subjective initiative to complete the further innovation and development of works, promote the upgrading and upgrading of craft products, whether it has the spiritual quality of "pursuit of excellence" is an important factor to

consider whether it is a "craftsman" of a great country.[2]

3. SIGNIFICANCE OF TRAINING HIGH-SKILLED TALENTS WITH "CRAFTSMAN SPIRIT"

3.1 Craftsmanship enables skilled talents to establish a correct professional attitude

In the process of exploring and cultivating skilled talents, vocational colleges penetrate the professional spirit, so that students can always realize that no matter what kind of job position they are in, they must have a good professional attitude and a positive professional attitude in all kinds of occupations. With a down-to-earth working spirit and an innovative spirit of pursuit of excellence, only by establishing the correct professional concepts and positive values of life can we go further in the future. Under the new development situation, we will explore the use of various forms to play the role of "craftsman spirit" to make students internalize and externalize, so as to give play to their living force in China's construction and development. [2]

3.2 Conducive to continuously improving the professional skills of talents and improving the core competitiveness of enterprises in the market

At present, China's economic development is facing the period of industrial structure adjustment, industrial transformation and upgrading, as well as the great transformation and transformation of industrial development mode. The historical transformation of China from a big manufacturing country to a strong creative industry country cannot be achieved without a large craftsman with high skills and high quality. The craftsman spirit is integrated into the whole process of skill training, so that skilled talents always adhere to their dedication, sincerity, trust, friendliness, focus, innovation and other core values, and constantly create first-class products with Chinese characteristics and big brands, so as to enhance the international position and competitiveness of enterprises in the international market.

4. THE ANALYSIS OF THE CULTIVATION OF HIGH-SKILLED TALENTS FROM THE PERSPECTIVE OF CRAFTSMAN SPIRIT

4.1 To explore the establishment of a school-enterprise cooperation education model from the perspective of the integration of production and education

Cultivating high-skilled talents with a combination of professionalism and vocational skills requires the joint efforts of higher vocational colleges and enterprises, exploring the construction of a "dual-subject" talent training model, fully tapping the resources of schools and enterprises to jointly develop higher vocational education Teaching. Firstly, schools and enterprises should jointly develop professional construction. School leaders and business leaders work together to develop talent training programs and curriculum systems for colleges and universities. In addition to the professional knowledge that the school requires students to learn, business leaders can integrate the company's development history, development concepts, corporate culture and other content run through the student's curriculum system. Schools and enterprises jointly prepare teaching materials and develop and improve them in a timely manner according to changes in their markets. Secondly, schools and enterprises jointly train teachers. And highly skilled artisans are invited to the school to take part in lectures and train professional talents required for enterprise development. At the same time, Colleges and universities can invite the skilled craftsmen with the spirit of love and dedication and high technical level to participate in the teaching and lectures in schools, and cultivate the professional talents needed for the development of enterprises. At the same time, colleges and universities can also send their teachers to the local famous enterprises to take part in the practice of production, learn the enterprise management system and cultural construction, and put themselves in the enterprise what they have learned and want to integrate into the course teaching.[3]

4.2 To create a curriculum teaching system that integrates professional courses and professionalism courses

First of all, colleges and universities should set up subjects, characteristics and ability requirements for different professional courses in vocational colleges; and universities should take promoting students' employment and entrepreneurship as the basic guidance, explore the professional spirit, professional ethics and professional quality contained in different professional courses, and embed the "craftsman spirit" into each professional course's curriculum objectives, curriculum teaching requirements, curriculum teaching evaluation and other links. Through the above-mentioned measures, students should pay full attention to professional ethics while learning professional theories and skills, so as to better adapt to the needs of the society for talents and improve their employability. Secondly, the Marxist theory education and ideological and moral education are integrated into the curriculum teaching system of higher vocational colleges. With the concept of "morality, outlook on life, values, professional equality" as the main line of education, students are guided to comprehensively and systematically understand the basic core of craftsman spirit, learn the unique spiritual quality of craftsmen in big countries, and love their jobs and pursue excellence integrating into the ideal of life, and constantly improve their humanistic value.

5. CONCLUSION

In summary, with the transformation and upgrading of China's economic structure, the traditional training

model that only focuses on improving the skill level of talents has not adapted to the requirements of comprehensive deepening reform. The cultivation of talents with a comprehensive quality of professionalism and professional skills is the driving force of national economic development. To this end, all participating entities should make joint efforts to create an atmosphere of respect for talents in the entire society, change the traditional evaluation system based on academic qualifications, and create a strong atmosphere of craftsmanship.

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Exploration and Research on Green Education in Higher Vocational Colleges under the Background of "Made in China 2025"

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Abstract:The strategic plan of "Made in China 2025" proposes the guiding ideology of "green development and talent-oriented"Its main line is the digital, network and intelligent manufacturing which is deeply integrated with the present information technology and manufacturing technology.In this major historical context, Guangdong, Hong Kong, Macau and the Greater Bay Area Higher Vocational Colleges are one of the important forces in implementing the "Made in China 2025" strategy.This paper mainly analyzes the significance of establishing the concept of green development education and planning the vision of green talent training in higher vocational colleges，discussed and studied the main points of green education reform in higher vocational colleges, focusing on the subject green curriculum education.

Key words:made in China 2025;green development; green education

1. INTRODUCTION

In 2015, the fifth plenary session of the 18th CPC central committee adopted the proposal of the CPC central committee on formulating the 13th five-year plan for national economic and social development；

"Made in China 2025" also puts forward the guiding ideology of "green development and talent-oriented".Green development is a way of economic growth and social development with the goals of efficiency, harmony and sustainability.

In today's world, green development has become an important trend.Green development and sustainable development are ideologically continuous，not only the inheritance of sustainable development, but also the theoretical innovation of sustainable development in China.The popularization of higher education in China takes into account the comprehensive, coordinated and sustainable development of scale, structure, quality and efficiency.The sustainable development of higher vocational education is the embodiment of the theory of sustainable development in the field of higher vocational education. It is a new concept of scientific development in the field of

higher vocational education.Under the new development concept，green education has become an irreversible education trend，higher vocational colleges must attach great importance to green education，they must highly recognize the significance of "Made in China 2025" for China to enter the ranks of manufacturing power in 2025, enhance comprehensive competitiveness, and realize the great rejuvenation of the Chinese nation. They must have the courage to assume and fulfill the social responsibilities that are required to advance this strategy.

2. GREEN DEVELOPMENT OF HIGHER VOCATION EDUCATION

"Sustainable Development" first proposed by the UN General Assembly in March 1980. "Sustainable development" must meet the needs of contemporary people without compromising the ability of future generations to meet their needs.Green development inherits sustainable development.The green development of higher vocational education is the embodiment of the theory of sustainable development in the field of higher vocational education, and it is a new concept of scientific development in the field of higher vocational education.Higher vocational education, although not a production sector that directly produces consumer products necessary for human activities，however, its impact on the modern knowledge economy and society is profound and long-lasting.Around Higher Vocational Education Activities，there are social networks that influence each other.In a knowledge economy society, the sustainable development status of higher vocational education directly concerns and restricts the sustainable development of economy and society, and also determines the scale, speed and level of economic and social development.

3. HIGHER VOCATIONAL GREEN EDUCATION

At present, some qualified higher vocational colleges in China have launched the Green University Initiative and the "Green University" demonstration project creation activity，However, due to the

influence of the concept of "emphasizing skills and light quality" in higher vocational colleges, as well as the limitation of school running conditions, green consciousness is lacking. Green education has not yet attracted enough attention and has not yet been fully launched.[1]

The ideal green education is a people-oriented education that reflects teacher-student interaction, student-student interaction, and revitalizes the classroom;It is an education that can stimulate students 'interest in learning, respect individual differences, and teach according to their aptitude; it is an education that cultivates students' learning ability and innovation ability; it is an education that focuses on the overall development of students without losing balance.The concept of green development has given birth to the new mission of higher vocational education, the country's new requirements for talent training in higher vocational education, the positioning of higher vocational colleges and the characteristics of higher vocational students, all of which urgently require higher vocational colleges to attach great importance to green education.The green education system in higher vocational education is not yet perfect, and it needs to be continuously explored in theory and practice.

4. KEY POINTS OF EDUCATIONAL REFORM IN HIGHER VOCATIONAL COLLEGES IN THE NEW SITUATION

4.1 Higher Vocational Colleges Should Serve the Local Economy

According to the outline of the national medium- and long-term education reform and development plan, the educational development goals and tasks of higher vocational colleges should be planned and designed scientifically and reasonablyWe are in the Guangdong-Hong Kong-Macao Greater Bay Area. The construction of the Guangdong-Hong Kong-Macao Greater Bay Area is the continuous enrichment and development of reform and opening up in practice. It is also a great attempt and practice of new reform and opening up. Now, the construction of the Greater Bay Area has sounded its horn. This huge ship of reform and opening up has set sail, with Shenzhen Qianhai, Guangzhou Nansha and Zhuhai Hengqin as the three major cooperative supports to jointly advance the construction of the Guangdong-Hong Kong-Macao Greater Bay Area along the established track and goals. Higher vocational colleges should conscientiously implement the Outline of the Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area, deepen reform and opening up cooperation in education, health, cultural tourism, sports and other fields, increase the supply of high-quality public products and services, and promote the Guangdong-Hong Kong-Macao Greater Bay Area. Provide support and guarantee for development.

4.2 Vocational colleges should develop special characteristics

The layout of professional disciplines in higher vocational colleges should adapt to the industrial development of the Guangdong, Hong Kong, Macao Greater Bay Area industry sector.First, the inheritance and consolidation, promotion, and development of the original dominant professional disciplines;the second is the objective requirements for the new development of the industry in the Guangdong, Hong Kong, and Macao Greater Bay Area，expanding new industries and industries in the needs of the Greater Bay Area, occupying new industries and industries；third, actively develop the characteristic resources of the Greater Bay Area，make it professional，further develop and upgrade the industrialization level of the products, resources and cultural industries in the Greater Bay Area. The development of unique advantages of higher vocational colleges is conducive to the sustainable development of colleges.

4.3 Vocational colleges should focus on developing green education construction content

The vocational education of higher vocational colleges infiltrates green education, which mainly means that higher vocational colleges should be guided by the concept of sustainable development, follow the education policy of educating people first, and giving priority to moral education, and set up in different professions. Ecological civilization curriculum, through the combination of green education and professional education, strengthen ecological civilization education, professional construction and curriculum resource development, train students with the goal of green education, and actively implement the concept of sustainable development in professional education. Green education should focus on the following aspects.

(1) Green course resources

Establish related green education courses[2], develop school-based curriculum resources, and tap the value of green education in existing curriculum content.Communicate the concept of life education, ecosystem, and scientific resources in various courses. Through the exchange and cooperation between teachers and students,gradually enrich teachers and students' green knowledge and skills。In the course of course implementation, through further research and exploration by teachers, a reasonable connection and effective integration of information technology and education and teaching is realized.

(2)Green classroom[3] teaching

Student-centered "meaningful learning" in class，turning teaching activities from teachers to students，establishing an Equal and Harmonious Teacher-Student Relationship，We are giving full play to the role of teachers in guiding, serving, and promoting. We must also establish the student's subjective status, focus on students, and continuously improve the personality, cognition, and emotions of

students, so that students are willing to learn, be good at learning, and be creative.   , And finally realize the sustainable development of students.

Teachers should change from focusing on "what teachers want to teach" to "what students need to learn." In combination with teaching modes such as flipping classrooms, admiring lessons, and halving classrooms in the Internet era, adopt teaching methods suitable for students such as:action-oriented, project-based, case-based, question-based, scenario-based, etc. stimulate students' active thinking and desire for knowledge.In the classroom, our teachers want students to experience autonomous learning，cooperative learning, inquiry learning and other teaching methods to cultivate students' autonomous learning ability;improve communication methods between teachers and students, teachers and students, and students，By organizing student discussions, debates, PPT speeches and other methods to encourage students to boldly ask questions, express opinions, and even question teachers, to stimulate students to use their brains,think and explore independently，develop curiosity and curiosity about problems and new knowledge，engage students in the teaching process，make students realize that learning is no longer boring。

In the end, it is no longer the teacher's "I want to learn", but the students themselves "I want to learn", changing students 'passive acceptance of knowledge into active acceptance of knowledge, learning becomes the inner self-needs of students, and internalization into students' consciousness.

(3)Green faculty

Mainly reflected in the promotion of teachers' teaching skills and the improvement of teaching ability. Through teaching competencies, we will innovate teachers' teaching resources, improve the professional level of teachers, education skills, innovation ability, and sustainable development ability.The ideal teacher should keep pace with the times，constantly updated educational philosophy，continuously enrich educational practices，In the day-to-day education and teaching work with students to grow and improve 。Only teachers with sustainable development ideas and innovative ideas can truly cultivate talents with stronger learning ability, it can continue to acquire new knowledge and promote development in the teacher's career, and will not cause resources due to the one-way flow of own resources   Burnout causes burnout.

5.   SUMMARY

Green education in higher vocational colleges is a systematic project，through the school orientation, the specialty characteristic and the green education key construction content and so on carries on the discussion and the research.Higher Vocational Colleges Should Solidly Promote Green Education，Let green education take root, sprout and grow in the soil of higher vocational colleges, continuously expand the radiating effect of green education, and promote the sustainable development of the region.

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A Study on Volunteer Behavior of Chinese College Students and Its Influencing Factors

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Abstract: The purpose of this study is to investigate the status of volunteer behavior of college students in China and the related factors affecting volunteer behavior of college students. A questionnaire survey of 602 Chinese college volunteers was conducted by stratified random sampling. The results shows that 60.96% of the college students' cumulative duration of volunteer service is less than 20 hours. 55.98% of college volunteers expressed their willingness to participate in voluntary service, and 57.97% of them were in a state of loss. The regression model shows that the amateurism of volunteerism, the paternalistic style of volunteer organization of college and the limitation of volunteer objects in college have significant effects on the volunteer behavior of college students (P<0.001，R2=0.571).
Keywords: college student volunteer; volunteer behavior; influencing factor

1. INTRODUCTION

Many scholars at home and abroad have done a lot of research on volunteer behavior and influencing factors of the volunteer behavior of college students from sociology, pedagogy, psychology and other fields. (Debbie Haski, et al., 2008; Pu Qingping, Zhu Liping & Wang Jie, 2017)[1] In the study of college students' volunteer behavior, the study mainly focuses on the motivation of participation, the degree of participation, the length of volunteer, the frequency, satisfaction and subjective happiness of participation in volunteer and so on. For example, Femida Handy's (Handy, F., et al., 2010)[2] study showed that the most significant participation motivation of American college students is altruism, and the volunteer service time of the students whose participation motivation is altruism is fewest and the frequency of them is lowest. Zhang Bing (Zhang Bing & Zhu Xiaolei, 2018)[3] introduced two indicators of extensive participation and in-depth participation of volunteer service. The wide participation rate of college students in Shanghai is 71.7%, of which 17.9% was in-depth participation. Peggy A (Thoits, P. A., & Hewitt, L. N., 2001) [4]included subjective happiness in the observation indicator of volunteer behavior and confirmed that the time spent in volunteer was related to subjective happiness. In the study of influencing factors, Ty M.Cruee (Cruce, T. M., & Moore, J. V., 2007 thought

that there are three main factors influencing students' participation in volunteer service: personal background, life experience and type of volunteer organization. Li Min (Li Min, 2016)[5] thought that social support is an important factor influencing college students' participation in volunteer service activities. Matsubad (Matsuba, M. K., Hart, D., & Atkins, R.. (2007) considered that the influencing factors of volunteer behavior can be divided into two categories: persistence and moderation and the persistent factors play an important role by the regulatory factors. On the basis of these studies, Chinese college students volunteers were selected as the subjects, and the length of volunteer service, the willingness to participate and the state of loss were used as the observation indexes to observe the behavior of the volunteer behavior of college students. In Salamon, M, Leicester's (Salamon, L. M. 1987) [6-8]Voluntary Failure Theory, four influencing factors were put forward: lack of charity supply, limitation of charity object, paternalistic style of charity organization, and the amateur of charity work. On the basis of the four influencing factors, "the social value of volunteer service in colleges" and "the social resistance of volunteer service in colleges" are added.

2 METHODS

2.1 Participants

In this study, the volunteers of four cities in Beijing, Shanghai, Guangzhou and Shenzhen were selected as the object of investigation. The questionnaire was conducted by stratified random sampling. 800 questionnaires were handed out, in which 602 were the effective questionnaires and the effective rate of questionnaires is 75.25%. The survey objects were registered volunteers in colleges and universities, including 264 males and 338 females. The number of students in Beijing, Shanghai, Guangzhou and Shenzhen was 169, 147, 155 and 131 respectively. The number of students from freshman to senior of the college was 183,159,140 and 120[9-10].

2.2Measure

Self-designed Questionnaire on Volunteer Behavior of College Students was used, including gender, grade, academic background, educational level of parents and other demographic variate and volunteer behavior. Volunteer behavior includes the cumulative length of volunteer service, willingness to participate

and the loss status (volunteers who have not participated in any volunteer service in the last six months)[11].

Self-designed Questionnaire on Volunteer Behavior of College Students was used to study the influencing factors of volunteer behavior of college students, including the following six sub-questionnaires: supply of volunteer organizations in colleges and universities, paternalistic style of volunteer organizations and the amateurism of volunteer in colleges and universities, the limitation of volunteer objects, the social value of volunteer and the social resistance of volunteer in colleges and universities, in which the score will be given for 5 grades. The supply of college volunteer organizations refers to the supply of policy, manpower, funds, venues and other resources provided by college volunteer organizations for college student volunteers and volunteer service activities; the paternalistic style of the volunteer organization in colleges and universities refers to the influence of those who master the most resources on the operation and decision-making of the organization; the amateurism of volunteer service in colleges and universities refers to the amateur degree of volunteer projects and contents; the

limitation of volunteer service objects in colleges and universities refers to the extent to which volunteer services in colleges and universities can cover the scope of service objects; the social value of college volunteer service refers to the degree of social value produced by college volunteer service; the social resistance of volunteer service in colleges and universities refers to the degree of social resistance that college students volunteers suffer in volunteer service activities.

The Cronbach's alpha coefficient of the questionnaire on influencing factors of Volunteer Behavior of College Students is 0.894, and the total table of the Cronbach's alpha coefficient is 0.800.

2.3 Data Analysis

The statistical software of SPSS (Statistic Package for Social Science) was used for data statistics.

3 RESULTS AND ANALYSIS

3.1 The basic situation of the volunteer behavior for college students

Cumulative time of the volunteer service for college students. The cumulative time of volunteer service for college students is divided into 7 periods for descriptive statistics. The results are shown in Figure 1.
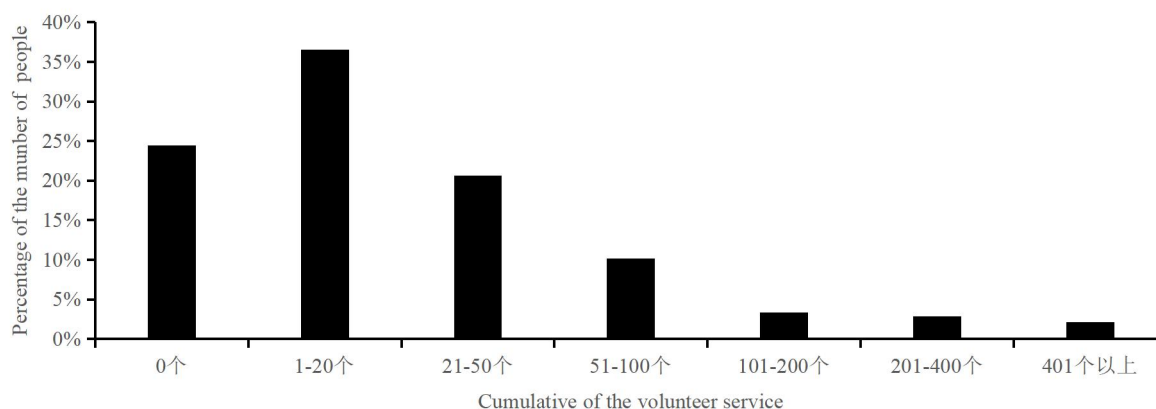
Figure 1. Statistics on the total volunteer service time of college students

Volunteer Participation Willingness of College Students. Descriptive statistics of volunteer

participation willingness of college students can be found in Figure 2.
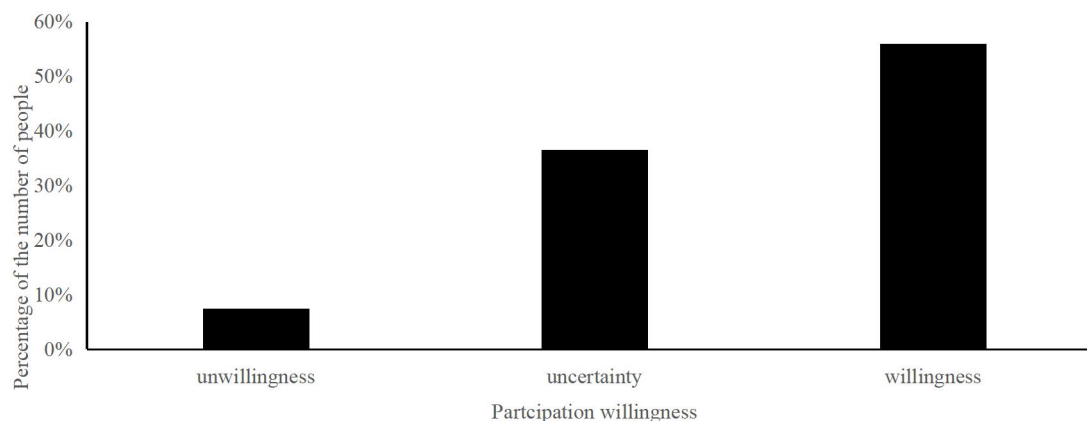
Figure 2. Statistics of Volunteers Participation Willingness of College Students

The situation of the loss of College student volunteers. Descriptive statistics on the loss status of college student volunteers can be found in Figure 3.
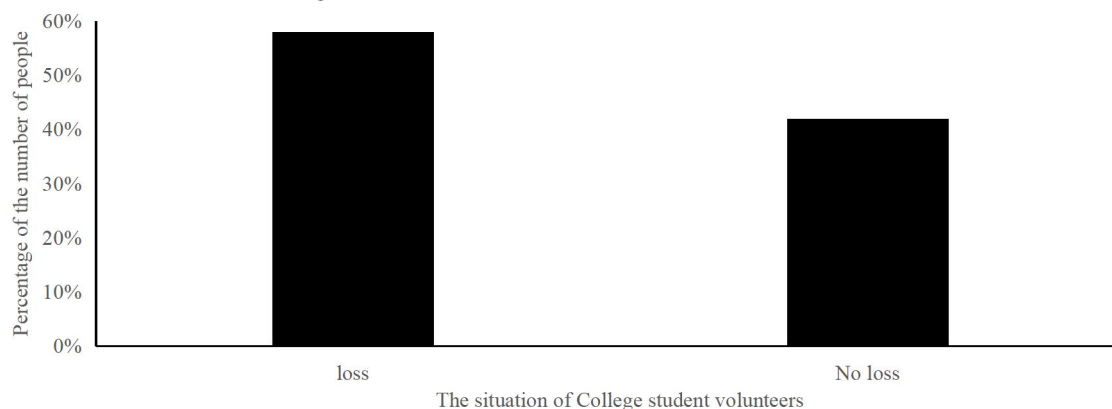
Figure 3. The sit

uation of the loss of College student volunteers

3.2 Analysis on the difference of College Student volunteer behavior in demographic variables

The results of independent sample showed that the cumulative times of volunteer service and willingness to participate do not have significant differences in demographic variables such as gender, grade and region, while the loss status has significant differences in educational background and grade. The number of volunteers in the loss status of upper grade students is significantly higher than that of lower grade students, and the number of volunteers in the loss status of undergraduate students is significantly higher than that of junior college students, as shown in Table 1.

Table 1. Analysis on the difference of College Student volunteer behavior in demographic variables

demographic variables	cumulative time of volunteer service (T)	Willingness to participate(T)	State of loss(T)
Region (south, north)	0.435	1.251	-0.793
Educational background (junior college, underground)	-1.231	1.469	2.107*
Type of family (city, village)	-1.704	-1.350	-1.320
Gender (male, female)	-1.372	-1.039	-0.491
Grade (lower grade, upper grade)	-0.885	-1.425	3.749**
Minority (yes or no)	0.669	0.413	-1.744
Father's educational degree	-0.744	-0.987	-1.467
Mother's educational degree	0.397	0.365	0.850
The only child (yes or no)	0.564	-0.241	-0.559
Stay-at-home experience	-0.055	-0.404	-0.615

Note* $p < .05$, *** $p < .01$.the same below.

3.3 Correlation Analysis on the influencing factors of college student volunteer behavior

The results of correlation analysis showed that college student volunteer behavior is strongly related to the supply of college volunteer organizations, the paternalistic style of college volunteer organizations, the amateur nature of college volunteer service, the limitations of college volunteer service objects and the social resistance of college volunteer service, but weakly related to the social value of college volunteer service, as shown in Table 2.

Table 2. Correlation analysis on the influencing factors of College student volunteer behavior

variate	1	2	3	4	5	6	7
1.Volunteer behavior of college students	1						
2.Supply of college volunteer organizations	0.609**	1					
3.the paternalistic style of college volunteer organizations	-0.712**	-0.823**	1				

4.the amateur nature of college volunteer service	-0.707**	-0.691**	0.800**	1			
5.the limitations of college volunteer service objects	-0.674**	-0.784**	0.815**	0.721**	1		
6.the social value of college volunteer service	0.149**	0.049	-0.074	-0.252**	-0.062	1	
7.the social resistance of college volunteer service	-0.638**	-0.844**	0.931**	0.723**	0.788**	-0.065	1

3.4 Regression analysis on the influencing factors of college student volunteer behavior

The linear regression analysis was carried out with the forced entry variable method. The results of the regression model showed that the multivariate correlation coefficient (R) of the behavior of college volunteers and the six independent variables were 0.758 and the determining coefficient (R2) was 0.575. The adjusted R2 was 0.571, which showed that the six independent variables together explained 57.10% of the variance of "college student volunteer behavior".

The results of ANOVA (analysis of variance) of regression model showed that the F value of variance significance test is 134.753, the P value of significance test is 0.000, which is less than 0.01 and indicates that the variance of regression model has reached a significant level.

The tolerance values (TOL) of the six variables is more than 0.1 and the variance inflation factor (VIF) is less than 10, which indicates that the multivariate collinearity between the independent variables entering the regression equation is not obvious, as shown in Table 3.

Table 3 showed that the regression coefficient does not reach significant independent variables: the supply of voluntary organizations in colleges and universities, the social value of volunteer in colleges and universities and the social resistance of volunteering in colleges and universities. The

correlation coefficient between the social value of college volunteer service and the behavior of college volunteers is 0.149. Although there is a significant positive correlation, the correlation degree is weak, and it is weakly correlated with other independent variables, so the independent variable "the social value of volunteer in colleges and universities" is excluded from the regression model. However, the supply of voluntary organizations in colleges and universities, the social resistance of volunteerism in colleges and universities, and the correlation coefficients between volunteer behavior of college students are 0.609 and 0.638, which respectively have reached a significant and strong correlation and it is strongly correlated with other independent variables (except the social value of college volunteer service). Therefore, the independent variable "supply of volunteer organizations" and "social resistance of volunteer service in colleges and universities" are not excluded from the regression model.

So, according to the coefficients of the regression model in Table 3, The standardized regression model is as follows:

College student volunteer behavior = (- 0.058 × supply of college volunteer organization) +(- 0.289 × paternalistic style of college voluntary organization) + (- 0.319 × amateur service of college volunteer service)) + (- 0.222 × limitations of volunteer service in college) + (- 0.038 × social resistance of the volunteer in colleges)

Table 3. Regression coefficient of influencing factors of college student volunteer behavior

Model	The distribution of normalized coefficient Beta	T	TOL	VIF
constant	/	13.106**	/	/
Supply of college volunteer organizations	-0.058	-1.036	0.229	4.359
the paternalistic style of college volunteer organizations	-0.289	-4.620**	0.182	5.509
the amateur nature of college volunteer service	-0.319	-6.596**	0.305	3.284
the limitations of college volunteer service objects	-0.222	-4.369**	0.276	3.624
the social value of college volunteer service	0.034	1.205	0.886	1.128
the social resistance of college volunteer service	-0.038	-0.670	0.217	4.610

4. DISCUSSION

It is found in the survey that 75.58% of college student volunteers have participated in volunteer

service activities, and 60.96% of the college student volunteers have less than or equal to 20 volunteer service cumulative time, which is basically consistent

with the results of domestic research (Pu Qingping et al., 2017; Zhang Binget al., 2018). However, compared with the average of 3.5 hours of volunteer service time per week of American College students, there is still a big gap in the volunteer service time of Chinese college students, which may be caused by differences in values, security mechanisms and government policies between Chinese and American College students. 55.98% of college volunteers express their opinion that they were willing to be a volunteer, about 20 percentage points lower than the results of domestic studies (Wang Dafang, 2018), and about 20 percentage points lower than those of the United States, Canada and Belgium (Zhang Bing et al. (2018), which may be due to the design of three sub-categories of variables in the survey of "willingness to participate", that is, "willingness", "uncertainty" and "unwillingness". And the two-category variables have been designed in previous studies, that is, "willingness" and "unwillingness", 36.54 percent of college students volunteers chose "uncertainty", which also shows that 1/3 of college students volunteers are uncertain about their willingness to participate. The data is a complement to previous studies. 57.97% of college volunteers are in a state of loss, which is rarely reported in previous studies.

It is found that the amateurism of volunteer service, the paternalistic style of volunteer organizations and the limitation of volunteer have a significant negative impact on the volunteer behavior of college students. Volunteer organizations in colleges and universities neither meet the needs of college students nor have effect on improving the professional skills and transfer ability of college student volunteers, thus affecting the college student volunteer behavior. The leaders of volunteer organizations in colleges and universities and student cadres hold the power to allocate resources, and they have the decision-making power over the whole volunteer service activities. Ordinary university volunteers have no say in the use of resources, nor do they have the decision-making power. The resource owner allocates resources according to their personal preferences and interests, which not only makes the people in need of help can not get help, but also has a negative impact on the volunteer behavior of college students. Because of the low professionalism of volunteer service and the lack of effective use of resources, the scope of service objects is small, college student volunteers are not satisfied with their self-worth among the limited volunteer service objects and they have a low sense of self-worth. Finally, college volunteer participation will be reduced, and they are in a state of chronic non-volunteerism. It should be noted that there is a strong correlation in pairs between the three factors, which indicates that these three factors do not independently affect the behavior of college students

volunteers, but affect the behavior of college students volunteers together.

It is worth noting that the supply of volunteer organizations in colleges and universities has no significant effect on the behavior of college student volunteers, which is in line with the results of previous studies, (Meijs, L. P. M., et al.. (2003).) However, there is a positive correlation between them in the correlation analysis, which may be because the supply of volunteer organizations indirectly affects volunteer behavior by influencing other factors, which is worthy of further discussion.

All in all, the behavior and influencing factors of college student volunteers are different at different times and in different regions. From the perspective of time, college volunteers in different ages have different characteristics, and with the development of social economy, there will also be new problems, such as the loss of college students volunteers, the problem of zombie volunteers the patriarchal problem of volunteer service organizations in colleges and universities. From the perspective of space, there are differences in volunteer behavior, motivation and influencing factors in different countries and regions. For example, some scholars believe that boys are more willing to participate in volunteer activities than girls. Some scholars believe that there is no difference between the boys and girls. Therefore, the study on the behavior and influencing factors of college students volunteers is a continuous and long-term process. This study is aimed at the investigation of Chinese college students volunteers in this period to provide data on this time dimension and space dimension (China) for follow-up research.

ACKNOWLEDGMENT

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The Influence of suchInformation Exchange Platforms as WeChaton the Ideological and Political Education of College Students and Its Realization

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Abstract:The rapid development of the age of social informationurges the emergence of all kinds of social software, and WeChat has become the most common software for people's information exchange with a variety of comprehensive advantages. In order to be more close to the development of the times and to be more convenient for students to learn,the universities carry out ideological and political education through such information exchange platforms as WeChat. As a kind of social software, WeChat will have a certain impact in the process of teaching. This paper analyzes the influence of suchinformation exchange platforms as WeChaton the ideological and political education of college students, and explores the corresponding path to implementideological and political education of college students.

Keywords: WeChat platform; College students; Ideological and political education; Path

1. INTRODUCTION

As the most common information exchange software, WeChat has become a popular software. It is the choice of society and the times to assistWeChat and other information exchange platforms as daily auxiliary teaching tools. Being good at using WeChat and other information exchange platforms to assist the development of teaching work can better promote the development of ideological and political education of college students. However, the problems in the education of WeChat and other information exchange platforms still need to be paid attention to and solved, so as to better carry out ideological and political education for college students and constantly improve the ideological and political thinking of contemporary college students to cultivate more responsible talents for the construction of Chinese socialism[1].

2. THE INFLUENCE OF WECHAT AND OTHER INFORMATION EXCHANGE PLATFORMS ON THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

2.1 Positive impact

In the traditional ideological and political education, teachers, as the leader of teaching, often use the traditional "indoctrination" method to carry out ideological and political education for students. In the process of teaching, students become the participants. With the passage of time, the content of ideological and political education is dull, and students' enthusiasm and initiative for ideological and political learning are constantly reduced, even gradually eliminated. Therefore, with the help of WeChat and other information exchange platforms to assist the ideological and political education, it can greatly stimulate students' interest in learning. WeChat and other information exchange platforms are all mobile terminal platforms registered by individuals with certain privacy and security, which can enable students to put down the fear of speaking in front of people, and can timely ask questions through the platform when finding problems and get relatively satisfactory responses in time. And in these information platforms, we can get many other materials such as practical news in time, which is helpful to help students to check their own knowledge. This is quite an open teaching, which can make students fully self-study and guide students correctly in ideological and political learning. There is also an important reason is that through WeChat and other information exchange platforms for learning, the limitation on the time and place of students' learning has become wider.It has a certain period of time and unlimited space, which is convenient for students to learn. Such a change in learning style can greatly stimulate students' enthusiasm and initiative in learning. Moreover, the information source is relatively wide, and the information content is relatively diversifiedthrough WeChatand other information exchange platforms to assist the ideological and political education of college students. And the dissemination of these information is also close to the current college students' favorite way of entertainment, which can make students more easily accept the ideological and political knowledge they want to learn. At present, WeChat and other information platforms prefer to modify the content through short video, so the knowledge content acquired by students has certain innovation and pertinence, which can let students learn the core knowledge points in a short time. It can

strengthen the effect of ideological and political education of students to some extent[2].

2.2 Negative impact

At present, it is common for universities to use WeChat to assist daily ideological and political education. The most common way is to learn by paying attention to the relevant WeChat public platform and by paying attention to the relevant micro-blog accounts. However, WeChat and other information exchange platforms are just as a kind of social information software. With the development of technology, it is difficult to prevent some people who are interested in spreading some non-mainstream social ideas, which leads to the diversification of information on WeChat and other information exchange platforms. Although these contents are few, the ability of distinguishing right from wrong of college students is still rising. Therefore, a small number of students will be affected by non-mainstream thoughts, resulting in ideological confusion. As a result, they will fall into confusion, or even be misguided. The existence of these problems has brought great challenges to the workers of formal ideological education. Therefore, university ideological and political education workers need to carefully introduce the relevant learning platform for students and provide high-quality learning materials for students' ideological and political learning to improve students' ideological and political awareness. As the publisher of information platform, we must ensure the authenticity and timeliness of information. Only with joint efforts in many aspects can we train more young talents with high quality and awareness for the society and the country[3].

3. THE REALIZATION OF WECHAT AND OTHER INFORMATION EXCHANGE PLATFORMS ON THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

3.1 To define the goal of ideological and political education, and select the information platform and content specifically

In order to carry out every step of education, we need to define the goal first. On the basis of clear objectives, necessary screening of WeChatand other information exchange platforms should be conducted according to the needs of teaching work and students' needs. At the same time, we also need to screen the content of the platform to ensure that the information students get can guide and improve their ideology and politics. The content must conform to the current national and social policies, historical facts, and be scientific, accurate, contemporary and systematic. College students are a wide group, but they also have certain particularity. As a college student who is about to enter the society, the formal ideological education received must be scientific and consistent with the socialist construction. And the accuracy of information will directly affect the judgment of students, so the information must be accurate.

College students are a very easy age to accept new things, but there is still room to improve their judgment ability, so information must be of the times to maintain that the ideological and political development of college students can not be divorced from the actual development of society. Compared with the traditional teaching, the network lacks a certain degree of systematization, and it needs systematic learningfor the ideological and political education to continuously deepen the students' thinking. Therefore, the information of information platform needs to be screened to provide students with better learning resources and better influence students' ideology and politics.

3.2 To grasp the methods of ideological and political education and integrate the method of WeChat and other information platform education

With a clear educational goal and a definite information dissemination platform, we should make full use of the advantages of the information platform to carry out diversified ideological and political education. Ideological and political education covers a wide range, and there have relatively many methods of education, such as the combination of theory with practice, the combination of explicit education and invisible education. So when WeChat and other information exchange platforms are popular, the combination of explicit education and invisible education issuitable. Based on this, the push oflearning content in WeChat and other information exchange platforms can not only focus on ideological and political education, but also involve some topics of high social concern in the current country, such as culture, ecology and economy. The content is closely related to the needs of students' growth and development, and is pushed in a more popular form at present, such as short video and dynamic chart to deepenstudents' understanding of ideology and politics.

4.CONCLUSION

To sum up, under the influence of the development of the current social information age, the ideological and political education in schools assisted by WeChat and other information exchange platforms not only follows the trend of the development of the times, but also conducts teaching in a way that students like. As a result, it better improves the quality and efficiency of students' ideological and political learning. However, when teaching with the help ofWeChat and other information exchange platforms, we should always keep a vigilant attitude, ensure the quality of information pushed by the platform, discover the existing hidden dangers in time and solve the problems in time, and ensure that students can have a good learning environment. Only in this way can we carry out ideological and political education of college students in an orderly and effective way and train more high-quality and high ideological talents for our country.

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The teacher and manager selection in Private Universities: Based on the ToMo analysis

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Abstract: As an important auxiliary force for the development of the higher education system, private universities have increased rapidly, played a crucial role in alleviating the pressure of further studies, training talents, and promoting regional economic development. However, it also exists some puzzles in hiring and selecting teacher and manager. How to overcome these selection dilemmas to choose more suitable teacher and manager in an more effective way is well worth pondering. This paper highlights the total motivations (ToMo) to analyze the productive behavior of teacher and manager respectively, then puts forward some corresponding countermeasures and suggestions based on the direct and indirect motivation factors.

Keywords: private universities; selection dilemmas; ToMo; countermeasures and suggestions

1 INTRODUCTION

In recent years, higher education is under large-scale development and institutional transformation. Private universities have become an important part of the higher education system, with an important role in alleviating the pressure of further studies, cultivating talents, promoting the local economic development. This rapid expansion may cause a risk of reconciliation on education quality and cost, eventually reflect in the poor teaching quality. In fact, the faculty credentials, the academic calendar, the campus and research facilities, the education costs，even the managers all have an impact on the education quality [1].However, there is relatively little literature on the choice of teacher and manager in private universities. For private university, the situation is actually more serious, because the talents are more mobile, and the teachers and managers face greater challenges. They need to better achieve the mission and vision of the organization. Therefore, it is necessary to have a better understanding of the current situation and problems on teachers and managers in private universities. This paper mainly focuses on the choice of teacher and manager, also gives some specific behaviors analysis of efficient teacher and manager from the perspective of total motivation (ToMo), hopes to put forward some countermeasures and suggestions on how to select specifically.

Based on the "self-determination" theory, how well people work dependent on why people work. And the six main reasons for why people work can be summarized as play, purpose, potential, emotional pressure, economic pressure and inertia, which can be called total motivation (ToMo) [2]. Play means people choose their job because they really enjoy it, the work itself is the best reward. During the work process, they will keep curiosity and experimentation. Purpose means people pay attention to the outcome and impact of job. As a second order outcome, Potential explains the extent to which the work benefits their identity. Emotional pressure means people work forced by some emotions such as disappointment, guilt or shame. Economic pressure means people work solely to win a reward or avoid punishment. It is worth noting that economic pressure is unrelated to income in some degree. Inertia means people still work while they can't identify the reason. The first three named direct motives are directly linked to the work itself and stimulate performance, and the rest three named indirect motives are divided from work and usually impair performance.

2 THE PRESENT SITUATION

According to statistics from the cnki (https://www.cnki.net/) database, the papers with the subject term "private colleges and universities" have increased. The predicted value in 2020 may reach 2230 articles. The keywords cover private colleges and universities Education, private colleges, independent colleges, etc. Scholars' attention to private colleges and universities also reflects the issues related to private colleges and universities are indeed worth thinking from a certain level. It is inseparable from the increasing number of private universities. As the degree is becoming more and more tense, private universities assume a good sense of social responsibility, and make important contributions. In addition, taking China as an example, the number of private universities has also increased year by year indeed (Figure 1).

Although the seriousness of the education market has induced many enterprises and organizations to run private university in conjunction with local economic development, there are still some structural and market differences between the private and public universities. Sometimes the public even think the purpose of private schools is just to make as much as

more money. Although the third batch of college entrance examinations have been canceled, many still choose public vocational universities rather than private universities. One reason may be due to the high tuition fees in private universities education. Like in Nigeria, the tuition fees charged by some universities is overwhelming for the vast majority people [3].The more may be related to the cognitive bias.
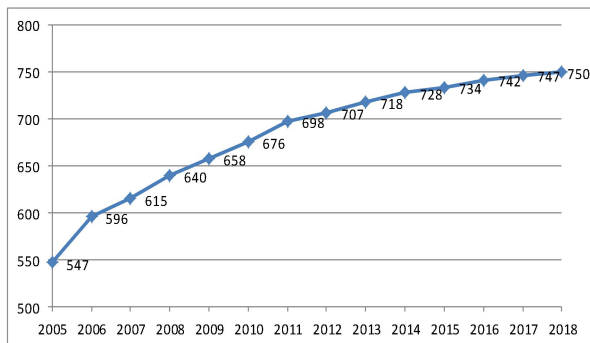
Source: Statistical Bulletin on Educational Development

Figure 1   The quantity of private universities in China, 2005-2018

3   THE MAIN PROBLEMS

3.1 Teachers need to be further optimized and many lose their passion gradually

For private university, the successful student enrolments and the subsequent retention are closely related to its ultimate survival [3]. Given this, it is necessary to make the public convince that qualified teachers are employed in the private universities, so they will believe that the entry requirements and certificates issued to students are qualified without compromised [4]. Generally, the teachers in private universities can be divided into three categories. The first, those retired teachers in public universities. They are generally rehired by private universities with higher treatment. Their rich teaching and life experience is worth learning for both students and those young and middle-aged teachers. Due to some physical reasons, there is always some difficult in interaction with student more or less. The second, part-time employment teachers most come from relevant personnel of enterprises or institutions or other private universities nearby. They mainly want to earn extra income outside their own job. It is a little difficult to invest their main energy, resulting in a lack of some responsibility. The third, full-time teachers are mainly made up of young graduates and a few key teachers. Especially those young teachers have just graduated, without practical experience or other social experience. This direct transition from students to teachers may lead to the shortage of academic level and professional practice ability, although having a certain potential and enthusiasm. So teaching practice experience is inadequate and needs to be accumulated for a long time, which may result in the low quality of teaching eventually.

In terms of access to resources, private universities are still at a disadvantage compared to public universities, especially in teacher training. In private universities, a large number of postgraduates may officially step onto the platform only after a few days of on-the-job training. These trainings are far from enough to become a formal and licensed teacher. Many young teachers start to think about how to study fully and self-improvement as soon as possible. However things often go wrong. For one thing, in private universities it is difficult for ordinary teachers to participate in relevant teaching conferences or study unless at their own expense or study in winter and summer vacation. For another thing, although universities also organize many related training, some are only in a form instead of exerting real effects. With heavy teaching-related work, these enthusiastic young teachers lost confidence and become mediocre gradually.

3.2 The leadership style of manager needs to be further improved

There is a contradictory phenomenon many private universities are less recognized than public universities, maybe the requirements for teachers are much stricter, particularly for some newly established. Accordingly teachers' tasks and the pressure facing are usually much greater, especially for those young and middle-aged teachers. In addition to the daily basic lessons, there is a lot of extra work to do. Such as scientific research, subject competitions, mentoring students' thesis and internship, etc. For the sake of making teachers actively participate, many managers adopt the reward and punishment systems to formulate hierarchical performance evaluation. Unfortunately, a lot of work is not closely integrated with the personal development of teachers, causing to do something just with a mentality of purely completing the task while ignoring the end outcomes.

4   SUGGESTIONS

4.1 Use ToMo to select teachers and better stimulate their potential

In terms of the long-term development, the continuous introduction of outstanding teachers may not be a basic factors. According to the ToMo, only when people really love their profession and value its impact, can this job enhance their potential and promote better performance. For those teachers in private universities, maybe the low social recognition have already threaten their identity. This is so-called emotion pressure. To make matters worse, if they are used to their teaching methods and even don't know why teach in this way. Or they just focus on part-time jobs to make more money. The another two indirect motivations have also negatively affected their work.

Therefore, for optimizing the teaching team, we can start with the root cause and understand the teachers' work motivation in detail. In the subsequent hiring and management, teachers with higher direct motivation can also be selected priority, not just considering their education background, experience, scientific research. Because their job motivations are

directly related to the job itself. In other words, when they really prefer the profession of teachers, they will have relatively clear career development goals. In general, the higher direct motivation they have, the more energy they are willing to invest in the teaching, and the less possibility they gradually become inertia.

4.2 Use ToMo to select and improve the managerial leadership

There is a common phenomenon, the teacher is managed by multiple leaders. Some leaders may still belong to "quid pro quo", who gives rewards for good behavior and use punishments or threats to control not good behaviors. In the long term, it will bring high levels of emotional pressure, economic pressure, and inertia, resulting in an adverse effect on overall organizational performance. The leadership style significantly do relate to the variation and changes to teachers' performance, such as modeling the way, challenging the process and encouraging the heart are both positively factors [5]. In contrast, maybe we should adopt the fire starters as managers. These managers usually maximize the total motivation by encouraging the direct and discouraging the indirect motives. For example, when it comes to student attendance，the "quid pro quo" manager may order the class rate must reach 90%.While the "fire starters" manager may make teachers think further about how to increase the attractiveness of class. The former just make teachers emphasis on the appearance of competence (the tactical performance goals), while the latter make teachers emphasis on becoming competent (the adaptive performance goals). These two different leadership styles make a big difference in teacher work attitudes and performance ultimately. Based on the secretes of high–performing leadership, we can   measure whether the manager belongs to a "fire starters" leader or not from the ToMo perspective [2] .

To measure the behavior of managers, the weighted average method can be applied. For example, converting 7 to +3, 6 to +2, 5 to +1, 4 to 0, 3 to –1, 2 to –2, and 1 to –3. When choosing managers, the final total score also can be a metric, besides the credentials, educational background, work experience, etc.

Table1: Behavioral Analysis of "Fire Starters" Leader in University

Factors	Description (1——7)	Score
Play	Provides teachers space, time and encouragement to innovative teaching	
	Encourages teachers to do at their best	
Purpose	Helps teachers see their work is important and meaningful	
	Sets himself as a commendable example	
	Puts the students' and teachers' interests first	
Potential	Actively links the teaching curriculum with teachers' personal research	

Source: Primed to performance (Doshi & McGregor,2015) [2]

Factors	Description (1——7)	Score
Potential	Helps teachers to develop and focus time on their strengths	
	Makes teachers clearly how to achieve title promotion step by step	
	Provides teachers with more responsibility as their abilities grow	
Emotion Pressure	Ensures the tasks assigned to each teacher are reasonable	
	Enables friendships at work	
Economic Pressure	Ensures teachers are evaluated comprehensively	
	Designs feasible income adjustment and incentive mechanisms for teachers	
Inertia	Schedule tasks based on teacher's expertise, and identify everyone's feat to the attainment of success	

5 CONCLUSION

To some extent, private university education is an environmental education. Whether the teacher participate in private university education for a long time is affected by both the direct and indirect motives besides the overall ecological environment. Of course, school management and leadership also make a big difference in the development of private universities. In this respect, private universities need to adhere the reform ideas to select more appropriate teachers and managers. From the viewpoint of ToMo, choosing a teacher with higher direct total motivation and choosing the fire starters as managers or leaders will be more conducive to maximize the motivation of teachers and improve the management mechanism fundamentally. Further empirical analysis can be applied and discussed in later research.

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Animal Welfare Education for Sustainable Development The University of Hong Kong

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Abstract:Animal welfare education is necessary for sustainable development, this encyclopedia entry provides the history of development of animal welfare history and explain the two questions: what is animal welfare education? Why is it important to sustainable development?
Key words：Animal Welfare, Education, Sustainable Development

1.INTRODUCTION

"Sustainability" has been seen as the most important idea in the twentieth century.(Dernbach,2011), according to Broom (2005, page 3), "A system or procedure is sustainable if it is acceptable now and if its expected future effects are acceptable, in particular about resource availability, consequences of functioning and morality of the action." Animal welfare is considered as one of the necessary component when determining whether a procedure is acceptable or sustainable (Broom,2005), since animal plays an indispensable role in the ecosystem and every member in the ecological cycle is interconnected to each other, direct biodiversity loss can disrupt habitat and also functions of environment (Living Planet Report, 2018). However, Due to substantial marketing needs, excessive hunting, vulnerable laws, and sparse attentions, animals are suffering from losing habitat, starvation, diseases, and even extinction (Animal Studies Repository,2017). According to The Living Planet Report (2018), approximately 100,000 species face extinction risk, biodiversity decline of 60% in population sizes between 1970 and 2014. Unfortunately, even though animal laws exist to ensure animals' welfare, the consequence is not optimistic since the risk-to-reward ratio for lawbreakers such as traders is low(Sandra et al., 2013). Most importantly, "the potential of universal animal welfare education programs as a prevention strategy has been largely ignored" (Faver, 2010). Hence, this encyclopedia entry will focus on the relationship between animal welfare education and sustainable development by answering three questions: what is animal welfare education? Why is it important to sustainable development?

2 WHAT IS ANIMAL WELFARE EDUCATION

The development of animal welfare can be divided into three stages; incubation stage (before 18 century), infancy stage (1822-1964), and developing stage(1964-today). The incubation stage was the period when the conflicts or problems of animal welfare emerged. The main conflicts during that period were cruelty to animals and people's ethical concerns, yet, no actions were implemented. Infancy stage was the stage when the conflicts or problems were recognized, and people started to seek solutions by creating laws and establishing associations. Developing stage was the period when actions have been implemented, and the concepts of animal welfare, methodologies for assessment, and connections to other sciences have been developed. Since the incubation stage involves implicit causation of the conflict, which were contributed by various philosophical theories and history of different countries, the detail of it will not be discussed here, while the infancy stage and developing stage will be discussed in the following sections.

2.1 The Infancy Stage: The incubation stage of animal welfare started with a philosophical view such as Descartes Animal Machine Theory, which implied that animals were not able to think or to have conscious like machines, and this theory had been used as an excuse of cruelty to animals. However, till the 18 century, with the increase of awareness of science and morality, the doubts about animal machine theory laid the foundation of the development of animal welfare. The development of animal welfare began with ethical concerns such as treatment to livestock and wild animals. It arose as a response to the changing people's attitudes in the directions of animals (Fraser, 2008). In 1822, the proposal to ban cruelty and inappropriate treatment to animals passed in the UK, which was also well known as The Cruel Treatment of Cattle Act or Martin's Act. It can be seen as a starting point of development of animal welfare since it was the first legal protection toward animal welfare. In 1824, the first animal welfare association, The Society for Prevention of Cruelty to Animals (SPCA) was established, which functions as supervision and guarantee to the animal welfare laws. In 1911, a member of SPCA promoted the Animal Protection Act, which describes behaviors such as cruelly beating, kick, maltreat, excessive riding, frighten as crimes. In 1926, Charles Hume established University of London Animal Welfare Society （ULAWS), and the term "animal welfare" was first used by him, he also suggested that the animal welfare should be treated as a science in better

addressing animal welfare problems.

2.2 The Developing Stage: <Animal Machine> to animal welfare education

In 1964, Ruth Harrison's significant book, "Animal Machines," can be seen as another milestone in the development of animal welfare science. The book illustrated that animals involved in the animal production industry were often treated as machines rather than living individuals (Broom,2011). Then, the idea of life equity appeared with the term "Speciesism"; it is an idea that illustrates that human beings have greater moral rights than non-human animals. However, it has been seen as prejudice, bias, or discrimination as same as racist or sexism due to the common core idea of valuing one particular group more than others. This term was popularized by Peter Singer's book <Animal liberation> in 1975, but what he asked for is equal moral consideration rather than equal human rights to animals, due to he believed that the best condition is maximized happiness and minimize pain. Therefore people should take care of them because of their ability to suffer (Singer, 2002). During this period, the term "animal welfare" or "animal well-being" was widely used in public. (Broom, 2011). After that, The Farm Animal Welfare Council (FAWC)was established in 1979, which was the predecessor of today's organization Farm animal Welfare Commitment (FAWC,2009). And the concepts of animal welfare were provided, which mainly focus on animal's health conditions in both physical and emotional ways. Animal's biological functioning, emotional state, and the ability to behave normal daily actions are included as three elements of animal welfare (Fraser et al., 1997). Meanwhile, the Five Freedom Principles are formalized by FAWC consist of freedom "hunger and thirst, from discomfort, from pain, injury or disease, from fear and distress, and the freedom to express normal behavior". Although changing of concepts of animal welfare, methodologies for assessment, and connections to other science areas are fast, it is a consensus that animal welfare includes both aspects of physical and emotional health (e.g., Broom, 2011; Dawkins, 2004). With increasing awareness of important animal welfare, in 1980, the animal welfare became a necessary discipline for veterinary and animal science students because of two main reasons. The first reason is that the knowledge of animal welfare is interdisciplinary, any courses for agriculture, biology, veterinary students cannot hold without incorporating to the influence of the core idea on animal welfare, students may not understand the relevant knowledge without receiving the integrated lectures. The second reason is that students need the advice to balance the relationship between ethic issues and science (Broom, 2005). Originally, the course was designed for veterinary and animal science students to better addressing the animal issues by knowing physiology, animal behaviors, and the basic function of the immune systems and the brain. To date, knowledge about the ethics part, needs of animals, transporting animals, laboratory animal, management, human activity in relation to wild animals, are included as contents of animal welfare education to border communities; children, researchers, farmers, policymakers, and so forth.

3. WHY ANIMAL WELFARE EDUCATION MATTERS IN SUSTAINABLE DEVELOPMENT?

3.1 Importance of animal welfare

The purpose of education for sustainable development is to provide quality and equal education to change people's behaviors and incorporate with the idea of sustainability into people's lives. Animal Welfare Education is the education promotes the knowledge, understanding, skills, attitudes and values related to human involvement in the lives of animals; it is important to sustainable development because animal is fundamentally important to the people's development. Humans received benefits from the ecosystem in an unexpected way provided by animals; for example, the crops that are pollinated by animals account for 35% of global food production. How can a sustainable development for humans be guaranteed without assurance of animal welfare? Animal welfare education and education for sustainable development's learning outcomes are tightly integrated into both their goals and methodologies, by learning to know, learning to be, learning to live together, learning to do and learning to transform oneself and society in the sustainable development. Moreover, since the idea of "sustainability" involves the concepts of time, which is "future," and animal welfare education can function as prevention to future issues.

3.2 Animal welfare education work as a prevention

Even though the development of animal welfare has around 200 years of history, animal neglect and abuse still remain the problems across all of the world. Some attack behaviors might be not intentional since lack of cognition and knowledge; for example, children mistreat animals because of their natural curiosity rather than offensive intentions. Hence, it is suggested that the knowledge, empathy, and attitude are crucial to prevent the animal cruelty, children's treatment to animals can be affected by their beliefs about whether animals are able to think, communicate, feel, and self-aware, by contrast, thinking animals are insentient, or machines may lead to unacceptable behaviors. As mentioned above, although animal welfare education can be designed to provide knowledge, understandings, values, or even direct experiences to animals for students, the evaluative research is still in its infancy (Faver, 2010). However, research focused on the Assessing Effectiveness of a Nonhuman Animal Welfare Education Program for Primary School Children(Hawkins, Williams&Scottis, 2017) can be

used as a reference. Around one thousand primary students were tested in the research, and the foundation was that there are positive outcomes from animal welfare education. There was a positive trend toward attitude change and stronger attachment to animals by provided knowledge of animal needs.

4. CONCLUSION

This encyclopedia entry illustrated the importance of animal welfare education to sustainable development by introducing the history of the development of animal welfare science, explaining the values of animals and providing the supporting research to use education as preventing strategy. Sustainable development is important to all living creatures in the world; the importance of animals for sustainable development should be recognized by students through education. Changing attitudes and behaviors of children can be seen as prevention to animal welfare development, however, whether animal welfare education can work as a solution to changing behaviors and attitudes to particular groups such as adults who already have mature moral development can be discussed in the future researches.

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Discussion on the implementation of budget management in enterprises

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Abstract: With the accelerating trend of economic globalization and the advent of the "Internet" era, the traditional budget management model is more and more unable to meet the development needs of modern enterprises. Enterprises should mobilize all employees to actively participate in budget management and improve the comprehensive management level of enterprises.
Key words: The budget management；The internal control

1 INTRODUCTION

1.1 theoretical basis of budget management

Comprehensive budget management, it is to point to in accordance with the organizational goals of the business strategy, with a comprehensive, quantitative, covering the whole process of the comprehensive budget management as the foundation, the organization of various funds, manpower, information and other resources, integration, control, evaluation, for the distribution of each department will be unified management goal and the enterprise overall strategic target, strategic, mechanism, the characteristics of comprehensive, whole.

1.2 Literature review

yanfuhai[1] (2003) made a comparative study on strategic planning, financial control and strategic control enterprise groups and their corresponding budget management modes.

Zhang ruijun and Yin jianhong[2] (2006) combined budget management, information technology and value chain, and summarized the budget management characteristics of value chain as follows: guided by strategic goals; Value-add driven activities; Business logic as the core; On the premise of the whole movement

Liao minxia[3] (2013) analyzed the problems existing in China's current budget management, and believed that the future development trend of comprehensive budget management should be oriented toward informatization, strategy and humanization. For budgeting use of financial and non-financial indicators, pay attention to key indicator management and budget exception management.

Song liangrong[4] (2014) introduced in detail how to introduce EVA index into the comprehensive budget management system for budget management according to the process of budget management, so as to provide guidance for practical operation.

2. CURRENT SITUATION OF BUDGET MANAGEMENT

Early budget management mode is currently A company's management to the financial department to provide A balance of the annual budget, financial department budgeting process is to first develop A budget forms, including the utilities, salary, welfare funds budget, budget revenue budget budgets, travel budget, business entertainment expenses budget, depreciation cost budget, budget, intangible assets, intangible assets amortize fixed assets purchase budget and A series of electronic budget table, and then sent to each relevant department to fill out the form, which make business departments according to the annual business income budget estimate, Fixed assets, intangible assets purchase information department, according to estimates by the annual purchase plan according to the annual labor costs, welfare funds to the personnel department personnel cost estimate, utilities, property management fees to administrative department according to the actual settlement amount to fill in, business entertainment, office, travel and other expenses because there is no reasonable planning, the responsible department can't provide the data, estimation of the financial department can only according to the historical data.

3 ANALYSIS OF BUDGET MANAGEMENT PROBLEMS AND CAUSES

3.1 Low awareness of budget management

Enterprise budget management is an important work, which is of great significance for the long-term development of enterprises. However, in the current situation, many employees of enterprises do not pay attention to budget management and fail to realize the significance of budget management for the development of enterprises, so they do not participate in budget management in practical work. In addition, some people think that budget management is only for the financial department, as long as the financial department is responsible for it, other people do not have to participate, which will lead to the budget management can not be effectively implemented.

In the specific budget implementation, many departments are only passive implementation, or even conflict with the budget management, making it unable to be well implemented. In addition, many enterprises have a narrow scope of budget management, which does not involve various departments of the enterprise. This will affect the authority and scientific nature of budget management, resulting in poor implementation, obstacles in

operation, and the mere formality of budget management, which is not conducive to the long-term development of enterprises

3.2 Lack of budget management system

Good without a sound budget management of budget management system, and the current many enterprises are not according to the actual situation of oneself build a scientific budget management system, a lot of enterprise budget management is relatively loose, when budgeting usually authoritative adopted by the way, senior management for target orders, and personnel to perform at the grass-roots level, there was no real connection between both sides and communication.

There are still many enterprises that have not established specialized budget management organizations and cannot scientifically define their responsibilities. Budget departments, relevant functional departments and business departments cannot effectively cooperate with each other and shift responsibilities to each other in their work. And, since there is no build scientific budget management system, and can also lead to enterprise in the budgeting management plan is optional, not comprehensive and comprehensive analysis of various departments work, the budget system and formulated by the department is not consistent, there is a big gap, so as to make the budget management can give full play to the actual effect.

4 RESOLUTION MEASURES OF BUDGET MANAGEMENT

4.1 improve the awareness of budget management

Enterprise managers should pay more attention to budget management, constantly improve the awareness of budget management, and timely carry out budget management training for employees, enhance employees' understanding of budget management, promote employees to better cooperate with the financial department to carry out budget management, and lay a solid foundation for the implementation of enterprise budget management objectives. At the same time, enterprises should optimize the governance structure, set up functional institutions according to the actual situation, and clarify the authority and responsibilities of each functional department, so as to create a better environment for the good development of internal budget management.

In addition, we should promote the full integration of corporate budget management and corporate culture, create a good cultural environment for budget management, and further implement budget management. And take effective measures to broaden the scope of budget management, so that the budget management can involve all departments of the enterprise, to promote the budget management more comprehensive.

4.2 establish a budget management agency

In order to improve the quality of budget management, companies can set up budget management agencies. Budget management mechanism is the implementation of comprehensive budget management, in the form of a budget meeting review of budget, budget management agencies responsible for budgeting, budget review, budget summary report, budget, budget, budget, issued by the daily implementation and the implementation of process control, budget analysis and reporting, budget, performance evaluation, etc.

Through the coordination and cooperation of various aspects, the budget management agency strives to control the company's budget management, including various expenses, controls the detailed process of budget management, strengthens the supervision of budget management, strengthens the budget management awareness of all employees, improves the assessment mechanism of budget management, and promotes the long-term development of the enterprise.

5 CONCLUDES

Comprehensive budget management is an important tool for modern enterprise management, is advantageous to the enterprise operation and management to reduce costs, improve the efficiency of enterprise management, enterprise should attach importance to the comprehensive budget management, establish and perfect budget management system, to mobilize all the staff of the consciousness of the budget management, promote enterprise comprehensive budget management level enhances unceasingly.

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New Thoughts and Paths of Elderly Education in the New Era

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Abstract:With the coming of the new era, the education industry pays more attention to the quality of education. At present, the number of the elderly in China accounts for a large proportion, and the development of the elderly education also needs to meet the development requirements of the new era. It is necessary to adjust the traditional education mode, combine the needs, physical, mental characteristics and personalized needs of the elderly, rethink the innovation of the elderly education mode, open up a new path, and build the elderly education mode suitable for the new era. Therefore, this paper analyzes the new thoughts and paths of the elderly education in the new era.
Keywords: New era; Elderly education; New thought; New path

The national education law stipulates that a lifelong education system should be established and improved to ensure that every citizen can receive lifelong education. At the same time, people's living standards are constantly improving, the elderly also have sufficient conditions to receive education [1], and the awareness of the elderly to participate in education is also improved. From another point of view, the elderly education is the right given to the elderly by law, which can meet the needs of the elderly. The last stage of life-long education should be improved to build a learning society.

1. THE IMPORTANCE OF DEVELOPMENT OF ELDERLY EDUCATION

1.1 To promote social stability

The development of elderly education the can reflect social harmony. The influence of the elderly in the family is high, which is directly related to the mental and physical health of the young and middle-aged in the family. As the main position of the ideological and political construction of the elderly, the school for the elderly can improve the ideological and political level of the elderly in a unified way. At the same time, if the elderly keep up with the pace of the development of the times, and their mental state is more positive, more adapt to the development of the society, and their strength can be gathered together to make contribution to the stability of the society.

1.2 Conducive to the intellectual development of the elderly

The differences between the elderly and other groups are reflected in physiological, psychological and social aspects. There are many obstacles for the elderly to adapt to the computer, network and other things, which are affected by their own factors and external factors. However, most of the elderly are ideological and political workers, experts and technicians with rich experience [2]. Creating corresponding conditions for them can effectively apply their knowledge, experience and technology to the construction of modern society. The elderly education needs to be strengthened in combination with the development of the times to give full play to the wisdom and ability of the elderly groups, make the elderly truly integrate into the trend of the times and master the new things of the times, to better build a harmonious and strong society with the next generation.

1.3 To enrich the spiritual and cultural life of the elderly

In life, the elderly belong to a relatively large group of material consumption. With the development of economy, they also occupy a certain position in spiritual and cultural consumption. In the universities for the aged, we should pay attention to enrich the spiritual life of the aged, cultivate their sentiment, promote their physical and mental health, and establish courses related to spiritual culture by combining the characteristics and needs of the aged groups, which can enrich their later life.

2. THE CURRENT SITUATION OF ELDERLY EDUCATION IN CHINA

At present, the elderly education system in China has been initially established. After more than 20 years of efforts, it has formed a comprehensive, multi field and wide range of education for the elderly, which can be selected by the elderly at different age levels and economic levels [3]. The first is the universities for the aged. The universities for the aged in our country has been popularized. The facilities are constantly improved, the teaching files are gradually enriched, the management methods are gradually standardized, and the teaching quality is gradually improved. Schools set up courses according to the needs of the elderly, adjust teaching methods in the course of education combined with the actual situation, and constantly innovate the teaching content, which has been able to provide better education conditions for the elderly. The second is community education. Community education is mainly to provide the elderly with a bridge to

communicate and learn from each other. Students are willing to choose courses and combine them with extracurricular activities. It can realize the combination of "teaching, learning, music and doing". It belongs to a happy learning method, including community lectures, chorus and dance teams in the community, and tea party, and constantly enrich the spirit of the elderly in the community. Finally, there are other education for the elderly. In addition to the education for the elderly in schools and communities, there are also various activities in the form of elderly training courses and learning groups in some social and cultural development education institutions, such as libraries, museums, and medical departments, which further promote the development of cultural education for the elderly in China[4].

3. NEW THOUGHTS AND PATHS OF ELDERLY EDUCATION IN THE NEW ERA

3.1 Improving the unified leadership mechanism

Elderly education has been already at a multi-channel, multi-form, and multi-level stage. Therefore, it is necessary to improve the management system of elderly education and continuously improve the legal system of elderly education in order to solve the problems in the development of elderly education. At present, most of the departments that manage elderly education are education departments, non-governmental department, and senior cadre work departments. The responsibilities that these departments should perform need to be further clarified and sorted out before they can do the planning, guidance, and supervision of elderly education.

3.2 Increasing investment in elderly education

The basis for strengthening elderly education lies in a good school environment. Therefore, it is necessary to have financial input. The government must take responsibility for the investment in elderly education [4]. The development of elderly education must have the support of the party and the government. In addition to the government's increased investment, it needs to raise funds from multiple channels, get the support of social forces. Only by combining the forces of government and society, can we realize the socialized school running and accelerate the pace of the education for the aged.

3.3 Innovating learning methods

Online and offline learning methods should be integrated to achieve integrated online and offline learning models for elderly education. Furthermore, we need to rationally plan the curriculum system in elderly education, appropriately set the length of study and learning needs, strengthen learning in the curriculum online, and create various learning experience activities offline,so that the elderly can complete effective learning experience by combining experience, listening, and display. To integrate online and offline learning resources, we can set up offline teacher service teams, analyze the learning needs of the elderly in combination with online course learning resources to provide offline counseling to the elderly, and arrange professional teachers to provide at designated locations, which can form a good online and offline learning model.

3.4 Innovating the idea of running a school

With the advent of the new era, the concept of the education industry has also been gradually updated. The concept of "openness" also needs to be gradually incorporated in the education of the elderly. The "openness" involves the concept of education, running schools, learning resources, and learning objects in the elderly. Under this teaching philosophy, digital learning resources, new types of teachers and research teams are required, which can combine old universities, community education, and open universities, to form a new pattern of diversified schooling, integrate new media technologies, and provide more education method to further improve the teaching effect [5]. At the same time, in the elderly education, we can strengthen the education of new things, such as Internet technology and new media technology, to deal with the learning barriers of the elderly and enable them to be integrated into the society better.

4. CONCLUSION

In recent years, the party and the state attach great importance to the elderly education, which is conducive to increasing the investment in elderly education. At the same time, it also brings great challenges to the development of elderly education. With the arrival of the new era, there have certain obstacles due to the particularity of the elderly groups makes the elderly education. And it is necessary for relevant departments to grasp the current situation, reorganize their ideas, innovate the elderly education by combining the characteristics and needs of the elderly, to ensure the effective development of the elderly education in the new era, and contribute to the development of life-long education in China.

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Research on Effective Teaching in College English Class Based on the Theory of Second Language Acquisition

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Abstract: With the development of economy, people pay more and more attention to English. In education, English has always been the main means of classroom teaching. For English educators, studying how to do a good job in English teaching is a long and arduous task. With the implementation of the new curriculum reform, education situation in China has also undergone major changes. The traditional English classroom teaching model has been unable to meet the growing needs of teachers and students. With the development of the times, English classroom teaching also needs to keep pace with the times. Under the guidance of relevant theories, we need to break the traditional English teaching model and innovate the new mode. This paper discusses college English teaching based on the theory of second language acquisition, and applies research strategies to the classroom to improve teaching quality.

Keywords: Second language acquisition theory; College English; Teaching research

1. SECOND LANGUAGE ACQUISITION THEORY

People have paid more attention to English, and d the theory of second language acquisition has a great influence on English. After decades of research and development, the theory of second language acquisition has become an independent discipline, and it is also more significant in the study of English. The acquisition of a second language is not only related to the language environment, but also closely related to language teaching. Applying the theory of second language acquisition to college English can give some guidance to English teaching and help students improve their English proficiency [1].

"Second language acquisition theory", that is, the theory of second language acquisition, can also be simply summarized as a language learning theory other than the mother tongue. It consists of congenital theory of second language acquisition, environmental theory of second language acquisition, and interaction theory of second language acquisition. These three theories explain the second language acquisition theory from different perspectives. "Congenital theory of second language acquisition " refers to the innate nature of language learning for everyone, which is the innate ability of people, and

the language response mechanism in the brain can respond to external stimuli and the language response mechanism in the brain to respond to external stimuli. "Environmental theory of second language acquisition" believes that language learning is not only determined innately, but also depends on the subtle influence of the learner's surroundings. "Interaction theory of second language acquisition" holds that language acquisition can not only rely on a single congenital theory or environmental theory, but is the result of interaction between congenital theory and environmental theory. Putting the theory of second language acquisition into practice requires a combination of internal and external factors. The background, experience, emotions, motivations, and other internal and external factors of learners need to be combined and jointly promoted.

2. PROBLEMS IN THE APPLICATION OF SECOND LANGUAGE ACQUISITION THEORY IN COLLEGE ENGLISH TEACHING

Second language acquisition theory plays an important role in college English teaching, but there are some problems in the process of teaching, so it is difficult to apply this theory to teaching.

On the one hand, it is limited by time and space conditions. At present, in college English teaching in China, students are the main body of learning and their learning is greatly influenced by time and space. First of all, in terms of time arrangement, only a few hours can be arranged each week for English teaching. In the after-school time, students generally learn through English materials. At the same time, because other courses also need to be taken into account, the time allocated for English learning after class will be greatly reduced. In terms of space, the space for learning English in colleges and universities is actually limited. Although most colleges and universities have English corners or English clubs, these English corners are far from meeting the needs of students and lack the corresponding language learning environment.

On the other hand, the teaching quality of college English teachers needs to be further improved. Most of our English teachers are native speakers of Chinese. Compared with native speakers of English, there are some differences and deficiencies in pronunciation, intonation, speed and continuity, which can not create a good and natural learning

environment for students. In the aspect of teaching, it is also a common phenomenon that words fail to express their meanings. [2]

3.THE ENLIGHTENMENT OF SECOND LANGUAGE ACQUISITION THEORY ON COLLEGE ENGLISH TEACHING

Second language acquisition theory plays an important role in college English teaching. It is applied to classroom teaching to cultivate college students' English acquisition ability in teaching practice.

3.1 Creating an English learning environment

For language learning, learners' environment is very important. To create a pure English learning environment is the primary strategy. The acquisition of a second language is inseparable from the real language acquisition environment. As far as most colleges and universities in China are concerned, it is impossible to have such a real language environment. Under such circumstances, English classroom has become an important part of creating an English learning environment for students. Because we are influenced by local culture, the way of thinking and expression will unconsciously use Chinese to express. In the classroom, the teacher insists on speaking English and organizing teaching in English, which can make students forget their mother tongue as much as possible, create an environment where only English exists, and roam in the sea of English. In the long run, under the influence of such a learning classroom, students naturally learn English and achieve the goal of learning English.

3.2 Insisting on the cultivation of students' listening, speaking, reading and writing ability

Language acquisition needs the cooperation of these senses. When we are young, we can listen, observe, imitate adults and perceive the world; as we grow older, we can express our needs by speaking. Perhaps in adulthood, these senses are inhibited. However, under the influence of external stimulation, language organs mobilize the ability of language acquisition in different degrees. The strength of external stimulus influences the degree of mobilization, which is directly related to the activity of students' language acquisition. It can be seen that listening, speaking, reading and writing are of great importance to the improvement of English acquisition.

3.3 Carrying out Student-centered

The classroom will be returned to student to stimulate students' subjective initiative. Some teachers just instill knowledge into students, but students cannot accept them effectively, which overemphasizes the role of the teacher in "teaching" and treats English as an acquisition of knowledge rather than acquisition of skills. We should combine "teaching" and "learning". In the teaching environment, we must create a harmonious atmosphere, encourage students to speak in English and actively and discuss problems in the classroom actively, and help students establish

confidence in learning English. For students to communicate meaningfully in the English environment, we should motivate students to participate in communication activities to complete tasks, effectively solve the psychological barriers to learning English. Most of the time in the classroom are decided for themselves to make students feel the fun of learning English and increase their interest. [3]

3.4The combination of acquisition and learning

Acquisition and learning are two inseparable parts of English teaching and are necessary for students to acquire language skills. The second language acquisition theory is divided into two types, that is, natural acquisition and instructive acquisition. The domestic education and teaching environment is difficult to obtain opportunities for natural acquisition, but teachers can create an environment to supplement and guide students to learn. Students can systematically process the acquired content, apply the acquired content to the learning, and make corresponding changes, to further improve their English learning ability and comprehensively use the quality to "acquire" English. College English teachers should further improve their teaching quality, "teaching" in "learning" and "learning" in "teaching" in order to achieve better teaching purposes.

4. SUMMARY

Language acquisition exists objectively and is subject to subtle influences. The theory of second language acquisition is based on languages other than the mother tongue. In college English teaching, we can use some of the laws in the theory of second language acquisition to create a teaching environment corresponding to the internalization process of English learning by scholars, so that students can give full play to subjective initiative, maximize the potential of students in Chengdu, let students take the initiative to learn English, learn English well, and use English well. Therefore, college English teachers need to explore again and again, persist in learning new knowledge, improve students' learning efficiency, and improve college English teaching[4].

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Research on Vocational Education and Training Models for New Generation of Migrant Workers under the Background of "Artificial Intelligence"

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Abstract:After the birth of "artificial intelligence", many relatively simple and highly repetitive tasks have been gradually replaced, and the new generation of migrant workers have faced new challenges and opportunities in employment. Under such circumstances, it is important to carry out vocational education and training. It is worthwhile to study and analyze the problems in the training model in depth, and propose solutions to solve the problems. The author first researches the problems of the vocational education and training model for new generation of migrant workers under the background of "artificial intelligence", and then puts forward improvement measures for peer exchange and sharing.

Keywords: Artificial intelligence; New generation; Vocational education for migrant workers; Training mode

1.INTRODUCTION

Under the background of "artificial intelligence" (AI), the new generation of migrant workers has serious thinking. The central government has a positive attitude on the issue of agriculture, rural areas and farmers, and requires targeted measures to solve the problem of the new generation of migrant workers. Relatively speaking, the number of migrant workers in China accounts for about one-sixth. These migrant workers occupy the main force in the economic and social development of the country. The new generation of peasants have their own characteristics, including a more favorable growth environment, an earlier age for migrant workers, and a significant improvement in cultural levels. And the education level above junior high school accounts for more than 80% [1]. The motivation for employment is also introvert, and the new generation of migrant workers hopes to settle in the city through their hard work and looks forward to developing career opportunities[1].

2. PROBLEMS IN THE VOCATIONAL EDUCATION AND TRAINING MODEL FOR NEW GENERATION OF MIGRANT WORKERS UNDER THE BACKGROUND OF AI

The value orientation of the new generation of migrant workers tends to be diversified, and they expect to work in the city to find better opportunities for self-development and lay the foundation for future entrepreneurship. Therefore, vocational education and training mode is what migrant workers expect. However, it also shows some problems in the vocational education and training mode of the new generation of migrant workers under the background of "artificial intelligence". For the migrant workers themselves, the main problems are the internal factors that the differences of status make their psychology lack of satisfaction, and the external factors that the disorder of employment competition makes the structural unemployment. For the whole training mode, there is the lack in the pertinence of education and training, and presents some problems of the design of policies. The new generation of migrant workers do not have a strong understanding of the plot of land, and they are more rational, but they show more habits to the city's prosperous and fast-paced lifestyle. But the city can not give them more sense of security, belonging or identity. These psychological needs can not be met, making the new generation of farmers lack of psychological satisfaction. Disordered employment competition means that the new generation of migrant workers can only choose the secondary labor market for employment. The development of domestic high-end industries is insufficient, and there are many vacancies for high-end talents. Once the situation of doctoral students seizing the post of master students is formed, the academic qualifications of the new generation of migrant workers make them have a high probability of structural unemployment [2]. All kinds of problems make the vocational education and training of migrant workers particularly important. But at present, some of the training contents and methods of the new generation of migrant workers are relatively not directly in line with the market demand. It can only choose the old-fashioned training contents, pay attention to the education of academic qualifications, and there is no better training of skills, so that migrant workers do not have a comprehensive understanding of the market demand, and it is even more difficult to perceive changes in market demand through wind and grass [3]. These single training contents and less targeted training mode make the actual needs of the rest of the employment seriously inconsistent. In addition, at present, the government

has cooperated with many departments to carry out vocational education and training for farmers, but the open standards do not agree with each other. All departments cannot avoid the violations, and the final training effect is small.

3. MEASURES TO IMPROVE THE VOCATIONAL EDUCATION AND TRAINING MODE FOR THE NEW GENERATION OF MIGRANT WORKERS UNDER THE BACKGROUND OF AI

AI is the general trend in the future, and how to improve the vocational education and training mode of the new generation of migrant workers is imminent[4].

First of all, the training should be carried out in full recognition of the importance and urgency of training for migrant workers. The government's research on the issues concerning agriculture, rural areas, and farmers should have a deeper understanding of the significance of realizing the concept of strengthening the country by talents, and the education and training of migrant workers should be promoted to the level of national strategy. Therefore, the core content is to abandon the low-cost labor force to win the competitive power, accurately give the new generation of migrant workers a new position, so that they can gain the skills to seek greater development space.

In addition, the training system for migrant workers needs to be improved [4]. It is important to carry out the vocational education and training model for the new generation of farmers. It is arduous and complex with long-term demand. Therefore, government departments should formulate detailed plans for the overall training model, which can be classified and managed according to categories, and the entire organization can be coordinated. The resources of the whole city and even the whole province should be organized and coordinated for cooperation to build a training project management system and encourage some regions to carry out exploratory progress from the perspective of pilots, so that the new generation of migrant workers can really master solid technology after training and use it in social work.

Furthermore, it needs to try flexible and diverse models for training. Modern education itself has a variety of means. For vocational education and training of migrant workers, flexible and diverse education methods should be selected. After determining the training goals and content, we should think from multiple levels and forms, broaden our thinking, and innovate the methods and means of training. The overall arrangement can be considered from the aspects of cultural level, technical level, age structure, and industry characteristics to train workers comprehensively and targeted. And the entire content and means should be guided by the actual market demand to increase employment and improve employment stability.

Finally, the pertinence of overall training needs to be strengthened [5]. The entire training is conducted under the guidance of market demand, so the content of training is the market demand. During the training, the course content should be selected and adjusted according to the company's job requirements and economic structure. Different national occupation standards, different industries, different types of jobs, and specific job requirements also vary. They carry out targeted cultivation by closely centering on local advantageous industries and scarce jobs to ensure the timeliness of cultivation. During the training stage, differences in skill levels, differences in education, differences in employment psychology, and differences in age levels should be fully ensure a solid and reliable training model.

4. CONCLUSION

The new generation of migrant workers grow up in a relatively superior environment. Their working age is also significantly ahead of schedule, their cultural level and employment motivation have a new understanding, and they also have more significant characteristics in rights awareness and career expectations. In the pace of urbanization, these new generation of migrant workers will have some confusion and embarrassment, it is necessary to receive vocational education and training. In the face of the impact of AI, the new generation of migrant workers can better face the society and receive more survival skills and more affirmation by receiving vocational education and training. The training should be improved in terms of content, form and means to further meet the market demand and solve practical problems.

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Important Explore Soursing In China

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Abstract:In this era, Chinese conductor were started to really with international command system, but so far, China's conductor as "a kind of art and technology extremely dense music art" has not been sufficient research, conductor in China based on the professional development as a breakthrough point, to explore the important aspect in the study of Chinese command and command the professional features.

Key words: Orchestra conductor;Chinese conductor;The art of an orchestra conductor.

1. INTRODUCTION

To date, conductor's performance in China, as an "exceptionally capacious artistically and technologically causative form of musical art" is still understudied. In the 21st century, in the era of globalization, when young Chinese musicians have the opportunity to actively absorb the experience of world music culture, receiving education in different countries of the world, the issue of preserving national identity becomes especially relevant - the foundation that distinguishes Chinese culture from everyone else, emphasizing its uniqueness and significance. Nevertheless, the study of the specifics of conductor's performance in China should be based on "understanding the historical experience of European symphonic culture and conductor's performance. that created a solid foundation for the development of the subject[1].

2.THE THEORY OF DEVELOPMENT

Since conductor performance in China is considered a fairly young but very complex form of musical art, its theoretical development is extremely necessary. Dr. B. Smirnov, believes that even in the European musical art, where there is a solid arsenal of knowledge about conductor-orchestral performance, the development of this field needs a thorough methodology. According to him, "in the conducting profession it is still necessary to understand in many ways, first of all - to determine the true nature of the art of conducting, to understand its essence, to bring out common and specific patterns, to reveal the features of creative interaction between the conductor and the orchestra, as well as to find out the socio-psychological prerequisites and sociocultural conditions of the effective functioning of such a phenomenon as a symphonic concert[2].

3.THE LEAST STUDIED MUSIC

Conductor's art is "one of the most difficult and difficult types of musical performance, theoretically the least studied and methodologically least grounded form of musical activity. This is due to the fact that the evolution of conductor's art in its terms differs from the development of other types of musical performance," says R. Komurji in the article "Content and specifics of the conductor's work." Since the development of conductor's performance in China was greatly influenced by the historical process itself, there is a need to reflect on the milestones of this process in the context of the historical dynamics of the 20th century.

4.THIS PROBLEM IN THE CONCEPT OF CHINESE SCIENCE

In the article "The conductor of the orchestra of folk instruments in the educational process of modern China" Jiang Yijun touches on the important problem of creating the necessary theoretical base dedicated to the problems of studying conductor's art in China. Exploring the aspect of the education of modern Chinese conductors, the author calls for a rethink of "this problem in the concept of Chinese science."[3]

5. LIVING INSTRUMENT

Conductor R. Komorji, a researcher of conductor's art, argues that "the complexity of the conductor's performance is also due to the fact that the conductor's gestures, as well as the mental processes associated with his activities, are quite difficult to interact with his" "I'm not a tool." In the process of directing the performance, the conductor encounters some opposition from the orchestra, which is expressed in a different reaction to his actions as a leader. The same technical techniques in different orchestras and even in the same group can give different results. All that in the performance of an instrumentalist is purely personal, in the conductor's performance takes on a different meaning, directly concerns the orchestra. The conductor should always remember that he is dealing with a "living" instrument."[4]

6.COMMAND GESTURES

The conductor's professional performing apparatus represents his hand movements. The study of the specifics of the conductor's gesture is a special perspective of the study of the conductor's performing style and activity, as he acts "not only as a means of organizing the ensemble performance, but also as a specific language of the conductor."[5-6]

7.A RELATIVELY YOUNG ACTING MAJOR

Unlike European art, where the conductor's profession was formed as one of the most complex

performing arts by the beginning of the 19th century, the conductor's profession in China, according to Jiang Yijun, is "a relatively young performing specialty." Nevertheless, by the middle of the 20th century, the country had undergone qualitative changes due to huge achievements in the field of composer's work and the complexity of orchestral music, which led not only to high demands for orchestral performance, but there was also a need to develop a whole range of professional conducting skills.

8.PREDECESSORS

Currently, there are about two hundred orchestral groups in China. The leading role among them today belongs not only to the orchestras of Beijing and Shanghai. The Harbin Symphony Orchestra, conducted by Yang Tsing-Yun, and the shanxi and Jiangsu provinces, were well known for their work, thanks to the work of conductor Xia Fei Yun. Conductors such as Cheng Xiaoing (1929), Yang Huichang (1954), Peng Jiapeng (1965) and others are widely known not only in their country, but also successfully touring around the world.

9.IMPORTANT TO DRAW THIS LINE

According to Jiang Yijun, "at the moment there is almost no clear differentiation in Chinese educational institutions for conductors of symphony and folk orchestras." Meanwhile, the Chinese musicologist considers it "important to draw this line" . Based on the performing practice of leading Chinese conductors, only a few of them, "whose talent and work have earned all-Chinese appreciation and make up the pride of the conductor's profession in the national musical art" are also worthy of mention. . This is one of the corifei of the modern Chinese orchestra of the new type Peng Xiuwen (1931-1996), propagandist of modern Chinese orchestral art Xia Fei Yun (born 1936), a female conductor, head of symphony and folk orchestras, Cheng Xiaoing (born

1929). Among the younger generation glorify national art conductors Yang Huichang (born 1954), Peng Jiapeng (1965).

10.ONE-OF-A-KIND

Thus, the conductor of a new type of Chinese orchestra is a musician-performer and the head of a collective based in the 20th century on national and Western musical traditions, as well as on combined instruments. The music performed by the Chinese orchestra under the direction of the conductor is unique and different from any composition performed by the Western musical collective. The identity of conductor's art, as a variety of performance in China, is of particular interest to musicological studies and requires a comprehensive in-depth study.

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Research on the Training Strategies of Professionals in Kinesiology in Colleges and Universities

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Abstract: Kinesiology has a history of 20 years of education in colleges and universities of China. With the continuous development of the national education industry and the continuous reform of the education system, the research on the training strategies of professionals in Kinesiology is still ongoing. However, under the background of high-speed and efficient development of the social economy, some of the ills of Kinesiology have gradually emerged, which has created a certain gap with the needs of social development and led many college graduates of this major to express the feeling that "graduation is equal to unemployment". This paper analyzes some problems existing in Kinesiology in colleges and universities, and proposes relevant solutions to the existing problems, to improve the training quality of Kinesiology and promote the continuous development of our talents toward high quality and high ability.

Keywords: Kinesiology; Professional talent; Training strategy

1. INTRODUCTION

With the constant emphasis on education and the continuous research of Kinesiology, the researches have also made certain achievements and trained a batch of professional talents for China and promoted the development of sports and related businesses in China. However, due to the rapid development of the times, professional research and its related training strategies have not kept up with the needs of the times, which has been hindered in the current development process, such difficulties in professional employment and less market demand. These problems have a certain negative impact on students choosing this major. Therefore, we should improve the training mode of professional talents to meet the needs of social development from the professional point of view, so that Kinesiology will enter a benign development path in the future[1].

2. TARGET OF TRAINING PROFESSIONALS IN KINESIOLOGY IN COLLEGES AND UNIVERSITIES

Since the establishment of Kinesiology in colleges and universities, it to a certain extent, has enriched the professional teaching content of colleges and universities, and has made some achievements. Over the past 20 years, there are many difficulties in the teaching process. In order to persist in professional education, they face the difficulties directly, constantly explore and summarize the ways to overcome the difficulties, to constantly sum up the teaching experience. In addition to summing up their own experience, they also actively learn from the excellent achievements of foreign related professional training models, integrate the positive factors that meet their own needs into their own teaching, and train a lot of professionals for various periods in China. In the current training of professionals in Kinesiology in our country, the primary goal must be to conform to the national conditions and social development of our country. In addition, students of this major are required to have strong professional quality and broad knowledge, so that they can play their professional knowledge and skills in relevant fields. At the same time, professional students are required to set up correct values and professional concepts, treat different majors with an equal mind, and adapt themselves to more related work. In the field of human science, they also play their own abilities, contributing to the work of sports health, sports health promotion and sports medical service in China[2].

3. PROBLEMS IN THE TRAINING PROFESSIONALS IN KINESIOLOGY IN COLLEGES

3.1 Restrictions on curriculum provision

Kinesiology is mainly composed of three parts, that is, sports human body, sports technology and rehabilitation medicine. However, in the actual curriculum, about one-third of the class hours are placed on professional sports training and theoretical knowledge teaching, which is equivalent to the time of large talent training. At the same time, medical health, acupuncture and massage, and nutrition have also been established. However, due to the limitations of the class time, the study of these subjects is not deep enough, and students can not really learn the practical skills. It has led to the domination of discipline of some directly related professional courses, which does not guarantee the quality of students' professional knowledge[3].

3.2 Restrictions on limitation of degree award

The higher education of China has strict requirements for degree awards. It is necessary for ordinary undergraduate colleges to complete the

corresponding credits according to the requirements of the school without any disciplinary record, so they can get the diploma and degree certificate. The degree of students majoring in Kinesiology can hardly be recognized by medical institutions, except for the bachelor's degree of science of students from Beijing Sports University, Tianjin Medical University and Wuhan Sports College; hospitals, clinics and other relevant medical institutions only accept students with a medical school graduation certificate.

4. THE STRATEGY OF TRAINING PROFESSIONALS IN KINESIOLOGY IN COLLEGES

4.1 Improving course settings

According to the needs of social discovery and the requirements of related industries for the talents required for Kinesiology, curriculum reform is carried out. And it is still necessary to study the methods of sports health care actively on the basis of rehabilitation and health care based on Kinesiology itself, to replace the time of sports training in physical education classes, reducing the allocation proportion of physical education courses in the overall class hours. And we need to strengthen the professional theoretical knowledge, deepen students' understanding of the professional curriculum knowledge. At the same time, we can not ignore the role of practice. In the course design, students should learn more about clinical operations, strengthen their clinical skills and summarize their practical experience. The synchronous teaching of theory and practice enables students to fully grasp the professional knowledge and improve their professional accomplishment and quality.

4.2 Reforming the Talent Training Program

Many aspects must be taken into account in the talent training programs of major universities. For example, the issue of awarding bachelor's degree is one of the major problems of sports science talents at present. As there are many similar disciplines between Kinesiology medical specialty, we can try to use the training mode of medical specialty for reference and make appropriate modifications, such as the five-year education system for specialty. According to the different courses offered, teaching is carried out in different levels, and the depth of the course content is taken as the criterion of time division. For example, we should first do a good job of basic learning of professional knowledge, then further consolidation of knowledge, in-depth study and research of professional knowledge, during which theoretical knowledge can be consolidated through some simple practical operations, and the final clinical practice must be qualified before they can be awarded the degree. Through school learning, students' professional knowledge has been deeply consolidated, which has a great role in promoting students' professional competence and professional literacy, and solve the employment problem to a certain extent

from the graduates themselves.

4.3 Promoting the rapid development of sports industrialization

The development of Kinesiology is closely related to the development of sports, and it can provide a lot of relevant posts for its professional graduates. Therefore, the development of sports industrialization of China promotes the development of sports, sports health, fitness and recreation, and health rehabilitation, and provide more jobs for graduates of sports human science. At the same time, it is also a positive force for promoting the national sports in China, promoting the development of sports in China. Moreover, in order to adapt to the development of sports industrialization, the talent training of Kinesiology will be correspondingly improved, and it will also promote the professional training of students. Therefore, the promotion of the development of sports industrialization can also promote the cultivation of professional talents to a certain extent.

5. CONCLUSION

In summary, there are still some problems in the development of Kinesiology in colleges and universities in China, which need to be solved in time. The solution of these problems requires the joint efforts of the state, schools and students themselves. The state needs to give more support to the specialty. Schools need to constantly improve the personnel training program. Students themselves need to constantly strengthen their own professional knowledge. The solution of these problems requires the joint efforts of the state, the school and the students themselves. The state needs to give more support to the profession. The school needs to continuously improve the program of talent cultivation. The students themselves need to continuously strengthen their professional knowledge. Facing the current challenges, the continuous improvement and improvement of the sports human science profession is a better use of the national educational resources, and is also a boost to the healthy development of sports human science.

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Home Design under Ecological Design Concept

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Abstract: The product is an important component in the consumer market, and its design impacts the development trend of the social production. The eco-designed household products not only conform to the socialist core values and have a positive impact on the social environment, but also greatly attract the attention of the consumer market and consumers. The ecological design concept focuses on the exploration of the overall ecological concept in home design. On the basis of ecological design concept, this paper takes the household furniture as the study subject to indicate that the household furniture under the ecological design concept should be designed based on the materials, new energy and ecological design psychology through the analysis of the current status of the ecological concept on product design, bringing a reference for household furnishing market and relevant enterprises.

Keywords: product design; ecological design; ecological value; home design

1.INTRODUCTION

Household products account for a relatively large proportion in the consumer market. To meet the market demand and follow the sustainable viewpoint of development, enterprises pay attention to the ecological aspect of the products. Many household furniture companies and manufacturers have considered the ecological design concept in their products, however, the effects they made are only reflected in the modelling and appearance of the products, but not touched on the essence of the ecological design concept. The integration of design and ecology does not mean the unilateral change of appearance or technique improvement, the ecological design concept emphasizes the exploration of the overall ecological concept in home design. Therefore, the integration of household furniture and the ecological design should attract the attention of designers. This paper analyzes and explores this issue from the above-mentioned perspective.

2. Current status of home design under ecological design concept

2.1 Research status of home design under ecological design concept

The "ecology" concept was firstly propounded by the famous critic Victor Papanek in his book Design for the Real World[1], and it was known to the public in the 1990s and gradually attracted people's attention.

In China, it was repeatedly mentioned by the General Secretary Xi Jinping in the reports of the 19th National Congress of the Communist Party of China in 2017, which highlights the accord development of nature and society and the unified development of material wealth and spiritual wealth[2]; in foreign countries, the "ecosystem health" was put forward by a Canadian Lee in his paper in 1982, arousing the attention of the society at that time[3].

2.2 Social development status of home design under ecological design concept

Ecological design of the products refers to the principles and methods of whole design link from the raw material acquisition to the waste disposal based on the ecologicalization and environmental health[4]. From the point of social environment, the home design is an important component of the product design, however, it is conducted without any ecological design concept. There is a superficial or single ecological design issue in the home design, so the ecological design concept has not been truly integrated into household products. Many enterprises adopt some simple bionics design or apply green decoration to achieve modelling or simply visual "ecology", which is not the real ecological concept.

To pursue higher profits, many investors ignore the resource utilization and energy consumption to apply the materials that are less environmentally friendly, thus causing the energy pollution and wasting of resources during the production and the manufacturing processes. Furthermore, some interests-driven designers have greatly wasted the social and natural resources and destroyed the ecosystem[5]. Therefore, it is required to highlight the ecological design concept for the market and designers to solve these problems.

In the traditional concept, the home design aims to meet people's demands and solve people's living problems, so it ignores the environment-friendly factors of resources in the whole process from product design to the output. Compared with the domestic design concept, some foreign designers gained this awareness earlier and put forward a new design concept - ecological product. The US government has continued to carry out the ecological research called "Energy Star" since the 1990s. United States Environmental Protection Agency has released an EPEAT to assess the product lifecycle based on its service stage, arising the environmental protection

awareness of the whole product design industry to a higher level. However, since the product design under the eco-management of our country starts relatively late, the national policy about the ecological index requirements of the industrial design was issued in the 21st century.

3. Home design applications under ecological design concept

3.1 Materials and new energy

Material selection of the household product is an important influencing factor of the ecological design concept. The home design under ecological design concept should make a proper prospect and design integration in the earlier stage of material selection. When selecting materials, adopt the environmentally-friendly, or even recyclable materials with high performance and less waste[6].

The continuous development of social science and technology has enabled more energy to be applied and also diversified the selection of materials for home design, not being limited into the traditional materials. More and more materials can be properly applied through the design and integration[7]. Home design prefers the more energy-efficient and greener new energy material in material selection and collocation. For example, the materials that can obtain the electricity through the solar energy and other new energies can be used in the mobile phone shell, and the internal material of the mobile phone will also adopt greener LED light as the main light source. Some household products apply the materials that can be enabled through the wind energy, tide, geothermal resources and other energies and powers. The integrated application of the design of these household products and new energy materials can easily achieve the energy saving and less waste, reflecting the ecological concept.

3.2 Product life cycle assessment method

The product's whole lifecycle assessment method is an important tool for researching the impact of the product on the environment over its whole lifecycle[8]. For enterprises, assessing the lifecycle of household product can not only promote the product to develop rapidly and become mature, avoiding the waste of resources, but also find the production problems during the manufacturing of the household products, cutting the development failure rate and production cost of new product[9]. For designers and products, assessing the lifecycle of the product can achieve a comprehensive improvement for designers to the value of the product, saving the raw materials and the cost of human resources to some extent.

3.3 Ecological design psychology

Ecological design concept is people's thinking about the resources and ecological law during the manufacturing and is also a psychological ecological demand. This kind of demand focuses on people's ecological needs for the home design, in other words, whether the product is environmentally friendly and whether the product meets the requirements of environmental ecology. The design of household products meets both psychological and physiological needs and achieves the harmony with the ecological environment, which are the demands and understanding of consumers for the ecological design concept.

Moreover, designers and producers should implement the ecological design concept to think about the psychological ecological demand of people from the perspective of users, such as function, material selection and collocation, comfort.

4. Conclusion

From the perspective of social market, ecological household product design can properly save the social resources, protect the social environment and meet the demand of sustainable development[10]. This is the market and society's needs for household products, and also the comprehensive needs of the human-natural environment. The ecological concept of the home design highlights to adapt to the natural process, and tries to both meet the environmental requirement and psychological needs of consumers. It initiates a new civilization and aesthetics. China has actively released the development policy guidelines for the ecological civilization construction with Chinese characteristics, and raise ecological index requirements for enterprises. Ecological concept has attracted the attention of designers and has gradually evolved into a trend[11]. The home design under ecological design concept becomes the development trend of nowadays society, and also meets the needs of the times and society.

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The Counterplan Research of Coordinate Development in Sports Tourism Industry in West China

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Abstract: Sports tourism develops more and more quickly after Beijing Olympics. It has become an important branch of Chinese tourist products system and a hot topic among scholars. This thesis concludes the achievements of Sports tourism industry in West China gained in the past 20 years, pointing out 3 main achievements: improvement of the products system, formation of a considerable scale and expansion of the market share and also pointing out several problems, such as imperfect management system, imbalanced distribution, low taste in products, lack of deep exploitation, lagging in the construction of basic facilities, insufficient dissemination. With the Development of the West Regions reaching Stage Two, the golden age of west sports tourism is around the corner. The author considers that innovation is the only way to cope with this opportunity. The concrete measures are as follows: renewing ideas, planning reasonably, implementing incorporative strategy, establishing west sports association, building west sports tourism development fund.

Keywords: West, Sports Tourism, Industry, Coordinate Development, Counterplan Research

1. QUESTION RAISING

Sports tourism is a kind of tourism activity with the main content of appreciation, watching or self participating experience. From the perspective of tourism resources classification, it belongs to sports tourism resources. From the perspective of tourism products, it is a professional tourism product. [1] Looking at the current development trend of global tourism, sports tourism activities aiming at physical fitness, entertainment, watching all kinds of competitions and trying to stimulate and challenge sports have become a new highlight of tourism industry and its market share is constantly expanding.[2] The development of Chinese sports tourism started in the mid-1980s, and now there are 12 categories and more than 80 special industrial systems. Especially after the 2008 Beijing Olympic Games, the share of sports tourism in the tourism industry is growing, which has become an important branch of Chinese tourism product system.[3] However, the research of sports tourism in China is still in the primary stage.

The western region of China has a vast area, many ethnic groups, high-quality human ecology and environmental resources, which provides a good ecological environment and space for sports tourism. Although the development of sports tourism industry in the western region started late, it has achieved initial results, forming famous brands such as Qinghai Lake cycling rally, automobile rally, Dazu International Aviation Sports Tourism Festival, etc. However, due to various reasons, the advantages of sports tourism industry resources in the West have not been fully utilized, the scale of the industry is difficult to expand, and the proportion in the tourism industry in the West has not been greatly improved. In this paper, the author intends to explore the bottleneck and Countermeasures of the overall development of sports tourism industry in the western region with the help of the second stage of the deepening development of the national western development strategy, in order to achieve the effect of throwing bricks and attracting jade.

2. THE MAIN PROBLEMS OF SPORTS TOURISM INDUSTRY IN THE WEST

2.1 The Management System is not Perfect and It is Difficult to Coordinate among Regions

In recent years, however, the development of sports tourism in the west can not keep up with the development of tourism in the West. The reason lies in the particularity of sports tourism. Sports tourism is under the management of tourism department, but many of the management of sports tourism can not find the centralized management department in Tourism Department, and even some places are in the vacuum of tourism management and sports management. The management system is not perfect, leading to sports management can not find the development goal. In addition, China's tourism management agencies and sports management agencies have clear management authority and management subject in administrative law enforcement. Compared with sports tourism, it is possible to need two management agencies to coordinate and jointly manage at the same time. Under the current administrative system in China, the work coordination between the two administrative departments must be led by the superior departments before the regulation and control can be carried out. At present, it is not feasible to complete this work. Therefore, at this stage, sports tourism in Western

China shows an awkward situation of weak management and supervision.

2.2The vertical development of sports tourism resources in Western China is not enough, and the quality of sports tourism products is low

From the point of view of sports tourism resources, although the amount of sports tourism resources in the western region is large and of high quality, the development is rough, the management is not standardized, and there is no long-term planning. Many sports tourism resources are still basically in the state of "hidden in the deep mountains without knowledge". The sports tourism resources in the western remote minority areas belong to the undeveloped original ecological resources and have strong market competitiveness. However, due to the fact that the scenic spots in the minority areas are generally located in the economically underdeveloped areas, and the government's investment is limited, it is also difficult to attract investment. Therefore, the level of sports tourism projects and sports tourism products developed is low and the varieties are few, which does not reflect the local style. The characteristics of education tourism can not attract more sports tourism fans.

The low-grade sports tourism products and the insufficient development depth of sports tourism resources in Western China are reflected in the following aspects: ① the products of many sports tourism attractions are monotonous, the content of the projects is single, and it is difficult to meet the diversity of modern tourism demand; ② the planning for the development of sports tourism industry cannot keep up with the pace, and the development of new sports tourism products that adapt to and coordinate with the natural geographical conditions and human environment is slow, The scenic spot reception ability is poor, the reception condition is bad; ③ the market orientation is not clear, along with the increasingly fierce sports tourism business competition, if the sports tourism market does not have the accurate market orientation and the clear target group, it is difficult to talk about the specialization and the personalization of the sports tourism products; ④ the lack of brand awareness, although there are many world-class sports tourism resources in the western region. However, there is a lack of well-known brands both at home and abroad; ⑤ the structure tends to be assimilated seriously, and the input-output benefit is poor. In the development of sports tourism resources, some areas are eager for quick success and instant benefit, and the phenomenon of low-level repeated construction is serious, lacking attraction and competitiveness, and some have caused damage to resources.

2.3   Backward Infrastructure and Poor Traffic Network Lead to Limited Tourist Scale

Although western tourism has made great progress through more than 20 years of development, its total amount is small and its benefit is not high. The most important reason is that the development of tourism products and the construction of infrastructure lags behind the market demand. As the western part is mostly inland province, it is far away from the overseas tourist market and the tourist source of the eastern economic developed areas of China. At the same time, the western sports tourist attractions are relatively scattered, many of them are far away from the central city. Although the traffic in the western provinces and regions has been greatly developed and improved in recent years, the traffic is inconvenient and the accessibility of scenic spots is poor, especially the air, high-speed rail and expressway are far from forming a smooth traffic network, so they can not meet the needs of "fast, slow, safe and comfortable" tourism.[4]

2.4   The Marketing Promotion is not Strong Enough and the Promotion Method is

Single

Sports tourism, as a new thing in recent years, will be a new economic growth point of tourism industry in the future. However, as a western region with rich sports tourism resources, it has a small share in the international and domestic markets, which is closely related to the lack of investment in the promotion and marketing of sports tourism by tourism bureaus in western regions and the insufficient promotion. Most of the sports tourism products in the western region still exist in the propaganda of travel agencies and clubs, or rely on the Sports Tourism Exposition in China for promotion; the packaging of sports tourism products still emphasizes the scenery of scenic spots or the fun of sports. There is no integration of other elements, so it can not be fully packaged and built, reflecting the characteristics of sports tourism products

In Europe and America, sports tourism products have been a kind of cultural products combined with city image, regional characteristics and human customs. In the promotion and promotion of sports tourism products, Europe and the United States and other countries use various media exposure, invite politicians from all walks of life to participate, hire sports stars to speak, combine sports tourism with environmental protection and other means, regard the promotion of sports tourism products as a channel of cultural exchange, and greatly improve the connotation of sports tourism products.

3. ON THE COUNTERPLAN OF DEVELOPMENT OF SPORTS TOURISM IN WESTERN CHINA

3.1   Reasonable Planning to Promote the Scale of Sports Tourism Industry

We should have a clear understanding of the advantages and industrial potential of the sports tourism resources in the western region, avoid extensive operation, independent management and repeated construction of the sports tourism industry, make scientific planning and key points prominent,

and reasonably plan the overall layout of the development of the sports tourism industry in the western region. At present, the lack of overall coordination and division of labor in the development of sports tourism in the western region restricts the improvement of its overall competitiveness.[5] The similarity of tourism product function and tourism industrial structure has always been something that the tourism industry should avoid. In the western region, the leading sports tourism destination and distribution center in China should be built, the sports tourism resources in the region should be planned as a whole, the development planning and construction task book of sports tourism should be worked out, the regional restriction of sports tourism scenic spots should be broken, the whole tourism cooperation area should be established, and the planning should be carried out from the high level, divided into the functional areas of sports tourism, so that the functional allocation of sports tourism in each region is more reasonable. On this basis, the overall linkage planning of western sports tourism is further realized. We should learn from the experience of the development and integration of sports tourism resources in Europe and America, integrate small-scale scenic spots scattered in various western provinces and cities, expand the scale of sports tourism industry, upgrade the level of sports tourism industry, form a sports tourism intensive area in the west, and finally build an international sports tourism area similar to the European Alps.

At the same time, we should optimize the allocation of sports tourism resources, guide the development and management of sports tourism resources in the western region to team and integrate, expand the reception capacity and economic benefits of sports tourism in the western region, realize the leaping development of sports tourism industry, and make it a new growth point of tourism economic development in the western region.[6]

3.2 Carry out the Strategy of Integration and Set up the Western Sports Tourism Union

According to Carl Deutsch, an expert on international issues in the United States, "integration usually means the integration of parts into a whole, that is, the transformation of previously separated units into a close system of complex". [7]On the basis of economic integration development and western development strategy, integrate the sports resources of western provinces (cities), implement the "integration" development strategy, and give full play to the advantages and advantages of each province (city). The integration of sports tourism industry in the western region means that the western region should break the boundary of administrative division, carry out regional Union and cooperation according to the internal relationship of sports tourism resources and the proximity of geographical space, and participate in the same sports industry image through the integration

advantages formed by "market sharing" and "resource sharing" and the differential development of sports tourism industry products and competition, and then enhance the overall attraction of regional sports industry, to achieve the sustainable and coordinated development of sports tourism industry in western regions and win-win situation.

At present, the most effective way to apply the integration strategy of sports tourism industry in the western region to practice is to establish a sports tourism consortium under the guidance of the government. The western sports tourism association is a special organization to coordinate the western sports tourism. Its function is to eliminate the obvious policy differences in the development of the western provinces and regions, to formulate the development plan of the western sports tourism, to hold the western sports tourism summit, to carry out the information exchange of the western sports tourism, to realize the regional association, production and Marketing Association, and policy coordination to set up the institutionalized and legal procedures to ensure the effectiveness of regional tourism cooperation results and the ability to be implemented.

3.3 Establishing Sports Tourism Development Fund in the Western Region

With the development of tourism, now tourism projects have shown the characteristics of scale and regionalization, so the investment in tourism is also expanding. As a private enterprise, it is difficult to develop a regional tourism project in a hierarchical way. Sports tourism has a large amount of investment and a long period of effectiveness. Therefore, at present, the sports tourism areas developed in the western region are plagued by capital bottlenecks. Therefore, it is necessary to learn the relevant policies and measures of the regional tourism industry development fund of the European Union for the integrated development of sports tourism in the western region.

The specific measures are based on the measures for the administration of the establishment of overseas China Industrial Investment Fund, the measures for the administration of industrial investment fund, the trust law, the partnership law and the measures for the administration of the trust company's collective fund trust plan, which have been promulgated by China as the legal basis, to prepare for the establishment of China's sports tourism industry development fund. Funds can be raised in the following ways: the central government's special financial funds for the western regions are included, and the industrial development funds set up by local governments at all levels contribute to the establishment of sports tourism investment funds, or use the capital market to encourage large banks and local governments to jointly establish sports tourism funds and issue tourism industry investment funds in the form of project packaging and listing. At the same time, we

should establish and improve the decision-making system and process of fund investment, and strictly control the risk of fund investment and operation. We should absorb and employ professionals in finance, tourism, accounting, law and other fields, improve the quality of managers and practitioners of fund operation institutions in various forms, and ensure the sound and healthy development of tourism industry investment funds.

4. SUMMARY

As the largest economic sector in China, the western region should take its due responsibilities in the 12th Five Year Plan period of economic development and in the special stage of expanding domestic demand to promote economic growth. The development of sports tourism is one of the effective means to expand domestic demand. Therefore, the western region must seize this historical opportunity, make full use of its resources and national cultural advantages, vigorously develop sports tourism industry, and achieve green and healthy leapfrog development.

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Analysis on the Role of Green Education Model of Higher Vocational Education in the Background of Guangdong-Hong Kong-Macao Greater Bay Area

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Abstract: The promulgation of the Guangdong-Hong Kong-Macao Greater Bay Area Plan is the product of the development of a new era of socialism in China and an important driving force for the great rejuvenation of the Chinese nation. Higher vocational colleges in the Guangdong-Hong Kong-Macao Greater Bay Area serve as training grounds for professional and technical personnel in the Bay Area. They have an important impact on the supply of human resources in the Bay Area. The transformation of the Bay Area has provided more high-quality, high-capacity professional and technical personnel for the construction of the Greater Bay Area, and has become a subject for vocational colleges in the Bay Area to consider. The green education model points out the direction for talent training in higher vocational colleges in the Bay Area. In the face of a constantly enriching and diversified group of college students, the vocational education model urgently needs to be reformed and innovated. Teaching life stimulates students 'learning motivation and improves students' quality and ability.

Keywords: Guangdong-Hong Kong-Macao Greater Bay Area; higher vocational education; green education; people-oriented

1. Introduction

In a broad sense, green education in higher vocational colleges is to train college students into high-end technical talents with outstanding professional ability and high comprehensive quality. Green education is an upgrade and inheritance of quality education. It is the direction and requirements for the development of higher education in China under the new socialist era. Higher vocational education is the top education system for professional and technical talents in China's education system, both in terms of the breadth and depth of professional knowledge, the scope and requirements of practical skills, and the development of personality and personality. Workers put forward higher demands.

2. People-oriented is the inherent requirement of green education

The essence of green education is to promote the all-round development of students, and the comprehensive development and improvement of students' comprehensive qualities is taken as the educational purpose. There are many ways to improve the comprehensive quality of students, and education is the most important way to improve the comprehensive quality of students. Green education is a more scientific educational thought and practice in the quality education methods in China. In practice, the concept of comprehensive development of green education requires that we should combine the actual situation of each student in the teaching process, pay attention to individuality, but not make it one-sided, and promote people on the basis of harmonious coexistence between individuals and society Comprehensive development. The comprehensive development concept of green human education includes three organic components.

(1) For all students

The development of each student's personality, innate qualities and acquired qualities depends on the guidance and cultivation of education. Under the traditional education model, schools and parents often pay too much attention to the student's academic performance and school performance. Students with outstanding academic performance have become the focus of school education, and students with poor academic performance are often ignored. Therefore, in the process of deepening the development of green education, many educational experiments and educational phenomena for all students have emerged. For example, successful educational experiments are a well-known example. The spirit of successful education lies in stimulating the students 'specialties, focusing on the improvement of the students' personality and comprehensive ability, so that each student has a successful experience. This allows students who do not have a learning advantage to be particularly respected and recognized, rather than ignored.

(2) the whole process of training students

Human survival is an endless process of improvement and learning. The difference between man and other creatures is his unfinished nature. In fact, man must constantly learn from the environment

those survival techniques that nature and instincts do not confer. In order to survive and develop, I have to continue learning. Because of this, educators should always promote the all-round development of students in their daily teaching life, especially the study of basic subjects, which will greatly benefit students' intellectual enlightenment and future work learning.

(3) comprehensive development of students

The development needs of students at each age are different, especially at the stage of higher vocational education. The society has different requirements for the talents it cultivates. In addition, the professionalism in the field of higher vocational education is extremely strong, so it requires individual development. Some aspects of the requirements will be higher. Specifically, the elementary stage is the basic stage of individual growth, which is basically a balanced development; the middle stage, which focuses on the overall education, focuses on intellectual education; the university stage, which focuses on the development of ability training, and on the knowledge Emphasis on the study of professional knowledge. The above is just a general situation, and there should be different requirements for different individual students.

3. The role of green education in higher vocational colleges in the Guangdong, Hong Kong, and Macau Greater Bay Area

(1) Promote the development of the Guangdong-Hong Kong-Macao Greater Bay Area and help the "Belt and Road"

With the continuous development of economic globalization, in order to adapt to the increasingly fierce globalization competition, it is imperative for China's market economy to develop innovatively. A healthy and stable economic development model has become the goal of China's market economy development. In the context of the "Belt and Road" construction, the Guangdong-Hong Kong-Macao Greater Bay Area came into being. The construction of the Greater Bay Area will inevitably promote the construction of the "Belt and Road". Higher vocational colleges in the Greater Bay Area serve as an export base for professional and technical personnel. Their education level and ability to train people directly affect the construction and development speed of the Guangdong-Hong Kong-Macao Greater Bay Area. Higher vocational colleges in the Bay Area have enhanced their professional and technical capabilities through green education, while at the same time increasing their patriotism and ideological and moral education, so that their comprehensive quality is improved and developed, and it is used for the construction of the Greater Bay Area. High-quality, high-level, high-capacity modern technical personnel. The development of green education in higher vocational colleges in the Bay Area is a requirement for the

construction of the country and the Greater Bay Area, and it is also a promotion of the reform and development of education in China.

(2) Helping the development of higher vocational education and promoting the construction of an innovation ecosystem

Green education for education aims to comprehensively improve the quality and ability of students. One of the important goals is to improve students' innovative ability. The development of science and technology in the 21st century has promoted the promotion of the economy and made the world enter the era of knowledge economy. In the context of the development of the global knowledge economy, innovation capabilities have become important indicators of the comprehensive capabilities of people, businesses, and nations. Under the traditional education model, higher vocational colleges pay attention to the study of students 'professional technology and the improvement of practical skills, and have not paid enough attention to students' innovative ability in professional technology. In the context of green education, higher vocational colleges comprehensively cultivate students' professional knowledge level, practical ability, technical innovation concepts and ideas, and plan the development direction and provide new education concepts for higher vocational education in China.

The cultivation of students' innovation ability in higher vocational colleges will drive the construction of the Greater Bay Area innovation ecosystem. In the Guangdong-Hong Kong-Macao Greater Bay Area, the development of school-enterprise cooperation is gratifying, and the Greater Bay Area has advantages that other provinces, cities, and regions do not have, especially in terms of economic development level, educational resources, and market environment. Industrial enterprises in the Greater Bay Area are also developing in a "quantity" and "quality" manner, with many world-class and national-level high-end technology companies. It includes not only domestic enterprises such as Tencent, Byte Beat, Didi Travel, and Lufax, as well as foreign companies such as Ericsson, Panasonic, and LG Electronics. Against such a background of high-quality resources, green vocational education in higher vocational colleges has unique practical opportunities for the cultivation of students' innovative ability. At the same time, school-enterprise cooperation in creating incubators and unicorn enterprises has also promoted the school's green Development provides a good development environment and high-quality resources for the creation of an innovation ecosystem in the Greater Bay Area.

(3) Enhance students' scientific development concept and career planning

Green education for education has improved students' professional knowledge, practical ability and comprehensive quality. Green education for

education breaks the mode of simply imparting theoretical knowledge to students in traditional education concepts. It places students in the entire socio-economic development system, and integrates the promotion of students' professionalism and ethics into the teaching activities and teaching concepts. , To make it easier for students to integrate into the workplace, paving the way for students' career planning and career development.

Higher vocational colleges mainly focus on training professional and technical talents. After graduation, students will become the main force of many enterprises. Their comprehensive quality directly affects the development of enterprises and even the industry. Students with strong professional knowledge, strong practical skills, and excellent comprehensive qualities are urgently needed by current enterprises, and are also human resources that are not available to future enterprises. Students under the green education have a scientific outlook on development, which lays the talent foundation for the sustainable development of the enterprise, injects vitality into the enterprise, and provides motivation. It is an indispensable force for enterprises in the fierce market competition.

4.concluding remarks

As a concept of education development in the new era of socialism, green education is not available to China's education cause, and it points out the direction for the sustainable development of China's education. For Guangdong, Hong Kong and Macao Greater Bay Area, higher vocational college green education The development and popularization of education has provided high-quality technical talents for the development of the Bay Area and ensured the human resources required for the development of the Bay Area. For the enterprises in the Guangdong,

Hong Kong and Macao Greater Bay Area, their expertise is strong and their practical skills are strong. Excellent talents with comprehensive quality have provided assistance for the healthy and stable development of the enterprise, and improved its market competitiveness.

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A Research on the Internet Buzzwords "Jin Li" from Sociolinguistics Perspective

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Abstract: In the second half of 2018, the word "Jin Li" , which was almost forgotten by the people, appeared on the Internet once again and quickly became popular in China. But its reference to semantic emotions has completely changed. Language is a part of social culture. The change of the word "Jin Li" reflects the changes in today's society.

Key words:Internet buzzwords; Jin Li; sociolinguistics

The word "Jin Li" was selected as the "Top Ten Internet Buzzwords in 2018", which was published by the National Language Resources Monitoring and Research Center. The meaning of the Internet buzzwords "Jin Li" has changed and it turned to a special title for certain groups in today's society. It is worth exploring the language and culture value hidden behind the Internet buzzwords "Jin Li". This unique language form reflects the user's special psychological state, and also shows the current state of social culture.

1. INTRODUCTION

Sociolinguistics was born as an independent discipline in 1960s, from the name implies, sociolinguistics is an interdisciplinary study between linguistics and sociology. In the book Social Linguistics, Chen Yuan(1983) mentioned that "language is a social phenomenon", "Language is produced along with the formation of human society"[1],."The change of social life has led to the variation in language, grammar and vocabulary".

At present, the Internet has gradually become one of the main channels for people to communicate.On February 28, 2019, China Internet Network Information Center (CNNIC) released the 43rd China Internet Development Statistics Report in Beijing. The number of online government service users in China reached 394 million, accounting for 47.5% of the total Internet users[1].

With the rapid development of network globalization and information diversification, the relationship between the Internet and people's daily lifehas become inseparable. Therefore, the study of Internet buzzwords is particularly important. Internet buzzwords refer to words, phrases, and sentences that are frequently used by the netizen on the Internet. Many Internet buzzwords are created by the netizen.

With the rapid development of the Internet, Internet buzzwords have gradually entered people's daily lives, and have became a heated topic. This paper aims to reveal the close relationship between Internet buzzwords and social life from the sociolinguistics perspective, by analyzing the present-day meaning of "Jin Li" and the public psychological state it reflects.

2. THE MEANING AND SOCIAL EMOTION OF "JIN LI"

2.1The Meaning of "Jin Li"

There are three meanings of the word "Jin Li". As is known to all, the word "Jin Li" is an old word with a new meaning. First, "Jin Li" refers to koi carp, scientific name is "cyprinuscarpio". It is a kind of high-grade ornamental fish, which is popular in today's world and famous as "Living gemstone in water" and "swimming art". It first appeared in the Tang Dynasty and was mostly used in poetry. Second, "Jin Li", a popular Internet buzzwords. It refers to everything related to good luck, such as those who have good luck, or things that may bring good luck. The third meaning, "Jin Li" is a set of stamps issued by China Post[2].

Since ancient times, China has an ancient legend "carp over the goal can be transformed into a dragon", which means that people can become prosperous orget a high-ranking in officials. In fact, the early times, Koi carp was only the ornamental fish of royal palace nobles, later, the Koi carp was popular among the people, and people regarded it as the symbol of auspiciousness and happiness. In Japan, carp represents the spirit of perseverance and bravery. Traditional carp tattoos are usually on the forearm or leg, while dragon tattoos are on the back. It is hoped that young people will succeed through their own efforts, just like carp over the goal can be transformed into a dragon. Koi carp with different shapes, for instance, color, number of beards, size ratio, etc., which symbolizes different expectations for the future: health, strength, and even become the best people[3].

Nowadays, we are in the age of Internet media. During the National Day of 2018, Alipay official Weibo launched a raffle event, extracting from the users who forwarded this Weibo as lucky Weibo users. This lucky Weibo users is called "Chinese Jin Li", which attracted more than 3 million reposts. A few days later, Alipay announced the results of the lucky

draw, and the lucky "Chinese Jin Li" won the "Chinese Jin Li global free gift package", which means the lucky man do not need to spend money to play around the world, and the expenses incurred are borne by Alipay. The word "Jin Li" became popular immediately, and the Internet set off a wave of forwarding images about the Koi carp with the words,such as "Jin Li Pray", "Jin LiBless" or other words. Therefore, "Jin Li" became the symbol of "good luck". With the popularity of "Chinese Jin Li", some provinces and cities of China are imitate Alipay's marketing strategy. "Beijing Jin Li", "Nanjing Jin Li", "Wuhan Jin Li", "Tianjin Jin Li", "Changsha Jin Li" and so on, they are emerged as the times require. The rules are also from forwarding posts, if one person were chosen, then he or she is the "Jin Li" of that place. In this case, the meaning of "Jin Li" has been divorced from its original meaning and became the pronoun of "the lucky man in a small probability event in a certain area"[4-5].

With the increasing attention to "Jin Li", it is not only the luckiest person who is chosen on Weibo, but also the luckiest person in a certain field. Last year, the woman's group talent show named Produce 101 attracted much attention of netizen. This program gathered 101 trainees, they should through the task, training, assessment, so that the trainees could grow up under the training of star mentors, and eventually selected 11 trainees, forming an idol group to make their debut. In that program, there is a female trainee named Yang Chaoyue, who is not good at sing and dance, but finally she debuted successfully with third place. At that time, netizens said that Yang Chaoyue got the results without any effort. After Yang Chaoyue became an idol, her good fortune was still exist. Netizens took her as a joke, saying that she was a "Jin Li". Although it was a joke, there were a few things that proved that Yang Chaoyue has the same good fortune as "Jin Li". For example, after Zhang Jie finished his concert, there was a lottery link in the celebration banquet at that time. Yang Chaoyue also participated in the lottery. As a result, she won a big prize of 20,000RMB, which once again proved her good luck. Netizens envy her very much, so called Yang Chaoyue as "Jin Li". With the further generalization of the meaning of "Jin Li", the new meaning of "XX Jin Li" is changed to the new meaning of "Jin Li" when it is used alone, which refers to the expression of "who is Jin Li" , such as " I am the Jin Li" , "Today you are the Jin Li", and "Yang ChaoyueJin Li", and so on.

2.2The Social Emotion of "Jin Li"

First of all, "Jin Li" was originally used as an ornamental fish in ancient China. Since the Tang Dynasty, there has been a record of large-scale cultivation of Koi carp. At that time, "Jin Li"represented happiness and auspiciousness. When "Jin Li" appears again in front of the public as a Internet buzzword, it can be accepted and disseminated by the public in a short time, obviouslyit caters to the public's psychology and meets certain social needs.Today, people yearn for a happy family, excellent academic performance and good health. This is the same as the meaning of "Jin Li", so people can easily accept the saying of "Jin Li" nowadays. Besides, "Jin Li" stands for good luck, it is not deny that everyone hope have a good fortune. Therefore, the word "Jin Li" is often used in the expression of praying for good luck in people's daily life.

Moreover, on the internet, many netizens are repost pictures with "Jin Li"frantically before they check their exam results , look for jobs and so on. On the one hand, they are seek for good luck, and more importantly, it is because people want to get good results, even though they don not make great efforts. Especially many young people put their hopes on the "Jin Li" in Weibo and Moments. In the ordinary and trivial life, people are gradually get numb. Many things fail as usual, so they always have to give themselves look for some comforts. "Jin Li" is a way of comfort. Some people think that this kind of behavior of forwarding good luck is very irrational. They want to get something but they never put it into practice, and escape from life. They have no requirement for themselves, and always think about it, and then put the hope on the "Jin Li". However, other people believed that "Nothing is impossible". Good luck is something we believe, but it does not mean that we just place our hope on the "Jin Li". People still work hard in real life and keep advancing for their own goals.

3.THE RELATIONSHIP BETWEEN INTERNET BUZZWORDS AND SOCIETY

The development of society promotes the emergence of Internet buzzwords. When Internet buzzwords entered people's lives, they became hot topics in daily conversation and reflect some social problems. Therefore, the relationship between Internet buzzwords and society is closely related and dialectical.

3.1The Impact of Internet buzzwords on Society

First of all, Internet buzzwords have important linguistic value. Internet buzzwords and other languages, they are both promote the prosperity of the language and make the language diversified. According to Saussure, the signifier of language does not correspond to the signified one by one. [5]A thing or a concept can have multiple words corresponding to each other. The emergence of new lexis and the demise of old lexis are the inevitable laws of language development. As a special language variant, Internet buzzwords are also according to this law. The word "Jin Li" has not disappeared in people's daily life, but its meaning has changed, which belongs to the old word with new meaning. Compared with the traditional expressions of good luck, such as "wish you good luck", "God bless you" and so on, the

expression of "Jin Li" is more novel and can fully attract people's attention. Combined with the original meaning of the word "Jin Li", people are more likely to accept the new expression of "Jin Li".

Secondly, Xia Zhonghua(2010) believed that Internet buzzwords are not only linguistic phenomena, but also cultural phenomena. In addition to the language itself, cultural factors are also one of the important reasons for the formation and dissemination of Internet buzzwords.Since ancient times, "Jin Li"has been a mascot and has been passed down to the present day, as for now, italready became a symbol of Chinese traditional culture. For example, "carp over the goal can be transformed into a dragon", "have a surplus year after year", they all contain ample and fine cultural connotations. "Jin Li" is more vivid than other words that express good luck. When people talk about "Jin Li", they are not only think of it is just a koi carp, but also could express the cultural significance of koi carp, that is, prayer and expectation for good things to happen, "Jin Li" has became people's spiritual sustenance of good luck.

3.2The Impact of Society on Internet buzzwords

The development of society determines the formation, development and change of language. Chen Yuan (2000) said that American scholar J.B.Pride put forward the theory of "Co-variance of Language and Social Structure" in his book "Social Linguistics", that is , when social life changes gradually or radically, the language as a social phenomenon will change unambiguously with the pace of social life.Multimedia has become the fastest carrier of language transmission. The word "Jin Li" caters to the language needs of the fellow netizen and is the product of social development, so it can spread rapidly. The popularity of the word "Jin Li" is used by people in the current society to express their demanding. The popularity of the word "Jin Li" reflects the social and psychological state of certain groups, reveals some social problems such as people's pursuit of luck, social pressure, sense of existence and so on. Chinese people tend to have a little superstition, for example, use some ritual, moral things to hint that add some luck for them. The image and connotation of "Jin Li" are very joyful. There is another point that can not be ignored. Nowadays, everyone uses Weibo and Wechat, their words are in the concern of countless people. For the closer community, if others forward a certain message, only one person do not forward, it will appear that person is very uncooperative, this kind of social pressure that make people feel invisible. Because of this social pressure, though some people have no interest in "Jin Li", they have to forward this information. People publish content on Weibo and Moment , it is mainly to express themselves. In many cases, the content of publishing is not important, so some meaningless content may be more appropriate. The purpose of sending a Weibo and Moment is just to make a voice and make their friends know that they are exist. This is a very important daily psychological needs, forwarding the pictures with "Jin Li" is a good way to meet this psychological needs.

4. CONCLUSION

"Jin Li" as a word has existed for a long time, but with the popularity of the network, and social development had given it new meanings. In this article, the author by explaining the meaning of the Internet buzzwords "Jin Li", reveals the inseparable relationship between the Internet buzzwords and society.

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Research on the Construction of University Maker Lab

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ABSTRACT: In the context of "mass entrepreneurship and innovation", the traditional teaching mode has been unable to meet the social demand for innovative and entrepreneurial talents. The transformation and construction from traditional teaching lab to maker lab has become an important part of the current teaching reform in university. Taking Anhui University of Finance and Economics as an example, this paper discuss some feasible measures and suggestions on the construction of maker lab from the aspects of related concepts of maker education, construction approaches, operation modes and problems to be solved.
KEYWORDS:Maker;Lab; Innovation

1. INTRODUCTION

The program"Made in China 2025" puts innovation at the core of the overall development of manufacturing industry and puts forward new requirements for the development of higher education.The key to innovation lies in the cultivation of talents, and maker education is an important way for universities to cultivate innovative talents and build maker culture[1]. Maker space provides open and innovative shared space for the realization and transformation of innovative ideas for maker education. Its role is to provide a place for students to engage in independent practices and activities, and a place where creativity can be turned into reality through learning and practice. Maker labis a more specific expansion and extension of maker space, providing students with the possibility to transform the learning content in books into "creation-based" learning and practice content [2].

2. CONSTRUCTION APPROACH OF MAKER LAB

2.1Construction of the teaching environment of maker lab

The construction of maker labmust adhere to the concept of "student-centered", taking students as the main object, and paying attention to the needs of students in the actual learning and activities, motivate students to spend more time and energy to learning. In terms of the construction of teaching environment, we can start from three aspects: teachers, experimental facilities and learning atmosphere. Firstly, the lab must be equipped with a certain number of teachers, so that students can get timely guidance from teachers and solve doubts.This can be offline, that is, face-to-face teaching, or online using the Internet. Take Anhui University of Finance and Economics as an example. At present, most teachers choose online learning and communication platforms such as MOOC, QQ and WeChat to interact with students and complete the process of teaching and learning.Secondly,in order to reduce unnecessary waste of resources, except for building a new maker lab, we can make full use of the existing teaching lab, equipped with a full range of experimental materials, and meet the practical needs of students through opening 24 hours a day. Thirdly, it is very important to build a student team in maker lab, which can be composed of students from different majors and grades. In the era of "win-win cooperation", the completion of an excellent work often requires the efforts of teamwork, which cultivates students' teamwork ability[3].

2.2 Construction of teaching content of maker lab

(1) Strengthen the discipline competitions

In recent years, more and more attention has been paid to discipline competitions. In Anhui University of Finance and Economics, students' training programs need to obtain 10 discipline competition credits. Discipline competitions are not just one of the important parts of student learning. It also enables students to strengthen their consciousness of innovation, improve their hands-on ability, and strengthen their teamwork awareness based on professional theoretical knowledge. There is no doubt that universities need to increase investment in related discipline competitions and innovation and entrepreneurship competitions in the process of constructing maker laboratories[4].

(2) Improve the maker course and related professional course system

The core of maker education is to cultivate students' innovation consciousness and practical ability, so that students can find problems in study, explore problems in practice, and train their comprehensive abilities in solving problems, seeking help, cooperating with others, and expressing accurately. Universities can meet the requirements and challenges for talents by improving the curriculum system and adding practical contents. Universities should fully recognize the connection between various disciplines, not only to strengthen the practical operation of the disciplines, but also to strive to achieve integration between the various disciplinesand develop a comprehensive

multi-level talent training mode[5].

(3) Increase support for innovation and entrepreneurship projects

Under the background of "mass entrepreneurship and mass innovation", students' innovation and entrepreneurship project is one of the ways to encourage students to start their own businesses and cultivate their innovative spirit. Many universities have built entrepreneurial incubation bases providing students with favorable support for entrepreneurship and incubation.If we can combine the maker lab with the entrepreneurial incubation base, convert ideas into products, and then use the student entrepreneurial incubation base to connect the product to social resources, and realize the ideas to incubation and growth of products. It can make innovative products profitable, and can better stimulate the creativity and inspiration of makers[6].

3. OPERATION MODE OF MAKER LAB

3.1 Teaching mode of maker lab

The teaching of maker lab not only needs to meet the requirements of experimental teaching, but also focuses on cultivating students' innovative consciousness and practical ability. In order to stimulate students' potential, different creative modules can be set up in the lab, so that students can choose the direction they want to explore. They can generate new ideas and opinions and draw up interesting propositions by discussing. Compared with the traditional teaching method, the tutor in maker lab is more likely to act as a adviser in students' learning process. Students can independently control the learning progress and direction.Students will gradually learn to arrange their study and practice time by themselves, changing from passive to active learning. At the same time, they also have greater space and power to choosetheir favorite topics to explore, which will undoubtedly increase the motivation for thinking and innovation.

3.2Open mode of maker lab

The maker lab is fully open to students in terms of information, resources, facilities and other aspects, so that students can conduct more and better innovation and entrepreneurship practices, and enhance their innovation awareness and practical ability. Considering the cost of maintaining the operation of the lab, different resources are provided according to the different needs of students. In addition, an assessment mechanism can be set up to take thesis, patent, competition results, and entrepreneurial achievements as the assessment standards, which can further improve the talent training ability of universities and the talent output efficiency of maker lab.

3.3 Management mode of maker lab

The Maker Lab adheres to the "student-centered" philosophy. Students are its main body, and its management is bound to require the joint participation of teachers and students. The daily operation and management of the lab, including propaganda, assessment, maintaining order, and personnel arrangements, can be entrusted to student organizations and associations for cooperative management. The teachers play a guiding role in the operation of the maker lab, such as guiding students to use the equipment correctly and guiding students to integrate various resources.

4. PROBLEMS TO BE SOLVED IN THE CONSTRUCTION OF MAKER LAB

4.1 Student motivation

Turning new ideas into products is not an easy task, it needs plenty of time and energy, and at the same time, it is likely to face difficulties from various aspects. How to prevent students'enthusiasm from being consumed by difficulties encountered? In order to solve these problems, the author proposes the following measures. Before the start of project research, different directions should be provided so that students can choose according to their abilities and interests. Each maker team needs to be equipped with experienced instructors so that students can obtain help when facing difficulty. Students will be given material or credit rewards at each stage of the project.

4.2 Integration of resources

The maker labis based on students and has limited resources. It needs cooperation between universities and schools, as well as specific support from the government and enterprises. How to integrate all aspects of the resources, some suggestions are proposed.Firstly, when recruiting a maker team, the maker labcan provide exchange meetings for students from different departments and different majors. After all, completing a project requires students with different characteristics and expertise to work together. Secondly, Schools can reach cooperation with brother schools to jointly provide excellent projects. These contents will be published in the maker lab, and students can choose to cooperate.Thirdly, the school can contact the government and enterprises to provide potential projects in the maker labin order to obtain the support of funds and resources fromthe society.

5. CONCLUSION

With the growing demand for innovative and entrepreneurial talents, the transformation of traditional teaching lab to the maker lab has become an important part of the teaching reform in universities at the current stage. The article enumerates some feasible measures for the university to build maker lab and suggestions for future construction and development, so as to bring new vitality and vigorous strength to the cultivation of innovative and entrepreneurial talents.

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Historical Map Design in Teaching Practice Based on the Core Competency of the Concept of Time and Space-Take TheThree Kingdoms as An Example

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Abstract: It is clearly stated in the newly issued curriculum standard that "teachers should set teaching objectives based on the development of students' core competency in history, and should take it as the starting point and the ultimate goal in the teaching practice."[1] The map is a common tool utilized in history teaching, so it is particularly important to combine the core competency with the historical maps in such an era when students' core competency of history are highly advocated. Teachers using historical maps can not only guide students to understand the temporality and spatiality of historical events intuitively but also integrate the concept of time and space, which is the core competency of the history discipline, into teaching. Therefore, historical maps in history teaching can exert more prominent effect on establishing students' concept of time and space. However, how should history teachers use history maps for teaching design from the perspective of cultivating students' core competency? In order to answer this question, historical map design in teaching practice based on the core competency oriented to the concept of time and space is explored in this paper by taking "The Three Kingdoms" as an example.
Keywords
FPGA;Space-time concept; Core competence; Historical map

1.CHOOSE THE APPROPRIATE MAP

Historical map as an auxiliary tool for history teaching is characterized by visualization, concreteness and understandability. History teachers should choose the appropriate historical map without neglecting the accuracy and vividness of the map itself for its use. The map of each era is not universally applicable; instead, it may only be applicable to the territory of that era, so it cannot be arbitrarily placed for all situations or in all times. In other words, when selecting historical maps, teachers should not only pay attention to the accuracy but also the vividness of the historical maps, and, if necessary, use historical dynamic maps to vividly showandreproduce the course of an event, by way of whichthe students are expected to understand the temporality and spatiality of an event, establish thecore competency of the concept of time and space. In this manner, the historical map can really play its positive role in history teaching.

In teaching the course of Battle of Red Cliff (208 A.D.), in which liu Bei and Sun Quan joined in crushing Cao Cao, the author chose the historical dynamic map of the late eastern Han dynasty and placed the battle in a specific historical time and space. Instead of simply dictating or using historical static maps to narrate the course,the author used the historical dynamic map to assist teachers in explaining the course of the battle, thus having vividly reproduced the process of the battle: "Cao Cao marched south and occupied Jingzhou in 208 A.D." → "Liu Bei led his army back from Fancheng to Xiakou"→　"Liu Bei sent Zhuge Liang to contact Sun Quan to fight CaoCao together andSun Quan decided to fight Cao Cao jointly with Liu Bei"→ "Sun Quan and Liu Bei joined forces to confront Cao Cao in Red Cliff, and Cao Caowas defeated and retreated to the north".Employingthe historical dynamic map cannot only guide students to know vividly the process of the Battle of Red Cliff and help students know the temporality of the historical events of the battle, but also guide students to know the specific regions and the spatiality of the events of the battle. In this way, in addition to making history teaching more interesting, it enables students to have a simple and intuitive understanding of the course of Battle of Red Cliff, thus establishing the core competency of students' concept of time and space.

2.GUIDE STUDENTS TO MASTER THE SKILLS OF READING MAPS

Historical maps, as one of the intuitive teaching aids for establishing students' concept of time and space, "constitute an important carrier that reflects the spatial distribution and natural environment of people's various activities in historical periods."[2] However, the junior students' ability to read and understand maps is weak, unaware of how to read the maps effectively or what information to read through the maps, thus making the historical map only a flashy bauble of which the due value is not fully tapped in the teaching process. Therefore, it is of

great significance to improve students'ability to read and understand maps, use maps to describe historical events, set up students'historical thinking, and cultivate students' concept of time and space.

When reading historical maps, what matters significantly is that teachers should guide students to master map-reading skills, cultivate students' ability to read maps with questions borne in mind, and inspire students' awareness of "big picture" and "close look"."Big picture"refers to the general understanding of a historical event and the general content of the historical event presented by the historical map by reading the name or headline of the map."Close look" means to pay attention to the details, including the legend, the specific location, name, age, events, notes, etc. presented in the map.In exploring the historical background of the formation of the tripartite confrontation among the three kingdoms, the author presented the situation maps of the Yellow Towel Uprising and the warlord separatist regime in the late eastern Han dynasty, and asked the students to read the map with the question "what is the social situation in the late eastern Han dynasty?In this way, students can have a definite aim, no longer answer questions aimlessly, and understand what effective information they should draw from the historical map and the knowledge points they should pay attention to.By virtue of "big picture" and "close look", students can get effective information that in the late eastern Han dynasty, peasant uprisings continued (such as the Yellow Towel Uprising) and the forces of feudal provincial or prefectural governors expanded to form a situation of warlordism. On the one hand, students can know the time when the incident occurred and put the incident in a specific historical era to analyze it, thus establishing the core competency of concept of time; on the other hand, students can pay attention to the content and region of the historical map, establishing the core competency of concept of space.

3.FOCUS ON THE INTERNAL CONNECTION BETWEEN TIME AND SPACE

The historical concepts of "time" and "space" are interrelated and do not exist in isolation. "The spatial distribution of people's various activity and the changes of natural geographical environment in different historical periods can also be represented by historical maps, that is, the temporalitycan be represented by maps."[3]In view of this, teachers should pay attention to the internal connection between temporality and spatiality of historical events in the process of history teaching.It is necessary for teachers to not only place historical events under a specific historical background, but also emphasize the historical place where the historical events occurred, so as to guide students to have a holistic cognition of the historical events from the two dimensions of time and space, to construct the frame connection between historical knowledge,

and to cultivate the concept of time and space, which is the core competency of the history discipline.

In probing into the question of "the final formation of the three kingdoms" required by the curriculum standard, the author showed the process of the formation of the tripartite confrontation among thethreekingdomsby presenting a historical dynamic map: Cao Pi proclaimed himself emperor in Luoyang in 220 A.D. → Liu Bei proclaimed himself emperor in Chengdu in 221 A.D→Sun Quan proclaimed himself emperor inJianye 229 A.D. Then the three capitals were connected with straight lines to help the students intuitively draw the conclusion that the tripartite confrontation among the three capitals finally came into being. The historical dynamic map combines the establishment time of the three countries with the capital regions, which can not only guide students to understand the timing of historical events, build the longitudinal connection between historical events, but also guide students to understand the specific capital regions of the three kingdoms. The straightline constructs the horizontal connection between historical events, guiding students to intuitively draw the conclusion of the tripartite confrontation from the map. Therefore, the combination of temporality and spatiality of historical maps can not only establish horizontal and vertical connections between historical events, but also cultivate students' core competency of the concept of space and time.

4.REALIZE THE REASONABLE ALLOCATION OF GRAPHIC DATA

Zheng Qiao, a scholar in the Song Dynasty, once said that "scholars should never separate graphics and history". In addition to setting up questions for inquiry in reading historical maps, teachers can also combine them with historical materials for exploration.Historical maps can be the embodiment of a knowledge point about temporality or spatiality in historical materials, while in turn historical materials can also be the explanation of key contents on historical maps. In other cases, there also can be a causal connection between historical maps and historical materials. The flexible combination of historical materials and historical maps can guide students to carry out independent inquiry and exploration on corresponding historical issues, which can not only cultivate students' ability to solve historical questions, but also establish students' concept of time and space.

In exploring the historical background of the formation of the tripartite confrontation among the three kingdoms, the author not only presented a map of "The Warlord Separatist Regime in the Late Han Dynasty", but also presented Cao Cao's poem "Walking in Graveyard" at that time, and established a connection between the two. It was the warlord separatist regime at the end of the eastern Han dynasty in the left-hand map that led to the formation

of the situation of the poor livelihood of the people and the waste of production described in the poem presented on the right side. The combination of the map of "The Warlord Separatist Regime in the Late Han Dynasty"and the poem "Walking in Graveyard" not only examined the students' ability to read and extract effective information, but also examined the students' capacity of reading maps. Placing specific historical events under a specific historical background not only realized the rational allocation of graphic data, summarized and explored the answer that "the tangled warfare of warlord separatist regime in the late eastern Han dynastyplunged the people into calamity and chaos and plunged the production into depression" , but also cultivated students' concept of time and space.

To conclude, historical mapsadopted as teaching aids can not only guide students to understand the temporality and spatiality of historical events intuitively,but alsohelp teachersintegrate the concept of time and space, which is the core competency of the history discipline, into teaching, and take the core competency of the concept of time and space as the starting point and the ultimate goal in the teaching practice.Based on the specific case of "The Three Kingdoms", the author expounds the historical map design in teaching practice based on the core competency of the concept of time and space from four aspects of "Choose the Appropriate Map",

"Guide Students to Master the skills of Reading Maps", "Focus on the Internal Connection between Time and Space" and "Realize the Reasonable Allocation of Graphic Data".It can be seen that historical mapsserve as important auxiliary materialsin establishing the core competency of the students' concept of time and space in history. Using the historical map for teaching can not only improve students' historical thinking ability, but also guide students to understand the spatial and temporal characteristics of historical events from an intuitive perspective and establish the core competency of students' concept of time and space.

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Research on Cultivation of High-skilled Talents Based on School-Enterprise Community

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Abstract: The development of social economy demands more and more high-skilled talents, which also requires schools to train more excellent skilled talents to serve the society. It can be seen from the reality that the expansion of school enrollment makes students lack of corresponding teaching resources in learning and practice equipment in practice, which has a serious impact on the development of students. Cooperation between school and enterprise is one of necessary ways to cultivate high-skilled talents, and school-enterprise community is a new form of school-enterprise cooperation. It can not only meet the needs of enterprises and that of talent training, but also facilitate the cultivation of high-skilled talents. This paper analyzes the problems existing in the training of high-skilled talents based on school-enterprise community, and puts forward measures to improve problems.

Keywords: High-skilled talents; School-enterprise community

1. INTRODUCTION

The demand for professional talents is becoming more and more intense in the society, and higher vocational colleges in China also show a good momentum of development. For the development of schools, the cultivation of talents is not only on the surface, but also the operational skills of graduates, so as to cultivate more and more students who are in line with requirements and work positions released by employers. In the changing environment, how to make students have better social skills is also an important problem for higher vocational colleges. Besides, Ministry of Education of the People's Republic of China also further emphasizes requirements of "school-enterprise cooperation is conductive to strengthening training, practice construction". Therefore, close relationship between universities and enterprises has an important influence on higher vocational education[1].

2. CONNOTATION OF HIGH-SKILLED TALENTS AND CURRENT SITUATION OF SCHOOL-ENTERPRISE COOPERATION IN CHINA

High-skilled talents are one of the production and service practitioners. They have profound professional knowledge and exquisite operation skills. They are high-level application talents. With the increase of the demand for high-skilled talents, more and more attention has been paid to the cultivation of talents. At present, there are many ways to cultivate talents, such as "master with apprentice", "school training", and "specialized training". Different training methods cultivate different talents. School training is a common way of talents training in China. In the "school training" method, school-enterprise cooperation has achieved certain results in vocational education after years of exploration in China, and there have been certain innovations in the way of cooperation. In terms of main body of school running, it can be divided into enterprise schooling and non-enterprise schooling. There are certain advantages for enterprises to run schools. Enterprises can invest a lot of funds in construction, management, and operations, and the professional courses and teaching plans are highly unified with the needs of enterprises. Enterprise schooling also spends a lot of thought on cultivation of students' professional skills. Due to factors of the main body of school running, students' loyalty to enterprises is higher than that to ordinary schools. As a result, students will work harder to learn professional knowledge and skills, and teachers who teach knowledge will be more devoted to the cultivation of students' skills. However, there are not many schools run by enterprises in our country at present, and there are great deficiencies in investment of school funds, management of teaching equipment, and employment of graduates[2].

3. SCHOOL-ENTERPRISE COOPERATION IN TRAINING HIGH-SKILLED TALENTS IN SCHOOLS

3.1 Problems in school-enterprise cooperation

Due to the different requirements for talents and training of talents in schools, it is not possible to form a long-term cooperation mechanism for school-enterprise cooperation. On the one hand, in the process of school-enterprise cooperation, schools and enterprises can not form necessary mutual supervision, lack awareness of the rights and obligations of both sides, and have relatively weak awareness of the protection of enterprise interests. On the other hand, enterprises are pursuing the maximization of economic benefits and are more interested in talents with relatively mature vocational skills, but they have relatively weak training consciousness for college students[3]. They invest

less to cultivate graduates, and is unwilling to spend too much time and energy to cultivate a new employee. It can be found that most enterprises do not regard the educating function of vocational education as an important part of enterprise construction, and it is difficult for enterprises to undertake the task of cultivating talents for society.

3.2 School-enterprise community makes cooperation win-win

The school-enterprise community is a new way for schools and enterprises to cultivate talents. By signing agreements, they promote each other, monitor each other, rely on each other, and open up to each other, to achieve win-win cooperation and sustainable development. Some higher vocational colleges in the city of Hangzhou have achieved outstanding results. Through close cooperation with large enterprises, a number of colleges in Hangzhou that meet the requirements of enterprises and the emerging development needs of society have been established such as School of Automotive Engineering, School of Womenswear, School of Management, and School of Mechatronics Engineering, and a group of outstanding students are trained. In addition, higher vocational colleges Hunan Province also have a new interpretation of school-enterprise cooperation. They carry out order training programs with the group, and schools and enterprises jointly train talents. It is not only conducive to social development, but also has a great impact on personal development to further cultivate innovative and practical talents through the new cooperation mode dominated by schools and emphasized by enterprises.

4. CULTIVATION OF HIGH-SKILLED TALENTS BASED ON SCHOOL-ENTERPRISE COMMUNITY

4.1 Schools and enterprises jointly formulate talent training programs

Enterprises have clearer and more specific requirements for the work quality of employees. In order to meet the needs of enterprises in society for the work quality of employees, schools and enterprises can jointly develop talent training programs. The course content of students determines the quality of professional knowledge of talents and the training of high-skilled talents in the work, which requires high comprehensive quality and ability of students. The compulsory courses for students can be formulated with enterprises, including talent training goals, suitable job groups, and talent training specifications, so that talent training can be seamlessly connected with enterprises.

4.2 Teaching content is close to requirements of professional position

Professional courses for students originate from enterprises. The compilation of professional course materials and real case analysis are of great significance to the cultivation of students. The teaching content of compulsory courses comes from enterprises, which can clearly know the current situation of development of enterprises in society and that of social technology development, and further ensure the practicability and applicability of course teaching. The practical training in school should be close to the needs of professional ability. During the teaching, the combination of theory and practice is more suitable for students. In practice, it can not only apply theoretical knowledge to concrete, but also make up for the defects of theoretical knowledge. In the process of carrying out practical training in the school, we should carry out practical teaching and vocational skills training to cultivate and improve students' practical ability and operational skills. The participation of enterprises can create a real professional environment to take students to be close to the production line. Many schools have launched professional skills competition to further enhance students' ability.

4.3 Schools and enterprises jointly train teachers

Schools and enterprises can jointly cultivate teachers of professional courses in schools and operate pertinently. Some vocational colleges employ senior managers, technical experts and business backbone part-time school teachers from enterprises. According to the time of part-time teachers, it is a good choice to arrange corresponding lectures, knowledge and skills learning, or to teach students. Consequently, students can learn new knowledge outside the classroom, and understand the social development and change. Teachers should adapt to the development of times and teach students the latest experience. In addition, teachers can regularly enter into enterprises for learning and training to learn new knowledge and constantly update their knowledge reserves, so as to achieve better teaching objectives and to cultivate professional talents.

5. SUMMARY

Innovation is the key for education development. We should use advanced management methods to maximize the role and advantages of educational human resource information systems, transform concepts of traditional human resource management to that of modern human resource education with the help of information management systems. "School-enterprise cooperation" is the only way for colleges and universities to cultivate high-skilled talents. Nowadays, social and economic development has put forward more objective and specific requirements for education, and it is also an inherent need for the survival and development of higher vocational colleges. In the future, "school-enterprise cooperation" will continue to develop and innovate in the process of exploration. The advantages of school-enterprise cooperation complement each other and bring greater contributions to the development of our country and society, as well as individuals.

and quantity of high vocational and technical ability talents under the school-enterprise common vision. Project of the 13th five-year plan of hunan province (project of special funding for youth, XJK17QZY002)

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Enumeration formulas for standard Young tableaux of nearly C type and opposite C type shapes

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Abstract. This paper deduces two types Enumeration formulas for standard Young tableaux of nearly c type and opposite c type shapes. Specifically, the truncated shapes are $(n^{m+2} \setminus (n-k) \setminus (n-1)^m | \{(2,2)\})$ and $(n^{m+2} / (n-k) / (n-1)^m | \{(2,1)\})$.

Keywords: Standard Young tableaux(SYT); Truncated shape

1 INTRODUCTION

Recently many papers have considered the enumeration formulas of Standard Young tableaux. And the truncated shape has also been discussed. P.Sun derived several types of truncated shapes, including skew SYT truncated by a rectangle, nearly hollow rectangular shapes, and $(n^m) \setminus (2)$ [1-3]. The definition of SYT of truncated shape can be found in [4] and more details can be seen in [5], and more properties of SYT can be found in.

In references [6], there is a method using to deduce the enumerations formulas of SYT, which combines nested-order statistics model and multiple integration. The idea of this paper comes from this method. Based on this method ,we consider two types SYT of some truncated shape[7] .

The rest paper is organized as follows. Section 2 describes some basic concepts. And in section 3, two theorems are inferred and proved.

2 PRELIMINARIES AND BASIC CONCEPTS

Suppose a partition of $\lambda = (\lambda_1, \lambda_2, \cdots, \lambda_d)$ meets that the sequence $(\lambda_1, \lambda_2, \cdots, \lambda_d)$ is non-increasing, and $\lambda_1 \geq \lambda_2 \geq \lambda_3 \geq ... \geq \lambda_d > 0$. A Young diagram $|\lambda|$ of shape λ is a left-justified array of $|\lambda|$ cells, and row i (from top to bottom) is formed with λ_i cells. $\{1,2,3,...,\lambda\}$ is putted to the diagram $|\lambda|$,with each row increasing from top to bottom, and each column increasing from left to right.

Let $\lambda = (\lambda_1, \lambda_2,...)$, $\mu = (\mu_1, \mu_2,...)$, $\nu = (\nu_1, \nu_2,...)$ be integer partitions such that $\lambda_i > \mu_i, \lambda_i > \nu_i$. A skew shape λ / μ is an array of boxes where μ_i boxes are deleted from the beginning of row i . A standard Young tableau of shape λ is a labeling by $\{1,2,3,...|\lambda|\}$ of the boxes in the Ferrers diagram such that each row and column is increasing (from left to right and from top to bottom respectively). The standard shifted Young tableau of shape λ is like the ordinary shape except that row i starts with its leftmost box in position (i,i) if $\lambda_1 > \lambda_2 > ... > \lambda_d$ [3].

Definition 1[6] Let $j_0 \geq 1$,if $\lambda = (\lambda_1, \lambda_2, \cdots, \lambda_d)$ and $\mu = (\mu_1, \mu_2,..., \mu_r)$ are partitions such that $j_0 + \mu_j - 1 \leq \lambda_j$ for every j,then the diagram of truncated shape $\lambda \setminus \mu | \{(i_0, j_0)\}$ is the set

$$D = \{(i,j) \in [\lambda],(i_0 + s, j_0 + t) \notin [\lambda], 0 \leq s \leq r-1, 0 \leq t \leq \mu_{s+1} - 1\} \qquad (1)$$

For example, $\lambda,$ μ are two partitions，which is $\lambda = (5^3, 3)$, $\mu = (2,1)$, then $\lambda \setminus \mu | \{(2,2)\}$ is:

$\lambda \setminus \mu | \{(2,2)\}$

In [3], it comes up with a kind of model of nested order statistic, which can be used to deduce the formulas of some shape of SYT. The number of some SYT can be computed by

$$N_\lambda = |\lambda|! \int_{S_\lambda} ... \int 1 dx_{1,\lambda_1} \cdots dz_{\lambda_d, \lambda_d} \qquad (2)$$

where S_λ is the corresponding nested order statistic of the SYT.

3 MAIN RESULTS

This paper mainly calculates two types of SYT formulas. The following is the specific proof process.

The two types of SYT are showed as follows.
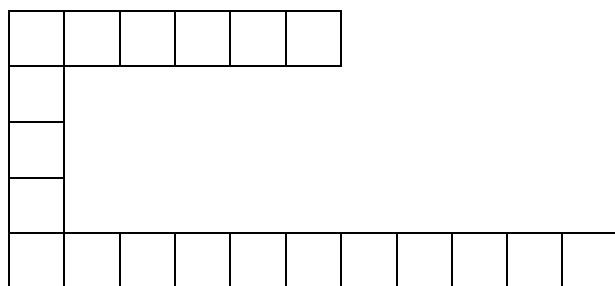
$(n^{m+2} \backslash (n-k) \backslash (n-1)^m \,|\, \{(2,2)\})$
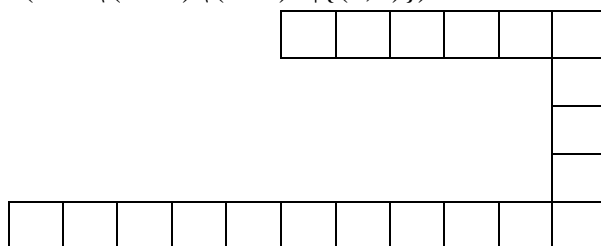
$(n^{m+2} / (n-k) / (n-1)^m \,|\, \{(2,1)\})$

Theorem 1 For $m>0, n \geq k>0$,the enumeration formula of SYT of shape $(n^{m+2} \backslash (n-k) \backslash (n-1)^m \,|\, \{(2,2)\})$ is

$$H_{(n^{m+2}\backslash(n-k)\backslash(n-1)^m|\{(2.2)\})} = \binom{2k+m-1}{k-1} - \binom{2k+m-1}{k-2}$$

.Proof. The corresponding nested order statistics of this shape SYT is

$$H_{(n^{m+2}\backslash(n-k)\backslash(n-1)^m|\{(2.2)\})} = (n+k+m)! \int\int...\int_{\Omega} 1 dx_1...dx_k dy_1...dy_m dz_1...dz_n$$.

Note

$$I = \int\int...\int_{\Omega} 1 dx_1...dx_k dy_1...dy_m dz_1...dz_n$$.

Then according to the integration sequence after interval decomposition, the first and the second part can be obtained after integration:

$$I = \int\int_{\Omega_3}...\int \frac{(z_2-x_1)^{m+1}(1-z_{k+1})^{n-k-1}}{(m+1)!(n-k-1)!} dx_1...dx_k dz_2...dz_{k+1}$$

For the region of integration

$$\Omega_3 = \begin{pmatrix} 0 & < & x_1 & < & x_2 & < & \cdots & < & x_{k-1} & < & x_k & \\ & & & & \wedge & & \wedge & & \wedge & & \wedge & \\ & & & & z_2 & < & \cdots & < & z_{k-1} & < & z_n & < & z_{k+1} & < & 1 \end{pmatrix}$$

,
change the variables,let

$$\begin{cases} x_r = x_1 + (z_{k+1}-x_1)u_{r-1}, \\ z_r = x_1 + (z_{k+1}-x_1)v_{r-1}, \end{cases}$$

where $1 \leq r \leq n$, then we get

$$\Omega = \begin{cases} 0 & < & x_1 & < & x_2 & < & ... & < & x_k & \\ & & \wedge & & & & & & & \\ & & y_1 & & & & & & & \\ & & \wedge & & \wedge & & ... & & \wedge & \\ & & \vdots & & & & & & & \\ & & \wedge & & & & & & & \\ & & y_m & & & & & & & \\ & & \wedge & & & & & & & \\ & & z_1 & < & z_2 & < & ... & < & z_k & < & ... & < & z_n & < & 1 \end{cases}$$

For the convenience of calculation, we divide the integral interval into three parts:

$$\Omega_1 = \{x_1 < y_1 < y_2 < ... < y_m < z_1 < z_2\}$$

,

$$\Omega_2 = \{z_{k+1} < z_{k+2} < ... < z_n < 1\}$$

,

$$\Omega_3 = \begin{cases} 0 & < & x_1 & < & x_2 & < & x_3 & < ... < & x_k & \\ & & & & \wedge & & \wedge & & \wedge & & \wedge \\ & & & & z_2 & < & z_3 & < ... < & z_k & < & z_{k+1} & < & 1 \end{cases}$$

.

According to formula (2), we derive the equality:

$$\Lambda = \begin{pmatrix} 0 & < & u_1 & < & \cdots & < & u_{k-2} & < & u_{k-1} & \\ & & \wedge & & \wedge & & \wedge & & \wedge & \\ & & v_1 & < & \cdots & < & v_{k-2} & < & v_{k-1} & < & 1 \\ & & 0 & < & x_1 & < & z_{k+1} & < & 1 & \end{pmatrix}$$

,
and the Jacobian determinant obtained by transformation is

$$J = \frac{\partial(x_2, x_3, ..., x_k, \partial z_2, ..., \partial z_k)}{\partial(u_1, \partial u_2, ..., \partial u_{k-1}, \partial v_1, ..., \partial v_{k-1})} = (z_{k+1}-x_1)^{2(k-1)}$$

.

According to Euler' beta integral, directly give that

$$\iint_{0<x_1<z_{k+1}<1} (z_{k+1}-x_1)^{2k+m-1} \frac{(1-z_{k+1})^{n-k-1}}{(n-k-1)!} dx_1 dz_{k+1}$$

$$= \frac{1}{(2k+m)(n-k-1)!} \int_0^1 z_{k+1}^{2k+m}(1-z_{k+1})^{n-k-1} dz_{k+1}$$

$$= \frac{(2k+m-1)!}{(m+n+k)!}$$

write

$$\Lambda_1 = \begin{pmatrix} 0 & < & u_1 & < & \cdots & < & u_{k-2} & < & u_{k-1} \\ & & \wedge & & \wedge & & \wedge & & \wedge \\ & & v_1 & < & \cdots & < & v_{k-2} & < & v_{k-1} & < & 1 \end{pmatrix}$$

,
then

$$I = \iint\cdots\int_{\Omega_3} \frac{(z_2 - x_1)^{m+1}(1 - z_{k+1})^{n-k-1}}{(m+1)!(n-k-1)!} dx_1 \dots dx_k dz_2 \dots dz_{k+1}$$

$$= \frac{(2k+m-1)!}{(m+n+k)!} \int\cdots\int_{\Lambda_1} \frac{v_1^m}{m!} du_1 \cdots du_{k-1} dv_1 \cdots dv_{k-1}$$

for easily computing, we change the integral into determinant integral by the order of u_1, v_1, u_2, v_2,..., then we get

$$I = \frac{(2k+m-1)!}{(m+n+k)!} \int\cdots\int_{\substack{0 < u_2 < \cdots < u_{k-2} < u_{k-1} \\ \wedge \quad \wedge \quad \wedge \quad \wedge \\ v_2 < \cdots < v_{k-2} < v_{k-1} < 1}} \begin{vmatrix} u_2 & \dfrac{u_2^{m+2}}{(m+2)!} \\ 1 & \dfrac{v_2^{m+1}}{(m+1)!} \end{vmatrix} du_2 \cdots du_{k-1} dv_2 \cdots dv_{k-1}$$

$$= \cdots = \frac{(2k+m-1)!}{(m+n+k)!} \iint_{0<u_{k-1}<v_{k-1}<1} \begin{vmatrix} \dfrac{u_{k-1}^{k-2}}{(k-2)!} & \dfrac{u_{k-1}^{k+m+1}}{(k+m+1)!} \\ \dfrac{v_{k-1}^{k-3}}{(k-3)!} & \dfrac{v_{k-1}^{k+m}}{(k+m)!} \end{vmatrix} du_{k-1} dv_{k-1}$$

Furthermore,

$$I = \frac{(2k+m-1)!}{(m+n+k)!}\left[\frac{1}{(k+m-1)!(k-1)!} - \frac{1}{(k+m)!(k-2)!} \right]$$

,
finally,

$$H_{(n^{m+2}\backslash(n-k)\backslash(n-1)^m|\{(2.2)\})} = (n+k+m)!I$$

$$= (2k+m-1)!\left[\frac{1}{(k+m)!(k-1)!} - \frac{1}{(k+m+1)!(k-2)!} \right]$$

$$= \binom{2k+m-1}{k-1} - \binom{2k+m-1}{k-2}.$$

The proof of Theorem 1 is completed.

Theorem 2   For $m>0, n\geq k>0$,the enumeration formula of SYT of shape $(n^{m+2}/(n-k)/(n-1)^m | \{(2,1)\})$ is

$$H_{(n^{m+2}/(n-k)/(n-1)^m|\{(2.1)\})} = \binom{m+n+k-1}{n-1} - \binom{m+n+k-1}{k-2}$$

.

Proof. The corresponding nested order statistics of this shape SYT is

$$\Omega = \left\{ \begin{matrix} 0 & < & x_1 & < & x_2 & < & \dots & < & x_k \\ & & & & & & & & \wedge \\ & & & & & & & & y_1 \\ & & \wedge & & \wedge & & \dots & & \wedge \\ & & & & & & & & \vdots \\ & & & & & & & & \wedge \\ & & & & & & & & y_m \\ & & & & & & & & \wedge \\ t_1 & <\dots & <t_l & < & z_1 & < & z_2 & < & \dots & < & z_k & < & 1 \end{matrix} \right\}$$

let $l+k=n$.

For the convenience of calculation, we divide the integral interval into three parts:

$$\Omega_1 = 0 < t_1 < t_2 < \dots < z_1 ;$$

$$\Omega_2 = x_k < y_1 < y_2 < \dots < y_m < z_k ;$$

$$\Omega_3 = \left\{ \begin{matrix} 0 & < & x_1 & < & x_2 & < & \dots & < & x_k \\ & & \wedge & & \wedge & & \wedge & & \wedge \\ & & z_1 & < & z_2 & < & \dots & < & z_k < 1 \end{matrix} \right\}$$

.

By similar way ,we have the results

$$H_{(n^{m+2}/(n-k)/(n-1)^m|\{(2,1)\})} = \binom{m+n+k-1}{n-1} - \binom{m+n+k-1}{k-2}$$

.

The proof of Theorem 2 is completed.

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Operation and exploration of WeChat public platform in universities in the new media era --Take WeChat public account of Jing Hengyi Honors College, Hangzhou Normal University as an example

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Abstract: With the continuous development of the Internet, the application of WeChat public account is more and more extensive. Faced with college students, colleges and universities and their subordinate departments have set up WeChat public platform with their own unique style. In the era of new media, convenient and efficient public platform provides complete conditions for the dissemination of campus culture, and also provides users with the need to obtain information. The WeChat public account has become a powerful tool for the cultural propaganda of universities and their subordinate departments, playing an increasingly important role in the construction of campus culture. This paper takes WeChat public account of Jing Hengyi Honors College, Hangzhou Normal University as an example to understand its operation status, analyze the problems existing in the operation of WeChat public account of colleges and universities and put forward corresponding Suggestions.
Keywords: New media; WeChat public account; Operation; Cultural construction

After years of development, WeChat has become the new media platform with the highest attention, carrying a huge amount of information. WeChat public account has attracted more and more attention from universities for its integrity, diversity and timeliness of information transmission. At the same time, universities and their subordinate departments began to develop and customize the official WeChat public account. Therefore, in the spirit of serving students and teachers, this paper integrates diversified services on campus and conducts in-depth research on the construction and operation of university WeChat public account, aiming at creating an advanced official WeChat public platform that can better serve teachers and students[1].

1 THE SIGNIFICANCE OF THE CONSTRUCTION OF OFFICIAL WECHAT ID IN COLLEGES AND UNIVERSITIES AND THEIR SUBORDINATE DEPARTMENTS

1.1 It plays an important role in understanding the dynamics of university departments, enriching learning and life, and building campus culture

Nowadays, universities and their affiliated departments operate official WeChat public accounts more and more frequently. The main audiences of the official WeChat official account are teachers, students, alumni and parents. Teachers and students in colleges and universities can release the latest news through the official WeChat official account, so that the attention groups can keep abreast of the latest situation of colleges and universities. At the same time, the official WeChat public account is also a medium for teachers and students to show their learning life and build campus culture. The official WeChat public account creates a good school spirit by promoting the characteristic culture of the campus and passing on positive energy. By issuing important notices, teachers and students are guided to abide by the rules and regulations of the school and maintain proper and reasonable ways of doing things. The official WeChat official account is used to display the elegant demeanor of teachers and students, answer students' questions, improve their quality, and strive to create a healthy and positive cultural atmosphere and educational environment, which plays a subtle role in building a good campus culture[2].

1.2 The official WeChat official account is an important window for universities and their affiliated departments to publicize and enhance their influence

Due to the huge user base of WeChat, the official WeChat public account has obvious advantages over other platforms in terms of transmission speed, content and mode. WeChat public account is an indispensable part in the construction of new media publicity platform in colleges and universities. The official WeChat public account has the characteristics of diversified forms of communication, rich contents of communication, and fast ways of communication, etc. The construction of WeChat public account of colleges and universities can open up publicity channels of colleges and universities, realize the overall control of online public opinions, and enhance

the influence of colleges and universities while improving the effect and quality of new media publicity[3].

2.OPERATION CHARACTERISTICS OF THE OFFICIAL WECHAT ACCOUNT OF JING HENGYI HONORS COLLEGE, HANGZHOU NORMAL UNIVERSITY

Since its establishment in 2015, the official WeChat of Jing Hengyi Honors College, Hangzhou Normal University (hereinafter referred to as "Jing Hengyi Official WeChat") has developed rapidly and gained wide influence, and has become an important platform for cultural construction and external publicity of Hengyi Honors College. Under the leadership of Hengyi Honors College and the management of the news center, the innovation, promotion and influence of Jing Hengyi Official WeChat have been continuously improved, and it has been awarded as the excellent new media platform for education on the campus of Hangzhou Normal University in 2019. This is a comprehensive and multi - Angle introduction to Jing Hengyi Official WeChat[4-5].

As a public account that pays attention to innovation and loves innovation, the purpose of Jing Hengyi Official WeChat is to adhere to the originality of each tweet and the novelty of typesetting, so that each tweet can be beautiful and clear.

"Jing Ying Bang" series to introduce students to our school's outstanding senior, in the form of interview on the senior entrance examination and employment process to make an in-depth analysis, in order to provide fresh and effective experience sharing for junior students, and set an excellent example in the school, forming a good wind of learning.

"Jing Yuan Wei Yu Lu " pushes inspirational quotes to teachers and students of the school through the three platforms of WeChat, Weibo and SMS every Monday. These famous sayings were selected by the instructor and new media students, and they were bilingual in both Chinese and English with pictures and pictures, which added extracurricular English knowledge to the students without being boring. "The micro sayings of the academy convey positive energy; Bilingual, inspirational and learning." This is the beginning of our micro quotations campaign. We hope that the students of Jing Hengyi Honors College can gain strength in these sentences and ignite new enthusiasm for learning.

"WE" series includes four columns:"Share the original English reading", "study in famous schools", "appreciate the beautiful articles" and "share the authentic English expression". "English original reading share" extracts from English original works, analyzes the usage of words and phrases in literary works, and helps students improve their reading ability and learn the knowledge of words and phrases. "Elite schools to study abroad" to show students the elite schools around the world, to provide students with the application and other requirements, to expand students' horizons, to provide students with more information. "Appreciate the beautiful articles" appreciate the beautiful articles in English, understand the meaning, help students to understand English poetry, expand vocabulary. "Share English expressions" share authentic and common English expressions, and interspersed with western culture, to help students understand western culture, improve their oral English.

In addition, there are also many original sub-titles, such as: "reading classics", "by the season", "by the elegant demeanor of the school" to show the characteristics of the school, close to the lives of teachers and students, meet the actual needs of teachers and students. From life to study, from entertainment to academic rigor, Jing Hengyi Official WeChat keeps pace with The Times and maintains innovative vitality all the time.

With the operation of the news center, Jing Hengyi Official WeChat keeps up with the major events in and out of the school, keeps news updates timely and fresh, and makes the public account platform an effective window for external publicity. In addition to the implementation of timeliness, Jing Hengyi Official WeChat will promote the efforts of teachers and students to all aspects of life.

3.ANALYSIS ON THE OPERATION STRATEGY OF THE OFFICIAL WECHAT PUBLIC ACCOUNT OF COLLEGES AND UNIVERSITIES

3.1 Innovation in pushing content and methods

In the information age of high speed and high efficiency, it is far from enough to only focus on the improvement of text. Long articles will make readers lose interest in reading. The official WeChat public account of colleges and universities can be intersperded with pictures, videos, audio or in the form of H5, so as to make WeChat push diversified, typesetting novel, cultural construction diversified, so as to make readers more interested[1]. For example, during the period of fighting against the epidemic this year, Jing Hengyi Official WeChat launched a series of "fighting against the epidemic with art", with a few sentences accompanied by intentional calligraphy and creative videos, to cheer on the compatriots on the frontline. Once launched, teachers and students have been widely concerned and forwarded. Therefore, how to innovate the push content and the push method of the official WeChat public account of colleges and universities to obtain the continuous attention of fans is the primary problem faced by the construction of the official WeChat public account of colleges and universities[2].

3.2 To improve the interaction between teachers and students and media cooperation

In the era of "we media", interaction has become an indispensable part of the WeChat official account[3]. We should make full use of the advantages of WeChat two-way interactive platform to build a

communication bridge for teachers, parents and students. The official WeChat public account of the university needs to reply the messages and comments of the articles pushed in time; You can also set up a message board on the interface of the public platform to open a window and channel for students' message feedback. This is conducive to teachers and students to cultivate the sense of ownership, enhance the collective cohesion[4]. At the same time, the WeChat public accounts of various schools and departments should form media linkage, strengthen the cooperation with traditional media and new media, and improve their service level and influence.

3.3 Continuous improvement in push timing and management mode

The official WeChat public account of colleges and universities should successfully push an article to spread out, and the push time should be just right[5]. It has its own characteristics in push frequency and push time. When the reader needs the most, WeChat public account will release relevant push, which will get twice the result with half the effort.

In terms of management, colleges and universities should strengthen the operation of the new media team, give full play to students' vitality, and cultivate the staff's overall news literacy, so as to realize the quality of campus news. Within the news center, it is necessary to establish a standard for news work and strictly review the contents pushed to ensure the accuracy and readability of the contents.

4 CONCLUSION

In the era of new media, WeChat has become an important platform for the dissemination and construction of campus culture. During the operation of new media, we should innovate the content and form of official accounts, enhance the interactivity, build a professional team and improve the service awareness. At the same time, we should improve the management level, make good use of the advantages of WeChat public account platform, start from the actual needs of college students, create novel works with rich contents, and enhance the appeal and influence of WeChat public account, improve the connotation of campus culture.

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Analysis of the implicit discrimination against women in the context of new media

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Abstract：In the context of new media, the purpose of this paper is to analyze the implicit discrimination against women in contemporary society. Analysis of the female images built and spread by new media reveals the failure and uselessness the new media are encountering. We will analyze it from the female images built by the new media because we find that the female images spread on the new media are offensive and have the ability to influence people's thought. And also we will further explore the main backstage forces that accelerate the impacts on individuals and groups brought by new media. Finally, the analysis shows that new media should pay for the implicit discrimination against women.
Keywords: implicit discrimination; new media; women; images.

1 INTRODUCTION

1.1 Definition

New media refers to the current environment where everything is media. Implicit discrimination against women refers to people's ideas, associations and preferences from their subconscious minds that discriminate women, which means that a person who is implicitly discriminating women often themselves not even know it.[1]

1.2 Research background

Now the new media is the main media and has the responsibility to select the news and correctly guide public opinion. Nevertheless, pitifully it is building offensive images about women, and has already led the tendency to lead the general public to get used to these images. Such kind of implicit discrimination exists in almost every forms of the new media and people who are using the new media have not consider it to be a serious matter and just let these phenomenon grows barbarously.

1.3 Research significance

Now on the one side, implicit discrimination against women in the context of new media is ignored by both new media and the people who are under the environment. On the other side, men and women, the relationships and the structure of the society, economics and the development of the society suffer a lot from the phenomenon.[2] To solve these problems, we must infer the general public that the new media should pay for implicit discrimination so that the phenomenon can be changed or improved.

2 FEMALE IMAGES IN NEW MEDIA

2.1 Through digital traditional media

2.1.1 On the digital newspaper

There are countless types of digital newspapers, if you observe them carefully, you will find one thing in common---women rarely appear in newspapers that related to professional field. On the contrary, women now are always related to box news. In the box news, female topics will probably relate to their lovers, their gossip, their beaut and so on. In addition, many digital newspapers have established sections especially for women, which said to show concerns for women, but the contents show in these sections actually are about how to lose weight, how to dress up yourself and so on. Moreover, the magazine cover always shows some fantasy, beautiful, sexy women to attract people's attention. Some people consider it to be an improvement of the society while men still wear unabridged clothes, like the "The man is installed".

2.1.2 On digital TV

Most of the advertisements show on TV which related to women just about how to be a good mother, how to be a virtuous wife, how to be a good daughter. Products that women endorse are more likely to be household products. These advertisements are unconsciously spreading women should stay at home and do the housework while men always tend to appear in some advertisements that related to cars, machines, and some advanced technology. These advertisements build the image that men should outside the home while women inside.

Moreover, the TV series display on TV always uses the same stereotype--- a rich man falls in love with a poor girl and then her entire life will be changed with the help of the man and "love". A gorgeous woman either relies on her body to seek success or do everything to get the love of the hero. And the gorgeous women always do nothing but try to break the relationship between the hero and the heroine. All these female images are morbid and related to men. They just describe women as a part of the male characters and without their own career. They even have no their specific features and cannot live without men.

2.2 Through Internet media

2.2.1 On some App

Honor of Kings is a popular App among people of all ages. Its female characters are with abundant

breast fat buttock, concave and convex, especially with few clothes. In addition, powerful women usually own their strongest weapons which thought to be their body and beauty in this APP.

Weibo is a nation-wide APP that people can express their opinions and discuss the opinions freely. In recent years, people will always see it describes Double eleven shopping carnival as Goddess Day because it considers women who will pay a lot of attention to shopping and will attribute more to the shopping industry. It even produces a new phrase---bag is a cure-all for women.

2.2.2 On some websites

When we surf on the Internet, it will pop up some annoying websites, on these websites, there are naked women who are pleasing the male in a pornographic way, and also there are websites aim to teach women how to please their spouse and redeem their lovers. Moreover, there are some websites that aim to persuade women to have a facelift and advertise in such a way: your beauty can help you succeed and find your true love. In all these websites, beauty is described to be so important to women that they care about it so strongly. Sexual websites always use female figures on its page and doing something that pleases others.

3 RELATIONSHIP BETWEEN NEW MEDIA AND IMPLICIT DISCRIMINATION AGAINST WOMEN

3.1 Delirious chaos of the new media

3.1.1 Failure on recognizing offensive words and images

It's we human that fabricates the offensive female images in Chapter2 that spreads on the new media which was to be blamed for the implicit discrimination against women while someone also fabricates similar images in traditional media when the new media hasn't appeared but no one ever tried to blame the traditional media. Compared to traditional media, new media has inexcusable features---it cannot recognize the offensive female images mentioned in the Chapter2 and everyone can be the resources of these images, and no one can supervise.

New media ought to ban such images from spreading but the new media does not possess the ability to do that because the new media does not even know it is offensive. Futhermore, new media cannot ban it from spreading because these offensive images can usually spread in other forms.

3.1.2 The encouragement over implicit discrimination

To attract people 's attention and increase the flow of the news. The new media will let the offensive images built on the Chapter2 on its conspicuous place which is a kind of encouragement to the implicit discrimination.

Moreover, because of the new media's failure in recognizing offensive words and images, such

encouragement becomes stronger. In addition, new media covers virtually everywhere. So the insulting images built in Chapter2 are encouraged to be known by more and more people, influence more and more area. That is why some rumors can be turned into "phrases". Just like the phrase---bag is a cure-all for women. These all contribute to the implicit discrimination against women in contemporary society.

3.2 The backstage forces

3.2.1 The Auto filter function

The media's strong delirious chaos has its backstage forces on accelerating the spreading of the implicit discrimination against women(Chen Sheng, 2018). The backstage forces ---the two functions can put all these images together to influence people.

First, it's the Auto Filter function, which means that the new media automatically filtrate the information that exposes to us. If we click the female images built in the Chapter2 by accident and even we just stay at the page for one second, then the new media will automatically filter related content to us. Then we will be exposed to contact the female images built in the Chapter2, which will definitely have negative consequences on us. It is conceivable when our online world is full of the content of the implicit discrimination, then our real world will affect by it more or less. When we consider that we have a good grasp of these images, we may unconsciously think the same thing, and then we will have the tendency to show implicit discrimination against women. As for the extent of the effects of the offensive female images, it can only be determined by personal judgment.

3.2.2 Automatic push function

Another powerful function is the automatic push function, which means that the new media push things to you without your permission. When new media is informed that you have read the images of discrimination against women in chapter2 in one aspect of the new media, it will automatically push the same thing to you in other aspects of new media. In the meanwhile, our friends will be pushed by relevant content, which means that our offline life will also be surrounded by such female images and opinions, and then we will involuntarily produce or deepen the implicit discrimination against women. In a word, that is one reason why the new media needs to pay for the implicit discrimination against women.

3.3 From individuals to groups

The female images built by new media will influence the way people think about women. We individuals can get to get to know the information on new media easily that once we learn about the female images built by new media, the possibility that we show implicit discrimination against will be higher. So we become part of the murderer that

causes the implicit discrimination against women with the help of the new media.

Furthermore, because not only individual are influenced by the new media, then the influence will spread from individuals to groups, then impact the society further. We small individuals now have the strong power to influence groups with the help of new media. So the new media really need to be blamed for the implicit discrimination against women.

4 CONCLUSION

From the above discussions, we know that the new media is the one who should pay for the implicit discrimination against women for it actually has built offensive images about women, and has already led tens of thousands of individuals and groups be influenced by the images. The society has already suffered a lot from it[3].

As individuals, both woman and man are suffering from the implicit discrimination against women caused by new media. Now women are required by the general public what they need to be like and what they shouldn't do. Even now, many people will unconsciously consider women are the one who should take more responsibility at home and take care of the family.[3]

As for men, when the female images built by the new media such as love shopping, makeup and so on, once they are accepted by the public, men who conform to these features will be condemned by the society.

If new media continues to build female images like that, the situation will be worse and worse. The new media really need to be aware of its problems and think out a solution to solve them. Besides, the general public should also strengthen the ability of self-thinking to reduce the negative effects brought by new media.

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Analysis on Effectiveness of Aesthetic General Education in Colleges and Universities on Ideological and Political Education

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Abstract : Under the impact of the diversification of social ideological trend, the ideological situation, behavioral habits and psychology of contemporary college students have changed currently due to the continuous development of society and the continuous growth of spiritual and cultural demands, thus causing a severe challenge to the traditional ideological and political education. But at the present stage, the general aesthetic education courses in colleges and universities play a positive role in cultivating talents, broadening the students' view and enhancing their judgment, which provides new ideas and methods for the development of ideological and political education. Therefore, colleges and universities should start from the following three aspects in the future: the establishment of aesthetic education concept, the optimization of curriculum instructional design and the strengthening of campus culture construction, as well as jointly push the ideological and political education in colleges and universities forward through a series of reforms and innovations.

Keywords: colleges and universities; aesthetic education; general education; ideological and political education

1. INTRODUCTION

In the 19th century, the concept of "general education" was proposed in the western countries, while the western academic disciplines were relatively determined at the moment. In the perspective of knowledge compatibility, some scholars put forward that "too detailed subdivisions would easily lead to the fragmentation of knowledge combination", so general education came into being. In the 20th century, it has became a compulsory subject to provide the students with quality-oriented education that was different from professional education in Western countries. General education was first proposed in the late Qing Dynasty in China, but it was officially included in the curriculum of higher education with the development after reform and opening up. At present, there are more and more attentions and related studies ongeneral education, which is explained more as "common education" or "all-round education" in China. Besides, it is called "liberal education" or "freedom education" in Hong Kong, with the main goals of focusing on the cultivation of people's ideas of freedom, equality and democracy, and obtaining the living state of ideology and taste, so as to train the inter-disciplinary talents for the country and society[1]. In 2016, the outline of the National "Thirteenth Five-Year Plan" was released, which clearly proposed the goal of "exploring the talent cultivating mechanism of combining general education and professional education", thereby raising the importance of general education in talent cultivating to the national level for the first time[2]. Thus, it can be seen that general education has gradually played an increasingly important role in the development of higher education and has become an important part of comprehensive cultivation of talents in various colleges and universities.

Actually, aesthetic education is also known as beauty-appreciation education or aesthetic perception education, belonging to an activity of cultivating people's aesthetic taste, aesthetic consciousness and creative ability. In 1793, it was first proposed in *Aesthetic Education Letters* written by Schiller, a famous German poet and philosopher, and was introduced into China in the early 20th century by the founders of aesthetic education, including Liang Qichao, Wang Guowei and Cai Yuanpei, etc. Since then, aesthetic education has undergone a tortuous course of development in China for more than 100 years. In 1999, the Central Committee of the Communist Party of China and the State Council formally incorporated aesthetic education into the national education policy for the first time, so that it became an important part of quality-oriented education together with moral education, intellectual education and physical education[3]. Moreover, it proposed at the 18th National Congress of the Communist Party of China that "we should strive to provide the education that meets the needs of people, adhere to the priority development of

education and cultivate socialist builders and successors who are fully developed morally, intellectually, physically and aesthetically." In fact, aesthetic education is the essence of ideological and political education, while the formation of noble character is the ultimate goal of aesthetic education, so both of them play an important role in cultivating all-round inter-disciplinary talent in the new century[4]. As the educators in colleges and universities, we also should clearly recognize that it is urgent to strengthen the aesthetic education.

2. THE POSITIVE ROLE OF AESTHETIC GENERAL EDUCATION ON IDEOLOGICAL AND POLITICAL EDUCATION

2.1 It is conducive for college students to establish a correct outlook on life and values

As everyone knows that people will form their own outlook on life and values in university period, so this important period will affect people's future value orientation in the process of social development. Moreover, aesthetic education is closely related to people's outlook on life and values. On the one hand, the essence of aesthetic education is to emphasize the virtues of morality and the beauty of personality. On the other hand, aesthetic education and moral education permeate each other. The purpose of learning aesthetic general education courses is to make students have noble sentiment and the ability to distinguish right from wrong, thus cultivating more high-quality talents who meet the requirements of social development and shoulder the important mission of national rejuvenation.

2.2 It is conducive to the innovation of teaching form of ideological and political education curriculum

At the National Conference on Ideological and Political Work in Colleges and Universities, Xi Jinping once emphasized that it is necessary to penetrate ideological and political work throughout the whole process of education and teaching, and create a new development situation of higher education in China. But currently, the ideological and political courses are taught in most colleges and universities through the traditional teaching methods, without a good final effect due to the single form and boring process. For this reason, the course teachers are constantly absorbing and innovating new forms and methods to increase the students' interest and make the classroom "active". In contrast, many positive effects can be achieved through the study of aesthetic education courses, such as exercising the students' percipient, discrimination and creativity virtually, broadening their views, playing a more positive role in cultivating their elaborative faculty and general ability of migration, and better assisting the development of ideological and political education courses.

1.3 It is conducive to the consistent externalization of ideological and political education work

Until now, preaching teaching form has always been adopted in the teaching of ideological and political education courses due to its special nature. However, it is difficult for such teaching form to achieve the desired results because the teachers unilaterally inculcate knowledge to the students, while the students receive them passively. Actually, artistic treatment is very necessary in the transformation of human ideology and morality from recognition to behavior[5], while the aesthetic education courses can just play this lubricating role. In aesthetic education, the educatees can be awaken to make self-reflection and reflection on their own behaviors by touching with feelings and educating with feelings, thus achieving the purpose of education by affecting people's feelings and realizing double results with half the work.

3. HOW TO STRENGTHEN IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

3.1 Establish the concept of aesthetic education and improve the aesthetic education system

In *Opinions on Further Strengthening and Improving Ideological and Political Education of College Students* issued in 2006, the Central Committee of the Communist Party of China and the State Council pointed out that we should vigorously strengthen the cultural quality education of college students, carry out the rich and colorful arts and entertainment activities, integrate moral education, intellectual education, physical education and aesthetic education organically, and combine education in cultural activities[6]. At the Work Conference on National College Aesthetic Education Curriculum Construction Specification Compilation held in 2019, it proposed the construction of "integrated and diversified"aesthetic education curriculum system in colleges and universities, which is enough to show that the state attached great importance to aesthetic education. So while carrying out aesthetic education courses, the colleges and universities should incorporate them into school teaching system and student cultivating program, formulate the practical norms for the construction of aesthetic education courses in college and universities, and promote and improve the aesthetic education system in all aspects.

3.2 Optimize the curriculum instructional design and reform the curriculum evaluation system

We all know that it is far from enough to teach courses by solely relying on the theory in the classroom environment and it is difficult to achieve the expected teaching effect due to the boring content of ideological and political courses and the single teaching form. To this end, it is necessary to creatively optimize the instructional design and

increase the content of practical teaching links. The theoretical knowledge can be consolidated and the theoretical understanding can be deepened through practical teaching links, thus making the students deepen their understanding of curriculum and improving the teaching effect. In addition, we should actively improve the curriculum evaluation system, and promote learning and improvement with evaluation, so as to achieve the effect of promoting student to learn.

3.3 Strengthen the construction of campus culture and create a good atmosphere of aesthetic education
Generally speaking, campus culture refers to the sum of cultural activities, cultural environment and campus spirit in campus environment. In the campus, the students can appreciate the campus cultural spirit and campus cultural connotation by the historical sculptures, memorial woodlands, buildings and inscriptions, etc., which is of great significance for improving the cohesion of teachers, employees and students, forming a good campus spirit and cultivating the "talents with ideal, moral, culture and discipline". In *Outline of China's Reform and Development*, it is clearly pointed out that it is necessary to construct a lively and healthy campus culture, and establish a good school spirit, so that the campus culture can become a powerful front for the construction of spiritual civilization[7]. Therefore, the colleges and universities are required to strengthen the construction of campus culture, improve the aesthetic cultivation of college students and create a good aesthetic education atmosphere.

4. CONCLUSION
Through increasing the fund investment of aesthetic general education courses and policy support, colleges and universities are improving the basic hardware conditions of education and actively creating the teaching atmosphere of aesthetic education now.On the one hand, these measures can promote the development of students' aesthetic education. On the other hand, they will actively promote the ideological and political education to better entrench in the minds and hearts of contemporary college students, as well as truly make the ideological and political education work of college students implement and let it play its due values.

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Conceptual Grammar Metaphor and English Writing

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Abstract:The theory of grammatical metaphor founded by Halliday in 1984 argues that grammatical metaphor is a change in grammatical form. After 30 years of development, grammatical metaphor research has flourished. Many scholars have done a lot of research on grammatical metaphors in theory, but this theory has not received due attention in the teaching practice of foreign language at home and abroad. Only a few scholars have discussed the application of conceptual grammatical metaphors in college English teaching. Based on the theory of grammatical metaphors, this paper mainly analyzes the application and influence of conceptual grammatical metaphors in English writing to promote the further development of related research. It is hoped that it can provide more scientific and effective learning methods for English learners in China, and provide a new and broader way for college English writing teaching.

Keywords: Grammatical metaphor; Conceptual Grammar metaphor; English writing

1.INTRODUCTION

Starting from the 1960s, western academic circles have carried out interdisciplinary research on metaphor from different research perspectives, forming a research boom. Although grammatical metaphor theory has only a history of development in the past three to four decades, scholars have become increasingly enthusiastic about its research. In recent years, the theoretical research of grammatical metaphors has become increasingly rich and perfect, and empirical research has gradually increased and expanded. Many experts and scholars have conducted a lot of useful theoretical and empirical researches on it from different angles. The empirical research mainly involves the exploration of teaching methods of English writing materials (Wang Chuming et al., 2000; Deng Yiming et al., 2003), and the research on factors affecting students' writing level (Wang Wenyu & Wen Qiufang, 2002; Wang Lifei & Zhang Dafeng, 2006). However, from the current research literature, there is relatively little research on English writing from the perspective of conceptual grammatical metaphor. The paper aims to use the theory of grammatical metaphor to analyze the influence of conceptual grammatical metaphor in English writing teaching in depth. It is hoped that it can provide more scientific and effective learning methods for English learners in China, and provide a new and broader way for college English writing teaching[1].

2.OVERVIEW OF CONCEPTUAL GRAMMAR METAPHORS

Grammatical metaphor theory is an important part of systematic functional linguistics and one of the core concepts of systematic functional grammar. Halliday (1985) pointed that grammatical metaphors do not replace one word with another, but replace one grammatical category or structure with another. He summarized previous studies and classified grammatical metaphors into interpersonal grammatical metaphors and conceptual grammatical metaphors (Halliday, 2000: 343). Conceptual grammatical metaphor mainly includes metaphors of transitivity and nominalization[2].

2.1 Metaphors of Transitivity

Conceptual metaphor is mainly manifested in transitive metaphor. With the change of process, the participants, environment and other functional roles in the change accordingly; with the change of role, their manifestations at the lexical and grammatical level also change accordingly. Each change in choice will lead to the difference between consistent and non-consistent manifestations. Non-consistent manifestation is what we call conceptual grammar metaphor[3].

2.2 Nominalization

Nominalization mainly means that the verbs that embody the "process" and the adjectives that embody the "characteristics" are metaphorically turned into real objects in the form of nouns. In the process of nominalization, the grammatical categories meanings of verbs and adjectives are constantly transformed into the meanings of noun categories.

3. APPLICATION OF CONCEPTUAL GRAMMAR METAPHOR IN ENGLISH WRITING

As mentioned above, mastering a certain grammatical metaphor thinking mode and level is very important to improve English writing ability. Specifically, applying the theory of conceptual grammar to English writing teaching can achieve the following effects[4-5].

3.1 Conceptual Grammatical Metaphors Can Improve Coherence and Fluency of Discourses

Discourse cohesion is a basic requirement for English composition. Whether the discourse is coherent mainly depends on whether the linguistic components within the discourse are cohesive. Discourse coherence has two meanings: one refers to the content coherence of the article, and the other refers

to the coherence in expression. A coherent discourse should allow listeners or readers to infer the various relationships of the sentence when they understand, and reconstruct the purpose or intention of the speaker or author. In student writing, most students will experience logical confusion and semantic incompatibility. The use of nominalized conceptual metaphors can effectively connect in the text, make the discourse thoughts and sentences more fluent. Yang Xinzhang (2006) also pointed out that nominalization has an anaphoric function, "it can connect a series of sentences into a logical whole, provide readers with clues, and make the author to concisely refer to known information or events."

3.2 Conceptual Grammatical Metaphors Can Enhance Authenticity and Formality of Discourses

Research by Zhu Yongsheng and Dong Hongle (2001) showed that conceptual grammatical metaphors also have the function of increasing the authenticity of texts. In a consistent expression, a verb embodies a process, usually with its participants and incidental environmental elements. After the metaphorization of nouns, the participants in the relevant process are often omitted, which makes the discourse more objective. What's more, Conceptual grammatical metaphor can effectively reduce the direct expression in writing and improve the formality of the article. Nominalization plays a vital role in the process of consistency towards metaphor. Halliday (1994) pointed out that "nominalization is the only most effective way to create grammatical metaphors." In fact, nominalization is a major feature of many formal styles, such as scientific and technological styles, political writing styles, and legal styles. This is because nominalization has a condensing function and a high "information density" (Thompson, 2000). In general, the use of conceptual grammatical metaphors in the text layout and word formation can not only accurately express the students' intentions and opinions, but also improve the formality of the text.

3.3 Conceptual Grammar Metaphors Can Improve Conciseness and Vividness of Discourses

Each conceptual metaphor can be derived from a variety of metaphorical expressions, which also provides the possibility for the diversity of language in writing, thereby making the language expressions more diverse and more vivid. Chang Chenguang believed (2004) that the transformation of meaning expression from consistent to metaphorical reflects the improvement of human cognition and the evolution of human language. A consistent expression is a verbal list composed of multiple simple sentences. In the metaphorical form, the rhetoric is compressed into a single utterance, which appears through small sentences. Therefore, in the case of the same amount of information, the metaphorical expression of the nominalization concept is often more concise than the consistent one. Consistent expressions generally use clauses or compound sentences to objectively describe things, but only a reproduction of objective phenomena while the metaphorical expressions usually use metaphorical sentences to make the sentences concise and vivid. In student writing, there are often problems such as excessive monograms, monotonous patterns, etc. Using grammatical metaphors to construction text can effectively avoid these problems.

4. RESEARCH SIGNIFICANCE OF CONCEPTUAL GRAMMAR METAPHOR

4.1 Enlightenment of Conceptual Grammar Metaphor on College English Writing Teaching

First of all, in this era of rapid Internet development, English teachers can use charting and tabulating software such as PPT and Excel to display the types and characteristics of concept grammar metaphors to students in various aspects, so that students can master the theory of concept grammar metaphors and obtain intuitive understanding.

In addition, teachers should encourage students to recognize the essence of vocabulary from a cognitive perspective, learn new things with what they are familiar with, let students understand the metaphorical relationship between different meanings of the same vocabulary, and fully cultivate students' association, classification and comparative ability, so that students deepen their understanding and memory of vocabulary. What's more, it can also make the classroom more lively and interesting.

Finally, in the teaching of English writing, teachers need to start with texts, develop students' ability to find the layout of the text, and implement textual teaching in practice. Through discourse analysis, teachers can help students clearly understand the important role of grammatical metaphors in expressing the author's intentions and organizing sentences, so that students can know how to establish a more authentic relationship between sentences when they writing.

4.2 Enlightenment of Conceptual Grammatical Metaphors on Students' English Learning

Firstly, in ordinary English writing exercises, students can consciously collect some grammatical metaphorical expressions and discourses through the Internet or multimedia and gradually cultivate their conceptual grammar metaphor consciousness and enhance their English thinking ability. Learners can accumulate some good discourses and metaphorical patterns to enrich their metaphorical knowledge.

Secondly, students can analyze some good compositions to find out sentences or fragments containing metaphorical patterns, and then change them into "consistent pattern" sentence expressions. Through this repeated practice, students can have a deeper understanding of conceptual metaphors. Therefore, it is possible to grasp English writing on a macroscopic basis and gradually apply metaphorical textual organization to their compositions.

Finally, in spare time, students can find topics what they are interested to write compositions, and use their imagination to create metaphorical English sentences. Then students can ask their teachers to make comments for their writings and consciously cultivate their habit of writing with grammatical metaphors, so as to continuously improve their writing ability.

5. SUMMARY

The use of conceptual grammar metaphors in second language acquisition increases with language proficiency. Therefore, the teaching and explanation of conceptual grammar metaphor is essential in college English teaching. The author intends to provide a new perspective for English writing teaching through this article's discussion, and provide a new and practical method and approach for improving students' English writing ability.

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Maximize the lift of the airfoil

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Abstract:In this report, the data of an airfoil was put into ANSYS for simulation. The simulation showed what happens when air flows through the surface of an airfoil. In the simulation, two modifications were made to the airfoil trying to maximize the lift of the airfoil. The airfoil, after each modification, was put into the simulation. The simulation results of the modified airfoil were compared with the original airfoil's simulation result.
Keywords:Airfoil, ANSYS, airflow, maximize lift, lift and drag coefficient.

1.OBJECTIVES

I used the ANSYS system to simulate the airflow over an airfoil. After I got my results, I tried to improve the maximum lift of the airfoil by making changes to them. I made multiple attempts[1].

2 INTRODUCTION

When air flows through the airfoil, the airfoil will separate the airflow into two flows going through the upper and lower surface of the airfoil. These two air flows will travel throw the airfoil at different velocities. The upper airflow will travel faster than the lower airflow. This means that the upper airflow will put smaller air pressure on the airfoil than the lower airflow do. In order to maximize the amount of lift generated by the airfoil, the velocity of the upper airflow needs to be increased as much as possible, while the velocity of the lower airflow needs to be decreased as much as possible. In order to make that happen, I modified the airfoil. In the first attempt, I added a small triangle sticking out of the upper surface of the airfoil. In the second attempt, I curved the lower surface of the airfoil[2].

3 GEOMETRY & METHODS
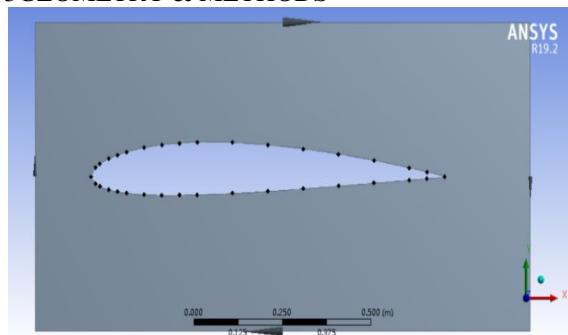
figure 1.The geometry of the first modification of the original airfoil was created on ANSYS software. The triangle will be added on to the upper surface of the wing.
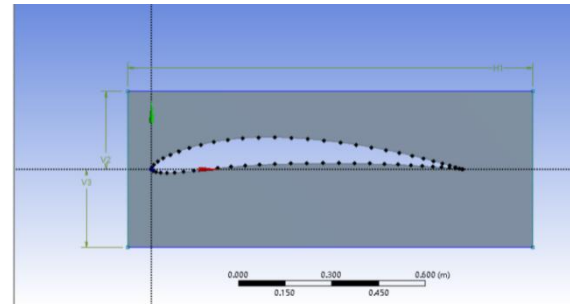
figure 2.The geometry of the second modification of the original airfoil was created on ANSYS software.
Fig. 2 illustrates that the lower edge of the airfoil is curved
Mesh
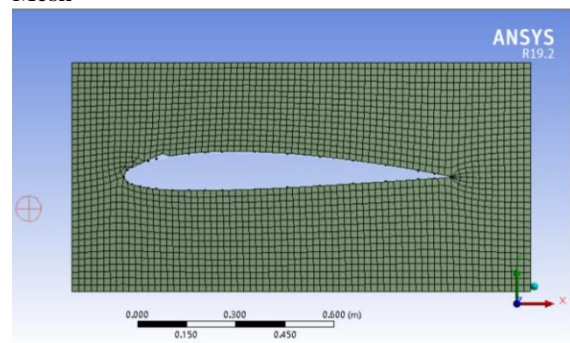
figure 3.The mesh of the first modification of the original airfoil was created on ANSYS software.
Fig. 3 illustrates that mesh with the triangle added.
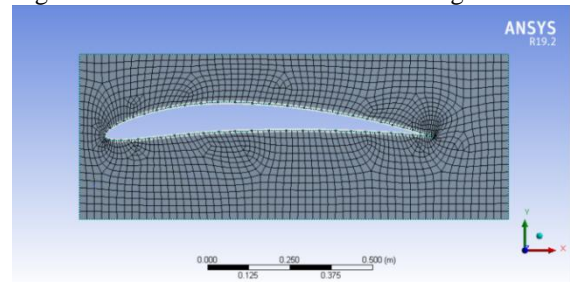
figure 4. The mesh of the second modification of the original airfoil was created on ANSYS software.
Fig. 4 illustrates that mesh with the lower edge curved.

4.RESULT

Wing 1(with the triangle):
data was collected at angle of attack=0.
Wing 1 with the triangle added on to the top of the airfoil, the pressure from the upper surface of the wing decreased significantly. With the angle added, the upper surface pressure decreased into the range of 2.467e+02 to 1.482e+02. The upper airflow

velocity is at around 1.443e+01. With all this data, it is obvious that Wing 1 will generate a bigger lift than the original wing, but the change is not that big. Wing 2(with the lower edge curved):

data was collected at angle of attack=0

Wing 2 with the curved lower edge, the velocity of the lower airflow significantly decreased. The air pressure of the lower area increased a lot. The upper surface pressure decreased into the range of 5.177e+02 to 3.691e+02. The lower pressure also increased to around 7.677e+01 to 2.254e+02. The upper air flow velocity was increased to around 3.684e+01, while the lower airflow velocity remains at 1.842e+01. After modification, Wing 2 will have a lot more lift than the original airfoil.

5.DISCUSSION

In the simulation, a lot of good data was collected. based on those data, wing 1, with the triangle added, increasing its lift by around 10 percent. Wing 2 increased lift by around 20 percent. The second wing modification has a better effect on the airfoil's lift. With the triangle added on the top of the airfoil, wing 1's air drag increased along with its lift. Even though wing 1 can generate a greater lift, the efficiency of the wing is poor. An airliner is not going to use a wing that is not energy efficient. In the simulation, wing 2 did generate more lift with minimum drag. However, wing 2's structure is not as strong as wing 1's structure. Wing 2 can be used in small planes that fly slower, but it can not be used in big and fast planes such as an airliner[3-4].

There is still room to improve the simulation. First, the mesh can be refined by adjusting the mesh controls. If the mesh can be finer, the simulation results can be more accurate. Second, more points should be added while constructing the airfoil. The airfoil was constructed by connecting multiple points together using straight lines. So the surface of the airfoil is not technically a curve. If more points can be added, the surface of the airfoil will be more similar to a real airfoil. Third, a different angle of attack should be added to the simulation. Not all, but some of the airfoils have the best performance with a non-zero angle of attack. So if a non-zero angle of attack is added, the results will be more convincing.

6.CONCLUSION & PLAN MOVING FORWARD

The plan moving forward: I will test different airfoil designs with multiple wind speeds. A different angle of attack will be added to the simulation in order to get a better result. Since wing 2 is had a better performance in the simulation, I will re-modify wing 2. The bottom curve will be redesigned with different curving rate. Those redesigned airfoils will be put to simulation in order to find the best curving rate of the lower edge. After I find the best design of wing 2, I will try to use 3D printing technology to build a model and test it in a real wind tunnel with lift and drag sensors on the airfoil. This way, I can convert my simulation from software simulation to a real wing prototype.

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What's the Way Out for Minority Female Immigrants?
--Take The House on Mango Street as an Example

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Abstract: *The House on Mango Street*, written by Sandra Cisneros, details thelives of the Mexican-American women (Chicanas), especially the teenage Latina, Esperanza Cordero. This paper adopts the method of post-colonial feminist literary criticism, not only exposing the triple marginalization status of Chicanas, but also trying to analyze the underlying causes for their sufferings and explore feasible ways for them to adapt to mainstream society and to become modern new women.
Key words: *The House on Mango Street*; Sandra Cisneros; Chicana literature; Post-colonial Feminism Criticism

1. INTRODUCTION

The House on Mango Street is written by the American Mexican female writer Sandra Cisneros. The novelvividly depicts the marginalization of Latin immigrant communities in American society, represented by the protagonist Esperanza and her Latino compatriots.

This paper adopts the method of post-colonial feminist literary criticism, which focuses solely on the experiences of non-whitewomen in Western cultures. "Postcolonial feminism seeks to explain how racism and the long-lasting political, economic, and cultural effects of colonialism affect non-white, non-Western women in the postcolonial world." [1] 18It has three characteristics: being critical of cultural hegemony; emphasizing the analysis of colonial discourse; focusing on the exploration of decolonization.

This study tries to expose the triple marginalization status of Chicanas -- double race, female identity and lower-class poor, and to analyze the causes of it so as to provide illumination for other minority immigrant women.The research on the Chicana literature is still scarce in China, so this paper has certain innovative significance and academic value.

2. SUFFERINGSOF CHICANASAND THEIR CAUSES

2.1Racial Discrimination on Chicanas from White People

Racial discrimination is deep-rooted in the America. "Being a miniature of American society, life on the Mango Street reflects the ethnic conflicts and identity issue vividly."[3]

In the chapter "Those Who Don't", Esperanza writes: "Those who don't know any better come into our neighborhood scared. They think we're dangerous. They think we will attack them with shiny knives." [3]180 "Those people" refers to the white people. "But we aren't afraid... All brown all around, we are safe."[3]180Afterwards, Esperanza realized that the reason why the whites stay away from the Mexicans lies in the racial discrimination.

In the chapter "Cathy Queen of Cats", Cathy is the only white playmate of Esperanza. She is just a poor white girl, but her contempt for the immigrant groups is obvious. She tells Esperanza that her family is going to move away, because as more and more immigrants like Esperanza move in, "the neighborhood is getting bad." [3]162

In the chapter "Geraldo No Last Name", the Mexican immigrant laborer Geraldo was taken to the hospital by a stranger after being hit by a car. Sadly, he still lost his life because there were not enough attention and help from the hospital. "The hospital emergency room. Nobody but an intern working all alone." [3]228 His tragic fate can be regarded as a miniature of many American minority groups.

2.2Sexual Oppression on Chicanas from Native Men

This novelalso penetrates into the struggling lives of Chicanas in the patriarchal society. The fate of the great-grandmother of Esperanza is typical. She was once a powerful woman who was "so wild she wouldn't marry. Until my great-grandfather threw a sack over her head and carried her off... as if she were a fancy chandelier." [3]160Since then, all her dreams and ambitions vanished. "She looked out the window her whole life, the way so many woman sit their sadness on an elbow." [3]160

Esperanza's mother is also a victim of the patriarchal society. "She used to draw when she had time. Now she draws with a needle and thread." [3] 258Such an "angel in the house" role was not chosen

by herself, but was brutally imposed by the dominant patriarchal culture.

Worse still, some men impose cruel control or even domestic violence on women. Sally is the most typical representative of traditional Mexican women. "He hit her with his hands just like a dog, she said, like if I was an animal."[3]260To get rid of her father, she got married early. "She says she is in love, but I think she did it to escape." [3]271 Sadly,getting married cannot free herself. "Except he won't let her on the telephone. And he doesn't let her look out the window. And he doesn't like her friends, so nobody gets to visit her unless he is working." [3]272

2.3Impoverishment for Chicanas' Marginalized Status

Most of the Latin immigrants live on the margins of society.Esperanza's family and many other immigrants can only live in dilapidated rented houses. After many times moving, Esperanza's family finally owned a shabby house on the Mango Street. "Everybody has to share a bedroom -- Mama and Papa, Carlos and Kiki, me and Nenny." [3]153 Such a dilapidated house cannot give them a sense of belonging and security.

In the shadow of racism, immigrants find it difficult to find a place to live in.In the chapter "Edna's Ruthie", "Every week Edna is screaming at somebody, and every week somebody has to move away. Once she threw out a pregnant lady just because she owned a duck."[3]230

3. ILLUMINATION OF *THE HOUSEON MANGO STREET*

3.1Hybridity: Chicanas' Way of Negotiating Cultural Identity

The emergence of post-colonial criticism offers Chicanas a solid theoretical basis for breaking the dual cultural opposition. Homi Bhabha's "hybridity theory" is one of the most influential theories in post-colonial theories. He deems that "hybridity describes the emergence of new cultural forms from multiculturalism." [4]211 Heholds that hybridity must be combined with the Third Space in order to "open the possibility of cultural hybridity in the gap between fixed identities." [4]213

The concept of the Third Space offers hope for ethnic groups. Writers like Cisneros positively help the construction of the Third Space. By writing about marginalized groups, they pave the way for the reconstruction of an inclusive spatial order, which requires theactiveparticipation of women in the immigrant communities. They need to integrate their own characteristics into the reconstruction.

The Mexican population is large in the USA but the living space it occupied is small, which reflects their inferior status. Through this cultural and economic confrontation, the children of ethnic minorities learn to cherish their value system and fit it into the mainstream value system properly.

3.2Gender Reconciliation rather than Opposition

Since the 20th century, feminists have made tremendous efforts to awaken female consciousness. However, the feminist movement often places men and women at opposite ends. In reality, women ignore or cannot even notice the oppression from men, while men are often unaware of their own tyranny. To achieve efficient dialogue, both sidesmust first form their own independent ideas and then make their voices heard by the other side. To bring about positive social development, it is essential that the sexes give up confrontation and embrace harmony.Gender harmonyshould be the foundation of any society that expects the overall healthy development.

Cisneros "writes the story of women and men on Mango Street so that the white society hears their voices and cries out for changing the living conditions of Latin immigrants."[5]26 For Esperanza, she pursued equality and freedom. "When she reflects on social hostility or the brutality of wife-beating, it is not with violence or rancor, but with a firm determination to describe and to escape the vicious circle of abused women."[6] 58

3.3The Essentiality of Subjectivity Establishment

3.31 Awakening and Constructing Independent Female Consciousness

Esperanza rewrote the fate of traditional women and stepped out of the oppressive immigrant community. The main external reason that stimulates such a change is the low social status of Latin American immigrants. The cruel realities Esperanza witnesses contribute to the awakening and constructing of her own female consciousness.

Esperanza was thoughtful and sensitive. "I have inherited her name, but I don't want to inherit her place by the window."[3]160"I have begun my own quiet war. Simple. Sure. I am one who leaves the table like a man, without putting back the chair or picking up the table." [3] 257 She refused to accept the same fate as her great-grandmother's and longed to make her own choices.All her "rebellious" thoughts and behaviors result from her independent female consciousness.

Esperanza's independent female consciousness is the internal reason for her transformation. Her self-consciousness and initiative made her gradually move towards the maturity of self-cognition, come out of the hut on the narrow Mango Street and embark on a new path of life. For other minority immigrant women, independent female consciousness can also make a difference on their lives.

3.3.2 Changing the Underprivileged Status quo through Education

Receiving education is essential for women to be independent both mentally and economically. Aliciawent to college through diligence and walked out of the Mango Street. Her destiny was thus changed, and shebecame a role model for Esperanza.

Esperanza's mother also encouraged her to study, saying: "Esperanza, you go to school. Study hard." [3]259 To attend the Catholic High School, Esperanza earned some tuition through work. This experienceoffers her the first joy of financial independence. She realized that one key ingredient for women to be independent in society is a job that can support them.

The writing consciousness is the most important awakening ofEsperanza. For writing, Hélène Cixousclearly stated: "Writing will not only 'realize' women's repression of their sexual identity and female existence, thus allowing her to gain access to her original strength;... Writing will make her break free from super self-structure." [7]34Through writing, Esperanza gained the power of liberation. Education can certainly exert magical influence on other minority female immigrants.

4. CONCLUSION

The novel *The House on Mango Street* written by Sandra Cisnerosdetails the lives of Chicanas, especially the growth experience of a teenage Latina, Esperanza Cordero.In the creation of the novel, Cisneros's ethnic identity provides her with a unique perspective. She actively explored the plights and solutions for American minority immigrant women, especially Chicanas. By portraying the character of Esperanza, Cisneros is actually creating the role of an ethnic female guide for Chicanas in negotiating cultural identity with American mainstream culture, taking gender reconciliation to achieve gender harmony, and establishing subjectivity through the construction of independent female consciousness and the power of education.

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On the Protection and Promotion of Sichuan Opera Under the Perspective of Digital Art

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Abstract：With the development of the age, computer technology and art have been more closely combined together. Digital art has been widely used in many fields with the emergence and maturity of digital technology. The concept of digital art protection has gradually become a new way for many countries to protect and promote intangible cultural heritage. In recent years, the idea of digital art protection has gradually received a lot of attention and research from Chinese government and academia. Based on the analysis of the current development of Sichuan Opera art, combined with the role of digital art, the theme of digital art protection and promotion, and the entry of Sichuan Opera art as an intangible cultural heritage, comprehensively explore the protection and promotion of Sichuan Opera in the perspective of digital art. To provide a broader development space for the spread of Sichuan Opera art in the new era. Combining with the idea of digital art, this thesis starts from the analysis of the development of Sichuan Opera art, takes the protection and promotion of digital art as the theme, and makes the Sichuan Opera art as an intangible cultural heritage as the research starting point to explore the protection and promotion of Sichuan Opera under the perspective of digital art with the aim to spread the art of Sichuan Opera in the new era for a broader space of development.
Keywords: digital art; Sichuan opera art; protection and promotion

1. STUDY OF THE CURRENT DEVELOPMENT OF SICHUAN OPERA ART

Taking the stage interpretation as the main performance content, Sichuan Opera Art is a comprehensive art. It is also the most representative form of artistic expression in traditional Bashu culture and art. Its long history of cultural and artistic development, individual musical melody, exquisite performance skills and unique regional characteristics have all made the Sichuan Opera art irreplaceable in the Chinese drama. In ancient times, as a traditional art form that satisfies the spiritual life of the masses, Sichuan Opera Art has been diversified with other opera art to become a art of audiovisual in the process of continuous dissemination, and gradually formed a multi-art element and artistic connotation after a hundred years of development. Sichuan Opera is also a distinctive opera in many local operas in China, including five kinds of sound: gaoqiang, kunqu, huqin, tanxi, and dengdiao. In addition, the characters of Sichuan Opera can be divided into five roles: xiaosheng, xusheng, dan, jing, chou in in the classification of characters which will perform different stunts and unique skills in the stage play[1]. However, with the changes of the times, the Sichuan Opera art market has gradually shrunk due to the introduction of a large number of foreign cultures and the influence of fast-paced lifestyles. The younger generation does not have enough knowledge of this traditional culture and art. In addition, due to the single promotion approach (and less in media promotion), Sichuan Opera Art has encountered many difficulties in the protection and promotion of the new era, making the Sichuan Opera art increasingly weak. In addition, according to recent studies and field visits, the Sichuan Opera Troupe is also gradually decreasing. The existing Sichuan opera actor also has a serious problem of breaking the generation. The youngest Sichuan opera actors are all over the age of 30. Even without the addition of new apprentices, some old actors can only take the stage. The loss of many Sichuan opera related skills and actors' performances has led to many problems such as the inability to perform many big plays. Therefore, it is imperative to protect and promote the art of Sichuan Opera because of the classical art of Sichuan Opera and the current difficult situation[2].

2. THE ANALYSIS OF RELATED DIGITAL ART

Digital art refers to the emergence and maturity of digital technology. As a new medium of communication in the new media era, it has developed rapidly. Digital art communication expands the public's understanding of traditional culture and art. Compared with traditional forms of artistic communication, digital art communication is more interactive, extensive, and cross-disciplinary. As early as the middle and late 20th century, digital art began to be used in the protection and promotion of intangible cultural heritage. Digital art communication refers to the use of photography and video technology to maintain and collect information on physical or intangible cultural heritage. However, many of the current technologies were not implemented at the time due to the technical conditions at the time. With the development of technology, digital art protection now has the characteristics of high precision, three-dimensional

imaging, easy repair, reproducible, information transmission through many different media, and various storage media. It can digitally save and promote information for different shapes and different colors through the collection and processing of images and three-dimensional information[3].

One of the fundamental characteristics of digital art is the multimedia nature of the media itself. The so-called multimedia, literally means multi-media, can be understood as a collective name for a variety of media fusion phenomena such as text, images, animation, sound and video that directly affect the audience's senses. The digital art media contains a communication platform that carries multimedia functions, drama, film, literature, music, and design. It is promoted through multimedia, which is an unparalleled advantage over traditional art media.

3.THE ANALYSIS OF PROTECTION AND PROMOTION OF SICHUAN OPERA FROM THE PERSPECTIVE OF DIGITAL ART

At present, digital art has also received new technical support, as technology continues to innovate. This will enable more complete collection and storage of intangible cultural heritage that has been preserved in history. Of course, these digital data can also be widely disseminated through the network cloud platform, so that people of the present and future generations can understand and appreciate these beautiful cultural relics through the network.

In the era of new media, the extensive use of digital art in various cultural fields has made the presentation of various traditional arts more vibrant and dynamic. Therefore, in the current art protection of Sichuan Opera, we should give full play to the media advantage of digital art communication. By creating an innovative and systematic protection and promotion mechanism, it can find a reasonable space for the inheritance of Sichuan Opera art in the new era. In fact, if we want to use digital art to protect and inherit the art of Sichuan Opera, we need to recognize the systemization and integration of the art heritage.We can create a digital protection mechanism that is consistent with the times by deepening the research of digital art and technology and standardizing the communication platform.

In addition, digital art communication is more conducive to professional art workers to scientific exploration and academic communication of Sichuan Opera art. If we can use the contrast method, we will compare the art of Sichuan Opera with similar art themes in computer software, which can help to sort out and store the artistic image of Sichuan Opera.

4.THE IMPORTANCE OF THE PROTECTION AND PROMOTION OF SICHUAN OPERA WIHT DIGITAL ART.

At the moment when culture and art are closely blended, Sichuan Opera Art itself covers the characteristics of innovation. In order to understand the protection and promotion of the current Sichuan Opera art is the most important issue, we need to understand the development process of Sichuan Opera art, the artistic conception and the related artistic emotions from the perspective of artistic aesthetics and integration. Through the combination of digital art and the characteristics of Sichuan opera and cultural inheritance, we can realize the ideal effect of Sichuan TV art promotion and protection. For the Sichuan Opera art itself, the artistic aesthetic and connotative meanings contained in it need the public to experience and perceive Sichuan Opera art in order to gain a deeper understanding. Therefore, in the current multicultural and artistic exchange environment, we must pay more attention to the advantages of mass subjectivity and digital technology, and build a convenient and vivid art communication platform for the development of Sichuan Opera art. In the process of Sichuan TV art protection and promotion, by combining Sichuan Opera with digital art performance, we can find suitable protection methods and promotion starting points. Therefore, this can make the public more convenient to use the digital technology form to better understand the art of Sichuan Opera and its artistic connotation.

At the moment, while emphasizing the soft power of national culture, the public is fully aware of the sense of urgency and mission to rescue traditional intangible cultural heritage, especially to let traditional culture and art find the space and soil for survival and development in the new era. With the continuous maturity of the current digital technology, it can be used in the preservation and promotion of many traditional culture and art in the intangible cultural heritage such as Sichuan Opera Art. Through the use of digital art communication to carry out more comprehensive storage, integration and innovation of Sichuan Opera art, combined with intangible cultural heritage, digital art has become a new opportunity for the "combination" and "innovation" of traditional art and modern spirit.

5. CONCLUSION

Based on the above analysis and research, we can conclude that revitalizing the intangible cultural heritage such as Sichuan Opera Art is an important responsibility of our whole society. We should study the relevant materials related to intangible cultural heritage with more care, carefully handle all kinds of small details, and follow the peak of the reform of Chinese culture and art system. At the same time, we should continue to study the new path of Sichuan Opera's art protection promotion, broadly explore new markets, and fully mobilize the enthusiasm, initiative and creativity of Sichuan Opera artists. In the use of digital art to protect intangible cultural heritage, we should actively respond to the call of the state, thereby enhancing cultural soft power. Only in this way can we better protect and promote those outstanding traditional cultural and artistic heritages

such as Sichuan Opera with digital art.

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Understanding and Thinking about theTeachingMethods of Chinese--Take"52 Lessons for Food Teachers"as An Example

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Abstract: the interview program "52 lessons for good teachers"fullyexplains the unique teaching methods of Chinese language taught bygood teachers, showing the characteristics of diversity, pertinence and situational. On the one hand, we should pay attention to the characteristics of students' physical and mental development to stimulate the motivation of learning Chinese; On the other hand, we should strengthen student's reading and writing training to improve their ability of using Chinese. This paperhopes to provide reference for promoting the rapid development of Chinese language teaching, and let students do well in speaking, writing and utilizing Chinese.
Key words: Chinese; teaching methods; revelation

The interview program"52 lessons for good teachers"is hosted by Yi Yuanpeifrom national Taichung University of Education, it talks about how good teachers teach Chinese towards students outside the mainland. The program lasted for nine months, andeach session invites famous teachers to share for about 30 minutes in order to provide students with a variety of teaching methods to write, speak and use Chinese well.

1.THE CONCEPT OF THE CHINESE LANGUAGE

Mandarin refers to Chinese in "Modern Chinese Dictionary" (Commercial Press, 2002), and "Applied Chinese Dictionary" (Commercial Press, 2000) refers to modern Chinese Putonghua, which is commonly used outside the mainland. [1] The study of Chinese is regarded as a kind of identification of one's own culture, ethnic group, tradition and language. Therefore, we define Chinese as the common language of Chinese people all over the world, that is, the standard language of modern Chinese[1].

The so-called Guoyu, Huayu, and Huayu as a foreign language spoken in Taiwan, as well as Mandarin, Hanyu, and Hanyu as a foreign language spoken in the mainland, all represent the scope of learning Mandarin as a second or foreign language. [2] Learners can be roughly divided into three categories: ethnic minorities, foreign students and overseas Chinese. Due to different regions, there are some differences in pronunciation and vocabulary between mandarin, Guoyu and Huayu. Although influenced by local dialects, they are relatively unified in formal writing grammar.

2.UNDERSTANDINGOF CHINESELANGUAGETEACHINGMETHOD

Choosing a reasonable teaching method is an important basis for learning Chinese well and a fundamental prerequisite for improving the teaching efficiency. Teaching method is to repeatedly elaborate and apply in the teaching process to achieve a certain teaching effect. It is often the details and forms that constitute the application of teaching approach. This article mainly inducts and summarizes the teaching methods in "52 lessons for good teachers" and continuously optimizes teaching methods to achieve better teaching results based on which.

Chinese language teaching in "52 lessons for good teachers": teaching objectives: lower primary school students in Taiwan and northern Thailand; teaching methods: oral teaching (25 lessons), painting teaching (12 lessons), recitation teaching (8 lessons), listening teaching (3 lessons), other teaching (4 lessons); teaching aim: write, speak and use Chinese well[2].

2.1 Diversified teaching methods

Through the study of "52 classes for good teachers", the teaching methods are inducted and summarized. It is not difficult to see that Chinese teaching methods are mainly divided into oral, picture, reading and listening, of which oral teaching and picture teachings are the most important teaching methods, providing diversified teaching methods for learning Chinese. Oral English teaching is mainly presented in the form of speaking, and oral English teaching also includes phonetics teaching, scripture reading teaching, speech teaching, crosstalk teaching and other 25 kinds. Under the guidance of teachers, students can give full play to their independent learning ability, so that students dare to speak, can speak, will speak. Picture teaching is mainly presented in the form of writing, including homework, composition training, blackboard teaching and other 12 kinds of teaching, a good teacher through the way of picture teaching, can make the primary school students focus on learning, improve students' interest and sensitivity to Chinese learning, so that students dare to write, can writewill write[3-5].

2.2Targeted teaching methods

Although the development of normal people has to go through some common basic stages, individual differences are still very obvious, and the

development direction, speed and height of each person are often very different. [3] Pertinence refers to the individual differences in human development that require educators to have a deep understanding of students, understand their hobbies, specialties and interests, and choose teaching methods according to students' different psychological and age characteristics. "52 lessons for good teachers" is taught in listening, speaking, reading and writing, mostly according to the development of the students. Reading and writing is probably most of the students'learning, learning Chinese followed by simple to sophisticated, from easy to difficult, adopt different teaching methods towards superior and poor learning ability students, especially in reading and writing. Focus on model reading and structural analysis, teaching according to the difficulty level of stylistics, and carry out targeted composition and reading teaching according to the intensity of students' knowledge.Language is a tool for interpersonal communication. The language development of children is of vital importance. Teachers and parents should seize the golden opportunity for their children to learn Chinese and make full use of resources and environment to cultivate future socialist successors.

2.3 Situational teaching methods

"Situational" is a concept of constructivist learning theory, which refers to "the whole situation, background and environment related to a certain event",the teacher simulates the creation concrete vivid scene, causes the abstract language to become vivid concrete visual language. [4] Situational teaching can attract students' attention, stimulate students' learning motivation and improve the effecency of learning Chinese. The teaching mode of "52 lessons for good teachers" is mainly embodied in oraland listening teaching. Pronunciation teaching is the basis of oral teaching, such as the way of finals by teacher Huang Shengyi. There are 16 finals in northern Thailand, including 7 single finals (a, o, e, i, u, ü, a), 4 compound finals (ai, ei, ao, ou), 4 sound consonant finals (an, en, ang, eng,), and 1 tongue rolling finals (er). Listening is a way for students to learn Chinese on the premise of the teacher's reading demonstration, so that students can easily and joyfully comprehend Chinese culture. Poetry singing is a good way. "Bird song stream" -- fujian running water tune and so on, different poems use different singing styles, teachers in the process of singing automatically adjust the pace of language with the situation, which can not only create an elegant and warm learning atmosphere for students, but also let students enjoy the extensive and profound and infinite interest of Chinese language in the context of poetry.

3.THINKING ON THE TEACHING METHODS OF CHINESE

3.1Pay attention to the physical and mental development of middle school students and stimulate

the motivation of learning Chinese

Primary school students are lively and active, have extensive interests, like imitation, plasticity and other characteristics, oral teaching and picture teaching in primary school students' Chinese language learning occupies a dominant position, teachers in a certain extent to achieve the individualized teaching. The physical and mental development of middle school students has the following characteristics. 1. increased self-awareness, 2. increased sensitivity,3. Teaching methods for students of different ages should be adjusted accordingly.[5] When primary school students begin to learn Chinese, they will feel fresh and can stimulate students' learning motivation. Learning motivation refers to the motivation to motivate and maintain students' learning behavior towards a certain purpose. When it comes to middle and high school, with the increase of Chinese teaching content and teaching difficulty, students' learning motivation becomes lower and lower, which is not conducive to improving the teaching effect of Chinese. In order to stimulate the learning motivation of middle school students again, it is necessary to constantly update the original teaching methods on the basis of combining theory with practice, and summarize the teaching methods that are suitable for the physical and mental development of middle school students and can stimulate their learning motivation.

3.2 Strengthen students' reading and writing training and improve their ability to use the Chinese language

As can be seen from above, oral English teaching accounts for the highest proportion, among which reading and writing teaching account for a relatively low proportion, which has to cause us to ponder. In order to strengthen students' reading and writing training, it is necessary to provide some suggestions. First, determine the reading method. Recitation is the most effective method of Chinese reading training. It can be based on enlightenment teaching materials such as "Three, A hundred, and AThousand". It is simple and catchy. Secondly, choose the text reasonably. Teachers should help students in lower grades to choose texts with clear and simple structure, repeated plots and strong predictive power. The text goes from the shallow to the deep, so that students can learn to predict, deduce and induce. On the one hand, stimulate the interest in writing. Interest is the first teacher of children. Writing comes from life and is above life. Students are encouraged to write down interesting stories in life. On the other hand, accumulate writing materials. Parents and teachers help students to collect picture books that are child-like, interesting, educational and literary. Finally,master writing skills.Primary school students mainly use narrative texts to write down as much as possible what they have seen and heard in clean text.

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Research on Formation and Orchestration Characteristics of Chinese National Orchestra

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Abstract: The Chinese national culture has a long history, is extensive and profound, and has a rich variety of cultures. Our national music has a long history. After the precipitation of time and the inheritance of musicians, what is left to us today is a precious spiritual wealth. Music is the expression of one's emotions, and musical instruments are carriers of expressing music. The Chinese National Orchestra expresses our excellent culture with music, which is the embodiment of art. From the history of national orchestral music, we can see that after various periods of development, national musical instruments have different characteristics. Orchestration of a band is an important color palette for music and art. It is used reasonably to maximize individual characteristics of Chinese national musical instruments. This paper studies the cause of formation of Chinese National Orchestra and discuss characteristics of orchestration.

Keywords: National orchestra; Characteristics of orchestration ; Formation of orchestra

1. INTRODUCTION

The history of Chinese music is profound, but the Chinese National Orchestra still has a lot of room for improvement. Compared to the Chinese music art for thousands of years, Chinese ethnic orchestral music is still a relatively young type of music and a new star in music. Chinese national orchestra and western orchestra have some similarities in some aspects. For the better development of orchestra, Chinese and Western bands have always maintained high requirements and high standards in terms of music requirements.

2. FORMATION AND DEVELOPMENT OF NATIONAL ORCHESTRA

Orchestral music is an instrumental ensemble genre that first appeared in the West and is an important part of the history of music development in Western Romantic period. Chinese national orchestral music is mainly composed of folk music, songs, and instrumental works. Creators have integrated these traditional tunes into people's lives through various skilled techniques, forming a popular national orchestral music with Chinese folk characteristics. Orchestration is an important part of composition. Various creation techniques of orchestration can form different styles of musics.

Strings, gongs and drums, silk and bamboo music, drums and percussion music enrich the performance mode of Chinese traditional Orchestra. At present, there are two basic forms of contemporary Chinese National Orchestra, namely silk and bamboo music and drums and percussion music. These two kinds of orchestra continue the traditional music of our country, and they continue to innovate and integrate other cultures. After the development of time, they have become a new form - Chinese National Orchestra. In the process of continuous development of the National Orchestra, its development mode is not fixed. In recent years, combined with the trend music, a new organization mode has been developed. Although the National Orchestra has made obvious progress and formed its own characteristics, there are still some problems in its organization mode. The fixed thinking mode of the National Orchestra has hindered the further development of orchestra. In view of the current development mode, the band should adopt divergent thinking to avoid the formation of fixed thinking. Therefore, we have explored many times, constantly adjusted and experimented, and found a suitable compilation method for ethnic orchestras. On the other hand, that the way the band is created is also related to the development of the band, and it creates a stage for reforming the instrument. [1]

3. INFLUENCE OF CONDUCTOR ON NATIONAL ORCHESTRA

Orchestra conductor is the core of orchestra, and his/her command level is important. Excellent conductor's listening ability, on-site judgment ability, music scheduling and expression of personal emotions play a positive role in the performance of orchestra. Most of our national orchestras are modeled on Western bands, because command gestures and training methods in the West are more correct. However, there is a gap between Chinese National Orchestra and Western orchestra. In the future development of orchestra, conductor can learn more from western orchestra's experience and extract its essence and discard its dross. The correctness of conducting action greatly promotes the development of Chinese National Orchestra.

4. DEVELOPMENT OF CHINESE NATIONAL INSTRUMENTAL MUSIC

After thousands of years of development, Chinese national instrumental music has its own national characteristics. The earliest national instrumental music in China can be traced back to the pre-Qin era. There are a lot of words related to instrumental music

in the book of songs. The Bianzhong of Marquis Yi of Zeng became the representative of music in the Warring States period. Chinese folk music developed greatly in the Wei, Jin, Southern and Northern Dynasties, and instruments such as vertical bamboo flute and flute became popular. In Tang Dynasty, the maturity of musical instruments laid foundation for the development of instrumental music in China. From Song Dynasty to Qing Dynasty, minority instrumental music was popular. It can be seen that instrumental music in different periods represents their own culture and has their own characteristics. Therefore, it is necessary to study orchestration of traditional national musical instruments against the background of traditional culture of our nation. Different orchestration styles can be formed due to different ethnic groups, different periods, and different regions. The musical instrument configuration formed in culture can last for a long time. It can not only create classic works with national characteristics, but also carry forward Chinese excellent traditional culture. On the other hand, it can contribute to the spread and development of Chinese culture. Chinese instrumental music, which has been developing since the pre-Qin period, is one of the important processes in the history of Chinese art. [2]

5. ORCHESTRATION CHARACTERISTICS OF CHINESE NATIONAL ORCHESTRA

Orchestration is a combination of voice color, sound area, harmony, melody and other musical forms. In the orchestration writing of national orchestras, we should find out the commonness of musical instruments reasonably, excavate their individuality, boldly apply them to our life, and keep pace with the times. According to characteristics of national orchestral instruments, more excellent music works are created.

5.1 Combination of aura and rhyme of orchestration
Strings, gongs and drums, silk and bamboo music, drums and percussion music are four major mainstreams of our national musical instruments. Different types of configurations have different effects. Stringing is the main force of national orchestra, and it has good sound effects in terms of melody and harmony. String music pay attention to the combination of aura and rhyme. There are many types of string instruments. Different instrumental music are combined to form their own rhythms. Strings typically use 3-4 instruments, and three tones of low, middle and high bring different artistic effects to listeners. Erhu fiddle is the representative of string music, which expresses an emotion. Each piece of music in the works of *Erquan Yingyue* has different image characteristics and different emotional expressions from tranquility to depression and

striving for upward feelings. Through the reflection of moon in the spring water, deep emotions of performers are expressed, giving people deep thoughts, which reflects characteristics of combination of aura and rhyme.

5.2 Harmony of instrument and orchestration
The main feature of our national musical instrument configuration is reconciliation. For example, because of their different timbres, combination of plucked string instrument and stringed instrument is used in most performances. The pull-stripe combination is the official method of combining traditional national instruments, and tunes of them are harmonious with each other. The combination of fast and slow, frustrating, beautiful and lively is an important way to combine stringed and plucked string instruments. In the performance, combination of plucked and pulled strings, that of wind instruments and plucked instruments, and that of stringed instruments and blow instruments are all the results of mutual harmony. Some instruments are difficult to harmonize, but music can always do everything possible to combine instruments to play beautiful and moving movements. The effect of instrumental harmony is obvious. The combination of the two seems to produce a new instrument, which is a more powerful way of expressing emotions. [3]

6. SUMMARY

The formation of orchestra has experienced a long and tortuous process. Understanding the quality and habits of orchestration is the foundation of good music and the duty of a musician. With right instrument, performer scan play beautiful music and express their emotion. Orchestra will use their own perceptions of life, and flexibly apply them to the performance through acquired music theory knowledge. Orchestration is the first process of music production, and it makes music full of vitality. The production of excellent national music requires the joint efforts of band members and allocation of excellent instruments, so we should make use of performance of various instruments to form national music with Chinese characteristics, and develop the culture of Chinese National Orchestra.

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Research on Online Teaching Method of Table Tennis Course in Colleges

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Abstract: In the teaching of table tennis course in colleges, traditional methods can not meet requirements of the teaching of table tennis for modern colleges. In order to improve the teaching efficiency of table tennis and reform traditional teaching methods, it is necessary to carry out targeted innovation according to specific teaching characteristics of college to improve loopholes and disadvantages of traditional table tennis teaching. In order to improve the teaching efficiency of table tennis in colleges and universities, by the introduction of information technology in modern teaching combined with online teaching mode, students' interest in learning can be improved, as well as the teaching quality. Therefore, this paper mainly introduces information technology teaching method to table tennis teaching course in colleges and universities, analyzes the application effect of this teaching method, and puts forward specific teaching countermeasures to improve the traditional table tennis teaching method.

Keywords: College education; Table tennis course; Online teaching; Teaching methods

1. INTRODUCTION

With continuous development of science and technology, more and more colleges and universities are introducing the information technology teaching method on the basis of traditional teaching mode. By combining traditional teaching mode in class and introducing online teaching method, disadvantages in traditional teaching can be effectively improved, students' interest and motivation can be improved, and the current situation of short class time and low class efficiency of students can be made up. Students can strengthen their learning ability effectively with the use of online teaching method. Especially during the table tennis teaching in college, because of the limited teaching site, many students do not understand the theoretical knowledge of table tennis thoroughly. When learning key skills, they do not learn teachers' decomposition carefully because of limited site and space, which leads to low learning efficiency. Through the combination of online teaching method, teachers can assist micro class, video live broadcast and video broadcast to carry out decomposition teaching and slow motion teaching for key movements and skills to improve students' mastery of theory and practice of playing table tennis [1]. Therefore, it is of great significance to introduce

online teaching method in modern table tennis teaching.

2. APPLICATION VALUE OF ONLINE TEACHING IN TABLE TENNIS TEACHING

In PE teaching, students have a strong interest in table tennis which is one of popular courses in elective courses. However, due to the limited teaching site of table tennis and lack of PE teachers, it can not meet the needs of most students incourse selection and teaching. In addition, traditional teaching mode is still used in table tennis teaching in colleges and universities, so students can only learn and practice table tennis through repeated practice. However, the teaching efficiency of such teaching mode is low, which is not conducive to the free play of college students. As a result, students pay too much attention to skill learning in the process of learning table tennis, and wastes a lot of study time. In order to improve the learning efficiency of students' table tennis course, through the introduction of online teaching method, students can get targeted theoretical and technical teaching of table tennis through the combination of online courses. And teachers can decompose the theory and skills for teaching through online courses, which improves students' theoretical mastery of table tennis and their practical ability, and then the teaching effect of table tennis can be improved obviously. In a word, with the combination of online and offline teaching mode, it can effectively improve the efficiency of teaching reform and realize innovative teaching.It can also enrich learning classroom, improve students' interest in table tennis learning, and enable them to have more time to practice after class [2].

3. SPECIFIC APPLICATION METHODS OF ONLINE TEACHING IN TABLE TENNIS TEACHING

3.1 Situational representation teaching

In order to improve students' practical abilityand efficiency of playing table tennis, students can improve their mastery of knowledge and table tennisthrough the introduction of online teaching method, understand the theoretical knowledge of table tennis during online learning, and improve their decomposition learning ability of table tennis movement. In table tennis teaching in colleges and universities, the introduction of online teaching mode and the implementation of situational representation teaching can provide a good learning environment for students and an efficient teaching platform for

teachers. Teachers can use the convenience of online teaching to transfer relevant teaching content to more students, so that students can observe more intuitiveof teacher's demonstration action with the use of online teaching mode, and intuitively and closely understand the playing method of table tennis.The content of table tennis course can be more clearly reproduced through online teaching mode, which improves the fun of table tennis course. For example, during the teaching, teachers demonstrate the serving and receiving skills of playing table tennis to students through the way of explanation and demonstration with situational representation teaching method, so as to improvestudents' ability to practice table tennis and strengthen theirplaying skills [3].

3.2 Action decomposition teaching

During the teaching, the use of online teaching method cannot only improve the teaching efficiency of table tennis course, but also reduce the burden and pressure of teachers. In traditional teaching, teachers need to explain action essentials of table tennis to students all the time. And students have different mastery of technical essentials of playing table tennis because they have different angles to observe teacher's demonstration. Even some students can't grasp the relevant action essentials only through teacher's explanation. Through the introduction of online teaching method, we can decompose the action essentials of table tennis, which enables students to observe teachers' actions from multiple perspectives and learn table tennis skills in an all-round way. At the same time, with the help of table tennis teaching video and table tennis teaching materials, teachers can adopt different teaching methods to provide students with a variety of choices for learning methods. When students are learning related action essentials, by the action decomposition teaching and watching the related teaching videos, they can correct their own irregular actions in time. Consequently, it improves students' practice skills and teaching efficiency of table tennis course [4].

3.3 Case teaching

When online teaching method of table tennis is introduced, case teaching method is introduced by using online teaching platform and existing teaching resources. During online teaching, relevant teaching cases are broadcast to enable students to watch game video related to table tennis. Teachers can improve students' understanding of rules of playing table tennis through simultaneous explanation, and stimulate students' enthusiasm for playing table tennisand increase their interest in table tennis learningby watching videos. At the same time, through the constant explanation of table tennis game video, teachers can enable students to learn relevant skills, improve students' understanding of table tennis, so that they participate in the practice of table tennis spontaneously [5].

4. SUMMARY

To sum up, students can not correctly grasp the rules and actions of table tennis in the learning process due to the limited school space. By introducing information technology teaching method and integrating online teaching and offline teaching, students' learning efficiency can be improved, their interest in table tennis learning can be enhanced and their interest in table tennis learning can be improved. In online teaching, such methods assituational representation teaching, action decomposition teaching and case teaching can strengthen students'learning ability and practical ability, and promote the efficiency of students' learning.

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Interaction Theory on Oral English Teaching in Vocational College

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Abstract: The thesis studies oral English teaching in vocational college with the framework of Interaction Theory. It also attempts to make some contributions to the oral English reform and the cultivation of students' communicative competence by narrowing the gap between interaction theories and teaching practice. This thesis is intended to give an adequate analysis of improving oral English teaching in vocational college based on the interaction theory. According to this theory, the author sums up some strategies which can guide oral English teaching, and put these strategies into the teaching procedures of oral English classes.
Key words: Interaction theory; oral English teaching; developmental cognitive models; social interaction models.

1.RESEARCH BACKGROUND

With the progress of globalization: more and more Chinese people start to consider learning English as an indispensable part of their lives. Under such a circumstance, lots of reform on college English teaching has taken place in most colleges and universities step by step. Cultivating students' communicative competence becomes the major task of College English classroom teaching, which means, the ability to use language to exchange information[1].

Even though most students know the importance of learning oral English, vocational college students, most of whom have little interest in learning English because of their weak foundation, are a special group to learn spoken English. As we all know, the aim of learning a foreign language is to communicate, but the majority of Chinese students take more emphasis on listening, reading and writing in order to pass the College-Entrance-Examination, as a result, the neglect of spoken English in senior middle school adds more difficulty to oral English teaching in vocational college. On the other hand, the non-English majors in vocational college consider English as a useless subject, so the majority of students pay little time and effort on English-learning, not to say practice their speaking[2].

2. RESEARCH QUESTIONS

The aim of learning a language is to communicate. How to improve the college students' communicative competence in the limited class time is worth considering. Although there are so many problems existing in vocational college students and English learning, the author tries to find some effective strategies to improve students' speaking proficiency[3].

The new "Requirements for College English Teaching" put forward higher requirements on oral English ability and advocate reform in college English teaching as well. The reform in college English teaching requires corresponding reform in teaching, aims, concepts, strategies, contents, methods and assessments. The traditional English teaching in classes is dominated by the teacher-centered, text-oriented, grammar-translation method. Most of the time in class is devoted to the teacher's detailed explanation of language points, with all the students either listening or taking notes. Now, the college teachers should change this phenomenon: creating an easy, interaction and cooperative English learning atmosphere[4-5].

The author of this thesis attempts to find out the problems existing in current situation in college oral English class and in turn to put forward a set of effective ways to adopt communicative activities. The research concerns the following questions: how to solve the problems existing in oral English class teaching in vocational college? Which strategies can promote students' learning enthusiasm and speaking? Which strategies can arouse the learning motivation of the students? How to help them form positive attitudes towards speaking English?

2.1 Theoretical bases--psycholinguistics analysis of interaction theory

The first view of psycholinguistics was prevalent until about 1960 and is well represented by the mentalist theories of Jean Piaget and the empiricist Rudolf Carnap. As well, the school of psychology known as behaviorism puts forth the point of view that language is behavior shaped by conditioned response. The second point of view called "Innate theory" by Chomsky who considered children were born to learn language well. Then interaction theory integrated both points of view. The interactionists posited that the acquisition of language is viewed as the result of the complex of the learner's internal mechanism and the environment. They explained that interactionists linguistic attributed more influence to the environment than the nativists. Language is understood to develop from a complex

interchange between a child's innate knowledge and the linguistic input, and it is crucial for language to be modified to suit the capability of the learner in the language acquisition process. According to language acquisition from psycholinguistics perspective, interaction theory includes three different theories: developmental cognitive models, information-processing cognitive models, social interaction models.

The representative of developmental cognitive models is Piaget who considered there were two different organizations: one decides how human beings interact and learn from the environment, the other one is the result which the first organization interact with the environment. His theory was also known as Constructivism: Constructivism is a branch of cognitive approach to Second Language Acquisition (SLA) study. Formalization of the theory of constructivism is generally attributed to Jean Piaget. He suggests that through process of accommodation and simulation, individuals construct new knowledge from their experience. In the construction process, on the one hand, students need the existing knowledge to understand and analyze new knowledge, and on the other hand, the existing knowledge is revised through input of new knowledge (Zhang, 2001:9). From this point of view, learning is seen as an active process in which learners are not passive recipients but active processors looking for meaning and constructing knowledge and understanding.

2.2 The framework of Interaction Theory on Vocational College Oral English Teaching

Psycholinguistics put emphasis on the psychological process of the factors in language user and learner. The three different interaction theories can guide oral English teaching at different parts. In this chapter, the author will state her views separately. How interaction models guide oral English teaching will be discussed as follows:

Constructivism also emphasizes providing individuals with access to rich sources of information. Meaning construction happens when people try to make sense of the information presented to them. With resources available, people tend to compare their vision and knowledge with what is presented in the materials to get a new version. Having plenty of information, they will find it easy to arrive at conclusions. In situation-based teaching, teachers are required to present information from different sources and in different ways, and when information is presented, there will be corresponding tasks for students to complete. The process of competing tasks is also a process of students making sense of the materials given to them.

Based on this theory, in language teaching, teachers should build a student-centered learning environment to encourage and guide the students to construct their own knowledge and learning. The students shall not be regarded as the passive receivers of knowledge. In fact, they take an active part in the construction of their personal understanding. Meanwhile the teacher is not the controller but a facilitator.

This theory puts emphasis on the influence of environment. The teacher should try his best to create an authentic English atmosphere, such as speaking standard English, doing some group interaction, dealing with some problems which occurred in foreign countries.

2.3 Information-processing cognitive models on promoting oral English teaching

Oral expression represents thoughts individually and the biggest hindrance of oral language teaching is the subjective emotional factor with which students accept and express information. Aiming at renewing teaching methods and enriching teaching content, oral teaching prompts students to accept information voluntarily and improves their abilities. The main procedures are as follows:

At the beginning of the oral English class, the teacher can make a lead-in which is attractive, interesting and relating to the students' life, so that it can arouse student's enthusiasm on saying something about the topic. Then the teacher can present the useful sentences, dialogues and grammars which may be applied in the oral practice. Through more practice, these working memories will become long memories one day. Obviously, the controlled processes also become automatic processes, and the students can speak a fluency and Standard English.

2.4 Social interaction models on promoting oral English teaching

The social interaction model suggests the teacher should create an easy, authentic and "off the defensive" environment for the students so that the affective filter is low in order for the input to be noticed and gain access to the learners' thinking. Providing a classroom environment that is conductive to language use in the world means that teacher must modify their traditional ways of interacting with students. According to Bragger (1985), teachers should:

(1)attempt to take part in real conversation with students, without interrupting while they are speaking and without correcting while they are trying to communicate; rather, teachers might keep track of repeated errors made by students and, at the conclusion of the conversation or communicative activity, comment on the general patterns of errors made;

(2)listen to the content of what students are saying rather than listen exclusively to the structural accuracy;

(3)Use a normal rate of speech when talking to students, use authentic language, and speak to

students as naturally as they would to native speakers of language.

In conclusion, if the students are at a low anxiety teaching class, interested in the topics and favored the teacher and his teaching strategies, they will eager to state their opinions in English. For the part of the teacher, there are more demands: find the authentic problems which may happen in the target language countries, such as newspapers, radio or TV broadcasting, instruction letter and movies in original English edition; has more patience and encouragements to their students, if necessary, use a motherese language which is more slowly and clearly and repeated more to the students. The main task of the teacher is to increase the students' confidence on speaking English.

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Ideals and Beliefs, Moral Sentiment, Solid Knowledge and Benevolence--Necessary Accomplishment of University Teachers

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Abstract: General Secretary Xi Jinping put forward the "four standards" of good teachers, namely "having ideals and beliefs, having moral sentiments, having solid knowledge, and having a kind heart". Every college teacher should deeply understand the significance of the "four standards" for the construction of college teachers. The article explains the "four standards" with four essential elements of life. It believes that ideals and beliefs are the "calcium" of college teachers' morality; moral sentiment is the "salt" of the personality of college teachers; solid knowledge is the "iron" of the vitality of college teachers; and the heart of benevolence is the loving "sugar" of college teachers. This has practical significance for socialist modern college teachers to improve their professional and moral cultivation with the "four standards" as the goal.

Keywords: ideals and beliefs, moral sentiment, solid knowledge, benevolence, teacher quality

1.INTRODUCTION

In the era of popularization and globalization of higher education, it is necessary to strengthen the construction of teachers in colleges and universities and build a high-quality and high-quality teacher team, in order to adapt to the requirements of the new era, to effectively improve the quality of higher education, and to achieve sustainable development of higher education. University teachers are the main workers in China to carry out high-level diploma education. They shoulder the important mission of "building people with moral character". General Secretary Xi Jinping came to Beijing Normal University to discuss with teachers and students the day before Teachers' Day in 2014. He proposed the "four criteria" for a good teacher are referred to as "Four Haves"teachers. These four standards have a profound impact on me. I thought that if I want to be a qualified college teacher, I should "have ideals and convictions, have moral sentiment, have solid knowledge, and have a kind heart". This is a qualified college teacher. The most basic accomplishment that should be possessed is also the highest accomplishment goal of young teachers in colleges and universities to be a good teacher and a "Mr. Big".[1] The standard of "Four Haves"teachers is justified.

Ideals and beliefs

First, ideals and beliefs are the "calcium" of the spirit of college teachers. Any job that loses the support of ideals and convictions will have "rickets", and the meaning of work will be lost.So, there will be no direction to start work; and people will be short of self-confidence and pursuit,get by however they can, and follow another's lead in voicing opinions. Under the grand foundation of the cause of socialism with Chinese characteristics in the new era of our country, if the group of teachers in higher education does not think clearly about the question of "fostering talents for whom and what kind of talents to be trained", it is inevitable that they will try their best to mislead students. There are some teachers around us who lack the "spiritual calcium" of ideals and convictions.[2] They have become "soft-footed shrimps"in their minds, worship foreignadults and authorities, and turn themselves into the voice of Western value discourse. These teachers question the cause of communism in class, and deny the achievements of new China's construction and development, which have a bad impact on university education. Therefore, college teachers should firstly build a barrier to their ideals and beliefs, maintain a political bottom line, strengthen the study of political theory; and in the design of the curriculum, college teachers should think more about how to help students establish the correct ideals and beliefs, and build socialism with Chinese characteristics in the new era. The staunch supporters and builders make up the "calcium" of spirit.

2.MORAL SENTIMENT

Second, moral sentiment is the "salt" of the personality of college teachers. Any job has a ethical code. Without moral sentiment, it is easy to "malnutrition". It is uninteresting, low-grade in personality, and even touches the red line of social evaluation, which makes people despise.In ancient China, talents were divided into four types according to the relationship between virtue and talent, that is, those who have virtue and have talent; those who have virtue without talent; those who do not have virtue and talent, and those who have talent without virtue. Then, the worst type is those who have talent but do not have virtue. Because if a talent matches his morality well, he can exert the greatest value by

himself, help the society and others, and become a flavorful person; while a person of low moral character has extraordinary talent, he does not construct but destruct;he does not help but bully others, and the life of such a person will be changed. There are indeed such talented college teachers around us. The academic frauds that have been exposed in recent years, such as, the theft of student achievements by teachers, the harassment of students by teachers, and so on. It has alarmed us. The moral sentiment is a seasoning in professional life of college teachers.Teachers should use the "salt" of personality to adjust the taste of life, and not use the wrong seasoning to eat bitter fruit.[3] Therefore, college teachers should pay attention to the cultivation of their own moral sentiments, constantly reflect on themselves, and always examine the relationship between themselves and teaching, between themselves and scientific research, and between themselves and students; by this, teacherswill refine the rich and powerful personality charm.

3.SOLID KNOWLEDGE

Third, solid knowledge is the "iron" of the vitality of university teachers. Knowledge is the source of vitality for university teachers to teach and educate people. It should flow in the activity of "Building Morality and cultivating people" like blood. College teachers with solid knowledge are like those with sufficient iron elements in their blood, who can be attracted by others and full of vitality in their teaching activities. However, college teachers with insufficient knowledge are often unable to cope with their own difficulties and are asked by students to be speechless, which is like suffering from "anemia".Therefore, as a college teacher, only taking knowledge as a carrier, learning as an example, and being a colorful cloud that can promote another cloud, can we create a contemporary college student with strong politics, more knowledge, good skills and good character.

4.BENEVOLENCE

Fourth, benevolence is the "sugar" of the love of college teachers. Benevolent people love others; and those who teach are benevolent people, while benevolent people love others is the way of those who teach. In reality, college teachers, especially professional teachers, always leave the impression that they will go after class. Their concern for students is far less than their concern for the

evaluation of titles. It's difficult to measure whether the teachers teach well or not.Te courses of higher education are not like those in the basic education stage that can be quantified through the entrance examination. What the students have to face is the social test, which is a comprehensive consideration of their subject knowledge ability, core general ability, service organization ability, etc.[4]After comprehensive consideration, College students acquire not only professional skills, but also career goals and self-confidence, and find the way to life goals. Teachers are the most reliable people in higher education. Without the care and guidance of teachers, it will be more difficult for students to develop their comprehensive ability. Therefore, benevolence is like "sugar", which makes students feel the sweetness of learning knowledge, makes them set up their life interests more easily, and makes them more comfortable in the choice of career, which is something that the practitioners of higher education should seriously think about.

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On the Origin and Development of German Private Universities

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Abstract: The state university has always dominated the German university system, and private universities only play the second violin. After the Second World War, German private universities began their new changes and developments, and a number of representative private universities were emerged. The work first introduces the development history of non-state universities in Germany, then the distribution and the current situation of the outstanding Jacobs University Bremen. After the analyse on the concept of development strategies of the Jacobs University Bremen, this paper trys to give a conclusion on the development of German private universities.

Keywords: Germany; Jacobs University Bremen; Private university

1. INTRODUCTION

The private university sector is growing significantly. Some private universities have been very successful in attracting less university-related groups to study. In Germany, universities are divided into three categories according to organizers: public university, private university and church colleges. The type of these three is determined by the institution and public universities supported by the state (Bundesland) (Frank 2010).

Private universities in the narrower sense primarily include those of private individuals, entrepreneurs, foundations, companies, associations, clubs, free church associations and occasionally even chambers of commerce or municipalities, some of them non-profit, some of them privately operated. Incidentally, the non-state university contains private universities and church schools, the state basically corresponds to the public university.

The first privately owned university still in existence was founded at the beginning of the 19th century. In 2018 there were a total of 401 state-recognized universities in Germany. Of these, 238 were public universities (sponsored by the federal states) and 163 private universities. Of the private universities, 38 were church-owned and 125 privately owned. Almost all privately owned universities were founded after 1945. A particular dynamic in the establishment of privately funded universities can be seen after the year 2000. In addition to start-ups, private university closures and mergers are also quite common , In 2018 there are 117 private universities under the 426 state-recognized universities in Germany. [1]

2 PRIVATE UNIVERSITIES IN GERMANY

Numerous new universities have been established since the mid-1960s: Between 1960 and 1980, 24 new public universities were founded in the former area of West Germany. In addition, a new university model has emerged since 1968: the universities of applied sciences. The former technical colleges (TU) and other technical colleges were moved up to technical colleges, so that the enrollment rate for new students in 1980 reached 19.1%. Nevertheless, it cannot meet the needs of society: the university was heavily overloaded.

In this context, the first groups of private universities in Germany were created to complement public universities. In particular, in the two years 1971 and 1972, a total of 28 schools were founded, most of which were established by the Church to train talent in social work and social education. But both qualitatively and quantitatively, private universities were still a long way from public universities (Zhang 2007).

This situation has changed significantly since the 1990s and private universities grew rapidly: 22 were founded in just a decade. No less than 6 private universities have been founded each year since 2000, most of which are business majors. With the development of society, the advantages of private universities have gradually emerged: flexibility in teaching and research, high work efficiency and no bureaucracy. More and more companies recognize the importance of talent and are ready to invest in talent training. The development of private schools can on the one hand reduce the government's financial expenditure for public universities, and on the other hand it can increase competitiveness in order to promote the development of public universities. [2]

In the winter semester 2018/19, more than 240,000 students studied at private universities. That is 8.6 percent of all enrolled students. The growth from a total of 108,728 students at private universities in 2010 to more than 246,739 students in the winter semester 2018/19 corresponds to a remarkable growth rate of around 127 percent within eight years.

And private universities have also gained relatively in relative terms. This is also reflected in the number of new students. In 2010 there were almost 26,449 new students at private universities, 41,967 in 2015 and over 51,000 in 2018. Since 2005, this has doubled the number of first-year students at private universities.

The group of law, economics and social sciences is particularly well represented. In practice, this primarily concerns the area of economics. The second largest subject group in 2018 is that of human medicine and health sciences. These are clearly predominantly students in the health sciences, specifically 32,133 out of a total of 33,643 in this subject group of students. The number of students in this subject has been relatively stable over the past 8 years and has hardly changed. The third largest subject group and the subject group that grew relatively strongest from 2010 to 2018 is that of engineering with 30 263 students. The group of art, art science and humanities together comprise 9273 students in 2018 and the number of students in these two subject groups is relatively small. The least subject group in 2018 is that of mathematics and natural sciences. This group of subjects decreased significantly between 2010 and 2018.

3 JACOBS UNIVERSITY BREMEN AS AN EXAMPLE

3.1 Overview of Jacobs University Bremen

Jacobs University Bremen gGmbH is a registered non-profit organization. In accordance with its statutes, it comprises four bodies: The Councilors, the Board of Trustees, the Board of Governors and the Executive Board, which comprises the President and the Managing Director of the university. The Board of Governors is the main decision-making body for all fundamental issues that affect the development of the university, including the appointment of the president and professors. [3]

In the Board of Governors there are many famous persons, like as Member of the Executive Board of Bertelsmann Stiftung and former Senator for Science and Research, Hamburg, Former Secretary of State and Secretary General, German Research Foundation (DFG) 2007 – 2018, Chief Executive Officer, OHB System AG, Bremen, Senator for Justice and Constitution and Senator for Science and Ports, Bremen. Trustees are Jacobs foundation, Zurich Reimar Lüst foundation, Bremen Jacobs university Bremen alumni & friends Stiftung gmbh, Bremen. The President/Chairman of the Executive Board is Prof. Dr. Antonio Loprieno.

Jacobs University writes in its Mission: Jacobs University is a private, English-language campus-based university offering the highest standards in research and teaching. By means of academic education, intensive support, and through living together on an international campus, its objective is to encourage young, talented people, irrespective of nationality, religion, and background

in becoming citizens of the world, able to take leading and responsible roles for the future sustainable and peaceful development of humanity. Jacobs University has derived four core objectives for its educational profile from this mission statement:

academic quality, among other things through interdisciplinary learning, individualized academic mentoring, and early involvement of students in research projects

personal development, increasing self-competence and social skills in a community characterized by diversity

Internationality, promoting intercultural skills through living and learning on a campus with people from more than 120 nations

readiness to join the working world, imparting the specialist and interdisciplinary skills required for a successful career in business or science. [4]

3.2 The Students

According to the renowned Times Higher Education Ranking 2020, Jacobs University is among the 25 percent of the best universities worldwide and is the most international university in Germany.

At the end of the last century, a discussion and action broke out in Germany about German universities learning from American higher education. Jacob University Bremen was founded in 1999 as a pioneer of the reform. Jacobs University Bremen teaches in English. The aim is to offer students a wide range of options in the fields of engineering, natural sciences and social sciences, so that Jacobs graduates can play an important role in key positions all over the world. Facts show that Jacobs University Bremen graduates gradually achieved the school's goals in terms of employment and further education, which made Jacobs University Bremen Germany's leading private university with a good reputation worldwide. [5]

In the academic year 2011/2012, a total of 1,335 students from 111 countries visited Jacobs University Bremen, including 693 students, 203 masters, 427 doctoral students, 137 professors and 248 academic and administrative staff. The teacher-student ratio of 1:10 cannot exist at German public universities. In 2019, over 1,500 students (230 Master students and 247 doctorate students) from more than 120 countries incl. visiting/exchange students study here, under the help of 434 employees, here 66 professors and 199 researchers and lecturers work. Depending on the study program, the Course fees is given between €10,000 and €28,000 per academic year. There are 15 three-year Bachelor's programs and 4 two-year Master's programs.

3.3 The strategies of Jacobs University Bremen

In order for students to apply for admission in addition to their high school diploma, they must submit an English composition, a letter of recommendation from the headmaster or teacher, SAT or ACT test results, TOEFL or other English test results. At the same time, the hardware facilities are

very advanced and have everything. The teachers are divided into assistant professors, associate professors and full professors. The teachers have a rich teaching experience. The professors are hired on a five-year contract in accordance with the American university system. [6]

Internationalization

Jacobs University attracts highly talented and open-minded students from all over the world. Around 1,500 students from over 120 nations currently live and study on campus. Regarding recognition of the degree, it is accepted in English aesthetics and there is no traditional German master's degree. According to the actual situation of basic education in Germany for 13 years, the study time of a bachelor's degree is reduced to 3 years. English as the only language in class and at work.

Interdisciplinarity

Students choose their major at the end of the first semester. Students of the Institute for Arts and Sciences must take 4 courses in other institutes. At the same time, all students must take four so-called university research courses, which together make up a fifth of the total lessons. In education and training, the combination of natural sciences, humanities and social sciences is realized through technology.

Interactivity

Jacobs University Bremen improves teaching interaction through a networked teaching environment, a diverse and intercultural life on campus and creative collaboration in teaching and research.

Independence

Jacobs University Bremen is divided into two institutes and one center, namely institutes for engineering and science and for humanities and social sciences, Jacobs Center for lifelong education and institutional development. In addition, students can continue their studies at Rice University and Washington State University. In 2004 the University joined the Erasmus European University Student Exchange Program.

4.CONCLUSION

The development of the German private university landscape seems very fast and flourishing, but there are still many problems that have to be tackled. The funding sources of private universities are the bottleneck of their development, since the economic sources of private universities are not secured and there is no stable funding support from the federal and state governments.

Most private universities in Germany are universities for teaching. Due to the limited funding, the proportion of private universities that invest in research is limited. Even some private university teachers are part-time jobs that are hired on short notice. It is inevitable that some people think that the academic degrees of private universities are not valuable. While this is only a prejudice, it also shows the problems that exist at private universities.

Private universities have a great responsibility. There is no denying that private universities use their strengths to open their own paths. University policy and state universities should therefore carefully and carefully study the conditions for the success of private universities to improve their own work in their own interest. It would be a great advantage for them if they could participate in state funding when providing equivalent services. [7]

Private universities in Germany are no longer just an addition to the public university, but also an essential part of the university system. Private universities have many advantages over public universities, although they are not attractive in the development process. The university competition is getting tougher and the German private university should find its own position for a better development in the future.

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Discussion on the Aesthetic Orientation of Art Appreciation

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Abstract: The art appreciation is a significant content in the art curriculum. In consideration of weak fine arts knowledge, low aesthetic level and weak innovation capability of senior high school students, this paper proposes several oriented methods for art teachers to guide students to establish correct aesthetics. First of all, the art teachers should create a good aesthetic environment to educate people. Secondly, the art teachers should create a strong aesthetic atmosphere to educate people. Thirdly, the art teachers should cultivate and stimulate the interests of students and make students become enchanted in aesthetic education. Fourthly, the art teachers should guide the aesthetic innovation and cultivate the innovative thinking of students. Finally, this paper points out that the art teachers should improve their quality to ensure the development of students' aesthetics in the right direction.

Key words: Aesthetics; Environment; Atmosphere; Interest; Quality

According to the author's questionnaire survey and many years of teaching experience, it is found that the biggest problems of art teaching in senior high school are as follows: I. Students do not have sufficient fine arts knowledge reserve, including the fine arts candidates for College Entrance Examination. II. Low aesthetic level. III. Weak innovation capability. The author once did a survey among the students: "What kind of works can be called excellent works?" The students give me a variety of answers. Some students think that it all depends on their intuition and what they like are the excellent works." Some students argue that "they can not see the advantages of many artists' works. They can not understand what the artists draw." Most students judge the quality of works on the basis of whether the painting is similar to the material object, and some of them have no good or bad idea at all. They judge the paintings relying on their intuition. Only a small part of the fine arts candidates for College Entrance Examination can make a simple evaluation from the perspective of basic knowledge of fine arts. It can be seen that the students lack the understanding of the fine arts knowledge. They do not have a strong interest, and they seldom carry on research. The aesthetics of most students are one-sided and some of them even regard ugliness as beauty, which seriously affects students' physical and mental health. Of course, there are many reasons for these problems[1]. As art teachers, we have the responsibility to guide students to use Marxist literature and art philosophy as the guiding ideology and use scientific methods and attitudes to carry out appreciation and evaluation for fine art works. Curriculum Standard of Senior High School Art Education points out that "students should learn to analyze and evaluate fine art works and phenomena, and form a healthy aesthetic taste and idea."

1. CREATE AN EXCELLENT AESTHETIC ENVIRONMENT

"The beauty of the environment is a comprehensive beauty, which has comprehensiveness and integrality. As the product of the co-creation of nature and human beings, the beauty of the environment has ecological and civilized features. As an objective existence of reality, environment has authenticity, living style and habitability." Environment is a dynamic network system, which actively interacts with people, opens to each other, and constantly shows its new face. People can be unconsciously influenced by the beautiful environment. Therefore, it is one of the effective ways to improve the aesthetics of the students by using the beauty of the environment. As the learning place of students, the school has a great impact on the students. How to beautify the campus environment and make it become the big classroom of students' aesthetic education? The author believes that we should first create a beautiful campus environment., such as clean campus roads, green grasslands and trees, blooming flowers at all seasons, interesting signs, humanistic architecture name and so on. The student stay in such a beautiful and harmonious environment,which can cultivate their temperament imperceptibly. Second, the student's excellent calligraphy and painting works are hung on the outer wall of the classroom corridor and other rest and activity places for students, which not only beautifies the campus, but also makes the students feel that the art is everywhere. This not only plays a positively promoting role to the author, but also enhances students' self-confidence and pride, and has an example function to influence the students around, thus driving more students into art activities and activating the art atmosphere, so as to achieve the purpose of aesthetic education. Finally, we can use

the campus bulletin board and the form that is delighted to hear and see to carry out weekly publicity of the truth, goodness and beauty, such as a short story about painters, work appreciation and so on, which makes students easily obtain the correct aesthetics in the bulletin board[2].

2. Create a strong aesthetic atmosphere

From the perspective of atmosphere-type aesthetic factors, there are harmonious beauty of bilateral affective interaction of activities, the beauty of modality with active mind and immense interest, etc. A good atmosphere of activity is often harmonious and active, tense and orderly, solemn and cordial, and has a consciousness of competition and upwardness, as well as a an emotional appeal of rambling the knowledge field. This atmosphere is full of aesthetic meaning. In this atmosphere, the subject of the activity has a strong aesthetic feeling, which can form a good mood and emotion with aesthetic pleasure. On the contrary, this emotion and mood spread outward and infect each other, which makes a stronger aesthetic atmosphere. In order to build this activity atmosphere full of aesthetics, we can start with the following aspects: (I) Establish a new type of teacher-student relationship. In the new curriculum reform, it is very important to emphasize the subject status of the students in the learning process, which means that the students should not only be regarded as objects of education, but also as equal participators and cooperators in the educational process as well as the subjects of education and self-education. Therefore, the new teacher-student relationship should be democratic, equal and harmonious. Teachers can listen to and communicate with students as friends or elders. Teachers should understand and respect the students' feelings, experiences, needs and wishes, take good care of the students on the basis of respect and carry out heart-to-heart communication with them, which has a great effect on mobilizing the students' feelings and stimulating the their abundant imagination. At the same time, it can provide a good condition for the students to carry out the correct aesthetic orientation. (II) Teachers should organize the students to carry out the discussion between"truth, goodness and beauty" and "falseness, ugliness and evil". Life is constructed by truth and falseness, goodness and evil, as well as beauty and ugliness. In other words, life is a value system composed of the positive value of truth, goodness and beauty and the negative value of falseness, ugliness and evil, which is both opposite and unified. The discussion content can be something in life, such as reasonable matching of clothing colors, or reasonable analysis and judgment of the advantages and disadvantages of advertising boards and posters that can be seen everywhere, and so on. It can also be done through group discussion. After the discussion, students can

clear their thinking and distinguish the beauty and ugliness, thus forming the correct aesthetics. (III) Teachers should organize students to carry out blackboard newspapers and handwritten newspapers competitions. Art teachers can work together with teachers in other subjects to organize blackboard newspapers and handwritten newspapers competitions. The standard for evaluation should take the beauty of content and form as the orientation. As a collective evaluation, students have higher initiative and enthusiasm. Students can master fine arts knowledge in the process of seeking data, group discussion, planning and so on, so as to improve their aesthetic ability and innovation ability[3].

III. Cultivate and stimulate aesthetic interest

As we all know, interest is the best teacher. From the perspective of psychology, once people's interest is stimulated, they will actively recognize things with pleasant and tense emotions as well as active will. Thus it can be seen that interest is the basis of autonomous learning. Among numerous subjects in the school, students have different attitudes towards each subject. For subjects related to the college entrance examination, students have to study hard under the pressure whether they have interest in these subjects. But for other subjects that do not have a higher learning pressure, such as fine arts, music and physical education, if students do not have interest in these subjects, most of them will not take the initiative to learn, which is one of the reasons why the vast majority of students have extremely deficient fine arts knowledge. Therefore, if the fine arts course wants to hold a place in the mind of most students, the students' intrinsic interest of learning fine arts should be cultivated and stimulated. From the aesthetic aspect, only with a strong interest can students carry out in-depth exploration and research on the fine art works, so as to form the correct aesthetic evaluation.

3. Guide the aesthetic innovation

Innovation is the soul of a nation or a country, and the continuous innovation ability is the basis for the existence and development of a nation or a country. The characteristic of cultivating innovative thinking owned by art education determines that it has an unshirkable responsibility in the cultivation of innovative talents. Innovation is a kind of ability, which needs educators to carry on the in-depth discussion and research accordingly. Especially in teaching methods, teachers should give appropriate guidance according to students' personality, teach students according to their aptitude, encourage innovation, and encourage students to boldly highlight their unique personality characteristics in their creation. Teachers should establish a loose teaching situation and encourage students to express their unique views on other people's art works. In the way of thinking, the students are

guided to analyze from different angles, and use divergent thinking, analogical thinking and imaginative thinking to analyze and solve the problems. Therefore, in the teaching of art appreciation, teachers should let students understand that the methods of studying art works are not single, and the ways can also be diversified, thus excavating students' thinking and imagination ability as well as innovation capacity[4].

4. Improve the self-quality of art teachers

In teaching, teachers are guides and play a very important role. The professional skill and teaching quality of teachers directly affect the students' mastery degree of knowledge. In order to improve their own quality, teachers should start from the following aspects: I. In terms of ideological and moral cultivation, as the proverb goes, "He that lies down with dogs must rise up with flea." The moral performance of teachers can easily become a model for students. Only with noble moral sentiments can teachers be models for others. II. In terms of cultural accomplishment, teachers should have extensive cultural knowledge, profound literature cultivation and fluent presentation skill so that they can be admired by students, thus improving the teaching quality. III. In terms of professional cultivation, the professional level of fine arts is the basis and guarantee of aesthetic education.

Therefore, teachers only have solid professional theoretical knowledge and skills to make students be convinced. "If you give people a ladle of water, you must have a bucket of water." Only by constantly learning to enrich themselves can teachers better improve the teaching effect.

With the continuous development of the times and the continuous change and renewal of knowledge, art teachers should take Marxist literature and art philosophy as the guiding ideology, keep pace with the times, study hard, have the courage in exploration, guide students to establish correct aesthetics and cultivate qualified socialist talents for the country.

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STEM and Science Fiction Courses

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Abstract:The integration of Science, technology, engineering and mathematics (STEM) in STEM education has become a mainstream topic nowadays. Science fiction has the characteristics of simulating practice and mixing together multi-disciplinary knowledge. So it is good to use science fiction courses to integrate science, technology, engineering and mathematics, and let students understand the importance of science, technology, engineering and mathematics, and let them further learn to integrate these four things together in daily school life. Like STEM education, science fiction courses can also develop students' exploring abilities and critical thinking, let them understand the spirit of science and technology and engineering ethics. In this case study, we use questionnaires to compare the changes in exploring ability, critical thinking as well as the understanding of scientific ethos, ethics in technology and engineering between the students having science fiction courses and those do not.
Keywords: STEM (science, technology, engineering and mathematics), science fiction courses

1. INTRODUCTION

Many scholars claimed the integration of science, technology, engineering and mathematics (STEM) education is the kind of future education programs which will benefit national economy, teachers and schools. Through their own experience, students also learned that attended STEM courses could improve their learning abilities. Based on the backgrounds mentioned above, more and more countries want to improve students' comprehensive ability through the practice of STEM education. There are many ways to achieve the education of STEM, the author of this article tried to achieve it from the perspective of science fiction, to cultivate student's comprehensive ability through science fiction courses.

2.SCIENCE FICTION AND THE INTEGRATION OF SCIENCE, TECHNOLOGY, ENGINEERING,AND MATHEMATICS

The melange of Science, technology, engineering and mathematics (STEM) in education has become a mainstream topic nowadays. Some scholars believe that technology education is the key point of this kind of melange, by means of technical education, academic research, hands-on practice and identify & solve problem, these four factors will be mixed together commendably.[1] However, some scholars believe that Project Based Learning (PjBL) is good for the integration of the four factors, they found that PjBL can improve efficiency, engenders meaningful study and also affects student's attitude to pursue a future career.[2]But I believe that, regardless of technical education, or PJBL, practice is always the essence and the core. The integration and development of Science, technology, engineering and mathematics, in fact, fully reflects the epistemological viewpoint of from practice to theory and back to practice. Science is the understanding of the objective world's basic law, it comprises the mathematical tools and methods for each science course. The technology is the common law of scientific production technology and processes, most of which is technical products, namely artificial nature, the purpose of artificial nature is to form technology theory and transform the theory of natural understanding to natural reconstruction.

Engineering (technology) is the technology applied in engineering activities or the technology served for project activities, is the principle and method for the study of basic science and the transformation from scientific technology to productivity, is the integration of engineering and technology. The practicalness of these three levels enhance successively and approach closer to the social reality. So the integration of science, technology, engineering and mathematics education provides means to teach students the way to make full use of science, technology, engineering and math practice and transform the world. In this kind of integration, science fiction courses fuse well with science, technology, engineering and mathematics. Students will notice science, technology, engineering and mathematics are equally important, and they can also learn to mix together these four factors in the daily school time.

2.1 Science fiction has the ability to simulate practice

If the integration of science, technology, engineering and mathematics is the process of practice, then science fiction has the functions to simulate practice. If one thing can be described to fully demonstrated the future development of science, technology, engineering and mathematics, no doubts it is science fiction (novels or movies).

In science fiction, we can fully appreciate the future developments of science, technology, engineering and mathematics. As in the 2011 sci-fi film "Real

Steel", the robots can simulate human's boxing actions, is actually invented in reality by students in Xi'an's university in 2013. [3]The difference is, in reality, robots if used to take care of the elderly, but in sci-fi movie, they are boxers. It is precisely because science fiction has the ability to simulate practice, it can be used to simulate the science, technology, engineering and mathematics in real-world. In this way, we can avoid the future developments of science, technology, engineering and mathematics turn against human beings themselves.

2.2Science fiction integrates and applies multi-disciplinary knowledge as stem

STEM can successfully cultivate people's general ability because it is able to integrate applied science, technology, engineering and mathematics together. In real life, there is no single course can integrate multi-disciplinary knowledge so comprehensively, only science fiction can make this come true. Science fiction is not just about science, technology, engineering and mathematics, it even extends to the field of social sciences. In science fiction, you can learn the knowledge of astronomy (Ten Star Pente in "Sunset"), theoretical physics (multidimensional space in "trisomy"), you can also feel the horror of the cosmic dark forest law.(the dark forest law in "trisomy") Therefore, science fiction involves multi-disciplinary knowledge, and provides a stage for science, technology, engineering and mathematics.

3. THE CAPABILITY STUDENTS CAN CULTIVATE FROM READING SCIENCE FICTION

As Rodger W. Bybee said in his book "What Is STEM Education?", the purpose of STEM education is to cultivate students' such skills as "adaptability, complex communication, social skills, nonroutine problem solving, self-management, and systems thinking to compete in the modern economy".[4]Firstly, from a different angle, the education of STEM is a kind of "teach him how to fish" teaching method. It needs students not only to understand the knowledge of science, technology, engineering and mathematics, but also to develop the students' interest for knowledge, and let them learn the way to acquire knowledge and how to use it to live and develop in the modern society. Because of this, the education of STEM should start with "encouraging the students' interest to learn", through "corrective actions to improve students' learning and their interest in STEM subjects".[5]This actually is a ability for exploration. Secondly, under the influence of STEM education, students should have critical thinking skills. Thirdly, under the influence of STEM education, students should have the modern scientific ethos. And the exploration ability, critical thinking skills and the modern scientific ethos learned from STEM

education are exactly I want to pass on during the scientific courses. Below I will elaborate the theoretical relationship between science fiction courses and STEM education in three aspects, and I will also use my practice in teaching science fiction courses to show the improvements students get in these capabilities.

3.1.The uniformity of science fiction courses and STEM education in the field of exploring students' exploration ability

STEM education should "encourage students' interest in learning", and establish their interest and confidence in science engineering. This will need the help of some scientific methods to develop students' ability to explore, and science fiction courses can cultivate people's interest in science.

As Professor Janice Bogstad in University of Wisconsin said, "When questioned, people such astronauts, engineers or scientists will tell you they developed their interest from reading science fiction. Some people still read science fiction nowadays". She believes that science fiction makes people develop interest in science; Wu Yan of Beijing Normal University believe that "Sci-fi creative courses is mainly about cultivation of imagination."[6]

Established by the physics teaching groups led by Wang Qi, a teacher of the Affiliated High School of Renmin University of China, the course of "Science Fiction Physics" used "What will happen if superman has that kind of strength" kind of questions which can attract students to participate, and "it received student's favorable comment". At the same time, "To a large extent it enhanced students' interests in learning and cultivate their exploring ability".[6] Some people also suggest that science fiction plays the role of "intellectual enlightenment", it can predict science development, and also arouses people's interest in science and inspires students' exploration ability.[7] Philosophy professor Zhang ZhiCang of Nanjing Normal University believes that "The so-called science fiction as its name suggested is about the fiction of science. It is about the fiction of theories, objects, activities, achievements in science and technology. It is a negation of the scientific experiments, experience and inductive methods advocated by Francis Bacon in modern times, and routine practice and behavior of science".[8] Or maybe we can say, science fiction or the fiction of science is a new kind of scientific recognition method. It helps students to explore the science development.

In summary, although scholars hold different views, but they also share some common understanding, such as science fiction can arouse people's interest in science, it can improve people's understanding of science, cultivate imagination and exercise people's thinking. All these things share a common ground with STEM education.

In science fiction courses, the writer used to explain the French science fiction writer Jules Gabriel Verne's novel "From the Earth to the Moon" to stimulate students' curiosity to science. In this case study, the writer introduced the plots stated in the novel "From the Earth to the Moon" is very close related to the fact in real life such as number of astronauts in the first trip to moon, the flight speed and the landing site in the moon. Verne also precisely predicted the landing site in earth when the spacecraft returned its home. This makes the students involved in teaching fully affected by the science fiction's predictive ability in the development in science, and it can also arouse students' interest and curiosity in science.

3.2.Science fiction courses and STEM education share common view in the field of cultivating students' critical thinking skills

STEM education forms students' critical thinking skills in the educational process. One of the characteristics of science fiction is "the critique of real life and introspection of future science development".[9] Some scholars believe that "another striking feature of science fiction is the critical reflection of human living condition and future trends: the critique of reality, explore the unknown possibility, promote the self-renewal and improvement of mankind".[7] For example, British science fiction writer Herbert George Wells thought the negative impact brought by science development to human society in his novels such as "The time Machine" and "The Invisible Man" , these novels also reveal people's ambivalence in the course of social progress. Tendency to revolt appeared against technological progress and its possibilities in 1920s. In "1984", British writer George Orwell depicts a totalitarian society under the control and organization of technology. Some scholars believe that science fiction can "constantly challenge, construct and shape new technology ethics in the forward-looking utopia or dystopian narrative".[7] Science fiction discussed three problems domains such as living space exploration theme --- Environmental Ethics, extraterrestrial life introspection theme --- Bioethics, and technology alienation-based social critique theme --- meta-ethics. The emergence of science and technology ethics is also a introspection and critique of real life. Science fiction use "a characteristics of transcendence to observe and dialysis the relationship between human living condition and the future scene", "as a special cultural phenomenon of technology era, it provides a possible way of interpretation and a creative choices".[9] And all of these above have particular influence in cultivating students' critical thinking skills.

The author also showed "Be right back", the first episode of the second season of "Black Mirror" in his own science fiction courses to explore the relationship between human and virtual human; and the writer explained the dystopian novel such as "1984", "Oryx and Crake" and "The handmaid's Tale" to guide students' critique and introspection in hot issues such as totalitarian society, genetically modified food and patriarchal society.

3.3.Science fiction teaching and STEM education have common goals in the field of cultivating students' understanding of scientific ethos, technology and engineering ethics

STEM education is "not only inseparable from the teaching and learning of science subjects themselves, but also inseparable from the cultivation in students' comprehensive quality during the whole educational process", it focuses "the cultivation in students' values, attitudes and spiritual culture".[10]Sci-fi Science fiction can spread the right scientific ethos to students.

In nineteen forty-two, Robert King Merton, American Sociologist of Science, systematically articulated his theory of scientific ethos, he said communism universalism disinterestedness and organized skepticism constituted the norms of science. These specifications express in the manners of regulations, preferences, licenses and bans. All these four institutional specifications --- Universalism, Communism, Disinterestedness and Organized Skepticism, constitute the essential ethos of modern science.

Modern scholars replenish the spirit of innovation to constitute the two major types of scientific ethos, the first type is absolutely can not be offended, it has the prohibitive function. It contains content such as universalist principles proposed for social groups and honesty principle raised for scientists. The second type is advocacy, it advocates scientific community to comply with together, the content includes selfless-profit, public nature, organized skepticism and innovation.

The core of technology and engineering ethics is value and responsibility, that is the responsibility to the owner of technology and engineering, and whether there is value in the technology and engineering.

Science fiction can truthfully spread these scientific ethos, technology and engineering ethics. As Chinese science fiction writer Tong Enzheng depicts these spirits and ethics in "death rays in coral island" to let students feel the universalism spirit is regardless of frontiers. In "Oryx and Crake", Margaret Atwood allows us to feel the consequences when technology responsible for only the owner, but not mankind, these kind of examples are numerous in the science fiction courses. Students can also understand the scientific ethos, technology and engineering ethics in such cases emotionally.

4.THE INFLUENCE OF SCIENCE FICTION COURSES TO STUDENTS

The author of this article used the theories above truthfully in his own "science fiction elective course", and feel the influence of science fiction to students personally. In order to run a scientific analysis of the influence of science fiction course to students in the field of exploring abilities, critical thinking, and their understanding of scientific ethos, technology and engineering ethics, in October 2013, the author conduct a comparison survey for the students have or have not attended "sci-fi admiration selective course". Through the survey to analyze whether there are significant changes in the exploring skills, critical thinking and understanding in scientific ethos, technology and engineering ethics between the students who have attended the course and who have not.

Table 1   Exploring ability※

	Have attended class	Have not attended class
Science fiction can predict the development the science.	83.50%	78.40%
The plots stated in Jules Gabriel Verne's novel "From the Earth to the Moon" is very close related to the fact in real life such as number of astronauts in the first trip to moon, the flight speed and the landing site in the moon and back to earth.	38.50%	25.20%
Interested in the development of science and technology, engineering and mathematics.	78.00%	69.40%

As we can see from Table 1, students who have attended class are more interested in science, technology, engineering and mathematics than those who have not, and the students who have attended class also have a better understanding in the prophecy of science fiction. So we can say that the exploring ability of the students who have attended class is better than those who have not.

Table 2   Critical Thinking※※

	Have attended class	Have not attended class
Nuclear experiments have more benefits than the risks they bear.	15.40%	30.60%
The benefits of the nuclear experiments equal the risks they bear.	62.60%	54.10%
Nuclear experiments have more risks than the benefits they possess.	17.60%	8.10%

As we can see from Table 2, for the understanding and mastery of nuclear, students who have attended class showed the kind of attitude with significant prudence, they no longer thought the nuclear had only good results for mankind, and there is a significant difference with the students who have not attended class. So we can say that there is improvements in critical thinking of the students who have attended class.

Table 3 Understanding of Scientific Ethos※※※

	Have attended class	Have not attended class
Universalism supporter holds the essence of scientific ethos	85.70%	70.30%
Sharism supporter holds the essence of scientific ethos	78.00%	58.60%
Innovative supporter holds the essence of scientific ethos	92.30%	84.70%
Truth seeker holds the essence of scientific ethos	78.00%	74.80%

※, ※※, ※※※($p<0.05$)

As we can see from table 3, the understanding of the scientific ethos of the students who have attended class is much better than those who have not, at the same time, for a few kinds of scientific ethos such as understanding of Sharism , there is also a significant difference between the students who have attended class and who have not.

5.CONCLUSION

From the theoretical analysis and empirical researches listed above, the writer believes that due to the ability to simulate practice and applicate multi-disciplinary knowledge, science fiction plays a very important role in the integration of STEM, and the use of science fiction courses is also conducive to the integration and development of STEM.

Moreover, in the field of cultivating students' exploring ability and critical thinking and the understanding of scientific ethos, ethics in technology and engineering, science fiction courses share consistency with STEM education. Science

fiction is proved in the empirical teaching to play a wonderful role in improving students' exploring ability, critical thinking as well as their understanding of scientific ethos and technology and engineering ethics.

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Discuss the Influence and Promotion of Financial Mathematics On Modern Financial Market

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Abstract: This article first expounds the current situation and prospects of financial mathematics, and then analyzes the impact and promotion of financial mathematics on modern financial markets, hoping that it can serve as a reference for the industry.

Keywords: Financial Mathematics; Modern financial market; Influences

1. INTRODUCTION

The financial market system has a variety of branches, including stock markets, securities markets, fund markets, etc. Financial markets can provide a platform for financial asset transactions and allow financial asset prices to be confirmed. At this stage, with the rapid development of information technology, financial mathematics has become an important component in financial markets. Financial mathematics can fully combine the advantages of modern computer technology and mathematical disciplines.

2. STATUS AND PROSPECTS OF FINANCIAL MATHEMATICS

Financial mathematics mainly refers to the in-depth study of the financial industry based on the use of mathematical concepts and the quantitative processing of financial information, so that mathematical models can be constructed to provide advice and guidance for financial decision-making. At the current stage, in the specific application process, it is often necessary to combine modern technology and mathematical model theory. The development prospects of financial mathematics are relatively good. First, financial mathematics can effectively combine mathematical knowledge with people's daily lives, and can provide people with accurate information for analyzing the financial situation and economic development situation, such as the use of CR models, Vasicek models, etc .; Secondly, the application of financial mathematics can provide professional mathematical tools to economic professionals, and then analyze economic data to promote modern economic development .

3. THE IMPACT AND PROMOTION OF FINANCIAL MATHEMATICS ON MODERN FINANCIAL MARKETS

(1) Positive influence

Financial mathematics has a positive impact on and promotion of modern financial markets, and its main manifestations are:

Financial mathematics can effectively improve the efficiency of financial market enlistment, optimize the processing of financial business services, and at the same time, promote the electronic development of the financial sector. At the same time, under the influence of financial mathematics, the foundation of financial market development can be made more solid, and mathematical concepts can be effectively integrated with the people's normal work, production and life. [1]

Financial mathematics can promote the economic development of the securities industry and the insurance industry, and can guide the financial market towards capitalization, thereby effectively improving the level of financial mathematics in economic life and ensuring that economists can Use sufficient data and information to complete decision-making research and decision-making. For example, when pricing floating-rate bonds, you can use the equilibrium interest rate model in financial mathematics.

The application of financial mathematics can make data information more accurate. On the one hand, such data information can help staff to solve financial and economic problems with high quality. On the other hand, data information can promote the transformation of market fluctuations into vivid language, and then make economic decisions. To help, in addition to financial mathematics, people can effectively grasp the current market information. Using modeling methods, they can visually analyze and deal with financial problems, break the traditional financial market existence, and allow financial academic theoretical research. Work is driven.

The application of financial mathematics can provide scientific guidance to the country's economic development, and it can promote economists' research on world economic development trends, and then make correct decisions to promote the development of China's financial market economy.

(2) Application strategy

With the continuous development of modern financial markets, there may be challenges in the application of financial mathematics. Therefore, in the process of applying financial mathematics, specific analysis of the challenges should be conducted, and then scientific application strategies should be formulated :

The financial and economic market has complex changes. In the application of financial mathematics, only by grasping the characteristics of randomness and ambiguity, and by actively exploring and calculating the financial and economic laws, can the final result be obtained [2];

It is necessary to use financial mathematics to comprehensively analyze the currency systems of various countries in the world, and to effectively analyze the global currency supply and demand situation. At the same time, quantitative analysis and research on the state of global capital flows should also be conducted to build a currency model to ensure that it has a high degree of rationality. Provide analysis results to financial market development business;

The financial mathematics system needs to be used to analyze market interest rates and tax rates, so that the financial system model can be completely constructed;

Many parties need to study financial market research work, strengthen the integration of resources, strengthen financial theoretical research work, and provide guarantee for the role of financial mathematics. [2]

CONCLUDING REMARKS

In summary, the impact of financial mathematics on modern financial markets can be summarized as improving the efficiency of financial market enlistment, promoting the economic development of the securities industry and insurance industry, helping people solve economic problems, and promoting the economic development of financial markets. Strategies such as exploring the laws of financial economy, analyzing the currency systems of countries around the world, and analyzing the situation of market interest rates and tax rates can allow financial mathematics to be effectively applied.

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Study on the Development of Rural Complex

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Abstract: The development of agriculture and rural areas is an important foundation and support for the realization of national modernization and a key factor affecting economic and social development. The rural complex is used as the main carrier for implementing the rural revitalization strategy, and the theoretical source of the rural complex model is detailed. Comb and summarize the connotation and characteristics of the rural complex model on this basis. This article elaborates the concept of rural complex, summarizes the characteristics, and combines the pilot practice of rural complex to analyze the rural complex. Development background, construction conditions, and challenges.Finally, the development prospects of the rural complex are prospected.
Keywords: rural complex; rural revitalization; agriculture; development background; outlook

1 BACKGROUND OF THE RURAL COMPLEX

In 2017, the first document of the Central Committee of the Communist Party of China proposed the concept of "a rural complex". Since then, the 19th National Congress of the Communist Party of China has proposed the implementation of a rural revitalization strategy and in 2018 put forward the "Opinions on the Implementation of a Rural Revitalization Strategy" to develop a "rural complex" "And the implementation of the rural revitalization strategy is a major measure to realize the modernization of agriculture and rural areas. Therefore, the rural complex is used as the main carrier to implement the rural revitalization strategy, and the connotation and development path of the rural complex model are studied in depth. Resolving the main contradictions of China's rural social development in the new period has great theoretical and practical significance.

2 CONCEPT OF IDYLLIC COMPLEX

2.1 Rural city theory

The rural complex is based on the integrated development of urban and rural areas as the theoretical basis, and the agricultural industry development model proposed to realize the modernization of agriculture and rural areas. Marx believes that the urbanization of rural areas is the basis of modernization. With the highly industrialized process caused by the development of productive forces, not only The process of turning from rural to urban is a process of combining urban and rural production factors, an inevitable trend of economic and social development. In this historical process, urban resource elements quickly flowed to the countryside, prompting the material gap between urban and rural areas to gradually balance. With the development of industrialization and the expansion of social division of labor, the countryside has gradually become a subsidiary of the city, and the development between urban and rural areas has become separated. Due to the increasing material gap between urban and rural areas, the situation of urban-rural confrontation will inevitably be brought about, and the resulting situation will arise. More acute social contradictions. However, Marx believes that "the elimination of urban-rural confrontation is the primary condition for social unification." [1] Therefore, eliminating the urban-rural gap and promoting the coordinated development between urban and rural areas are the primary goals of Marx and Engels' urban-rural coordination theory.

2.2 Concept of Rural Complex

The rural complex is a development model based on agricultural production and based on rural natural landscapes and farmers' production and living environments, as shown in the figure. In rural areas with certain conditions, its unique agricultural production lifestyle and rural customs and habits As the basis for development, the potential value of characteristic rural landscapes such as the natural environment and farming culture will be further explored. The development of rural leisure tourism relying on local landscapes and cultural characteristics will attract urban tourists to consume and create a new situation in agricultural and rural development.

The rural complex has the following main features:

(1)Emphasize the participation and benefit of farmers and the carrier role of farmers 'cooperatives. At present, many types of new agricultural business entities such as family farms, large-scale farmers, professional farmers' cooperatives, and agricultural leading enterprises have been cultivated in rural China, which is conducive to promoting small farmers and Organic connection of modern agricultural development.

(2)It emphasizes industrial integration, that is, the integration of circular agriculture, creative agriculture, and agricultural experience. It promotes agricultural green production, expands the agricultural industrial chain and value chain, promotes the integration of "three industries", and fosters new rural economic development through industrial innovation and format innovation. Growth points to promote structural reforms on the supply side of agriculture. In practice, the rural complex planning in each pilot area covers the functions of new formats such as "ecology +" "Internet +" "tourism +", wellness areas,

farming cultural experience areas, etc. layout.

2.3 Rural complex model

The pastoral complex model is a cross-industry, diversified new agricultural and rural development method proposed in accordance with the new normal state of the economy and in accordance with the goals of agricultural supply-side reforms, in order to achieve comprehensive economic and social development and the optimization and upgrading of the industrial structure. Relying on the rural natural environment, modern agricultural production, rural leisure tourism and human settlements are integrated into one. While carrying out agricultural production, we will deeply explore the multifunctionality of agricultural development in order to realize the organic nature of rural production, ecology and life. The combination and the deep integration of one, two, and three industries are the goals, creating a new situation in China's agricultural and rural development.

3 HENAN PROVINCE'S FIRST RURAL COMPLEX PILOT PROJECT OPERATION STATUS

The first rural complex in Henan Province, Shili colorful promenade rural complex in Mengjin County belongs to Luoyang Phoenix Mountain Group Corporation. Since 2014, the group company has invested in the construction of tourism, shopping, The comprehensive park project with entertainment and other industries as a whole, with a total investment of 360 million yuan. Under the guidance of the No. 1 Central Document of 2017, the first Rural Complex Co., Ltd. of Henan Province was registered and established. The main body of the project relies on the human resources of the indigenous people Advantages, drive the indigenous people out of poverty and become rich, increase the income of the indigenous people, build a farmer's park for the indigenous people, build a living room for farmers in the city, make full use of the environmental resources of the Phoenix Mountain Forest Park, develop the pension industry, and create a rural pension community . [2]

3.1 Achievements

Henan's first rural complex pilot project has basically achieved "village beauty, industrial prosperity, rich farmers, and excellent environment" through all-round promotion and implementation, as well as the goals of rural development, agricultural efficiency, and farmers' income. It has made a significant contribution to building a well-off society in an all-round way.

3.1.1 Created a new height for industrial development

The leaders of Mengjin County clearly proposed that the colorful promenade rural complex project should adhere to the rural revitalization strategy as the goal and implement the construction of a rural complex in accordance with the general requirements of "prosperous industry, ecological livability, rural civilization, effective governance, and rich life". The rural complex has adopted a model of "government guidance, business entities, social participation, and rural revitalization", carried out a reasonable industrial planning layout, and made breakthroughs in the construction of basic projects. Now the exhibition park has formed exhibition exchanges, agricultural research and development, and science education. The layout of rural holiday is integrated into a high-tech ecological tourism park.

3.1.2 Eco-livable and healthy city planned

The colorful promenade and rural complex in Mengjin County has the slogan of an ecological and livable health city. Currently, Wangyou Observation Deck, Shilixiang Ecological Park, Yangfeng Ecological Park, Niujia Ancient Village, and Pastoral Spring Ecology are arranged on both sides of Mengkou Road. Gardens and other projects plan areas. The good life starts from ecological farms and fully displays the agricultural experience function of the rural complex.

3.1.3 Demonstration area for cultural heritage

Henan has a long history and culture, and inheriting and developing rural culture is an important part of rural spiritual civilization construction. The colorful promenade and rural complex in Mengjin County actively explores rural culture, adapts to local conditions, and fully displays the local customs and culture of Mengjin County through the construction of rural complexes. Developed projects such as Niujia Guzhai and Youwang Observation Deck, which combined traditional culture with modern local scenery to form Mengjin's unique local culture.

4 MAIN ISSUES IN THE DEVELOPMENT OF HENAN RURAL COMPLEX

4.1 Government support for rural complex construction

The development and deployment of the rural complex requires the development and utilization of a large area of land. At present, the local government does not support enough land in the rural complex. The government's support in land acquisition is not enough, and it is easy for disputes between villagers and the company to occur. The legitimacy is questioned. In terms of land taxes and fees, the local government lacks large concessions. During the bidding process, the group company needs to spend tens of millions of dollars to obtain the development rights of the project, which has weakened the ecological, circular, Public welfare: The government's insufficient support for land and funds can easily lead development companies to profit only and damage the collective interests of villagers.

4.2 The operating mechanism is not novel enough

It is important to strengthen the top-level operational capabilities of the rural complex, and to explore operating mechanisms with strong implementation and good management and control mechanisms. Only the organic combination of the various sectors

promotes each other, and the projects are mutually value chain spaces. The cultural ideology of participating companies is concentrated. The functions and advantages of the complex can be brought into full play. However, at present, the establishment of a benign and efficient rural complex operation mechanism has the following difficulties: First, the rural complex has a large construction volume and a large number of industries across it. There are not many experiences for reference, so it is difficult to evaluate the project in the early stage and the top-level planning work, and it is not easy to coordinate and control in the later stage.Second, the main bodies are basically involved in the construction and operation of the rural complex in the form of projects, and the government supports Funds are also allocated in the form of projects to various enterprises or cooperatives, and the loose connection between participating entities can easily make the rural complex into an industrialized project, which deviates from the original intention of the rural complex. [3]

4.3 Insufficient investment in infrastructure construction of rural complex

The rural complex requires the joint efforts of the government, enterprises and villagers to build better. At present, the surrounding infrastructure of the first rural complex in Henan is not complete, and the transportation network, information network, and logistics network are seriously lacking. Lack of government-led infrastructure construction Support, network, waterway, circuit, sewage treatment system, domestic waste treatment and other issues have not been effectively resolved.

5 CONCLUSION

The rural complex is a new industrial development model to rejuvenate the countryside under the background that China's economic development has entered a new normal and new urbanization has made significant progress. Therefore, the development of the rural complex model is studied, and its main content and characteristics are explored in depth, and Exploring successful experiences from the practice of the construction of pastoral complexes at home and abroad has an important role in promoting China's implementation of rural revitalization strategies.

The rural complex needs to maintain healthy vitality under the mechanism of government guidance, market leadership, and active interaction and participation of multiple subjects. After the rural complex enters a period of rapid development, it will further stimulate investment enthusiasm of social capital. It is a new form of rural tourism. It will become a benchmark for leisure tourism in the metropolitan area and the "back garden" for urban people.

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Task-based Teaching Method in Stimulating Learners' Motivation in EFL Class

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Abstract: This paper first of all explores the reasons for students' lack of motivation in EFL class from the pedagogical perspective. Based on the various reasons detected, the role of the task-based language teaching method in stimulating students' learning motivation in EFL class is further discussed. The authors come to the conclusion that Task-based Language Teaching Method can play its role maximally in stimulating learners' motivation in EFL class on the premise of teachers' achievement of the three requirements.
Key Words: motivation; Task-based Teaching; feasibility; EFL class

1. INTRODUCTION

Globalization is inevitable in every perspective of daily life and communications between different countries become increasing. Richards and Rodgers (2001: 3) estimated that about 60 percent of the world population is multilingual. English, besides, is one of the widely used languages in the world. Kata and Judit (2008: 37) considered English as 'international language'. Thus, many education ministries of non-English-speaking countries make great efforts to improve English education in their countries. Many countries even set up English as a compulsory course in schools. On one hand, the importance of English teaching and learning is acknowledged. On the other hand, language teaching comes across failure frequently. The discussions over effective teaching methods in English as a foreign language (EFL) class are continuing[1].

Students' lack of motivation in EFL class is a main factor which leads to the failure of English learning. This paper will focus on the effectiveness of task-based language teaching methods in stimulating the students' motivation in EFL class. This paper is split into following sections: reasons for lack of motivation of students, definition, features and effectiveness of task-based teaching method, task design and the challenges of task-based language teaching in EFL. The first section will introduce the purpose of this paper. The second section will explore the reasons why a great number of students are not interested in learning English from the pedagogical perspective. The third section will discuss the definition and features of task-based language teaching methods through looking at the Prabhu's Bangalore Communicational Teaching Project (Prabhu, 1987). In the fourth section, the focus will shift to the effectiveness of task-based teaching in stimulating students' motivation and the challenges of adopting tasks in EFL class. The last section will draw a conclusion for this whole paper[2].

2. REASONS FOR LACK OF MOTIVATION

A significant number of students can not perform well in the EFL class. One reason is they don't have sufficient situations to practice what they learned in the EFL class. The other reason is their lack of motivation. This paper will explore the reasons for the lack of motivation from the pedagogical perspective. Frequent changes and innovation are the main characteristics of language teaching in the twenty-first century (Richards and Rodgers, 2001: 1). These changes and innovations will be elaborated on in the following section[3].

The Grammar-translation method emphasized on the importance of teaching grammar in EFL classes. In contrast, the audiolingual method paid a great deal of attention to the oral competence of language learners. Although grammar-teaching method and audiolingual method's substantial concepts differ from each other, they also share similarity that is teacher is the center in the process of teaching and learning language. These two teaching methods both adopt the 3Ps approach to organize EFL class. This influential 3Ps approach is: presentation, practice and production (Skehan, 1998: 93). In this class organization mode, teachers explain the knowledge and then followed by practice activities which aim to help students enhance the knowledge what they have learned from teachers' presentation. These practice activities always appeared to be mechanical and have fixed answers. In this way, it is hard to considered students' learning activity as meaningful learning. Skehan pointed out the teachers' charge over class will be reduced at the production stage and students have more chance to produce language more spontaneously (Skehan, 1998: 93). However, this does not mean the student becomes to be the center in language learning process at production stage[4-7].

It is much easier for teacher to organize an EFL class through using the 3Ps model. The adoption of this organization approach, however, caused the students' sequent lack of motivation in EFL class. As stated already, it is convenient for teacher to control the learning content and pace when they employ the 3Ps mode in the EFL class. Moreover, teachers' presentation takes up great proportion of EFL class. For these reasons, the learners don't have opportunity

to be active participants in the whole process. They obtain the grammar rules or practice their oral English passively. Learning in this way, it is probably difficult for English learners to precisely internalize the input language, especially, it is hard for them to identify the specific context and then output appropriate English. Harris, Jamieson, and Russ claimed that 'learning can be guided and assisted successfully only in the light of understanding' (Harris, Jamieson & Russ, 1996: 78). Therefore, the result of employing 3Ps model is that English learners can not successfully output what they have learned from the teachers in the real communication situations. This result makes them disappointed and hard to reach self-fulfillment, so they lose confidence in learning English and regard the learning activity in the EFL class is meaningless[8-10].

Moreover, teachers seldom have concern for students' learning skills in the 3Ps model. The majority of learning activities have relied on teachers' work. English learning is a long way, so the learning with the assistant of the teacher is far from sufficient. The lack of effective learning skills definitely will result in a lack of motivation in the EFL class. Based on the above reasons, it is no longer difficult to understand the students' lack of learning motivation in the EFL class[11-12].

3.　TASK-BASED LANGUAGE TEACHING METHOD

This part will discuss the feasibility of task-based language teaching methods in stimulating the students learning motivation in the EFL class. The reasons why numerous students don't have interests in learning English will be identified. Based on these reasons, the role of the task-based language teaching method in stimulating students' learning motivation in EFL classes will be further discussed.

From the discussion of the previous section, it is clear that the traditional language teaching methods are frequently hard to stimulate English learners' motivation and fulfill the need for language teaching and learning in EFL classes. The traditional teaching methods dismissed the importance of students' active learning and the primary communication aim of language learning. In the 1990s, task-based language teaching emerged as a new language teaching method (Richards & Rodgers, 2001: 15). In this section, the focus of this paper will move toward the task-based language teaching method.

The prevalent English language teaching method in India is the structural-oral-situational. Prabhu stated that S-O-S pedagogy aims to improve learners' grammar knowledge. Furthermore, this pedagogy implied that grammar competence would manifest itself correctly when learners output English in real situations (Prabhu, 1987: 13). The teaching method employed by the communicational teaching project was quite different from the S-O-S pedagogy. The CTP syllabus comprises several tasks that aim to solve a problem and eliminates directly grammar knowledge transfer.

Despite Beretta and Davies (cited in Prabhu, 1987) found out the experimental control of CTP is not valid and the test content contains bias, Prabhu's Communicational Teaching Project still worth looking at because it provided a fundamental theory for the development of task-based language teaching method. The CTP not only confirmed the feasibility of task-based language teaching in promoting grammatical competence, but also put forward an influential methodology which is three-pronged: pre-task, task, and feedback.

4.　FEASIBILITY OF TASK-BASED TEACHING METHOD IN STIMULATING MOTIVATION

Task-based language teaching highlighted the importance of language meaning rather than form. It, also, also pointed out that language learners can acquire grammar rules unconsciously in the process of using language. This paper will pay a great deal of attention to the feasibility of the task-based teaching method in simulating learners' motivation in the EFL class.

Skephan concluded five distinguishing characteristics of task-based language teaching method through drawing on the achievement of Candlin, Nunan, Long and others. These five characteristics are:

— *meaning is primary;*
— *there is some communication problem to solve;*
— *there is some sort of relationship to comparable real-world activities;*
— *task completion has some priority;*
— *the assessment of the task is in terms of outcome (Skephan, 1998: 95).*

This paper will elaborate on the feasibilities of task-based language teaching method based on the characteristics of it.

4.1　Ultimate Objective of the EFL Class

As was stated before, the number of multilingual people grows rapidly these years for the increasing communications between different countries. Under his circumstance, English as one of the widely used languages obtains great weight from the educational ministries of many non-English-speaking countries. From this point, the ultimate objective of the EFL class is to teach English learners how to be proficient in using English as a communicative tool in real life. Littlewood pointed out 'language learners must develop skills for using language to communicate meanings as effectively as possible in concrete situations' (Littlewood, 1981:6). This section will discuss the feasibility of the task-based language teaching method in stimulating motivation in EFL class from the communication perspective.

From a task-based language learning perspective, learning English does not only equal to learning English grammar, vocabulary, but also learning the English-speaking countries' culture, values, and ideology. The task-based language teaching method

applies this concept to the EFL class. This method focuses on meaningful and purposeful communication in class (Paul, 2008: 238). All the tasks are designed to fulfill the communication demands of the real world. This is exactly one of the characteristics of task-based language teaching.

Tasks in the EFL classes are also relevant to learners' output competence which manifests learners' communicative ability. In the process of output, English learners can test their communicative ability, meanwhile, become familiar with the specific language contexts. These output practices, in the form of tasks, ensure the future successful communication in the real world. Either completing a task in the EFL class or communicating in English successfully in the real-world is sufficient to make learners achieve self-fulfillment. For this reason, English learners would like to devote themselves to the study in EFL classes.

It would be useful to draw a conclusion for this section. The communicative nature of tasks makes learners notice the necessity of learning English in the EFL class. It is worth discussing that one principle of designing tasks for the EFL class is to simulate the real language use situation. Based on this principle, tasks provide great opportunities for English learners to achieve self-fulfillment which then generate further learning motivation.

4.2   Class Management

The adoption of the 3Ps teaching approach leads to teacher-centered class. The task-based teaching method, in contrast to 3Ps, advocates teachers to apply the student-centered class. Learners are the main participants, while teachers play a supportive role in the whole process of learning in the EFL class. Learners obtain English knowledge actively rather than passively in the task-based EFL class. At the beginning of a class, the teacher presents the goal of the tasks and then instructs English learners on how to complete the tasks efficiently. The guiding principle of organizing a task-based EFL class is that students complete the tasks mainly depending on themselves with little assistance from the teacher. Therefore, learners obtain knowledge by themselves from the learning activities which are meaningful and well-designed. Kyriacou addressed this kind of learning process as 'discovery learning' and 'meaningful learning' (Kyriacou, 1997: 22-23). The Discovery learning process makes the language input more comprehensible and impressive. On the other hand, a meaningful learning process enables learners to play an active role in the EFL class. Based on the above discussion, it is safe to claim that this learning process in a task-based EFL class arouses learners' enthusiasm for learning English.

Jennings and Doyle (1996: 169) described a curriculum development project carried out in a relatively small Ireland private EFL school. This project observed the change of curriculum and class management by designing learning tasks in the form of teamwork. The methodology of this project emphasized creating communication gaps between learners, in this way, maximizing learner talking time and integrating the four skills in the process. The outcome of this project showed that though group work, 'learners enhanced understating of their responsibilities in the learning process and displayed a greater increase in different use of the learner self-access center' (Jennings & Doyle, 1996: 177). From the pragmatic use of group work in this research, it reflected that learners are more aware of their learning responsibility in EFL class than cooperative work. Learning motivation can be stemmed from the realization of learning responsibility.

The advantage of applying cooperative work in the EFL class also can be discussed from the psychological perspective. After the age of eight, peer groups acknowledge becomes progressively more important (Long, 2000:116). Learners' behaviors in class expect an acknowledgment from peers not only from the teacher. On one hand, the group works to offer them an opportunity to manifest their English ability and obtain acknowledgment or even praise from their peers. On the other hand, group works also brings peer pressure to learners. They evaluate their performance in group work automatically before receiving teachers' feedback. Both the opportunity and the pressure produced by group work can stimulate learners' motivation in the EFL classes.

4.3   Performance Assessment

Assessment is an important part of teaching activity. In an investigation carried out by Brindley, the functions of assessment have been identified: place learners in classes, provide feedback on progress and course planning, encourage students to take responsibility for their own learning, provide achievement records for learners (as cited in Nunan, 2004:85). For these significant functions, this section will discuss the particular assessment means of task-based language teaching and how it can effectively serve for stimulating learners' motivation.

Task-based language teaching method places importance on the process of learning not only on the product. Traditionally, language-based curricula apply examination as an easy and direct way to assess the outcome of teaching and learning activity. Nunan pointed out it is always possible to use the traditional way to assess learners who are learning through task-based teaching, but the problem is that the simple adoption mismatched the fundamental curriculum principle which is that 'assessment should reflect what has been taught' (Nunan, 2004: 138). In order to solve this problem, Nunan suggested employing performance assessment in a task-based language teaching class (Nunan, 2004:145). Performance assessment pays attention to the process of learning, so this assessment way accords with the

nature of task-based teaching.

In task-based language learning classes, the majority of learning activities are taken by learners. They learn in the process of completing the tasks. Only assessing their learning by outcome ignores their efforts in the process of learning. Performance assessment makes learners aware that all their efforts in learning English are taken into account. This makes learners know that the efforts in the learning process are as valuable as the final product. When they recognize this value, they will enjoy the learning in EFL class.

Providing feedback to learners is a common but effective way to stimulate students' motivation for learning. Nunan classified feedback by one of the most frequent and simplest ways: positive feedback and negative feedback (Nunan, 1991: 195). Task-based language teaching method strongly advocates using positive feedback. On the one hand, teachers can't give specific marks for learners' performance in learning activities. On the other hand, this provides a great possibility for teachers to offer positive feedback to learns even some of them who performed poorly. It is acknowledged that low marks always violate learners' motivation for learning, but English learning requires consistent efforts for quite a long time. In this case, positive feedback is not only capable of stimulating learners' motivation but also keeps their interests in learning the language for a long time. Reigel (2008: 92) also pointed out positive feedback provides the increasing possibility of promoting the course level. From what stated above, offering positive feedback is an effective way to stimulate learners' motivation in the EFL class.

5. CONCLUSION

This paper mainly focuses on the feasibility of a task-based language teaching method in stimulating learners' motivation in the EFL class. By analysis of traditional 3Ps teaching approach, it was identified that learners' lack of motivation in EFL class, because they seldom have opportunities to learn actively and the monotonous class organization forms make them hard to engage into the study.

Prabhu's Communicational Teaching Project (1987) provided fundamental theories for the following research in the sphere of the task-based language teaching method. After Prabhu's project, many researchers moved their attention to task-based language teaching methods and gave out their different definitions. Although the definitions vary from each other, they emphasize student-centered learning approach and communicative purpose of learning the language.

Based on the five characteristics of task-based language teaching method which are concluded by Skephan, this paper elaborates on the feasibility of task-based language teaching methods in stimulating learners' motivation in EFL class. The employment of meaning-focused teaching concepts in the EFL class offers opportunities for learners to take an active part

in the learning process. The purpose of the task-based class matches the ultimate purpose of learning English. From this view, learners recognize the necessity of learning English in EFL classes. The various forms of the class organization engaged learners in learning activities and invoked their motivation by peer acknowledgment and pressure. It is also worth pointing out that the performance assessment is objective. Learners obtain motivation from teachers' positive feedback because the teachers take the learning process into account. This makes learners aware that their efforts in completing tasks are valuable.

The adoption of the task-based language teaching method plays an important role in stimulating learners' motivation in the EFL classes. Meanwhile, it brings many challenges for teachers. Tasks should be chosen deliberately because it directly influences the possibility of manipulating learners' performance in predictable ways (Tavakoli & Foster, 2008: 440). Teachers are suggested to design tasks appropriately, provide useful assistant and keep control of the class. Task-based language teaching methods can play its role maximally in stimulating learners' motivation in EFL class on the premise of teachers' achievement of these three requirements.

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Research on the Cultivation of Rhythm of Kindergarten Students under "Body Movement" Teaching Method

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Abstract: Kindergarten students generally lack systematic music acquisition and are prone to music learning obstacles. The training of sense of rhythm is the best way to awaken students' music instincts, so as to achieve compensatory music education. This study will be problem-oriented and based on the "posture rhythm" teaching method. From the four dimensions of the foundation of rhythmic sense, the training path of rhythmic sense, the breakthrough of rhythmic sense blindness, and the cognitive basis of subsequent development of rhythmic sense, it will train the rhythm of preschool students Sensing strategies are explored in depth.
Keywords: Body rhythms; Preschool teachers and students; Sense of rhythm; Teaching strategies

1. INTRODUCTION

Kindergarten teachers' music skills and literacy are directly related to the quality of children's music education, so they have also received much attention and attention.[1] But for a long time, the majority of kindergarten teachers and students lack systematic music learning at the basic education stage, and miss the period of the best development of musical ability. In addition, most pre-school music courses are currently focusing on theory, practice, skills and literacy, and emphasis on form and content. As a result, students' lack of music understanding and expression skills, slow learning progress, and sharp decline in learning interest. The author has found that taking "cultivation" as a starting point of teaching can have a good effect on compensatory music education, effectively improve its music learning obstacles, and enhance the music ability of preschool teachers and students.[2] "Body movement" teaching method is the most practical method to achieve this goal.

2. FRAMEWORK

(1) an important starting point for compensatory music education for young teachers and students.

  Music is a typical art organized by a certain rhythm and developed through time. Rhythm is the first element of music, and its importance in music learning and teaching is self-evident. This fully illustrates the status and significance of "rhythm" in music learning. Taking "cultivation of rhythm" as

the starting point of compensatory music education for kindergarten teachers and students is fully consistent with the music foundation of kindergarten teachers and students and the characteristics of the music discipline itself.

(2) to cultivate the sense of rhythm of preschool teachers and awaken students' musical instincts

  A good sense of rhythm is the basis of all music learning, and is obtained through a unique way of "experience" as the core. Swiss music educator Emile Jaques-Dalcroze believes that the body is the best medium for experiencing rhythm. Through body movement, teachers can feel and reproduce the rhythm. All time is slightly different: Allegro, Adagio, Walking , Getting faster, getting slower, all the energy differences: strong, weak, getting stronger, getting weaker, etc. can be reflected by body movements. The "Eurhythmics" he proposed was to experience music with body movements while listening to music, and to transform this experience into feelings and cognition. A sense of rhythm can also only be obtained after repeating the entire physical exercise experience.

3.IMPLEMENTING STRATEGIES

3.1starting point for establishing a sense of rhythm.

A keen sense of music depends on a keen physical sense. The kindergarten students who have entered the college entrance examination are nearly adult. Many students have almost closed their senses related to music due to the lack of necessary training during their growth. They generally ignore the feelings brought by their sense organs. There must be a way to open and awaken the sensory sensations of students and help them build self-awareness. The easy-to-use "pad exercise (exercise)" approach works well for this purpose. (Video PPT) When doing sensory experience training, teachers should actively guide students into the "I" world, fully feel the weight of the body to experience relaxation, and observe the movement of their limbs from the perspective of a bystander. Which parts of the passive force to bring; how to naturally cooperate with breathing during muscle exercise; to sense the minimum muscle tension required during exercise, and constantly try to correct strength. In this way, meditation to observe

the correlation between muscle movement and breathing strengthens the ability to focus attention, enhances the acute perception of body senses, and through the feeling and memory of muscles, trains the instincts of body and mind on rhythm and rhythm, which is better Open the channel between body, mind and music.

3.2 to establish a sense of rhythm

Experience and establish a stable sense of beat from the perspective of human instincts, and gradually extend to the expansion and subdivision of rhythm. For rhythm understanding, the beat is the most basic, it provides a "cognitive framework" for all levels of perceived rhythm. After the students have established good physical perception and control, the teacher can enter the second step: the feeling and acquisition of "shooting". The basis of rhythm is stable and uniform rhythm. The training of rhythmic sense must start with the training of stable shooting. The body has a natural instinct rhythm: the beating of the heart, natural breathing, etc. Its clear concept of time is of great significance to the learning of rhythm.

3.3 Breakthrough in the blind zone

Comprehensively explore the strength, space, time and mutual relationship in the body's rhythmic movement, experience and understand the rhythmic rhythm and the internal connection with emotional expression. Rhythm in music is not a time break in the purely physical sense. It contains rich rhythmic changes and emotional expressions. For example: compact and dense rhythms often indicate excitement or excitement, broad rhythms bring calmness and calmness; tension and anger are often reflected by rhythmic stress, and elegant tranquility is expressed in a moderate rhythm. From the body movements and gestures of the conductor, you can deeply understand that a good sense of rhythm depends on the perfect combination of strength, space and time in the body's rhythmic movement. Body rhythmic exercise can be a great help for the experience of rhythmic rhythm and emotional expression. Cooperation: The first beat is an exhalation beat, releasing energy, the second beat is a holding breath, holding energy, and the last beat is an inhalation beat, to gather energy in preparation, so as to feel the rhythm of the beat. On the cognition of rhythm and emotional expression of music, students can experience the fluidity and lyricity of music with the help of large stretched and relaxed body movements; experience briskness or activeness through small high-frequency muscle tension exercises; sudden muscle tension manifests emotional ; etc. By comprehensively exploring the strength, space, time, and interrelationships in body rhythmic movements, students are trained to focus on constantly adjusting muscle movements through thinking and intuition during listening to promote students' listening experience and stimulate

emotional experiences, so as to experience the delicate rhythmic rhythm and emotional expression.

3.4 the subsequent development of rhythm.

The body perceives the elements of rhythm at the same time and connects with the rhythm symbols to form the concept of rhythm cognition. Follow the education principle of experience before cognition, and take into account the combination of theory and practice. In the process of students' listening to music for rhythmic motion perception and finally forming rhythmic ability, the association between real-time and symbols such as rhythm map and speed terms is helpful to students The cognition of the concept of musical rhythm is finally applied to higher-level music learning.

4. CONCLUSION

Danish psychology and educator Knud Llleris puts remarks in "How we learn: a full-view learning theory": "Learning is not only rational, but it is based on physical function The above can be perfected in the body, and can be expressed through such as body posture, exercise patterns, gestures, breathing, etc. " How important is body-based learning, as it is in general subjects, not to mention the study of music. "Body movement" is the best way to reflect body-based learning, and learning that starts with "rhythm" is the right way to open up music learning. For preschool students who lack basic music education, training the sense of rhythm through body rhythms can effectively open up and awaken their sensory cognition. By experiencing the physical properties and connotative expression of rhythm, the communication between limb movement and music is established. Sense, effectively realize the complete framework of the sociology, psychology, and musicology of preschool teachers and students.

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An Analysis of the Use Condition of Action Verb Overlapping

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Absrtact: overlap is an important grammatical means in Chinese, in which verb overlap is a difficult point in teaching Chinese as a foreign language. Starting from the action verbs, this paper makes a more specific exploration on the basis of previous scholars' research. It focuses on the dynamic analysis of contextual factors such as style, language psychology and sentence structure.
Keywords: verb overlap; pragmatics;

1.THE RELATIONSHIP BETWEEN VERB OVERLAP AND STYLE

People's verbal communication activities are flexible and extensive, language style is to meet the different needs of communication to produce language style. To study the verb overlapping, the style of speech is a restricting factor that can not be ignored. The overlapping forms of action verbs are mostly used in natural and casual spoken and literary style, but not in official correspondence, scientific and technical style and written mass communication style. After the verb overlaps, it means that the relaxed, euphemistic and casual tone is not the same as the solemn and accurate style of official document affairs. Therefore, the same verb can be seen in the colloquial style, but not in the written style[1].
Example 1. Lu Shiping (stretching out her hand to Sifeng) Child, come here and let me take a good look at you. (Art Language)
Example 2. Comrade Wu Jia, in response to the omissions in this work, the organization requires you to reflect and reflect seriously. (Official Affairs Style) Xiao Wu, this time you made a small mistake, you should reflect on it. (Spoken style)
Example 1 is a line in the literary work <<Thunderstorm>>. This "look" overlap emphasizes the action of "look" and reflects Lu Shiping's love for her daughter. At the same time, it reminds the reader of the psychological activity of the mother's pity and worry at the moment. The verb overlap is used here to match the sentimentality of artistic style. In example 2, the style of official document affairs is the approval issued by the superior to the lower level work omission, the language is formal and strict. Because the verb overlap has the relaxed, the casual meaning does not accord with the official document affairs style manifests the solemn, the rigorous meaning, therefore here must use the verb original. The style of spoken language takes place in the

process of dialogue between the two characters. It is more suitable for the relaxed atmosphere of oral communication.

2. THE RELATIONSHIP BETWEEN VERB OVERLAP AND LANGUAGE PSYCHOLOGY

Whether the action verb can overlap or not is closely related to the meaning of the verb. Some autonomous and controllable verbs meanwhile indicate that the action continues repeatedly, they accord with the semantic condition of overlapping, but can not be overlapped by the external pragmatic psychology and human subjective emotion. Whether the verbs overlap or not in verbal communication is also restricted by the social and cultural background and the social and psychological factors of the language users. From the emotional color of the verb itself, the verb is divided into positive verbs and derogatory verbs.Whether the words overlap or not is controlled by people's pragmatic psychology. The positive verbs are accepted and expected to happen and used as overlapping changes with emphasis, for instance,"praise","improvement","motivation" ,"apol ogy",etc. But the derogatory verb hinders the development of things, is people do not want to accept and happen, so do not use overlapping, such as:"destroy", "tout","suppress", "steal", etc., although it is autonomous and controllable verb, the action behavior is sustainable and repeated, but can not overlap[2].
Example 3：We can encourage him more.
Example 4：Will you comfort me?
Example 5：You can not insult me.
The verb "encourage" in Example 3 is a verb of righteousness, and when overlapped, it expresses a hope of the speaker. It is an expected behavior, so it meets the verb overlap condition. Assume a scenario in Example 4,the speaker is eager to get the other person's peace because of his failure in the exam. Here "comfort"is a positive verb, and the use of overlaps emphasized the comfort of this action. Example 5 is wrong. "insult" is a derogatory verb, something that the speaker does not want to happen, so you cannot use overlap.

3.THE RELATIONSHIP BETWEEN VERB OVERLAP AND SENTENCE PATTERN SELECTION

As an important member of the sentence, the verb has an inseparable relation with the sentence structure. There are many sentence patterns in modern Chinese,

not every kind of sentence can appear verb overlapping, such as: double object sentence, existential sentence, word sentence can not be used as verb overlap. This paper discusses the use of verb overlap in "ba", imperative and interrogative sentences commonly used in Chinese[3].

(1) The relation between verb overlapping and "ba" Sentences

"ba"sentence is commonly used in oral communication to express the relationship between the sentence, this sentence on the choice of predicate verbs and objects.Mr. Lu Shuxiang believes that the post-object must be "definite ", and the verb must have a certain action. Therefore, the bare-bar verb entering the word "put" must overlap or have a joint component, and the noun must be definite.

Example 6：

wash clothes -- wash clothes -- wash clothes

Towing -- Towing -- Towing

In the above example, the verbs are combined with nouns to enter the "ba" sentence. The verb overlaps with each other and the noun is a definite object. But in fact, not all verbs and nouns that overlap can enter the "ba" sentence.

Some common verb overlaps and noun combinations in spoken phrases, such as: "(watching TV", "chatting", "shopping", etc. are a combination of monosyllable action verbs and nouns. Actionability meets the conditions for entering the "ba"sentence. The noun semantically represents a category (TV rather than a washing machine) and is "definite". The combination meets the above two conditions, but the combination can enter the"ba" sentence ?

Example 7：

Watch TV --* Watch TV

Talk --* Talk to God

Take a stroll --* Take a stroll

The above example seems to satisfy the condition that the object and predicate enter "ba" sentence, but in fact, these verbs overlap with the noun combination is not allowed to enter "ba" sentence. Because the word "ba"in the sentence is introduced into the object of the verb's domination, there is a kind of action to deal with the matter, which requires that the verb overlap with the noun combination to produce some kind of expected conclusion. Such as the example 6,the verb overlap here has the meaning to cause and dispose of the noun. Both the verb overlap and the noun combination can produce a certain result. However,in the example 7 does not have such a condition, so it cannot enter the "ba" sentence.

Example 8 ： Then I'll show you the content of the story first, and you' ll see how they think differently.

Example 9：Our head teacher wants to change our seats.

Example 8 The monosyllabic verb "see" overlaps into "look at it", and the verbs overlap to strengthen the action; the object "this story" in the sentence is a definite phrasal phrase. So "take a look at this story" meets the conditions and can enter the "ba" sentence. The "change"in example 9 is a psychological action. It is the sender of the psychological activity who wants to make some changes in "our seat". "think" is its accompanying action. The verb overlap here has a strong descriptive effect , Showing the speaker's psychological activity and attitude[4-5].

It can be seen that there are two conditions for monosyllabic verb overlap and noun combination to enter the "ba" sentence: first, if the object is "definite", it is a specific referable thing;The second is that verb overlap and noun combination should produce some expected results or some changes.

(2) The relation between verb overlap and interrogative sentence

Questions are the most commonly used expressions in oral communication, which are divided into non-questions, specific questions, selective questions and positive questions. The use of verb overlap in interrogative sentences can increase the relaxed and euphemistic conversational atmosphere of interrogative sentences. In the specific context, the use of verb overlapping in interrogative sentences is subject to tense system. The verb overlap is often used in the question of the present tense and future tense, and generally not in the question of the past tense and the progressive tense.

Example 10:

Do you dance every day

Who often goes to the library to read books?

Do you take a walk or rest every night?

Example 11:

Who will wash the closet tomorrow

Are you going to learn about Spanish culture with me?

Example 10 is the present tense of right and wrong questions, specific questions, and choice questions. "jump dancing", "look at the book", and "walking" indicate that the action is repeated. In the sentence, "everyday", "often", and "every night" indicate The speaker inquires about the frequently occurring behavior of the addressee, so verb overlap can be used in interrogative sentences in the present tense. The first sentence in Example 11 specifically refers to the question, asking who will try to "wash the closet" tomorrow, and the verb overlap is used to make the whole sentence more subtle and euphemistic. In the second sentence ， the verb "understand"has the meaning of "try" after overlapping, so it can be combined with adverbs to express the future tense.

Example 12:

Could you read the article for me?

Do you go to Zhangjiajie to play?

Example 12 is a complete form of positive and negative questions. If the "V not V" form composed of behavioral verbs is used as a predicate, the verb overlap cannot be used in the sentence. If the sentence contains mental verbs, willing verbs, or

directional verbs that form the"V not V" format as auxiliary predicates, then verb overlaps can be used as predicate verbs, and the sentence holds.

Summary: based on the foreign students' written corpus, through the pragmatic condition analysis of the action verb overlapping, the article clarifies that the action verb overlap is restricted by the style, pragmatic psychology and sentence structure factors. Analysis of the use of verb overlapping conditions to broaden the modern Chinese ontology research.

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Research on Application of Project-Based Learning in Public English Teaching in Colleges

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Abstract: In public English teaching in colleges, the choice of teaching method and teaching mode has a direct impact on the quality of teaching. A suitable and scientific teaching mode is conducive to improving students' interest in learning and learning efficiency, and achieves the teaching goals with high quality. Project-based learning is a more practical model, which meets the needs of reform and development of public English teaching in colleges and universities and the needs of diverse development of students. This paper studies theoretical knowledge and connotative characteristics of project-based learning, and analyzes its application in public English teaching in colleges.
Keywords: Project-based learning; Public English teaching in colleges; Application research

1. INTRODUCTION

English is one of basic courses in colleges and universities and one of more courses for students. The choice of teaching methods and its effects are needed in public English teaching in colleges. With the development of teaching reform, traditional mode of English teaching is unsuitable for teaching development and the achievement of teaching goals. It needs continuous innovation to inject new vitality into public English teaching in colleges. Project-based learning (PBL) was first applied in the United States. When it began to be introduced to college teaching in China, it was mainly oriented to science and engineering courses. With the deepening of teaching research, educators have discovered the value of inquiry and practical teaching methods in teaching, and gradually applied inquiry and practical teaching modes in teaching, and PBL is one of these teaching mode.

2. THEORY AND CONNOTATION OF PBL

PBL is to design targeted projects based on teaching objectives and teaching content, so that students can participate in teaching around related projects, conduct inquiry learning and practical learning, and achieve project requirements or effects. The projects in PBL usually combine teaching with reality to design projects with practical and learning significance, so that students can enhance their ability to apply English and solve problems in practice. On the other hand, PBL is comprehensive, and it needs the application of new and old knowledge in the process of project inquiry by students, which consolidates knowledge and absorbs new knowledge, and promotes the learning effect of language courses. [1]

3. ROLE OF PBL IN ENGLISH TEACHING IN COLLEGES

3.1 Helpful to improve students' awareness and ability of autonomous learning

Teachers play a leading role in teaching in PBL, and students are dominant in teaching. Therefore, students need to learn by themselves in public English teaching in colleges and universities. They need to study teaching contents and explore items and solve problems, so as to promote students' active learning and enhance their active learning awareness. Students have determined their own research direction in PBL, and have larger space in the process of inquiry learning. It is conducive to the enhancement of students' initiative, and promotion of students' personalized development, stimulation of students' interest in learning. And students focus on project learning, and their independent learning ability can be improved.

3.2 Helpful to improve students' comprehensive use of language

Students' learning and practice are usually carried out in groups. They can help each other in the process of group cooperative learning. Students with high English learning ability can make progress together with those with low ability. At the same time, they can make up for each other, improve their own ability to use English, as well as achieving teaching goals with high-quality and efficiency. English is a language subject, which needs continuous practice in the learning process. Team members in PBL can communicate and practice with each other in solving problems. Group members are usually fewer, so that they can directly understand members' pronunciation, listening and use of grammar. In the group members, they can correct and improve students' shortcomings, which is conducive to students' language expression ability, and can further enhance their comprehensive ability to use language in project exploration and problem solving. [2]

4. APPLICATION OF PBL IN ENGLISH TEACHING IN COLLEGES

4.1 To make a series of projects reasonably and design teaching content reasonably

In the application of PBL in English teaching in colleges, first of all, teachers need to develop a series of continuous progressive projects based on the theory and significance of PBL, teaching objectives, students' learning habits, students' English foundation, and make a reasonable design of teaching content, so that students can carry out project-based learning in a comfortable atmosphere. The learning difficulty of each unit of public English teaching in colleges and universities is different, teaching objectives are different, and learning topics are different, so teachers need to carry out teaching flexibly. Teachers should start from teaching projects that meet the basic needs of students, so that students can understand the fun and significance of PBL. And then teachers should increase the difficulty of project under teaching theme and teaching objectives, gradually stimulate students' desire for knowledge and inquiry to deeply explore project to solve problems, and improve students' ability to use English.

4.2 To guide students to form learning groups independently and choose project learning

In the PBL of public English teaching in colleges and universities, most of them adopt the form of learning groups. Teachers first understand the situation of students and reasonably guide students to set up study groups. Students can be composed of men and women, and guided to distribute group skills evenly. Those who are weak in English have about 4-6 members in each group. The formation of a group can first select members of the group, select the captain of the group, and find like-minded teammates, which is conducive to the improvement of harmony and tacit understanding of the group. Each group of team members carries out different project tasks. After the group selects appropriate task, teachers will guide the group according to group's learning ability and personality to help students find a suitable way to carry out project exploration. For instance, Internet are assisted to explore and create scenarios that meet the theme, and students are guided to work together and actively explore, and carry out project exploration in a planned, arranged and directed way. Consequently, students can find their own position in group cooperation and strive for opportunities for exercise, and each student's English level and application skills are improved. [3]

4.3 To display project results and scientifically evaluate results

In PBL of public English teaching in colleges and universities, the display of students' project results is a way to evaluate students' English learning and application. During the evaluation, teachers should make fair and reasonable evaluations and avoid personal subjective emotion. When developing project results, students are encouraged to express and exercise their summary ability. Evaluation can be carried out through listening, speaking, reading, and writing, and students' project results are evaluated from multiple angles and directions. Students with high-performing are given recognition to strengthen their self-confidence. And students with low-performing should be encouraged to keep students interested in learning English and keep exploring and learning[4-5].

5 .CONCLUSION

PBL returns the learning sovereignty to students. Under the scientific teaching mode and appropriate atmosphere, it is conducive to the formation of good learning habits of students, improves their awareness of active learning and learning ability, and meets the needs of cultivation of talents. In addition, the project-based learning mode of inquiry and group learning is more conducive to the learning of language subjects. So teachers should should design teaching projects reasonably, guide students in scientific ways, and evaluate students' project result in an objective manner, so as to guarantee the effect display of PBL and improve students' comprehensive ability to apply English.

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Cultural diversity and successful transnational operations

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Abstract:With the further development of Marketization, more and more corporations have begun to go abroad and adopted transnational business model in order to maximize the global allocation of resources and reduce costs and increase profits.Respecting diverse cultures is extremely significant in transnational operations, and it can promote the success of transnational operations.
Key words: Cultural diversity, transnational operations,parent company

1.INTRODUCTION

With the development of economic globalization, multinational corporations (MNCs) have become a force that cannot be ignored in the future, and they play an important role in global political, economic pattern and people's social life.However, the cross-cultural management in corporations has always been highly controversial.Some people believe that MNCs could be successful, as long as they implement the core cultural values of its parent company. Obviously, this view is one-sided, because MNCs should not only consider the core cultural value of the parent company, but also pay attention to the differences between local culture and corporate values[1].The cohesive force of MNCsbenefits from the integration of different cultures and the knowledge integration of employees with different cultural backgrounds.

The rest of this paper is organized as follows: Section 2 summarizes a larger number of basic theories of respecting for cultural diversity. Section 3 is an analysis of the home-country oriented cultural tendency. Section 4 analyzes how cultural diversity help MNCs to be successful, following a conclusion of this paper.

2.THEORETICAL BASIS OF RESPECTING CULTURAL DIVERSITY

It can be found that there are some supporting rationales of promoting cultural diversity, even though there are no direct discussions.According to the product life cycle proposed by Venron, MNCsstart to produce productsin host countries from the second stage of the product life cycle, and localization of human resource is widely practicedsince the third stage. This has explained the strategic arrangement of cultural localization of MNCs[2].In addition, International Production Compromise Theory emphasizes not only the transfer of monopoly superiority, but also the utilization of cultural environment of the host country. In the process of capital export, MNCs need to adapt to local markets by combining local knowledge[3].Porter' Value-chain Theory requires that MNCsshould not only realize the right of using local high-level supply chain through localization, but alsoavoid obstacles to gain competitive advantages of local firms by respecting local cultures[4]. Prahalad and Dozassume that there is a coordinate system where one axe represents the dynamic factors of global integration, and the other axe indicates the sensitivity of a company to local market demand[5]. Based on the two aspects, they proposed an integration – local responsiveness modelwhich provides a simple and effective analytical method to respect the diverse cultures.

3.AN ANALYSIS OF HOME-COUNTRY ORIENTED CULTURAL TENDENCY

According to Perlmutter, there are three strategy tendencies in the internationalization process of corporations[6]. They are home-country oriented, geocentric (or world-oriented), polycentric (or host-country oriented). Home-country oriented cultural tendency conducts cultural integration to subsidiaries based on parent company culture, tries to inculcate parent company culture to subsidiaries by force, emphasizes on standardization, and neglect regional difference. Although this method can basically implement the overall strategy of MNCs and facilitate the strict control of subsidiaries, it also brings many problems. Firstly, the tardy response to regional markets may lead to lost business opportunities. Secondly, due to the over-centralization of the parent company, its subsidiaries may lack autonomy and cannot adapt to market conditions. Thirdly, the key positions in subordinate enterprises are assumed by expatriates, which lead local managers lack identity for companies [7].

When parent companies want to control everything, but cannot guarantee the effective integration or are not accepted by subordinate enterprises, cultural clashes will occur. Cultural clash is the result of seeking universality and ignoring the concreteness, emphasizing globalization and ignoring the localization. Cultural clashes will inevitably lead to the failure of transnational operations. For example, in the 1980s, because it could not adapt to the requirements of India's cultural environment and religious norms, Coca-Cola was forced out of the

India market.

4.FINDINGS

4.1 Resolve the problems caught by cultural shock

In transnational operations, MNCs faced cultures which may be different from their parent companies' core value, as well as different employees who have different values and thinking modes. Because of the cultural difference between home countries and host countries, cultural conflicts are inevitable[8]. Cultural conflicts will bring many adverse effects to MNCs, such as reducingthe decision-making efficiency, making employees less cohesive, and increasing expenditure and cost of business, etc. These flaws would increase the difficulty of transnational operations and even lead to failure[9].A comparative study of the United States, Japan, Europe and Australia found that foreign managers in the United States and Europe have a high failure rate because these managers and their spouses cannot adapt to the physical and cultural environment of the host country. According toRicks, almost all failures of transnational operations are derived from ignoring the cultural differences[10].Therefore, the management of the MNCsnot only needs to solve the problem of general organizational structure, capital investment, investment income, but also solves the contradictions and conflicts under cross-cultural conditions. Only when MNCs are familiar with the host country's market, policy and culture, can their products, services be accepted by local consumers. So,respecting for diverse cultures is the best way to solve this problem.

Gree, an electric giant in China. When it began its business in Brazil，the local trade unions were unsatisfied with Gree's wage system, because as a wholly-owned-foreign-enterprise, Greewas not familiar with local laws and regulations, and did not know that company should increasewage according to inflation rate. In China, employees' wages are based on local consumption level and economic development level, which is quite different from the situation in Brazil.

4.2Reduce costs

In the increasingly competitive era, all MNCs make cost reductions as a measure to improve efficiency. The localization of human resources is the result of respecting for cultural diversity, and it can reduce the products cost for MNCs[11]. Corporations have to pay certain costs when they want to choose expatriates work in host countries. For example, when expatriates leave their familiar environment to a strange country where the economy and technology are relatively behind their home countries,company should pay mental comfort and psychological compensation cost to them. This expenditure is necessary andreasonable, so the salary of the expatriates is usually much higher than that of local employees. In contrast, the salary of local managers is determined by the wage structure of local enterprises[12].By corporate culture localization strategy, MNCscan use the local employees in the same position, which can greatly reduce the human cost.

When P & G entered China market in 1988, almost all the managers were appointed by its parent company. However, the great labor cost gap between America and China quickly got P & G in trouble. Because the cost of expatriates sent from America is over three times that in China. In view of the above-mentioned facts, P & G proposed that it should realize the localization of human resources within 3 to 5 years. At present, 95 percent of the new employees are domestic university graduates.

4.3 Improve the international image of MNCs, and enhance the trust of the host countries

In order to the long-term development, MNCs not only need to concern about the short-term interests, but also pay attention to their social images[13].To across the barriers of host country's nationalism and protectionism, MNCs must respect for local culture, and use the most appropriate way to promote local products operation. Respecting the local culture could help MNCs to establish the "local company" image in the minds of consumers, so that host countries' consumers are more likely to accept the company's products and services. Many MNCs realize the importance of brand localization, and through integration with local culture, penetrate the company's products, services and technical characteristics into people's daily life. Obviously, this is easily recognized and accepted by local consumers. Chinese New Year's Day, or the Spring Festival, is a traditional day for family reunions. During this period, Coca-Cola will change its advertising. Two cute children dressed in traditional Chinese clothes appear on television, and they set off firecrackers to celebrate Spring Festival. By doing that people often combine Coca Cola with "home", "happy" and "reunion" together, and it greatly shorten the distance between the foreign brands and Chinese consumers.

4.4 Expand market share

MNCs can cooperate with local companies based on respecting for culture diversity, which can increase their new sale channels and expand share of the market. In IBM's view, with the new century coming,the relationship between manufacturing companies and distributors has evolved from a pure interest relationship to a strategic partnership. Respecting for cultural diversity is also realized by cooperating with local enterprises, so IBM and Lenovo carried out a strategic cooperation. Lenovo acquired IBM's personal PC business, while IBM directly heldLenovo's certain proportion shares and became Lenovo's shareholder[14].In this way, IBM has gained new sales channels in China and gained a larger market share, while Lenovo increased sales in Germany.

5.Conclusion

This essay has investigated the importance of respecting diverse cultures in transnational operations. Only carrying out the core cultural values of parent company, and not paying attention to cultural diversity will inevitably lead to cultural conflicts. Cultural conflicts may cause interpersonal tension, somanagement methods, management system, and decision-making methods cannot be effectively applied to new cultural environment. There are a multitude of researches showing how promoting culturediversity is good for successful transnational business. Firstly, promoting cultural diversity could avoid the problems caused by culture shock and improve the efficiency of management. Secondly, hiring local employees helps MNCs reduce the cost for expatriates. Thirdly, respecting for local culture is conducive to corporations to gain the most effective international image. Finally, by cooperating with local companies and adapting to local consumption habits, MNCs can gain more market share.

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Research on UAV Shooting

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Abstract:ShootingbyUAVbecomeawidely-usedmethodtosolvequestion.However,itis difficult to master the techniques of flying height, flying speed and the shooting angle. Thisquestion is a dynamic question. We need to adjust the camera angel of the by the motion of the object on ground. Therefore, we should consider every moment when object is moving. We both use two variable to describe object motion and camera angle. We use small time intervals 'dt' to analyze the relationship between angle and trail so that we can establish differential equations among them. Then we integrate the equation with time as variable. We are able to get accurate equations which show the angel change with limited roles.

Keyword:UAV shooting;obstacle avoid; camera shooting

1. INTRODUCTION

In recent years, the development of UAV improved a lot [1]. Because UAV are easy to take off and land on a variety of terrain, it is been widely-used in various aspects, such as in national defense, digital earth, ecological protection, public safety and advertising photography [2]. Many manufacturers around the world specialize in drone production at present[3].Aerial photography is also one of the main applications of UAV. However, it is difficult to master the techniques of flying height, flying speed and the shooting angle. Therefore,forbeginners,itisdifficulttotakehigh-quality, high-resolutionpicturesthat meet their expectations. How to control the parameters of the UAV in flight to ensure the quality of photos has become an urgent problem to besolved.

Figure1. DJI Mavic Mini

2. MODEL

2.1 Analysis Methods

Differentfromthesecondquestion,inthisdynamicproblem,wechoosethechange angleofcamerarotation,whichiseasiertoanalyzeandexp ress,astherequiredquantity foranalysis.Weestablishtwoplanes,oneperpendicularto thedirectionofUAVmotion and one parallel to the direction of UAV motion. First, we take a small period of time, sothatthemotionoftheobjectintheplanecanbeapproxim atelyseenasastraightline.

In this short period of time, we decompose the motion of the object on the ground and the rotation angle of the camera on these two planes, and obtain two motion microelements dx(vertical), dy(horizontal) and two angles (vertical), (horizontal).
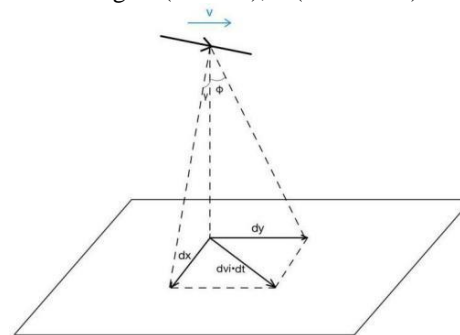
Figure2 2-dimention

We know the smaller the anglebetween the shooting direction of the aircraft and the drawing line of the aircraft, the higher the resolutionoftheimageshouldbe.Butontheonehand,wec anmaketheangleassmall as possible and only about 5% better than making the object in the center of the resolutiononthepremiseofshootingtheobject.Accordin gtotheactualshootingneeds, we always aim the shooting angle at the object when conditions permit, so that the object appears in the center of the field of vision as much aspossible.According to the figure above, we can get the differential relation between the motion track and the included angle:

$$
\begin{cases}
d\gamma = \arctan \dfrac{dx}{h} \\[2mm]
d\varphi = \arctan \dfrac{dy - vdt}{h} \\[2mm]
dy(x,t) = \dfrac{\partial y(x,t)}{\partial x} dx + \dfrac{\partial y(x,t)}{\partial t} dt \\[2mm]
dx = x'(t)dt \\[2mm]
\gamma = \int d\gamma dt \\[2mm]
\varphi = \int d\varphi dt
\end{cases}
$$

2.1.1 Model constraints

We can get the change of camera rotation angle in the horizontal direction. Similarly, the shooting angle perpendicular to the aircraft motion direction is also 20.73°. However, because the aircraft has no inclination angle in the vertical direction, the upper

limit of camerarotation angle corresponding to the aircraft will be reduced. There is no need to shoot forward in the vertical direction, so the upper and lower limits of rotation are about symmetry. To sum up, the change range of the corresponding aircraft angle in thehorizontal and vertical directions is:

2.2.2 Display law of anglechange

This is an implicit equation often obtained in engineering, but it is different from the ordinary differential equation, in which the variables such as dx and dt are operated as functions. Therefore, we use the integral function ode15i in MATLAB to solve this fully implicit differential equation.As long as the initial values of state variables and variables are set, the image of angle change can be obtained.Here we set the object on the plane and move along the positive direction at the speed of 1m / s on the x-axis and y-axis respectively, then we can get the parameterequationx(t)=t,y(t)=t, so as to calculate the change curve of two angles with time for the object's motion trajectory (let the UAV's flight speed be 4m/s).
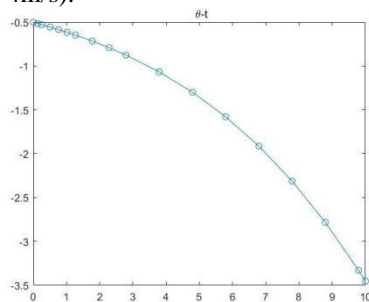
Figure3. Angle of Camera
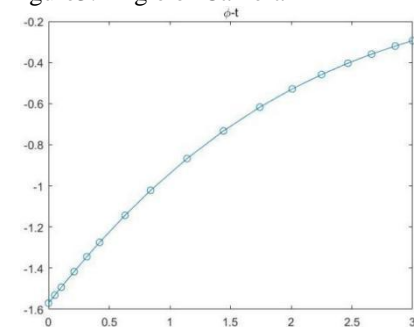
Figure4. Angle of Camera

And if the motion of objects on the ground is irregular, we can use the basic definition of differential to solve it. Here we divide the time into time segments with a measurement value of 0.01s, and split the motion of the object, so as to obtain the change of camera shooting angle through the accumulation.

3. SENSITIVITY ANALYSIS

In this question, the main influence factor is the relative motion speed of the object and the aircraft. By changing the relative speed, it is found that the accuracy of the model still meets the actual situation. It can be seen that the adaptability of the model is better, and it is not sensitive to the changes of external conditions.

4.CONCLUSION

Under the ideal conditions of external factors, by setting the minimum number of visible pixels, the maximum flying height of UAV is 14.12m, and the minimum shootingflyingheightis2.70mfromknownconditionsandpracticalapplication,sothe flying height is (2.70m,14.12m).Accordingtotheflightaltituderange,theoptimalaltitudeis5m.Thelengthofpixelsintheimagetakenbythecameraatdifferentangles is calculated. The distance between the aircraft and the object to be photographed is determinedbydeterminingthethresholdvalueofthepixelpointrepresentingtheactual lengthoftherecognizableclearimage,andthemaximumangleandtheminimumangle are (20.73,141.5) determined by the geometric relationship. The shooting angle of the ground object is obtained, and the change angle of the camera on the UAV is calculated as the quantity to be calculated. The motion decomposition of the object on the plane is related to the change of the camera on the plane, and the model is obtained by the method of differential equation integration. See the above for specific model test, whichbasically realizes the unity with the actualsituation. We takes the optimized flight altitude and shooting angle in the range, uses the kinematics formulatosolvetherouteoftheUAV,andcarriesonthesimulationthroughthepython program, obtains the quite good effect, can evade the obstacle at the same time can obtain the good flight speed and shootingangle.

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Analysis On Tortliability fo rdamage caused by high-Altitude Parabolic

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Abstract: In recent years, high-altitude parabolic incidents have been common in social reports, but when the source of the victim cannot be identified, the compensation mechanism for the victim is specified in Article 87 of the Tort Liability Law. An analysis of cases in judicial practice reveals that the subject of responsibility for the victim's damage is not clear. And when the specific infringer has not been identified for the time being, after the case has been tried, there is no relevant provision for the recovery and relief law of the user of the building that has already been compensated. Therefore, this article proposes that specific analysis of possible responsible subjects should be carried out, as far as possible, to improve the post-recovery rights of some building users through law, and finally to think about and analyze the part of the Civil Code Tort Liability Act concerning high-altitude parabolics.
Keywords:high-altitude   parabolic,Subject   of responsibility,Right of recovery,Relief

1.INTRODUCTION:

In the dispute between BukeJiang, XiaoyuQin, Huan Tong and other unknown thrown objects and the damage caused by falling objects, the plaintiff Buke Jiang was thrown upstairs by a bank near the bank of the first floor of Four Seasons Jinhui Community. The object hit the head and suffered damage. He appealed to a total of 46 defendants, including Xiaoyu Qin, for compensation. After court trials, it was found that three defendants were excluded if they did not meet the specific requirements of the case and did not cause harm. The other 43 defendants could not rule out that they were not substitutes through the cross-examination by the court, so they were required to partially compensate the plaintiff. It is only in determining the specific loss of the plaintiff, based on the principle of "who acknowledges, who gives evidence", the plaintiff Jiang Booker provided insufficient evidence to prove the correlation between the treatment costs and smashes. Through analysis of the case evidence , Ordered the plaintiff to bear the losses on its own. According to Article 87 of the Sanction Responsibility Law, the responsible party of this case can be clearly identified as all possible users of the building, but the case actually implies some problems. For the project, the court only found out that it belongs to the building. Although the law stipulates that the damage of the thrown object and the fallen object shall be compensated by the possible user in one article, if the source of the harmful substance can be clearly identified, the responsible parties for compensation shall be different. Different treatment can reflect the certainty and continuity of the law.

2.SUBJECT RESPONSIBLE FOR DAMAGE CAUSED BY PROJECTILE

In the literal sense, we can conclude that throwing an object causes a person to throw an item from a height, and the item falls freely and causes damage. The subject of this kind of damage liability is the de facto specific infringer. Regardless of whether the perpetrator is intentional or negligent in terms of subjectivity, the act itself is highly harmful in terms of objective aspects and poses a great threat to public safety. The law specifically stipulates that when the actual infringer cannot be determined, all possible infringers must compensate the victims within a certain range. At this time, the subject of fair responsibility includes the owner, user and manager of the building. [1] The owners here include not only registered real estate owners but also unregistered right holders. Any legal builder, etc. of a building they build, even if not registered, is the owner. [2] The administrator mainly refers to the property service agency that assumes the security guarantee obligation. At this time, the property service agency is obliged to prevent any possible infringer and protect any unknown victim. Therefore, when the property service agency cannot prove that it has fulfilled its security guarantee obligations, it should also be classified into the same category as the user of the building to jointly compensate the victims.

3.SUBJECT RESPONSIBLE FOR DAMAGE CAUSED BY FALLING OBJECTS

The liability for damage caused by falling or falling of buildings and other objects refers to the presumption of fault of the owner, the administrator or the user when the work, its shelving or hanging objects fall off, or the damage is caused by falling. [3] In the real world, there are various reasons for the falling part of the building, and the subject of responsibility is different because of the falling part of the building. If the part of the building that belongs to the building belongs to the user of the building, the subject responsible for the damage caused by the damage is roughly the same as the subject responsible for the damage caused by the throwing object, but the property service agency at this time bears the obligation of the general manager , Its requirements

are not as strict as the responsibility for safety protection caused by throwing objects, and it is only necessary to bear fair liability with other building users when it cannot prove that it has fulfilled its duty of care. If the falling object belongs to the external wall part of the whole building, it is necessary to analyze specifically what caused the part to fall. If the building is caused by a third person, the third person shall be the sole responsibility for the victim. Tort liability; if part of the building is caused by natural causes, the property manager will not be liable or can compensate the victim to a certain extent.

4.EX POST RECOVERY RIGHT

For the case of parabolic high altitudes, if the judge finally decides according to the 87th Law of the Tort Liability Law, it shows that the real infringer is currently undecided and cannot be held responsible for the tort, but only by the user of the building. It should be the obligation of compensation assumed by the infringer. In reality, in a sense, it is unfair to some building users who cannot prove that they are not infringers. The law is to stand on the victim's side and hope that a large number of building users can share the victims' rights. Amount of compensation. However, the law also has two sides. From another perspective, it is unfair for the law to force some innocent users of the building to share the losses of the victims. Therefore, after the specific infringer is identified, the user of the building who has shared the losses of the victim shall have the right of post-recovery for the following two reasons.

First, when the victim filed a lawsuit for damages caused by high-altitude parabolic infringement, the best outcome of the trial was to let the user of the building that might be harmed share the victim's loss, but the law clearly stipulated that compensation was given. In this way, the victim's loss cannot be fully compensated, and he has taken part of the loss himself. If there is no clear right of ex post recovery, the responsibility of the infringer should be reduced to a certain extent. And for building users who have shared some of the victims 'losses, this ex post recovery right can not only recover their previous economic losses, but also balance the psychological imbalance caused by the mandatory provisions of the law, thereby Demonstrate the substantive justice of the law.

Second, after the victim suffered damage from the sky, when he was unable to determine the perpetrator, the first thing he thought of was to seek relief from the public security organ. The role of the public security organ as a public power organ is to serve the people and solve various problems encountered by the people. problem. However, when it comes to

specific cases, after all, they are not on the scene. Many insiders feel that it is better to have less than one thing in the attitude of "it is not about them." Public security organs are particularly difficult when it comes to specific operations. If the law specifies the right of post-recovery of the building user, it can mobilize its enthusiasm to a certain extent, and assist public security organs to identify specific infringers as soon as possible, and avoid unnecessary losses.

5.REFLECTIONS ON ARTICLE 1030 OF THE CIVIL CODE TORT LIABILITY (THIRD REVIEW DRAFT)

The latest legal provisions on parabolic high altitudes are in Article 1030 of the Civil Code Tort Liability (Third Review Draft). Although the draft has not yet been passed, the author believes that compared to the current Tort Liability Law and the two previous review drafts, The specific provisions of the amendment are the most complete. However, after comparative thinking, the author believes that the following two points still need to be discussed.

First, regarding strengthening the investigation obligations of relevant authorities. [4] In general, the first thing that happens to a victim after being damaged is to seek relief from a public security organ. However, in actual cases, the relevant organ is a normative legal concept that requires specific interpretation of the law or the invocation of other laws to clarify its specificity. range. Therefore, in order to make the provision better applicable, the legislature needs to make it clear.

Secondly, the article clarified the need to strengthen relief for victims and try to identify specific perpetrators. Although this legislative idea is very full, the reality is very skinny. High-altitude parabolic cases where specific infringers cannot be identified in the real world still account for the majority, so for potential users of the building, their interests are still threatened, and their compensation obligations are not much change.

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Analysis on the training of public security colleges and universities

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Abstract: how to train the students of police colleges and universities to get closer to the development of police functions and better adapt to the pace of police reform has become an important subject of police education. At present, some public security colleges and universities have opened news and publicity related majors (directions), which have gained more development space in the process of moving forward, but also encountered some problems on the way forward. This article from the training objectives, curriculum system, teachers, practice teaching four aspects of the extraction of the major in the process of personnel training problems.

Key words: training objectives; Curriculum system; Faculty; practice

1. INTRODUCTION

Throughout the country since the reform and opening up of the news and communication education, can be roughly divided into "three camps" : 1) media personnel training specialized schools. The communication university of China is the most famous university in the field of media education. 2) media departments of key comprehensive universities. Media departments have been set up in many of the 985 and 211 key comprehensive universities, such as Peking University, renmin university of China and fudan university. Although some of them have not been established for a long time, they still have a strong influence in the field of media education because of their years of famous schools and resource advantages. 3) media departments of local universities. Although the scale of media departments in local universities is relatively large, compared with the relatively mature talent training mode in the first and second camps, they have been faced with various challenges, and their development concepts need to be updated urgently, lacking of differentiated development. Combined with the development mode of "three camps", the personnel training of police colleges and universities must find the correct orientation and seek their own development way. In the process of professional construction, we should base on the characteristics of the industry and aim at cultivating application-oriented talents in the field of public security with high news literacy and comprehensive grasp of public security publicity means and skills. It must be pointed out that although these police colleges have been seeking the road of differentiated development, some deviations still

occur in the cultivation philosophy, objectives and process due to lack of experience.

2.TRAINING OBJECTIVES

The training goal is a reflection of the result of the training by combining the nature of the specialty with the need of education, and it is also a specific requirement for the training object, which plays a crucial role in the process of talent training. Therefore, the training objectives should not only conform to the needs of professional education and the objective law of professional development, but also be compatible with the future employment needs of the training objects, ignoring the training objectives of the job market must be eliminated. [1]

2.1.There is "take-over doctrine" in the training objectives

At present, the public security news and publicity related professional personnel training programs are widely copied phenomenon. Objectively speaking, through to the existing training target horizontal contrast, police colleges of journalism and communication professional training objectives have high similarity, some even did not change, but with the actual situation to think, no matter the curriculum, teachers, employment direction is a big difference, and the provincial police, field development trend of police are a far cry from. Most of the training goals lack the corresponding support of teachers, technical equipment and other aspects, and the seemingly all-in-one goals are in fact empty, which will only lead to a decline in employment competitiveness.

2.2The training objective is divorced from the modern media environment

With the vigorous development of new media, great changes have taken place in the media environment. With the strong development of Internet and digital technology, modern society has been in the general trend of media convergence, which is not only the convergence of technology, but also the integration of the market and the whole society. The public security news propaganda wants the deeper level development, must realize this kind of environment change. And existing in the training objectives while communicate understanding of media convergence environment, also have to mention "new media", "entire media" or "melting media", but in its application on the understanding of substance and depth is relatively shallow, more is the concept of talent training and the training goal of "two pieces of skin" problem, also reflect on the media environment has not caused

enough attention.

2.3 Training objectives are difficult to adapt to the new requirements for talents

From the perspective of modern media environment, it is necessary to reflect professional advantages and students' adaptability to future positions. However, at present, the professional advantages of public security news and publicity are not outstanding, and the core problem is that the training target has not been matched with the new requirements for the professionals, and the requirements for "compound" talents are rarely reflected in the training target. Secondly, professionals need to master a variety of media skills to adapt to future jobs, which is not emphasized by the current training objectives, and courses on media skills are few and even reduced. Finally, the lack of diverse ways of thinking makes it difficult for students to cope with the complex changes in the media, which is also a lack of talent training objectives.

3.CURRICULUM SYSTEM

The curriculum structure of "general education + professional education" is almost the common curriculum setting model of all majors in police colleges and universities. If the evaluation standard is only curriculum, the quality of curriculum, the teaching model of curriculum and the correlation degree of curriculum become the key factors of talent training.

3.1General courses are not "broad", professional courses are not "special"

Strictly speaking, the talents engaged in public security news and publicity work in the future must be "miscellaneous", if the subject knowledge is narrow will inevitably affect the choice of publicity perspective. In addition, the unreasonable knowledge structure and low knowledge reserve will lead to a lack of broad vision, unable to work at a higher level. Therefore, it is necessary to set up general education courses. However, although there are many general education courses, the charm of general education is relatively weak. The reason lies in the lack of effective integration with professional education, and the lack of combination between "bo" and "gong". There are also problems in professional courses. For example, there are few or even no courses in line with the trend of media convergence, and the "generation-oriented" courses account for a large proportion. This is beyond doubt.

3.2The traditional way of teaching is still prevailing

The essence of this problem is that the teaching model sticks to the rules. Some teachers only pay attention to the teaching process but ignore the learning process. They just concentrate on the class, but ignore whether students understand the course content or not. We should know that students are the ultimate experiencers of education. Since teaching is not student-centered, what is the use of "teaching" and what is the meaning of "teaching"? In a word, if the problems of obsolete course content and single course teaching mode are not solved in time, they will become the stumbling block of the future development of public security news propaganda and will inevitably affect the realization of the goal of talent training.

3.3 Low relevance of courses leads to lack of continuity of knowledge

From the perspective of the existing curriculum, most of the courses are isolated from each other and lack proper echoes, which also results in the fragmentation of professional knowledge. There are two main reasons for the emergence of curriculum barriers: first, the demonstration of the curriculum system is not in-depth enough, the scientific curriculum needs time to test. Secondly, it is related to the professional background and quantity of teachers. Most teachers engaged in relevant teaching are not from journalism and communication majors. It must be admitted that in the course setting, there is a phenomenon that courses are set by people. It is not the intention that some courses are not attended, but the lack of teachers who can undertake the courses. Therefore, at present, we can only solve the problem of whether the course can be opened, and try our best to ensure the scientificity and continuity of the course system on this basis.

4.FACULTY

Under the current "mass communication" pattern with media convergence as the background, talents' adaptability to the media environment and their uptake of professional knowledge largely depend on teachers' guiding role in addition to their own conditions. It should be said that the provision of teachers for talent training is crucial, affecting the quality of professional construction. From the current teacher construction of this major, there are two major prominent problems: difficult to enter, unreasonable structure.

4.1The introduction of teachers "ph. d. only" serious phenomenon[2]

Optimizing the faculty is the basic condition to improve the quality of talent training. In addition to considering professional background, it has become a hard requirement for many public security colleges and universities to introduce teachers. Objectively speaking, this has made it more difficult for some professional (direction) teachers to introduce teachers. In fact, doctors of journalism and communication seldom take public security colleges and universities as their first choice for career planning. Although some police colleges and universities make up for the weakness of their teaching staff by "please come in and go out", it is difficult to form a normal situation. First, part-time teachers are highly mobile and unstable. The second reason is that once the small number of professional teachers really "go out", there may be some courses unattended predicament.

4.2Unreasonable structure of full-time teachers

High-quality teachers are the key to personnel training, the so-called "high-quality", not only refers to the high education, high degree, teaching and research ability, but also includes the rationalization of the level of the teachers. The author thinks that the structure of full-time teachers engaged in public security news propaganda education is unreasonable, mainly based on two aspects: 1) unreasonable professional background. Among the existing teachers, only a few teachers have the professional background that fits the major, and most of them can only learn and teach at the same time. One of the reasons why some teachers feel pressure is that they are not familiar with the new courses and lack of professional accumulation. "cramming" will inevitably increase their psychological and work pressure. 2) teachers with relevant work experience are scarce. At present, most teachers in universities and colleges have profound academic background and relatively high theoretical level, but they lack front-line work experience, not to mention rich media work experience. Many teachers even have never been to the propaganda department of the public security organs. However, journalism is a highly practical discipline, which simply cannot meet the needs of journalism with a high degree. As a result, many teachers often only have certain cognition and understanding of the courses they teach, but it is difficult to consider problems in the realistic media environment.

5.PRACTICE TEACHING

The major of public security communication and news release is highly practical. It is very important to highlight the cultivation of students' practical ability and ensure the combination of diversity and unity of students. Practice teaching is also the touchstone for students to get employed. Through practice teaching, students can find out their shortcomings in practice ability, give feedback in time, and seek to make up for them, so as to better adapt to the future employment environment. [3]

5.1Practice teaching has more "form" than "content"

At present, some police colleges and universities have established on-campus practice bases for relevant majors, and are actively expanding off-campus practice resources, such as establishing cooperation intentions with local public security organs and related media industries. In addition, students can also focus on practice and credit. It should be said that there is no lack of practice platform for this major, and the core of the problem lies in how to transform the form of practice into content, so as to avoid the phenomenon of "big thunder, little rain". In reality, practice teaching is weakened, the first reason is the lack of internal motivation for cooperation. For example, in the cooperation process of school bureau, the power, responsibility and interests of both sides are often inconsistent, so it is difficult to establish cooperation on the same "channel". Once the internal motivation for cooperation is lost, it will inevitably affect practice teaching. Second, due to the lack of a corresponding management system, such as students to participate in practice outside the school, who will be managed, who will be assessed, how to assess, etc., if this series of problems can not be solved, the cooperation will be difficult to produce results. In general, although this major does not lack a practical training platform for public security news and publicity, only a few practical traces can be left in the real sense, which is actually equivalent to a waste of resources and will affect the scientific development of this major.

5.2The vocational orientation of practice teaching is not strong

The purpose of practical teaching is to help students better adapt to the employment environment and the future job demand. Therefore, practical teaching should have a strong vocational orientation, and this vocational orientation must be based on the linkage mechanism built by the college and the off-campus practice unit, otherwise it is difficult for professional talents to be truly cultivated. If the "content" of practice teaching is insufficient mainly reflected in the lack of real practice opportunities for students, then the weak vocational orientation is mainly reflected in the failure to grasp the practice opportunities, that is to say, even if there is a practice platform, its effect will be greatly reduced. From the present situation analysis, in the current practice teaching, practice is the most effective way of practice, but in the practice of this kind of large, each major distinction is not clear or there is no distinction, students' practical distribution is not according to the professional assigned to the functional departments, but almost all the students work in the same, this greatly reduces the practice teaching of vocational guidance, training target is difficult to be realized in the link of practice teaching.

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A case study of organization learning for middle school teachers in Guangzhou City in China

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Abstract：The case study of this paper is based on the middle school teachers for innovative education methods, according to the classroom observation questionnaire survey of students, and then qualitative investigation in the form of interviews and online narration to determine whether the training program of innovative teaching methods of "flipping classroom" in this case group learning is organizational learning.This case study was carried out in Guangdong University of Foreign Studies affiliated Zhaoqing Foreign Language Middle School where the teachers were requested to attend a training program on an innovative teaching method called "flipped classroom". This survey would analyze their learning process, as well as the outcomes according to the existed literature on organization learning to identify whether the group learning occurred in this setting belonged to organization learning.
Key words: Organization learning; macro context; micro context;qualitative research;

1.INTRODUCTIONS

The school where the research was implemented as a private boarding school located in Zhaoqing National High-tech Zone. It is attached to the prestigious foreign language university in South China-Guangdong University of Foreign Studies, he school also provides basic k12 education from elementary to high school, which was in accordance with the standards promulgated by both Ministry of Education and Guangdong Education Department.

Thus, in this research, I will investigate the teachers, basically fifteen teachers from different disciplines, as a learning organization for the introduction of a new teaching method called 'flipped class'. Confined to the time and distance, the interviews were carried through wechat (a Chinese social network application) or skype. Besides, the learning diaries and notes were utilized to analyze their about the learning process.

2.PURPOSE OF THIS STUDY

The terminology of organization learning is generally unfamiliar for most Chinese teachers or practitioners in other organizations despite this kind of learning happened more often than not in a sense within their settings. Moreover, the literature on organization learning is scarce that few can be researched online to support relevant study. Thus, in this case study, there are two main focuses.

Firstly, through the comparison between the features prescribed in existing literature and the characteristics presented by the study groups formed by the middle school teachers in Guangzhou, the study evaluated their performance as a learning organization.

Secondly, due to the scarcity of literature in homeland China, this study intended to inspire other researchers to contribute more in this field.

3.MACRO CONTEXT

With the end of the cultural revolution and the advent of the open-up policy which dedicated to develop the economy, the country witnessed rigorous transformation socially and economically during the late 20th and early 21st centuries (Paine & Fang, 2006)[1]. And the central government made efforts to reform the education in many sectors by advocating 'the development of the education and training of qualified teachers should be taken as one of the great strategies for the cause of education' Keeping this in mind, the National People's Congress decreed the Compulsory Education Law in 1986, ascertaining that each child had the right to receive education from elementary school to secondary school as long as nine years starting from 6 or 7 years old.

"The reform and development of education sets new and more stringent demands for teachers. They must carefully organize their teaching, participate in educational reform and constantly improve the quality of their instruction" (Desimone, 2009, p181-199) [2]

4.MICRO CONTEXT

Since this case study was carried out in a middle school in Zhaoqing city in Guangdong province in China, it is necessary to take the local regulations into account. As far as the Guangdong education policy concerned, a series of documents and guidelines were created to promote the education and teachers development, such as Regulations for Further Training of Elementary and Secondary Teachers in Guangdong, which regulated formally that teachers were endowed with the right to have access to at least 240 hours of professional training, in a form of options, for all in-service teachers (excluding the first-year practitioner) over a five-year period. As a result, it is evident that teachers in Guangdong province are guaranteed for professional development by the local government.

5.LITERARY REVIEW

5.1 CONCEPTS OF LEARNING ORGANIZATION

The concepts of organizational learning or learning organization did not emerge until the 1980s, but their scientific background and principles can be traced back into many perspectives of management (Nonaka, 1994) [3].

The terminology of learning organization is attributed to the introduction of the 'action learning' process (Revans, 1982) [4]which makes use of small organizations, strenuous collection of statistical data and the extracting of the groups' spiritual strength.

5.2 THE FOCUS OF LEARNING ORGANIZATION

Considering the influx of information about the perspectives and directions of relevant literature on learning organization, in this thesis, five focuses would be reviewed to shed light on the understanding of the definition of learning organization.

Individuals were considered as 'agents' for organizations to learn by the mainstream researchers who held viewpoints within this focus of learning organization. (Argyris & Schon, 1978)[[5].

Within this focus, the learning organization is the outcome of collective learning of each individual. Collective learning may occur at the individual level independently. Moreover, even if the individual learning happened, it may not contribute to the organization, since the learning may bring benefit to the learner rather than the learning organization (Huber, 1991) [6]. The learning organization can be either an open system or a closed system. As for the closed system, it refers to the learning process happened within the organization (West & Burnes, 2000) [7]

5.3 CULTURE FOCUS

Culture was thought highly within the organizational learning literature, since culture worked on the sense-making mechanism that directed and formed the behavior (Smircich, 1983, p339-358) [8]. A certain type of culture in an organization delivered "coherent, order, and meaning" and contributed the construction of a proper sense-making structure to facilitate comprehension of unfamiliar knowledge (Weick, 1985 p384) [9].

5.4 METHODOLOGY

Qualitative research methods will be employed in this case study, specifically the interviews were carried out to investigate the teachers' understanding of their learning organization and the outcome of their learning process. Since interviews as a qualitative research means enable the researcher to gain in-depth information from the participants about certain events, phenomena or concept.

5.5 PARTICIPANTS

Fifteen teachers of different disciplines ranging from English to Chemistry were recruited voluntarily to act as the research subjects, with ten female teachers and five male teachers. These fifteen volunteers belonged to two study groups allocated by the school authority

to learn a new teaching approach called 'flipped classroom'. And the training program was last for a two-week session including distance education delivering by Beijing Normal University through Internet and lectures by experts. All teachers took part in the training program were requested to contribute to discussion and interaction with the lecturer face to face; beside, learning dairies were in need to document the learning process and outcome.

6 CONCLUSION

This case study started with literature review about the concept of organization learning, as well as models proposed by researchers. Then qualitative survey was carried out in the form of interview and narratives online. As a result, teachers' study groups of 'flipped classrooms' in Zhaoqing Foreign Language Middle School in Guangzhou city can be defined as organization learning. It is because the study groups featured similarly to the characteristics that organization learning presented. In this case study, the study groups were investigated and analyzed on the basis of organization learning literature, which proved the study groups were in congruence with the existing literature in several aspects from appropriate structure to knowledge creation and transfer. Hence, this study was expected to function as an inspiration for more researchers in China to add more empirical data in this field.

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Research on the Identity of the Inheritance of the "May FourthMovement Spirit"and the Education of Core SocialistValues for College Students

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Abstract: As an important work to strengthen the ideological and moral construction for college students, the education of core socialist values for college students adheres to the Marxist theory, which is the same with the inheritance of "May Fourth Movement Spirit", so there's an identity in their theoretical sources; both the inheritance of "May Fourth Movement Spirit" and the ideological and political work are the products of certain classes and eras, with certain class and time characteristics, which determines that the inheritance of "May Fourth Movement Spirit" and the education of core socialist values for college students are identical in purposes; the inheritance of "May Fourth Movement Spirit" itself belongs to the category of moral education and is also one aspect of ideological and moral construction, so it is identical with the education of core socialist values for college students in contents; as a part of culture, the inheritance of "May Fourth Movement Spirit" relies on specific cultural soils, while the education of core socialist values for college students also needs a good cultural environment, so there's an identity in their transmission paths.

Keywords:"May Fourth Movement Spirit"; the Education of Core Socialist Values for College Students; Identity

1. INTRODUCTION

Since the 18th CPC National Congress, General Secretary Xi Jinping has proposed the concept of China Dream. In the process to realize this dream, young students have been endowed with many responsibilities and obligations, who will become the mainstay in the realization of the China Dream. Therefore, it is particularly important for young students to establish a correct value. Faced with various problems in the society, young students are becoming increasingly restless and lack of correct guidance on many issues. Difficulties faced by young students will cause adverse impacts on the realization of the China Dream. The May Fourth Movement was a great patriotic movement and the core of "May Fourth Movement Spirit" is patriotism. In these 100 years, the "May Fourth Movement Spirit" has inspired generations of young friends. An important reason why the May Fourth Movement has been commemorated and its spirit has been promoted in the new era is that the Spirit can be used to guide the majority of young people to cultivate and practice the core socialist values, to shape them to be of strong patriotism, to foster their deep devotion to both family and homeland, and to bring together the ideological foundation and majestic power of strengthening and rejuvenating the country. Hence, leading young students to cultivate and practice the core socialist value under the guidance of the "May Fourth Movement Spirit" has extremely important research significance and contemporary value, now and in the future.

The "May Fourth Movement Spirit", with a background of red revolution, is our most representative spiritual culture and is full of rich ideological and political education elements.There are practical problems faced and needed to solve by current educators who work on the education of core socialist values for college students: to extract the value elements of the "May Fourth Movement Spirit" that are beneficial to the education of core socialist values for college students and integrate them into the education of core socialist values for college students, to closely combine the value guidance formed by the "May Fourth Movement Spirit" with the education of core socialist values for college students, to improve the affinity and pertinence of the education of core socialist values for college students and to actively adapt to the laws of ideological and political work, the laws of teaching knowledge and educating people and students' growth rules. "Fostering morality and cultivating talents" is a fundamental task of developing the education of core socialist values for college students in the new era. To make a better use of and play the function of the educational values of the "May Fourth Movement Spirit", it is necessary to scientifically analyze the similarities between the inheritance of the "May Fourth Movement Spirit" and the education of core socialist values for college students and realize mutual interaction and promotion between them.

2. THEORETICAL IDENTITY BETWEEN THE INHERITANCE OF THE"MAY FOURTH MOVEMENT SPIRIT"AND THE EDUCATION OF

CORE SOCIALIST VALUES FOR COLLEGE STUDENTS

The "May Fourth Movement Spirit" is an important product of integrating Marxism into Chinese social practice and the Chinese nation.Both the birth of the "May Fourth Movement Spirit" and its subsequent development in the practice of revolution, construction, and reform in China are full of Marxist elements. The "May Fourth Movement" directly promoted the birth of the Communist Party of China (CPC), meanwhile the "May Fourth Movement Spirit" was the spiritual source of the Chinese Communists, which was an important step to combine the Marxist theory with Chinese practice. It was because of the transmission of Marxism to China and its guidance on China's revolutionary struggle that the Communist Party of China came into being, which thus opened up a new look of the Chinese revolutionary history.

The"May Fourth Movement Spirit", just like a spark of stars, ignited the revolutionary enthusiasm of the Chinese Communists and formed a rapid development of the Chinese revolution. Both the "May Fourth Movement Spirit" and the birth of the CPC are the results of nourishment of the Marxist theory. By now, we should still adhere to the guidance of the Marxist theory when inheriting and carrying forward the "May Fourth Movement Spirit", and combine the Spirit with the new era's great practice of socialism with Chinese characteristics. To carry forward the "May Fourth Movement spirit," we must uphold and promote the young students' aspirations for the country's prosperity and strength, for the rejuvenation of the nation, and for the people's liberation. The firm aspirations for people's well-being are not only a noble quality of the great Marxist theory, but also the essence of the "May Fourth Movement Spirit" .

The work on the education of core socialist values for college students has distinctive class characteristics and characteristics of the times, which thus determines that it must adhere to the guidance of the Marxist theory and the leadership of the CPC, and cultivate the new era's college students to be with firm faith in Marxism. In order to run higher education well and to fulfill the education of core socialist values for college students well, we must adhere to the guidance of the Marxist theory and unswervingly carry out the CPC's education policy. On May 2, 2018, General Secretary Xi Jinping held a discussion with teachers and students at Peking University and pointed out that "Marxism is the fundamental guiding principle for the establishment of the CPC and the development of the country, and it is also the brightest theoretical background of Chinese universities."[1]General Secretary Xi is very concerned about the ideological and political work of colleges and universities, who has discussed a lot about how to do a good job of the ideological and

political work under the new situations. What he emphasized most is that the work must firmly adhere to the guidance of the Marxist theory. One of the most important things to carry out the education of core socialist values for college students is to do well of the Marxist theory education for college students and continuously deepen their understanding of the historical necessity and scientific truth of Marxism, so as to educate and lead students to rationally recognize the historical necessity and superiority of socialism with Chinese characteristics. To fulfill the education of core socialist values for college students well, we should also teach students to learn to understand and observe the world with the Marxist worldview and use Marxist methodologies to analyze and change the world, and educate and guide students to clearly recognize the development trends of both the contemporary world and the socialism with Chinese characteristics. [1]

Based on the above analysis, it is not difficult to see that the inheritance of the "May Fourth Movement Spirit" and the education of core socialist values for college students are both guided by the Marxist theory which is their common theoretical source. In the new era, it is necessary to promote and inherit the "May Fourth Movement Spirit" under the guidance of the Marxist theory, achieve our great goals with the help of the great power of the "May Fourth Movement Spirit", and use the Spirit to provide a powerful support for achieving the established ambitious goals. At the same time, it is also necessary to adhere to the Marxist theory, do a good job of the education of core socialist values for college students, and cultivate groups of young students with both ability and integrity for realizing the great rejuvenation of China Dream, so as to provide a steady stream of youth power.

3.INHERITANCE OF THE "MAY 4TH SPIRIT" AND EDUCATIONAL GOALS FOR CULTIVATING COLLEGE STUDENTS' SOCIALIST CORE VALUES ARE OF THE SAME PURPOSE

Inheriting the "May 4th Spirit" is an important task that the Chinese Communist Party has long adhered to. Whether in the revolutionary period or socialist construction and reform, inheriting the "May 4th Spirit" to continuously strengthen our youth has always been an important task to realize the great rejuvenation of the Chinese nation. The "May Fourth Spirit" emerged in the early 20th century, during which China was in dire straits at home and abroad, and Chinese people were in in deep distress. In order to save the country from calamity, people with lofty ideals such as Kang Youwei, Liang Qichao, Sun Yat-sen set off a campaign, but all of there were in vain. After the failure of a series of salvation campaigns for people with lofty ideals, the "May 4th Spirit" was born at the crisis of the Chinese nation, which also determined that the "May 4th Spirit" has

deep patriotic connotations and great communist ideals. The party and the country have always attached importance to cultivate socialist core values among university and college students, and made ideological and political cause a major issue in administering the country. General Secretary Xi Jinping pointed out in a discussion with students and teachers in Peking University, "College education is to cultivate socialist builders and successors with all around development of moral, intellectual, physical, aesthetics and labor education." [2] The ideological and political education of the college is strengthen moral education and cultivate people. So, who do we cultivate talents for? What kind of talents are needed? In all honesty, itdemands that through developing college students' socialist core values, talents can be cultivated to promote social development, inherit excellent culture, accumulate scientific knowledge, achievethe great national rejuvenation, and ensure the systematic operation.The "May 4th Spirit" was born from the great communist movement. To inherit the "May 4th Spirit" is to uphold the great Communist ideals. The "May 4th Spirit" led the Communist Party of China to victory in the new democratic revolution, led the Communist Party of China to establish a new China, and started the great journey of socialist construction. It also led the Communist Party of China and the people of all ethnic groups throughout the country to achieve another world-renownedgoal in reform and opening up. The cultivation of college students' socialist core values is the main channel for cultivating socialist builders and successors. Literally, they are basically training ideal, responsible, moral, and talented people for the party and the country. From this point of view, the purpose of inheriting the "May 4th Spirit" and developing college students' socialist core values is the same.Both of them are to realize the great communist ideals.

4.   INHERITANCE OF THE "MAY 4TH SPIRIT" AND EDUCATIONAL GOALS FOR CULTIVATING COLLEGE STUDENTS' SOCIALIST CORE VALUES HAVE THE SAME ORIGIN

Carrying forward the "May 4th Spirit" is to make the fine tradition that our party has formed for a long time to be passed down from generation to generation. The historical tasks and development environment we face have undergone new changes by comparing the period of the founding of the Communist Party of China, but the "May 4th Spirit" will not be outdated and has always been a powerful spiritual force for the continuous development of our nation. Carrying forward the "May 4th Spirit" throughout the society is to make the "May 4th Spirit" pass on to the hearts of the people, and then guide people to consciously cultivate noble moral sentiments. The education of college students' socialist core values is related to the issue of "cultivating people,"which is an inherent requirement for cultivate new youth with high moral

sentiments. From this, it is not difficult to find that the main theme promoted through the "May 4th Spirit" and the positive concept have the same educational basis as the education of college students' socialist core values. In the new stage, we are in the process of building a well-off society in an all-round way. Passing on May 4th Spiritis to uphold the spirit of patriotism, struggle, and dedication.

The "May 4th Spirit" was born at a critical moment when the Chinese people were in struggle and the Chinese nation wandered between survival and extinction. The revolutionary martyrs inspired by the "May 4th Spirit" set off a great campaign for national independence and people's liberation. This revolutionary sentiment for the national rejuvenation, the prosperity of the country, and the happiness of the people reflects the bold attempt contained in the spirit of the May 4th Spirit. Theynever follow the old tradition, but dare to stand up to face the tide of the times, and were uneasy about the status quo. [2]Carrying out ideological and political education for college students and cultivating the creative spirit of college students is an inevitable requirement for training qualified builders and reliable successors. It is necessary to educate college students to face new situations, new opportunities and new challenges, and dare to break through the courage and wisdom of their predecessors and keep up with the times. Meanwhile, they are required to make progress, continuously advance the cause of socialism with Chinese characteristics, and provide a continuous stream of innovation for the early realization of the great Chinese dream. General Secretary Xi Jinping emphasized in the report of the 19th National Congress of the Communist Party of China, "The majority of young people must be firm in their ideals and convictions, be ambitious while down-to-earth, let their dreams fly in the realization of the Chinese Dream, and write their glorious life in the unremitting struggle for the benefit of the people . "[3] Therefore, colleges and universities must make full use of the guidance role of the "May 4th Spirit" in the development of ideological and political education, so as to strengthen the ideals and beliefs of college students. In addition, it is needed to strengthen the sense of historical mission and national responsibility of college students, and help them establish correct moral values , To improve their consciousness of delving into their professional knowledge, they will truly be cultivated as builders and successors for the cause of socialism with Chinese characteristics.

5.   THE SIMULTANEOUS IMPLEMENTATION OF THE INHERITANCE OF THE "THE SPIRIT OF THE MAY 4TH MOVEMENT" AND THE EDUCATION PATH OF COLLEGE STUDENTS' SOCIALIST CORE VALUES

Both of the rich connotation of"The Spirit of the May 4th Movement" and the educational theory of college students' socialist core values are the specific

contents of the mainstream ideology of our society. The inheritance of "The Spirit of the May 4th Movement"involves the category of moral construction. Leading, moralizing and moulding people with"The Spirit of the May 4th Movement" is an important political task of carrying out the ideological and political propaganda in the new era. Also, it is a means to reinforce the ideological and moral construction of the Party members and even all the citizens. The inheritance of "The Spirit of the May 4th Movement"contains many elements that are conducive to the education of college students' socialist core values, and it plays a significant role especially in enriching thecontent of college students' socialist core values education and optimizing the cultural environment of college students' socialist core values education. At present, inheriting "The Spirit of the May 4th Movement", exerting the leading value and educational function of "The Spirit of the May 4th Movement", and promoting the continuous development of socialist core values education for college students need to be transformed into implementation in a certain way. Their transforming waysoverlap in a certain cultural path that they all depend on. [3]

Culture nourishes the soul, contains the morality and leads the fashion.[4]"The Spirit of the May 4th Movement"gives birth to the brilliant red culture,on the basis of which revolutionary culture and advanced socialist culture have emerged. The effective development and utilization of "The Spirit of the May 4th Movement" can provide a good cultural environment for the popularization of "The Spirit of the May 4th Movement" with the guidance of advanced socialist culture.[5]In the current propaganda and education of ideological and political education of college students, in order to pay more attention to moralize and cultivatestudents with culture,to pay more attention to the role of culture ofnourishing, moralizing and edifying students in the education of socialist core values,and to ensure the effectiveness of ideological and political education, we need to rely on an essential campus culture. Colleges and universities should strengthen the construction of red culturerepresented by "The Spirit of the May 4th Movement", bring red culture to the students' classroom, integrate it into the students' activities and lives, and implant it into the students'mind. Integrate the red culture education into the ideological and political education; integrate the red culture education into the students' professional course learning; integrate the red culture into the students' practice class activities.Through the constant change of educational methods and enrichment of educational content, the red culture should beturned into an important element of the education of ideal and faith, patriotism, collectivism and socialism for college students, enabling college students to continuously inherit and develop the

revolutionary spirit and the spirit of the age of the red culture.Also, by means of Internet, the colleges and universities should effectively and reasonably integrate the red culture into daily teaching work in a variety of forms, attract and moralize students with rich connotation and noble quality of the red culture,and give full play to the value of red culture in the era to lead students, inspireinternal motivation, improveinternal quality and shape good characters. [4]

A great era creates a great cause, and in order to create a great cause, we need to carry forward the great spirit. From the moment of its birth, the great "Spirit of the May 4th Movement" has shown great vitality, which has been nourishing the Communist Party of China from naive to mature, from weak to strong; guiding the Chinese revolution, social construction and reform and opening up; guiding China from standing up to growing rich, and then becoming strong; nurturing a series of great spirits withdistinct Chinese characteristics, such as the Long March Spirit, Yan'an Spirit, Xibaipo Spirit, Spirit of Earthquake Relief, Spirit of Manned Spaceflightand so on. The revolutionary elements, red elements, moral elements and value elements contained in "The Spirit of the May 4th Movement" are also important contents of our socialist core values education for college students.In order to bring the value of the times of "The Spirit of the May 4th Movement" into full play in the new era, we need to employ the ideological and political education as an important approach. The inheritance of "The Spirit of the May 4th Movement" and the education of College Students' socialist core values share a natural identity. To fully carry out the inheritance of "The Spirit of the May 4th Movement" and the education of College Students' socialist core values can realize the positive interaction between the inheritance of "The Spirit of the May 4th Movement" and the education of College Students' Socialist core values, and better exert the value of the times of"The Spirit of the May 4th Movement" and play the role of ideological and politicaleducation in moral education. [5]

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From the perspective of positive psychology:study on the paths of mental education for college students from poor families

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Abstract: Positive psychology is an emerging direction in the field of world psychology. It emphasizes the positive psychological quality, excavates the potential inner strength, and makes people happy.This paper, from the perspective of positive psychology, analyzes the psychological problems of students from poor families, and looks for the path of mental education for students from poor families.
Key words: positive psychology; mental education of students from poor families.

1.INTRODUCTION

positive psychology was born in the United States and was first put forward by Seligman. Humanistic thought has a far-reaching influence on the generation and development of positive psychology.Positive psychology suggests that psychological experts should focus on the study of human strengths, not human weaknesses, and should tap into the inherent potential of human beings.The function of psychology is to prevent psychological crisis,not to cure psychological hurt[1]. Positive psychology includes positive emotional experience,positive personality traits,positive creativity and so on.As for positive emotions, Fredrick once put forward broadenandbuild theory, which pointed out that many elements of positive emotions, such as happiness, comfort, self-confidence, pleasure, can enhancepeople's instantaneous behavioral ability, their physical strength and intelligence[2].These fragmented positive emotions are closely related, and can promote human development.[3].Among these positive emotions, subjective well-being is the most representative one.Subjective well-being refers to the state in which one is satisfied or happy with the current life.Research shows that distressed people are more sensitive to information about their surroundings than happy people[4]. If you have positive personal characteristics,you can do anything with positive power, cope with life's dilemmas independently,and feel the real meaning of your life.Positiverelationswithothers can help you maintain a good relationship, at the same time achieve good social support[5]. Among these positive personality

traits, the most influential one is optimism, which is a person's positive attitude towards all things, including kind cognition,peaceful emotion and good behavior.Optimism makes people deal with all the problems in a rational way when they face with great pressure. They try their best to avoid mistake. If you want to have positive creativity,first you should be initiative and flexible.Divergent thinking is the heart of positive creativity. New things have great vitality over old things, thus creativity plays a key role in the world.

2.THEPSYCHOLOGICAL PROBLEMS OF COLLEGE STUDENTS FROM POOR FAMILIES

At present, the number of students from poor families in colleges and universities is still very large, and their educational problems are highly concerned by the society.Colleges and universities have implemented financial policies to aid students from poor families. By giving them great help in the economic aspect, ease the pressure of students in poor.Although we already has given so much help for them, every year there occurs a great many problems about students in poor, such as commit suicide and fight. The assistance to students in financial difficulties is not only limited to material assistance, but also psychological assistance.Thepsychological problems of students in poor will not only have a negative effect on their physical and mental growth, but also have a terrible impact on their academic level, interpersonal communication,and career choice. More seriously, this will cause such malignant events as dropping out of school and committing suicide.The psychological problems of students from poor families mainly include the following: low self-esteem, anxiety, depression and isolation.Low self-esteem refers to the lack of sufficient self-confidence.Students with economic difficulties have low academic goals and are vulnerable to setbacks. They are indifferent to many things, prefer silence and have little communication with their peers.The anxiety level of students in poor is high, mainly due to the uncertainty of the future in life.One of the characteristics of students with depression is that they are not interested in anything.They suppress their inner emotions and look at things in a negative way.Isolatedstudents from poor families lack enough

social support. Although isolation is conducive to independence, it hinders the process of socialization. It is necessary to give students the mental education from the positive psychology perspective.First of all, positive psychology advocates us to focus on students' advantages, to develop their strengths and to avoid their weakness.Second, positive psychology focuses on prevention. It is about maximizing prevention before a crisis psychological event occurs, rather than dealing with the problem afterwards.

The paths of mental education for college students in poor

According to the main idea of positive psychology, the mental health education in colleges and universities for students from poor families mainly has the following paths:

(1).Improve the content of mental health education courses. The course of mental education should introduce the theoretical content of positive psychology, giving students a comprehensive introductionabout the generation, development, content, value and practice of positive psychology. In the course of mental education, we are supposed to introduce more psychological cases. Through the teaching of positive cases and negative cases, it could make students truly understand the connotation of the knowledge.

(2).Group counselingis one of the ways of mental health education.[6]Group counseling for students from poor families can focus on the theme of improving self-efficacy.Self-efficacy refers to the inference of whether an individual is capable of accomplishing a certain task.The root that causes the psychological problems of students from poor families is the wrong self-cognition.Low self-efficacy leads to low self-esteem, anxiety, depression, and isolation. [7]A group seems like a microcosm of a society.In groupcounseling, students can gain peer support.According to the feedback from the group, students can find their own strengths, adjust their behavior, and become more confident as well as positive.We should set up long-term psychological counseling for students form poor areas.After each psychological consultation, feedback will be given according to the students'consultation.Cognitive behavioral therapy can help students develop positive cognition and adjust their behavior[8].In addition to cognitive therapy, relaxation therapy can also be used to promote people to reduce their anxiety.

(3).Establish a crisis prevention system.Because positive psychology focuses on prevention, we are supposed to make psychological early warning for students in poor.For students from poor families, a two-direction mental crisis prevention system should be established in university. One direction is from counseling center to students, the other is from students to counseling center. Counselors, teachers, psychological committee members and dormitory

leaders are all involved in psychological prevention.We timely report the information of psychological abnormal students tocounseling center in university. At the same time, counseling center teachers do the survey for students.

To sum up, from the perspective of positive psychology, the mental education of students from poor families is very necessary.It is beneficial to combine material aid with psychological aid, to promote the healthy growth of university students, to avoid the crisis events, and to improve the management level of universities.Mental health education courses, group counseling, individual counseling and crisis prevention constitute the mental health education system for students from poor families. Counselors, teachers, psychological committee members and dormitory leaders are important participants and managers[9].

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Analysis of the Latent Work Injury

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Abstract: This article analyzes the characteristics of latent work-related injuries through the interpretation of case studies and legal provisions, and discusses the treatment of latent work-related injuries in practice and the prominent legal application issues related to work-related injuries in combination with cases: the time from when the work injury is determined Cause-effect relationship of latent work-related injuries produced by multiple units and the conflict between sudden deaths caused by latent work-related injuries and deaths due to work.
Keywords: Latent; Occupational disease; Work injury identification

1. INTRODUCTION

While modern industrial society brings people well-being, the accompanying by-products of industrialization are also affecting people's work and life. Technological innovations have brought the release of danger and potential threats to an unprecedented level. With the chemical industry The large amount of raw materials used, and a large number of workers have been in the pathogenic environment for a long time. The work injury caused by these pathogenic factors has a certain latent nature, and the difference from the direct infringement makes the existing laws have some application problems for latent work injury infringement.

2. CHARACTERISTICS OF LATENT WORK INJURIES

2.1. The damage appears to have a long latency period

Different from other types of direct infringement, it will show its damage consequences immediately or in a short time. In a latent tort case, the full impact caused by the pathogenic factors will not appear in a short time, or the damage results will be short-term. It is difficult to be noticed by people. Workers engaged in asbestos work are often found to have chronic disease asbestos lung or malignant many years after exposure to the asbestos environment or many years after leaving the asbestos environment. Diseases such as pleural mesothelioma. In these cases, the incubation period is usually 10 to 30 years. Some toxicants may even show offensive results in the offspring of contacts. The uncertainty caused by the long incubation period is the number one reason for the complexity of latent work injuries. [1]

2.2. Difficulty in determining causality

In the identification of occupational injuries, the post-injury diagnosis certificate or occupational disease diagnosis certificate issued by the medical structure is used as the basis for identification. In China, occupational diseases are enumerated and identified based on standards. Because of exposure from pathogenic factors to the onset of disease There is an incubation period, and it is difficult for most plaintiffs to establish the necessary causal relationship between the pathogenic substance and the damage. As time passes, the possibility of multiple intervention factors is increasing. The complexity of causality is attributed to The diseases alleged by the plaintiff in the case of latent torts occur not only among the workers in question, but also in the general population. For example, malnutrition syndrome in infants and young children eating contaminated milk powder, due to other Reasons, such as heredity and consumption of other toxic products, may also occur in these infants and young children due to the consumption of the contaminated milk powder. In a latent industrial injury lawsuit, related complex factors have prevented science from accurately identifying many diseases and product poisons. How to determine the standard of proof, that is, to what extent causality is a serious problem facing the court.

2.3. Strict procedural

The identification of work-related injuries is strictly procedural.Work injuryAfter that, the unit shall be diagnosed or identified asOccupational diseaseWithin 30 days from the date, apply to the social insurance administrative department for an application for the identification of an industrial injury. If the unit fails to submit an application for an industrial injury identification, the employee must submit an application for an industrial injury identification within one year. After the labor department has been identified for a technical injury, if the unit files a labor relationship dispute Workers cannot submit relevant certificates. In practice, the labor department usually requires workers to confirm the labor relationship between the two parties through arbitration procedures before resuming the work injury identification process. After the labor department determines that it is a work injury, if the worker thinks that the damage may constitute a disability, It is also necessary to apply for a labor capacity appraisal to the municipal labor capacity appraisal committee. If the unit or laborer does not agree with the labor capacity appraisal conclusion, they can apply to the provincial labor capacity appraisal committee again within 15 days to obtain the final conclusion. After the conclusion of the work injury identification or work ability appraisal, you can apply for labor arbitration within 60 days and require the employer to perform the work injury

insurance treatment for the workers according to law. Only if the parties are dissatisfied with the arbitration result can they bring a lawsuit in the court.

3. RELATED ISSUES IN DEALING WITH LATENT WORK-RELATED INJURIES IN PRACTICE

3.1. The time for calculating the injury

Article 17 (2) of China's "Injury Insurance Regulations" has distinguished the time for the identification of work-related injuries. For the time when the accident-type work injury is determined to be the day when the accident occurred, according to Yang Qingfeng v. Wuxi Labor and Social Security Bureau, the work injury identification administration DisputesYang, an accident in which iron filings flew into his eyes in 2004, did not identify the work injury because no damage occurred at the time of the accident, and he did not apply for work injury identification until the sudden blindness in 2006. Wuxi Labor Bureau believes that the accident occurred The date of the accident was in 2004. Workers applied for the identification of work-related injuries in 2006 and should not be recognized beyond the statutory period. The court used the interpretation of the meaning and the system to distinguish the date of the accident as an accident directly resulting from the damage. The date of occurrence and the date of the injury that caused the consequences of damage through the incubation period. The starting time for the identification of occupational disease type work injury is the day when it is diagnosed and identified as an occupational disease. The formation of occupational diseases usually requires long-term work and the consequences of damage caused by pathogenic factors The long incubation period needed to show up. The time from the date of diagnosis and evaluation avoids the difficulty in identifying occupational diseases and adversely affects the duration of claims for work injury insurance benefits.

3.2 Determination of causality of latent work-related injuries caused by multiple units

Lixian Xinyuan Silicon Sand Co., Ltd. and Wang Xiurong and Fan Meichun labor dispute case In the case, the employee worked in the employer for 6 years and then worked in a factory exposed to dust for 3 years.The court judged that the employer had committed all disability subsidies, Pensions, medical expenses, etc. Units that work after the court has not added workers have received full compensation for workers and their families. However, for the employer, there is a cumulative causal relationship between the occurrence of workers' occupational diseases It is unfair to assume full responsibility. In the case of latent tort, due to its latent nature, the consequences of personal damage in the pre-latent period are not directly apparent, at this time the damage of the tort appears to increase the risk of illness. Scholars believe that in a large number of

cases of harmful substance infringement, victims often suffer sustained low-level injuries. If this increase in the risk of illness is not included in the scope of the damage results, the rights of the victims will not be guaranteed in a timely and effective manner. The author believes that based on the particularity of latent infringement, its illness is potential and non-inevitable, and the increased risk of illness is not likely to directly cause the disease.Success, it should be distinguished as the risk of damage occurring and the risk of damage not increasing. If no substantial harm has occurred, the increase in the risk of illness should not be included in the consequence of damage, but should only be considered as a "risk" . [2] If the substantial damage results have already appeared, the increase in the risk of disease can be used as a basis for determining the cause and effect and the amount of compensation.

3.3 Conflict between sudden death from latent work injury and death due to work

In the aforementioned case, the worker died suddenly due to an occupational disease after being diagnosed in a medical institution, and the family members did the work injury identification and work ability appraisal after the worker died. The court found that the worker died before the disability appraisal. Enjoying the disability subsidy also does not enjoy the treatment of death due to work. [3] The time requirements for death due to work in the "Injury Insurance Regulations", the enumerated provisions limit the extension of death due to work to a small extent. Non-direct deaths due to poisoning, deaths during non-stop pay periods, non-recurring deaths due to recurrence of old illnesses, and deaths during non-identified periods of disability benefits are not considered deaths due to work. Most latent work-related injury pathologies appear to be severe, sudden, sudden It is not uncommon for a sexual death to be too late for work injury or occupational disease identification. According to the work injury compensation rules, sudden deaths due to incubation periods are not considered to be deaths due to work, and the family members of the deceased will receive greatly reduced compensation. [4]

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On the Cultivation of Students' Creative Ability Art Education in Colleges

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Abstract: In the process of quality-oriented education for college students, art education is an important part, and also an important way to cultivate students' practical ability and innovative spirit. Therefore, in the art education and teaching, we should innovate the education concept, make clear the main position of students in the teaching, transform teachers from leaders to guides, innovate teaching methods, strengthen students' art practical ability, and cultivate students' innovative ability in the art education and teaching.

Keywords: Art education; Innovative ability; College students

1.INTRODUCTION

With the continuous development of the new curriculum standard, new requirements are put forward for the art education and teaching in colleges and universities, and more attention is paid to the innovative ability and practical ability of students. Therefore, colleges and universities should pay attention to the cultivation of students' innovative ability in art education, realize the importance of innovative ability to students' future development, continuously innovate teaching methods in teaching, and formulate relevant teaching models for the cultivation of students' innovative ability.

2. THE NECESSITY OF STUDENTS' INNOVATIVE ABILITY IN ART EDUCATION IN COLLEGES AND UNIVERSITIES

Innovation is the opportunity of a nation's progress and the driving force of social development, and plays an important role in the field of national research. Student is the main body of education, and the core of educational innovation should be the cultivation of innovative talents. From the perspective of art education, the purpose for the cultivation of innovative talents is to cultivate students' unique views, rich aesthetic taste and innovative ability, so that students can become high-quality talents. Art education is not only an important way for middle school students to move towards innovative talents, but also the only way for national innovative education. In quality-oriented education system in China, art education, as an important link, is also limited by the Chinese education system. When conducting art teaching, it fails to pay attention to the main position of students, and pays little attention to the cultivation of students' creative thinking and enthusiasm for learning, which seriously affects students' enthusiasm and initiative for learning, and hinders the cultivation of students' innovative ability [1]. So teachers should improve the cultivation of students' innovative ability when carrying out art teaching, constantly innovate teaching ideas and teaching models, improve their own professional quality, strengthen communication with students, cultivate students' independent thinking, inquiry spirit and questioning spirit, and create a teaching atmosphere suitable for students' learning and development. In addition, teachers need to improve the training of students' artistic practice ability and cultivate students' innovative ability.

3. How to cultivate students' creative ability in art education

3.1 To clarify the concept that students are the subjects of teaching

In the process of art education in colleges, teachers should clarify the subject status of students in teaching activities to effectively mobilize the enthusiasm, creativity and initiative of students, and enable students to learn to innovate and learn aesthetics in the learning process. Therefore, teachers should pay attention to the guiding role of teaching in the teaching process, and actively guide students to discover the charm of art, including art aesthetics, art expression methods, and art methods. In addition, in the teaching process, teachers must continuously create teaching methods, create a classroom teaching atmosphere that can stimulate students' interest in learning, and communicate more with students to arouse students' strong desire for autonomous learning. Furthermore, teachers can interact with students in a multi-modal, diverse, and multi-scenario teaching style. If students encounter difficult problems that cannot be solved during the learning process, teachers should encourage students to collect information by themselves and analyze and organize the information to solve the problem smoothly [2]. Students can give full play to their self-learning ability in learning, learn knowledge autonomously in the process of learning, face difficulties and solve difficulties. Only in this way can students effectively improve their ability to analyze and solve problems. In this process, students can fully feel the process of knowledge generation, which further stimulates students' consciousness, establishes self-confidence in learning for students, and effectively improves students' innovative ability.

3.2 To innovate teaching methods

Fine art is a discipline of art. Its biggest feature is rich imagination and creative consciousness. The most important thing is that it has less impact on the constraints of traditional logic and laws. In the process of art education, art teachers play the role of direct implementers. They are important guides to guide students to in-depth study of art learning. At the same time, the creative ability and comprehensive quality of art teachers play a key role in cultivating students' creative ability. Therefore, art teachers should improve their educational concepts, innovate teaching methods, and draw on foreign excellent teaching ideas and teaching experiences, so as to constantly update teaching ideas and methods. [3] At the same time, art teachers adopt an open teaching mode and attach importance to the individual development of students, so as to cultivate students' strong sense of autonomy and innovative thinking. In addition, teachers should innovate in accordance with the depth of art teaching, and strive for excellence in professional skills, to deepen their knowledge accumulation and aesthetic ability. It also integrates their own innovative consciousness and ability into the teaching process, guides students to continuously develop problems, analyze problems, and solve problems in a leading way. At the same time, it can adjust and improve teaching methods in accordance with the actual situation of students in a timely manner to teach students according to their aptitude. In the art education, students' innovative ability and aesthetic ability are emphasized, so it is important to innovate the teaching method of art teaching. Diversified teaching methods can further motivate students' learning enthusiasm and initiative, and stimulates students' creativity and imagination. For example, the "contrast teaching method" can stimulate students' learning interest and enrich students' creative thinking. The process of learning is actually a process of innovation, and in the process of art study, students' creative thinking ability can naturally be improved to a certain degree.

3.3 To create a good atmosphere for innovation and improve students' practical ability

To create a good atmosphere of innovation, we need to establish the idea of equality between teachers and students, respect the development of students' personality, including aesthetic orientation, aesthetic interest, and aesthetic point of view. Teachers should have a certain tolerance for different characteristics of students, and treat each student equally [3]. At the same time, the relaxed and free teaching atmosphere with respect for personality makes the diversified

thinking coexist. Meanwhile, teachers should tolerate the setbacks and deficiencies encountered by students in the process of exploring innovative thinking, deeply tap the advantages of each student, cultivate their self-confidence, so that the students can deeply feel the interest of learning, and finally achieve the goal of cultivating their innovative ability. In addition, in the process of art teaching, teachers should pay attention to the cultivation of students' innovative ability and teach students how to learn and master art skills and skills. At the same time, we should encourage students to innovate actively without having to be constrained by the existing styles and modes of painting performance, and actively guide students to think, explore and practice more. The art curriculum requires students to have strong practical ability, and art needs to be expressed through the art language, which is the ability that students need to master in art learning. Therefore, art teachers can organize rich art practice activities and encourage students to actively participate in the practice. Only in this way can they further improve their innovative ability. For example, the school can open up some experimental and project-based courses and establish training base with institutions out of the school to create a good practical environment to cultivate students' creative thinking and comprehensive quality.

4. CONCLUSION

Generally speaking, innovation is the life of art education, and with the continuous development of society, the demand for art talents is also becoming diversified, which requires that in art education, teachers should pay attention to cultivating students' unique views, rich consciousness and innovative spirit. Therefore, colleges and universities should pay attention to the cultivation of students' innovative consciousness, improve their creative thinking, and train them to become comprehensive talents in all aspects of development.

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An Innovative Study on the Practical Teaching Reform of Football Specialized Elective Course for Physical Education Majors in Colleges and Universities

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Abstract: Football is an important course for physical education majors in colleges and universities. In order to better promote the development of students' personality and specialties, colleges and universities have basically set up football specialized elective courses to cultivate their own hobbies and improve their professionalism. However, there are some problems in the actual development of football course for physical education majors in colleges and universities, which affects the quality of teaching. Therefore, this paper explores ways to innovate the practical teaching of football specialized elective courses for physical education majors in colleges.

Keywords: Physical education major; Football specialized elective course; Practical teaching; Innovation

The main purpose of physical education in colleges and universities is to enhance students' physical fitness, improve their athletic ability, enable them to tap their own potential in physical education courses, and improve their practical ability. Therefore, colleges and universities should attach great importance to the development of physical education, so that students can participate in physical education courses actively, scientifically and systematically, and establish the idea of lifelong sports. However, judging from the current development of physical education in colleges and universities, the actual teaching effect is not obvious. Therefore, this paper mainly analyzes the innovation of practical teaching reform of football specialized elective courses for physical education majors in colleges and universities in China.

1. PROBLEMS IN TEACHING OF FOOTBALL SPECIALIZED ELECTIVE COURSES FOR PHYSICAL EDUCATION MAJORS IN COLLEGES

1.1 Unclear goals of teaching curriculum and lack of pertinence

What kind of people to train and how to train are goals of a course. Only when goals are clear can we better carry out various teaching tasks. The course goals are important to the direction of talent training and the quality of talents. The relevant documents in our country have clearly stipulated that students have the ability to guide ball sports or engage in ball work after learning ball learning, that is, they can learn, speak, do and teach. But many colleges and universities do not have clear course goals of football majors in the process of physical education. There is no detailed analysis of what kind of people should be cultivated and whether to cultivate students' interests or to cultivate football talents. The teaching is lack of pertinence.

1.2 Lack of diversity in teaching styles

Judging from football teaching for most physical education majors nowadays, it is basically a combination of classroom theory and sports practice. Although such a teaching mode combines theory and practice to a certain extent, but it ignores individual differences between students. As far as elective courses are concerned, some students are interested in football, but their own knowledge and skills in football are not good, so that there are different in their grasp of football and physical fitness. The use of the same teaching method and content to treat each student can not fully tap the potential of students, failing to teach students according to their aptitude. It affects both the learning effect of students and the overall teaching quality [1].

2. INNOVATIVE COUNTERMEASURES FOR PRACTICAL TEACHING REFORM OF FOOTBALL SPECIALIZED ELECTIVE COURSE FOR PHYSICAL EDUCATION MAJORS IN COLLEGES

2.1 To change teaching concept

With the development and progress of the society, teaching concept is constantly updated, teaching system is constantly improved, and the former teaching methods can not fully meet the needs of modern education. Therefore, teachers should combine the needs of development of the times and of students' learning when teaching, change their own teaching concepts, and comply with the teaching principles of student-oriented and individualized teaching. In football elective courses, first of all, teachers should update teaching materials to meet the needs of students' development. In addition, teachers should design teaching content and teaching methods according to characteristics of students to stimulate students' interest in learning. And they should

innovate teaching methods to enhance the fun of football teaching. Finally, they should pay attention to tap the potential of students to promote the development of students [2].

2.2 To improve the professionalism of teachers

The level of physical education teachers in colleges and universities determines the quality of students' teaching to a great extent. Therefore, we must pay attention to improving professionalism of teachers. So teachers need to constantly strengthen their professional knowledge and teaching ability to make a scientific, reasonable and effective teaching plan for students' learning quality according to the actual situation of students [3].

2.3 To innovate teaching methods

In physical education in colleges and universities, football is a specialized elective course with few class hours. Some students choose football as an elective course because of their hobbies, and some students choose football in an attitude that they want to try. The adoption of a single teaching method can not only help students who are new to football to stimulate their interest in learning, but also make students who have already liked football lose their interest in learning. Thus, teachers must innovate teaching methods. Students of physical education major in colleges and universities are generally about 20 years old, and they all have their own unique thinking mode. In the process of practical teaching, teachers should use heuristic teaching mode to give full play to students' subjective initiative and stimulate their exploration spirit. At the same time, teachers should respect every student, be able to teach students according to the actual situation of students, so that every student can make progress in the course practice [4].

In addition, nowadays is an era of WeMedia. Both cultural subjects and football teaching can be carried out assisted by multimedia. Teachers can take advantage of free time and space constraints of network to tap high-quality teaching resources, and pass football knowledge to students with the use of a novel and interesting ways to improve their learning efficiency. The most important point of improving football skills is to practice constantly. Only through practice can they know their own shortcomings. After explaining theoretical knowledge, teachers should guide students to practice to find out shortcomings of their movement skills and correct them in time.

2.4 To establish a complete assessment method

Assessment is an important way to check the learning situation of students, and the establishment of assessment system can also spur students to learn. Because each student hopes that his records will record good results. In football specialized elective courses, we must attach importance to the all-round development of students. Theory is the basis of practice and practice is an important means of

mastering skills. Therefore, in the assessment system, we must attach importance to both investigation of students' theoretical knowledge and their practical ability to promote their all-round development. In order to improve student's football professional ability, students can be comprehensively inspected in various aspects, for instance the use of football tactics, teaching program design, referee enforcement, and teaching exercises, to cultivate outstanding football talents by combining with the requirements of campus football engineer assessment . It can also effectively solve the problem of shortage of football teachers in colleges and universities to a certain extent [5].

3. CONCLUSION

The purpose of practical teaching reform of football specialized elective courses for physical education majors in colleges and universities is to improve practical teaching ability of the school and meet the needs of social development. It requires teachers to continuously improve their professional capabilities, innovate teaching models, and stimulate students' enthusiasm for learning. In addition, the implementation of football specialized elective course is not only to improve professional skills of students, but also to promote their comprehensive development, and tap their potential to develop better.

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The core traits of famous teachers in Chinese universities

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Abstract: Famous teachers are outstanding representatives of teachers, leaders of students, communicators of truth, and academic leaders. This paper discusses the core characteristics of famous teachers in Chinese universities from nine dimensions, including teachers' ethics, education background, professional knowledge, academic feelings, scientific research, teaching concept, teaching style, teaching ability and personality charm, That is, noble teacher ethics, accumulated professional expertise, loyalty to academic professionalism, accumulated professional ability, and outstanding personality charm, which are also the core factors for them to become famous teachers in Chinese universities.

Key words: famous teachers; Chinese universities;core traits;core factors

1. INTRODUCTION

The importance of famous teachers to universities is self-evident. There are a lot of researches on famous teachers (excellent teachers or outstanding teachers) in universities abroad, which mainly focus on teaching philosophy, teaching skills, excellent characteristics and how to become excellent teachers. Through interviews and questionnaires with Australian university teachers, Sharon Lierse summarized five common characteristics of outstanding teachers: professional knowledge, holistic learning methods, attracting students, open minds and ambitious altruists. [1]Aparajita Sengupta takes the Indian National Teaching Award winner as the research object and uses qualitative research methods to analyze the outstanding teaching ideas and innovative practices of teaching masters.[2] Gibbs,G[3] and Ken Bain [4]research the ways to improve teaching excellence and how to become a great university teacher. Ellen M. Lawer, X. Mara Chen and Elichia A. Venso explore the teaching skills of outstanding teachers from the perspective of students.[5] Gad Yair studied the teaching methods of outstanding professors from the perspective of teaching academics. [6] Under the double background that China is making great efforts to build a powerful country in higher education and the double first-class universities, the research on famous teachers in universities has strong theoretical and practical significance,therefore, this article summarizes the core traits of famous teachers in Chinese universities from nine dimensions: morality, professionalism, educational background,

professional knowledge, academic feelings, scientific research, teaching concepts, teaching style, teaching ability, and personality charm. Analyze the core factors that make them famous university teachers.

2. THe CORE TRAITS OF FAMOUS TEACHERS IN CHINESE UNIVERSITYIES

2.1Noble ethics of teachers

Teacher morality is the soul and life of teachers.The famous teachers of university conforms to the standard of "four good teachers", that is, they have ideal faith, moral sentiment, solid knowledge, and benevolence. They insist on the unity of the four aspects, that is, the unity of teaching and educating, the unity of words and deeds, the unity of asking questions and paying attention to society, and the unity of academic freedom and academic norms. [3]They are good "four guides", that is, guides for students to refine their character, guides for students to learn knowledge, guides for students' creative thinking, and guides for students to dedicate to their motherland. They adhere to the "one core purport", that is, the primary task is to cultivate people with morality and to teach and educate people. In a nutshell, they have a true character, a good heart, and a beautiful heart. Their primary task is to build people and teach people. [4]

2.2Advantage accumulated professional knowledge

American sociologist Zuckerman believes that there is an advantage accumulation mechanism in the process of socialization of scholars, and the development trajectory of advantage accumulation is "interactive recursion and spiral upward". [7]Educational background and professional knowledge make famous teachers increase "advantage accumulation". First of all, from the perspective of the highest degree, 81% of famous university teachers have a doctor's degree, 8% have a master's degree and 11% have a bachelor's degree. From the perspective of the highest degree graduates, 94% have graduated from universities in mainland China, and most of them are prestigious universities, and 8% have obtained doctorate degrees from prestigious universities in Hong Kong and abroad. Secondly, famous teachers have professional knowledge structure, including disciplinary knowledge, interdisciplinary knowledge, practical knowledge and conditional knowledge.

2.3Loyalty to the faith of academic ambition

The famous teachers of the university take academic as their career, have lofty academic feelings and

outstanding scientific research results. Lofty academic feelings are manifested as: full academic passion, willingness to learn, reverence for learning, advocating academic freedom, taking learning as their ambition and sticking to the way of learning. The characteristics of scientific research are: first, fidelity. Adhere to pure scientific research, not impetuous, devote to learning, do not forget the original intention of scientific research. Second, tenacity. With indomitable perseverance and indomitable spirit, even in the face of difficulties or external inducements,they still do not forget the original intention, forging ahead. [5]

2.4 Accumulated professional ability

University teaching masters have rich accumulation, and their practical teaching philosophy, unique teaching style and excellent teaching ability are the core competitiveness of becoming a teaching master.

First of all, university teachers have excellent teaching ideas. The core teaching philosophy of famous teachers in university is to be student-centered, highlighting the interactive subjectivity, and paying attention to the cultivation of students' "knowledge, emotion, intention and action". Secondly, the famous teachers in the university have unique teaching styles, which are specifically manifested in being longer than expression, willing to listen, sensitive to observation, proficient in practice, accustomed to reflection, and highlighting the conversion and fusion of two forms of knowledge, implicit and explicit. Thirdly, famous teachers have strong teaching ability, including the ability to skillfully use a variety of effective teaching methods, educational tactful ability, teaching scientific research ability, teaching organization and management ability and so on. They usually create a collaborative, enjoyable and competitive teaching atmosphere, teaching in a democratic and equal, harmonious and mutually supportive way. [6]

2.5 Excellent personality charm

"The influence of a teacher's personality on students is an educational force that cannot be replaced by any textbook, any moral motto, and any punishment and reward system," said Russian famous educator Ushchenski. Personality charm is the core of famous university teaching teachers, which are specifically manifested as: broadness, feelings, resilience, introspection, and independence.

First, breadth. The famous teachers of university teaching are scholars with profound knowledge and rich knowledge. The so-called "knowledge is water, charm is boat", The charm of personality needs the bearing of knowledge to highlight the charming elegant demeanour of famous teachers. Second, feelings. The specific manifestations are the feelings of teaching and educating people, and the feelings of family and nation. Third, toughness. [7]The outstanding university teachers have good resilience, strong professional identity and self-efficacy, healthy mentality and continuous learning ability. Fourth, introspection. Self-examination is the wisdom of reason. Often self-examination can gradually improve cultivation to achieve noble morality. Famous teachers of university are the model of introspection, often examining their own knowledge, behavior norms, ideological issues. Fifth, be cautious. The so-called independence is to be cautious when others cannot see.

3. CONCLUSION

To sum up, this paper discusses the core characteristics of famous teachers in colleges and universities from nine dimensions, such as teachers' ethics, education background, professional knowledge, academic feelings, scientific research, teaching concept, teaching style, teaching ability and personality charm. That is, noble teacher ethics, accumulated professional expertise, loyalty to academic professionalism, rich professional ability, and outstanding personality charm, which are also the core factors for them to become famous teachers in colleges and universities. With the construction of China's socialist modernization and the implementation of the double-first-class university strategy, the development of China's universities needs more and more famous teachers, and the improvement of the quality of China's higher education also needs more famous teachers. [8]

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A Brief Discussion of OPPOSE BOOK WORSHIP

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Abstract:OPPOSE BOOK WORSHIPis an important article written by Mao Zedong in the early 1930s in order to oppose dogmatism in the Red Army. The article "Anti-Books Doctrine" is important, object, method and purpose for investigation All aspects have been systematically elaborated, laying the theoretical foundation for Mao Zedong's investigation and research. It has important ideological value in the history of the formation and development of Mao Zedong Thought, and still has important guiding significance today.
Keywords :opposition to scientism; investigation and research; Mao Zedong Thought

1. INTRODUCTION

"Anti-Books Doctrine" is an article with a deep thinking and anti-dogmatism written by Mao Zedong during his investigation in the Central Soviet Region. The article consists of seven parts, each of which has a subheading, each subheading All reflect Mao Zedong's views and opinions, with clear flags, scientific and reasonable discourse, and prominent emphasis[1].
First, the main content of the article

2.THE IMPORTANCE OF RESEARCH

Mao Zedong first explained in detail the importance of investigative research from a theoretical perspective. The article opened the door and stated that "without investigation, there is no right to speak." This thorough materialist epistemology emphasizes that human knowledge comes from practice and from Direct investigation of objective things.

Mao Zedong thought that investigation is like "conceiving in October", and solving problems is like "delivering once." The metaphor of the image illustrates the dialectical relationship between investigation and problem solving. Investigation and problem solving are inseparable. Investigation and research are the fundamental way to solve the problem, and problem solving is the inevitable result of investigation and research. "Can't you solve that problem? Then, you should investigate the current situation of the problem and its history!" Because all conclusions come from the end of the investigation, not the beginning of it. If you do not investigate an issue, stop your voice on it. This is the basic common sense that a Communist Party member should have. Solve the problem. To find a solution to the problem, the correct way is to "stroke your feet, go to all parts of your work area, and learn from Confucius'" Ask Everything ", whatever A little talent can solve the problem. "

Mao Zedong critically criticized the "book-based doctrine" prevailing in the party at that time, and believed that "book-based doctrine" was a kind of mechanically and blindly implementing higher-level resolutions, regardless of whether such resolutions could work in practice. Mao Zedong believed that this method of thinking and work style, "On the surface, completely and without objection to execute the instructions of the superior, this is not really the execution of the instructions of the superior, this is the best way to oppose the instructions of the superior or to go to the superior's instructions."

3. A PRELIMINARY MANIFESTATION OF THE LIVING SOUL OF MAO ZEDONG THOUGHT

3.1Seeking truth from facts

The article puts forward the idea that Marxism must be combined with the actual situation of the Chinese revolution. "The text of Marxism is to be learned, but it must be combined with the actual situation of our country. We need the" book ", but we must correct the deviation from the actual situation. book worship." Scientifically demonstrated the relationship between Marxism and the actual situation of the Chinese revolution, criticized the dogmatic tendencies in the party, and proposed a practical and realistic ideological line from the perspective of the dialectical materialist worldview methodology. The Chinese revolution did not have the general principles of Marxism-Leninism Guidance cannot be triumphant. However, with the general principles of Marxism-Leninism without combining with the specific practice of the Chinese revolution, the Chinese revolution cannot be successful. The application of theory without connection to reality can only be targeted.

The article clarified the correct attitude towards Marxism during the Chinese revolution. "We say that Marxism is right, not because of what a Marxist man is, but because of his theory, in our practice. In our struggle, it proved to be correct. Our struggle needs Marxism. We welcome this theory, and there is no such thing as a form of 'sage' or even mysterious thoughts. "On the one hand, Mao Zedong pointed out the guiding role of

scientific theory for the revolution, emphasizing the unity of both theory and practice; on the other hand, from the perspective of epistemology, he demanded that the universal truth of Marxism be used to guide the specific practice of the Chinese revolution. Starting from China's national conditions and grasping the laws of the Chinese revolution to lead the Chinese revolution, this laid the foundation for the CPC's ideological line.

3.2 Mass line thinking

In discussing how to carry out investigation and research, Mao Zedong emphasized that investigation and research should be carried out in the practice of the struggle of the masses, and emphasized that the correct tactics of struggle come from the practice of struggle of the masses and from practical experience. "Go to the struggle! To Do the actual investigation among the masses! ... The correct and unshakable tactics of the Communist Party's struggle can never be produced by a few people sitting in the house. It can only be produced in the mass struggle, which means that in actual experience Can only be generated. Therefore, we need to understand the social situation and conduct real-time investigations from time to time.

The investigation and research described in the article "against books" is not for investigation, but to understand the actual situation of society. Through in-depth mass investigation and research, understand the requirements of the people and seek truth from the people in order to formulate the correct policy, which is in the interest of the people, is the prototype of the method "from the masses to the masses."

How to adhere to the mass line? Mao Zedong pointed out that "Some comrades in the Red Army are apparently content with the status quo, do not seek any solutions, and are optimistic. They advocate the so-called" proletariat is this way ". Investigate among the people. "This is a serious mistake. If the Chinese Communist Party is to truly represent the interests of the people, it must consider itself as the public servant of the people rather than its master, and it must maintain a humble attitude rather than an exaggerated character.

3.3 Independent thinking

Mao Zedong emphasized that the victory of China's revolutionary struggle depends on Chinese comrades' understanding of China's situation, and on the basis of the actual situation of the Chinese revolutionary comrades in the practice of China's revolutionary struggle to formulate correct policies and strategies and struggle strategies. Independent thinking.

Independence is to carry out revolution and construction based on China's specific reality. China is a semi-colonial and semi-feudal country with completely different national conditions from

Western countries and Russia. In order to understand and master the laws of the Chinese revolution and lead the Chinese revolution, China is needed. The Communist Party cannot copy the classic works of Marxism, nor can it copy the successful experience of the October Revolution, but must open up a revolutionary road with Chinese characteristics in accordance with China's own characteristics.

The study of China's national conditions and its own development path emphasized in "Opposing Babiism" is a summary of the experience of China's revolutionary struggle. The Communist Party members represented by Mao Zedong rely on "the victory of China's revolutionary struggle depends on China "Comrades understand the situation in China," and then gradually found a revolutionary road that surrounded the countryside and armed forces to seize power.

4.OBJECT, METHOD AND PURPOSE OF THE SURVEY

The object of the socio-economic survey is not various fragmented and scattered social phenomena, but the various classes of society. According to the Marxist class analysis method, Mao Zedong enumerated thirteen class forces: industrial proletariat, handicraft workers, hired farmers, poor farmers, Urban poor, nomads, craftsmen, small businessmen, middle peasants, rich peasants, landlords, commercial bourgeoisie, and industrial bourgeoisie. Communists must formulate and implement corresponding policies and strategies for these classes.

The method and purpose of socio-economic investigation is to make the revolutionaries obtain the correct class estimates and formulate the correct struggle strategies through the method of class analysis. The main method of our investigation is to dissect various social classes. Our ultimate purpose is to Understand the interrelationship of various classes. In this way, "determine which classes are the main force of revolutionary struggle, which classes are allies that should be won, and which classes are to be defeated."[1]

On the basis of his long-term experience in social investigations, Mao Zedong gave an example with patience, "When we investigate the composition of farmers, we must not only know the number of farmers who are self-cultivated, semi-self-cultivated, or tenant farmers. We need to know the number of rich farmers, middle farmers, and poor farmers who are different in class and stratum. We investigate the composition of businessmen. Not only do we need to know how many people are in the grain, clothing, medicinal industry, etc., we must especially investigate How many small, medium, and large merchants. "

Mao Zedong believed that the Communists should not only investigate the socio-economic conditions

of various industries, but especially the class conditions within the industries; they should not only investigate the interrelationships between the various industries, but especially the interrelationships between the various classes. Reach the fundamental purpose of the investigation.

5. INVESTIGATION TECHNIQUES

The article points out that investigation and research must also focus on the use of correct investigation methods and scientific investigation techniques. If the use of investigation techniques is unscientific and inappropriate, the results will also deviate from the facts and it will not be possible to draw the correct strategy for struggle. The investigation also has no right to speak. "In the seventh part of the article, Mao Zedong introduced the investigation technology in detail. He learned from the way the investigation should be taken, the representativeness and number of people in the investigation meeting, the outline of the investigation meeting, the depth, the investigators the seven aspects of personal practice and personal record discuss the scientific investigation methods that should be adopted.

6.SUMMARY

The article "Against Book Doctrine" is the product of the times and the crystallization of valuable historical experience. Three aspects of the living soul of Mao Zedong Thought: seeking truth from facts, the mass line, and independence have been initially reflected in the article, laying the foundation for Mao Zedong Thought to mature. A solid foundation of thought.

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Research on Impact of Leadership Practices on Maintenance of Technology-driven Schools

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Abstract: With the rapid development of information age, new requirements have been put forward for teaching methods of technology-driven schools. As an important part of higher education in China, technology-driven schools have diverse modes of running schools and have more flexible operating mechanism. Therefore, technology-driven schools, as the leader of teaching reform, constantly innovate teaching methods to cultivate talents needed by society.
Keywords: Leadership practice; Maintaining development; Technology-driven schools

1.INTRODUCTION

It is an inevitable trend of development of the times for technology-driven schools to carry out teaching reform. The timely implementation of teaching innovation and reform in higher vocational education has a great impact on the quality of higher vocational education and seriously hinders advancement of higher education in China. The quality of teaching is an important support for technology-driven schools, so it is imperative to improve the quality of teaching. Innovation of teaching reform is an important development strategy for technology-driven schools.

2. TEACHING STATUS OF TECHNOLOGY-DRIVEN SCHOOLS

During the development of technology-driven schools, many high-quality applied talents have been cultivated, which has provided certain support for socialist construction of China. First of all, the scale of technology-driven schools has continued to expand, which has provided greater contributions to national economic and social development. Technology-driven schools are mainly aimed at cultivating high-quality applied talents, and students are required to have strong social practice ability, and strong social service awareness. Secondly, the establishment of technology-driven schools has received strong support from local governments, and the rapid development of regional economy has greatly helped the expansion of technology-driven schools [1]. Furthermore, in order to promote the transformation and reform of large-scale enterprises in the region, many governments support the way of school-enterprise cooperation to cultivate talents, which provides a strong opportunity for the development of technology-driven schools.

3. WAYS TO DEVELOP TECHNOLOGY-DRIVEN SCHOOLS

3.1 To make clear positioning of the school

The main purpose of innovating teaching methods is to improve teaching quality of the school. Therefore, technology-driven school must first set its own goals for running a school to innovate teaching methods. Compared with undergraduate colleges, the development of technology-driven schools started late, so there are still some problems in the process of development. Most of technology-driven schools do not have a clear positioning of the school, and are still separated between undergraduate colleges and vocational colleges. As a result, the level of running a school and the teaching quality in technology-driven schools are seriously affected in the process of school development due to the lack of a clear goal of running a school, which leads to the phenomenon that students are hard to find employment after graduation, and enterprises lack a large number of senior technicians. Therefore, leadership practice of technology-driven schools in teaching is mainly to define their own objectives for school running. Only when positioning of the school is clear, can high-quality applied talents be cultivated, which is conducive to improving the employment rate of students, cultivating high-quality talents suitable for the needs of social development, and further improving the teaching quality of schools and promoting the social competition of technology-driven schools. [2]

3.2 To ensure the accuracy of professional setting

In the development process of technology-driven school, whether the specialty is set up accurately directly affects whether the talents cultivated by the school are in line with the social needs. Accurate specialty setting can effectively ensure that talents cultivated by technology-driven school fully meet the needs of social development. Therefore, accurate specialty is one of important signs to improve the teaching quality. Technology-driven schools should carry out appropriate innovation when setting up their majors. It can be similar to other types of ordinary colleges and universities, but the most important thing is to start from the development direction of the school and maintain particularity of majors to improve their competitiveness. When setting up the name of majors, we should start from the market demand for talents to ensure the employment rate of students. In addition, we should control the relationship between academic and professional of majors and ensure the standardization of name of

majors. However, the non-standard and random names of majors will bring great inconvenience to the teaching arrangement and increase the difficulty of talent statistics. In addition, we should accurately locate the scope of majors, cultivate students' ability in a proper range, fully stimulate students' sustainable development potential, and improve students' ability to adapt to society. Thus technology-driven schools should effectively analyze the development situation of the industry and trend of talent demand in the future when setting up specialties, organize professional professors of the school to deeply understand the front-line work of social production, and discuss with enterprises to make clear accurate positioning of talent training. In addition, the formation of specialty in technology-driven schools is a long-term development process, which needs a lot of funds to support. Therefore, when setting up names of majors, technology-driven schools should fully grasp the initiative, actively enter into social and economic development, and cooperate with enterprises to achieve a win-win situation for both sides[3].

3.3 To improve teaching quality courses of technology-driven schools

Technology-driven schools should implement education and training objectives into the curriculum, and set up curriculum perfectly and accurately on the basis of ensuring the quality of education. At present, courses offered by technology-driven schools are multiple to the development needs of disciplines, which makes the course offered distorted. Consequently, it forms a compressed course system similar to that of undergraduate colleges, and ignores characteristics of technology-driven schools. And the theoretical knowledge of students trained in this course is not as good as that of undergraduate schools, and students' practical ability is also deficient, which is not in line with the needs of enterprises for talents. Moreover, some technology-driven schools overemphasize the professionalism of curriculum, and neglect the comprehensive quality of students, limiting the comprehensive development of students. Therefore, in order to ensure the teaching quality of technology-driven schools, it is necessary to establish an efficient curriculum system in line with the development of the times and social needs [3]. First of all, the curriculum of technology-driven school should be set to cultivate applied talents. Because the development of enterprises is closely related to

talents with strong specialty and rich practical ability. Therefore, technology-driven schools should pay attention to the setting of practical courses such as practice. In today's society, talent education has become an inevitable trend in the development of education. As one of its important components, technology-driven schools should actively innovate teaching methods, and improve the training of students' comprehensive quality. In addition, when setting up courses, we should start from the development needs of students and develop appropriate elective courses after setting a certain number of required extracurricular courses. At the same time, they should also emphasize the innovation of courses. The unchanging course can not meet the development needs of students, nor the development needs of the times. The innovation of curriculum is not only the innovation of operation technology, but also the support of theory, so that the development of curriculum will be more in line with the economic development.

4. CONCLUSION

To sum up, innovation and reform of teaching methods can effectively improve teaching quality of technology-driven schools and provide inexhaustible power for the sustainable development of schools. And the leadership practice is conducive to sustainable development of technology-driven schools, and the cultivation of outstanding innovative talents. Moreover, it can enhance comprehensive competitiveness of schools, and realize the value and irreplaceable of technology-driven schools.

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On MOOCs-based College English Teaching Mode under the Environment of "Internet +"

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Abstract: In recent years, our society and technology have made great progress. At present, China has already in the environment of "Internet +", and the Internet has a great impact on our life and learning. Under the environment of "Internet +", the MOOC teaching method is born in the world. The application of MOOC in college English teaching is obviously beneficial to the improvement of teaching effect. This paper mainly explores the advantages and strategies of applying MOOC to college English teaching.
Keywords: MOOC; College English; Internet +

1. INTRODUCTION

MOOC is a new teaching method developed slowly in the the environment of "Internet +". Based on the information technology, the online teaching is carried out by means of video teaching. College English is an important subject in college education. College English teaching can promote the improvement of students' comprehensive quality to a certain extent, but most students think that college English classroom is boring and students' interest in learning is low. Therefore, English teachers can use the MOOC teaching method to improve the teaching effect.

2. THE CURRENT SHORTAGE OF ENGLISH TEACHING

2.1 Poor autonomy of students

In the past, the content and progress of English teaching were controlled by English teachers, and students need to follow the pace of English teachers' lectures in class. In this case, the effect of English teaching will be closely related to teachers' teaching ability. Students have less autonomy in classroom learning. If teachers' lectures are boring, students will easily get bored. As a result, students are unable to concentrate on learning English in class, which leads to the decline of English teaching effect.

2.2 The single teaching evaluation method of English courses

To some extent, teaching evaluation can reflect students' English learning effect. In the past, English teaching was mainly carried out in the classroom. The classroom can only be used to teach the content of English textbooks, and teachers can only use the time outside the classroom to carry out learning evaluation. English teachers mainly used the paper-based answer test to carry out learning evaluation. It can reflect the learning situation of students to a certain extent, but it ignores the achievement test in the learning process of students, so that some students do not pay attention to the accumulation of knowledge until a few days before the paper-based answer test, which is obviously not conducive for students to acquire more knowledge. [1]

3. OVERVIEW OF MOOC

The "MOOC" is a large-scale open online course. It is a new product of "Internet + Education" in the new era and a new type of online course development model developed in recent years. The MOC teaching method has the following characteristics:

(1) Compared with the traditional way of education, the openness of MOOC is large-scale. As long as students have any mobile devices such as tablet, computer and mobile phone, and after the devices are connected to the network, they can accept MOOCs for free in the classroom.

(2) The MOOC teaching method has changed the place of education. In the past, education could only be conducted in the classroom, but MOOC is able to effectively manage the entire teaching process through the Internet.

(3) The core teaching method of MOOC is the online video course. MOOC can sort out a reference learning outline for students based on the number of class and class hours arranged in English teaching, and can introduce specific courses to students.

(4) Most MOOC videos are short, and the video time range is 10-15 minutes. Normally, students are most concentrated in this time range. It can be said that MOOC video learning has completely fragmented the curriculum design. It enables students to make full use of fragmented time for learning and promotes the effective improvement of English learning efficiency. [2]

4. ADVANTAGES OF MOOC TEACHING

4.1 Conducive to breaking through the limitations of English learning

As there are many subjects in higher education, the learning time of each subject is limited. In the past, college students were required to complete all college English courses within two years, which limited their English learning time. Teachers can arrange English learning time more reasonably and flexibly according to the actual situation of students and teachers. At the same time, the teaching method of MOOC can also broaden the content of English learning, and students can choose appropriate English learning content according to their own majors and interests to

effectively break through the limitation of learning time and content of English courses.

4.2 Conducive to creating a good English learning environment

When using the MOOC teaching method, college English teachers can fully reflect the interaction of the Internet. In the process of English learning, students can effectively use MOOC to communicate with English teachers with the help of relevant communication software to effectively enhance the communication between English teachers and students. Students can raise their doubts about the learning content with the help of communication software or exchange group for MOOC content. Teachers can answer the doubts of students in time, which can not only solve students' problems in time, but also strengthen students' communication ability, so that students are willing to actively learn English knowledge, which is conducive to creating good English learning environment.

4.3 Conducive to targeted English teaching

In the past, college English was mainly taught in large classes, and it was difficult for English teachers to carry out targeted teaching according to the specific circumstances of students. Usually, they adopted a one-size-fits-all approach to English teaching. The use of MOOCs by English teachers in teaching can allow students to make independent choices of English courses according to factors such as their majors, English level and interests, so the MOOC teaching method is conducive to the implementation of targeted English teaching. [3]

5. STRATEGIES FOR DEVELOPING THE TEACHING METHODS OF MOOC IN COLLEGE ENGLISH

5.1 To ensure students' learning autonomy

In the past college English classroom teaching, most of the time, English teachers taught the content of teaching materials to students, and students passively accepted English learning content. In this case, students' learning autonomy could not be reflected, which would lead to students' unwillingness to learn English knowledge seriously over time. In view of this, English teachers can use new MOOC teaching methods to carry out teaching. Teachers can guide students to choose English learning content in MOOC based on topics or topics of interest to them, so that students can actively learn English. English teachers pay attention to the manifestation of students 'autonomy in the teaching of MOOCs, so that students' English learning efficiency can be further improved, which can promote students to complete English learning goals and tasks.

5.2 To continuously improve the English curriculum evaluation system

College English teachers need to properly set the proportion of MOOCs in all English courses according to the actual curriculum situation, in order to continuously improve the English curriculum evaluation system. English teachers use the course evaluation system to actively guide students to participate in MOOC learning to improve students' English learning enthusiasm and initiative as much as possible. For example, an English teacher can ask students to choose one or two suitable MOOCs in English learning each semester according to their majors and interests. Then the English teacher can arrange assignments and exams according to the MOOCs selected by the students, and teachers increase their usual grades based on the completion of students' MOOC assignments. At the same time, the final grades of students in MOOC studies will also be used as part of the overall final grades of English learning [4]. With the help of the improved English curriculum system, teachers can effectively improve students' initiative in learning lessons.

5.3 To introduce new courses with the help of MOOC

Course introduction is an important part of college English classroom. The effect of new course introduction will affect the subsequent classroom teaching to a certain extent. In order to ensure the effectiveness of the introduction of new English courses, teachers can use the new teaching mode of MOOC. English teachers broadcast English videos related to the new course content to students with the use of Internet technology to broadcast teaching videos, so that students' interest in learning the new course content can be stimulated. At the same time, the three-dimensional, vividness and visualization has been effectively realized, which makes students' cognition of English knowledge further improved. As a result, it can effectively promote students to actively explore the English knowledge contained in the video, and promote students to change from passive learning to active exploration of English knowledge. With the help of MOOC, teachers can help students to understand the new course content to a certain extent, make students fully aware of the background culture of English knowledge, promote students to master the correct pronunciation of English vocabulary, enable students to master the characteristics and differences between British pronunciation and American pronunciation. It enables students to understand the grammar knowledge in the new English lessons in a short time. In addition, it further speeds up the progress of English teaching, so that students' confidence in learning English is constantly accumulated, making students' English foundation more and more solid. Besides, teachers can introduce new courses through MOOC to help students master a large number of English vocabulary in the introduction of new course, so that the number of English words of students is increasing and the efficiency of English teaching is ultimately promoted. [4]

5.4 To effectively combine traditional teaching with MOOC teaching

With the development and progress of the times,

higher education has also made some progress. At this time, the shortcomings of traditional college English teaching methods have gradually emerged, but the traditional college English "face-to-face" teaching method also has its important role. College English cannot completely abandon the traditional "face-to-face" teaching methods, so English teachers need to keep the traditional "face-to-face" teaching methods, and at the same time to introduce other effective teaching methods such as MOOC. College English teachers still use classroom teaching as the main teaching method when teaching [5], and use the traditional "face-to-face" approach of teachers and students to carry out basic English knowledge teaching. At the same time, English teachers can make full use of MOOC teaching outside the classroom, so that English teaching can be continued outside the classroom. [5]English teachers organize students to use MOOCs to study outside the classroom, which can effectively complement the relevant English teaching. For example, students majoring in psychology can use MOOCs to study psychology-related English courses after class. Biology majors of students can use MOOC after class to study English courses in biology, so that they can effectively combine English learning with students' majors. In addition, MOOC has more English resources. English teachers organize students to conduct MOOC study outside the classroom, which can further supplement the relevant English resources and activities [6], so that the needs of English learning resources for students in all majors can be effectively met, and the comprehensive improvement of students' English can be promoted.

6. CONCLUSION

Under the environment of "Internet +", the teaching mode of college English has changed gradually. MOOC is a new teaching method of college English adapting to t the environment of "Internet +". College English teachers can use strategies such as ensuring students' autonomy in learning, improving course evaluation system, and combining MOOC with traditional teaching to effectively carry out MOOC teaching, to effectively break through the curriculum restrictions of college English, enable students to have a good English learning environment, promote students' enthusiasm in learning college English, and ultimately significantly improve the teaching efficiency of college English. [6]

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Understanding Debt and Equity in PPP Private Finance Initiative model

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Abstract :To understand the relationship between debt and equity in PPP private finance initiative model, the understanding of a series of complex conceptions is necessary. In this paper, when PPP is needed as a funding source, how to use such funding, what is the differences between debt and equity and how they are similar to each other at some point will be discussed. Furthermore, the reasons of the swapping between debt and equityIt and how it works in the field will also be explained by an example and analysis of case studies. Although Debt-Equity swap may occur during the financial problem for the construction project, it is not always the best solution due to the considerable influences of a variety of factors.
Keywords:: private finance, debt, equity

1. INTRODUCTION

Getting funding and financing for construction projects may seem to be difficult and complex, especially when one does not understand how things work. With all the progress that people wanted to happen and with all the intelligence they have, not everyone can fund the inventions or projects on their own. The construction projects can cost from thousands to billions of pounds depending on the size and complexity. In this case, various institutions may have to step in to be able to accomplish it. One just has to pinpoint where the money is, understand how it can be acquired, and comprehend what it entails for the project and the people involved. This report focuses on the distinction between equity and debt in the context of Public-Private Partnership (PPP) Private Finance[1].

First, it will delve into understanding the Public-Private Partnership model as a funding source to grasp how it works and who is involved in this model. Moreover, it is discussed when PPP is needed as a funding source and how one will be able to tap such funding. It will then move forward to defining debt and equity from one another, how it differs from one another, and how it can be similar at some point. 1It will also be explained at what point does one has to swap between debt and equity, how this swapping happens, and why it is needed. Lastly, it will explain equity and debt in the PPP context further through an example and analysis of case studies to better understand how it works in the field. Debt-Equity swap may occur during the

financial problem for the construction project, but it is not always the best solution.

2. DEFINING PUBLIC-PRIVATE PARTNERSHIP

The partnership among institutions often happens for a series of reasons. In fact, partnerships between public institutions and private institutions, even non-profit organizations, can occur for reasons of achieving the common good (Roman, 2015)[1]. Although the government is typically the one serving the public, private organizations can also interject especially when they have resources or knowledge that the public institutions can make use of, particularly when it is for the sake of improving the society. In a simple sense, the Public-Private Partnership is a collaboration between one or more public institutions and one or more private institutions (can be non-profit organization) towards achieving a common goal that is typically a project for the public good (Roman, 2015[1]; Asian Development Bank, 2007[2]; Quium, 2011[3]). This type of relationship among various organizations can occur for the purpose of anything that will affect the public such as the policies, government programs, services, economic development, infrastructure development, and the likes[2-5].

There are several contentions about the nature of Public-Private Partnership. There is no standard definition of what a PPP can be and in effect, there are arguments on what is accepted as a true Public-Private Partnership (Roman, 2015)[1]. For instance, among the several branches that public and private entities can collaborate in, only the infrastructure projects are said to be the true Public-Private Partnership while the others are simply not within the true definition of PPP. It can also be deduced that the past usage of PPPs may typically be for infrastructure projects that is why some were arguing its genuineness towards infrastructure only. In any case, it is cleared in this report that PPP can be applied for several other projects concerning the public good.2

Next, contentions also revolved around those involved in the partnership. In earlier usual cases, the Public-Private Partnership occurs between public parties from the government and private parties from the business and financial sectors. However, it should be noted that PPP can also include in the private sector other entities such as the non-government organizations and community-based organizations, especially when

they represent stakeholders that are directly affected by the specific collaboration (Roman, 2015[1]; Asian Development Bank, 2007[2])[6-7].

Finally, another argument about PPP falls into its similarity with contracting private companies for projects. Since it is also common for the government to hire private businesses in completing their projects, such as creating buildings and many others, many people may be confused about how it differs from the essence of Public-Private Partnership. To clear this out, it has to be explained how it works for a PPP to manifest. It should be noted that PPP is indeed a partnership or a collaboration between partners and it has to be based on the mutually beneficial conditions that are agreed between partners (Roman, 2015[1]). It also means that tasks, responsibilities, and risks are allocated well among the partners (Asian Development Bank, 2007[2]). It rules out the typical contracting of private companies by the government offices because the public institution bears almost all of the responsibilities and the private institution only works for the project in return of a wage from the public institution. 3As for the PPP structure, financing can also be shouldered by the private institution aside from other workloads. In this sense, everyone is partaking with all the risks involved in the project.

To better understand PPPs, it would be better to differentiate it from the customary projects. Since PPPs are commonly done with construction projects, it should be noted that a typical construction project of the government has a variety of differences with the PPP construction project such as how the project is developed, how it is implemented, and how it is managed (Quium, 2011[3]). For instance, the approval of processes in typical construction projects of either by the government or a private institution will only be managed by one specific entity, but in the case of PPP, all parties must be in agreement of how everything will work in order to avoid overlooking of authority and responsibilities. Moreover, the contract between parties over a PPP project normally takes longer than the conventional project, and this specific aspect of tenure ability is also crucial to the project's success or failure.

In terms of considerations, there are also various boundaries or conditions when it comes to creating a PPP project. 4.Although it is a partnership between public and private institutions, it should be remembered that the government still has the ruling decision if they will be offering such an opportunity or if they will engage in such activity with the private entities. Because of this, the types of projects that are allowed for a PPP intervention are limited in terms of political, legal, commercial viability, and similar other concerns (ibid)[8-9].

Given that PPP is a very wide aspect of the partnership project, it has grown to have several models that the government and private institutions can adapt. There are five major categories of PPP models and these are (1) Supply and management contracts, (2) Turnkey contracts, (3) Afterimage/Lease, (4) Concessions, and (5) Private Finance Initiative (ibid). These models differ from one another in terms of the weight of risks among entities, ownership of capital assets, investment responsibility, and the length of the contract or partnership for the project. The following figure (Fig. 1) shows the positioning of each model with regard to their differences.
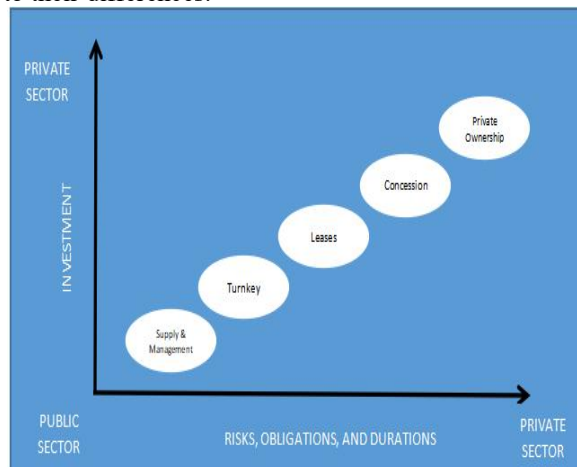
Figure 1. PPP Models Based on Differences

Focusing on the Private Finance Initiative as a model of PPP in this report, it can be seen in Figure 1 that the private entity assumes most of the risks, responsibilities and investment duties in this model. Moreover, the duration of the projects in this model is the longest among the other PPP models. It will be further discussed in the following parts of the report.

3. WHEN IT IS NEEDED AND HOW TO ACQUIRE PPP PRIVATE FINANCE FUNDING?

Despite the complexities of entering a Public-Private Partnership, there are still many reasons why the government does it and the private institutions join in. The first and major purpose of a PPP is because it is able to attract capital investments from private entities, which can then be used for supporting the public funds or working as the main source of funds (Asian Development Bank, 2007[2]). With the several projects that the government has to accomplish to support its growing population and the dynamic social environment, it is likely to lack funds or fund allocation in some condition regardless of how good its economy is. In essence, private companies, depending on the project, are good for shouldering all or some of the upfront costs with the hope that they will also benefit from it. Besides, it is a good business model that private companies can utilize, considering that they can accept huge risks.5

Secondly, the government enters PPP due to its capacity to give greater efficiency than their conventional projects. In this case, the public institutions acknowledge their incapability to do the

project with its needed efficiency and they also acknowledge that they needed help from a concerned private entity. Since private companies have long been practising in their field with an absolute goal of gaining income and maximizing profits, they know how to operate efficiently to reduce the costs and waste of time as much as possible (ibid). In other words, they are trained to accomplish such projects without wasting any of the available resources, allowing the public entity to pass on the operational management of the project to the private sector[10-11].

Another considerable reason that looks into PPP as a needed factor for projects is the access to advanced technology and possible sector reforms. Quium (2011)[3] suggests that private companies typically have access to more advanced technology because of their competitive environment and getting ties with them is a good choice for public institutions to increase their resources. Moreover, the public institutions also use PPP as a causal agent of sector reform in the society, aimed at improving the available means of relationship between the public and private sectors (Asian Development Bank, 2007[2]). 6.Such advantages of the Public-Private Partnership enables the government, as well as the private sector, to take in the risks and complexities of the relationship.

Looking at the PPP Private Finance as a probable model, it is typically chosen because it serves many benefits. In this model, the private sector assumes most of the risks and investment capital as compared to the other models, leaving the public institution with less work and worry (Quium, 2011)[3]. This also has the satisfactory efficiency because of the greater involvement of the private entity and this type of model is most attractive for the private sector when the project is in a developing market, particularly that the competition is still not that high and the available market has huge potential in achieving the profit goals. Although it is highly reliant on the regulatory efficiency of the government, the private sector can also stipulate it in the agreement from the start to avoid the unwanted regulations afterward.

If the government's goal is acquiring financing under the PPP private finance model, there are many ways to access such needs. Whether it would be from private companies locally or internationally, the government can open publicly or announce their future projects for the companies to bid for partnership. Depending on the requirements of the project and the public institution, the bidding companies will be assessed accordingly. (Harris, 2003)[4] Claims that the PPP projects seem normally occurs in developing countries due to their need of capital from private entities that could improve the ways of living of their citizens through various services and infrastructures.7

4. DEFINING DEBT AND EQUITY

The following parts of the report expound on the nature of debt and equity in the Public-Private Partnership Private Finance Initiative model to understand how these are defined and how it works. Financing from PPP is a combination of using debt and equity and the ratios of their combinations differ depending on the agreement between various parties.

4.1. Debt

By all means, people understand the concept of debt and how it is a borrowed resource, can be capital, labour, or other forms of resources, that are required to be paid by the borrower. Although it may be simple in some way, it can be complex as well when the project is huge and several entities are involved. In Public-Private Partnership, debt can come from several sources of money such as the investors from institutions, bilateral or multilateral entities, commercial lenders such as banks, credit companies, and even from the government funding of the host country ("Sources of financing", 2019)[5]. Borrowing money from these different sources has its pros and cons and it depends on the availability of funding that one must check on it. One similar thing is that debt contributions for PPP projects are the ones prioritized to be returned, whether it is through the income of the project or from other sources as well.

The source of the debt is important to understand how it works for the project and the people involved in the project. For instance, the commercial banks have also been pooling money from other people and allowing a certain amount to be borrowed by individuals or organizations given specific interest rates and terms of repayment (ibid). Borrowing from banks affiliated to the or partly controlled by the government may be better for government projects given the repayment terms and schedules, although the private commercial banks may have its pros when it comes to the huge amount it can lend for the project, along with other good deals. In this case, although the partnership occurs between a public institution and a private company, financing the project can still be outsourced from other sources such as loans from the banks.

Another source of debt capital can come from bonds. Bonds are loans provided by private entities that can be accessed by either the government or another corporate institution (Linh et al., 2018)[6]. Although it is not accessed directly through the lenders, it is typically accessible through banks, which will then evaluate the project and assign certain interest rates and details of payments. These are often used by the government institutions to fund their projects, especially that it is commonly on fixed interest rates.8. Debts from this source are paid depending on the face value of the loan based on the interest rates or coupon rate.

Acquiring debt from various sources can include asset-based security (ABS). It is considered as a debt

marketized instrument that can also handle contractual debts in forms of loans (ibid). Aside from providing financing to PPP projects, ABS financing can also improve the property mobility of the project, making it all efficient for the entities involved. Similarly, these can also be accessed through commercial banks, investment funds, and the likes. It should be noted that debt sources do not hold much of the responsibility for the project and it is just basically needing to pay the individual or institution Finding the right source for debt financing gives the PPP project a better chance to be accomplished in accordance to what is needed and what would be beneficial for the different stakeholders.

4.2. Equity

In terms of equity, this type of financing of PPP Private Finance should also be fully understood to avoid getting sidetracked or making wrong decisions in PPP projects due to lack of knowledge. It is well known that many Public-Private Partnership projects do not only get its funding from debt financing but as well as from equity contributions. It is basic knowledge in this field that equity financing means getting a part or share of the company or the project as ownership. As compared to debt financing wherein the debtor only needs to pay the amount borrowed with its interest rates, equity financing means getting a part of the project's income as long as it is generating profit. This is also the case for PPP projects when the institutions involved decided to get equity capital in making the project a reality.

Commonly, equity or buying ownership of some things are done by investors and these investors are typically private companies or wealthy individuals. For the PPP projects, the contributors of the equity capital can come from various sources such as the local investors, international investors (may have limitations), organizational investors, multilateral institutions, contractors, government agencies, and many others can all become shareholders of a certain project or what is called as Shareholders of Project Company (SPV) (ibid). It is typically much like raising capital for a new company, although this is just for the project itself and the earnings of the project alone. 9

Sharing capital is not the only thing that is shared by the shareholders of the project. The SPV is also required to share the responsibility in ensuring that the project will succeed. Much like with the model of Private Finance Initiative as a PPP, SPV also shares most of the risks and the responsibilities for the PPP project. They basically manage the operations of the project, designs its operations, approves its processes, and the likes to make sure that everything falls into place in completing the project aimed at the improvement of the society. Given the possibility that many people and institutions will be part of the SPV, everyone has to

sign and agree for all the decisions made for the project to ensure that everyone is on board with the progress and processes of the PPP project. After all, it is not just a government project alone where only public institutions' needs and wants are the ones only considered. With equity financing, the shareholders, especially the private institutions must ensure that the profits generated by the project are within or above their expectations.

It should be noted that equity contributions do not only occur in the form of money. It can also be in the form of services or expertise needed by the PPP project and only translated to a specific amount that the government may need to pay if ever they will hire a contractor for that to happen. In this case, the upfront costs upon granting equity financing are provided by the investors for the project, such as providing the construction equipment, labour, and other needed services without the need to pay it right away.

It should be noted that both debt and equity need to be paid back to the lenders and/or investors, but their details differ as previously discussed with debt financing. As compared to debt, equity contributions are the least priority to be paid back by the project ("Sources of financing", 2019)[5]. While the equity contributors bear the highest risks among all for the PPP project, they are the ones who are set to receive the highest possible returns. Aside from giving back what they have contributed for the project within a certain amount of time, the investors will also get a share or percentage of profits of the project on a quarterly or yearly basis, depending on the agreement. Due to the risks, some lenders may even need to have some guarantee payments within a certain time by including a third-party institution, which are commonly commercial banks. Indeed, equity financing is crucial for PPP projects.10

4.3. Debt and Equity Ratio

The relationship between debt and equity in the Public-Private Partnership is very important to comprehend to grasp how financing a PPP project occurs. It can also give an overview of how much public and private institutions interact when it comes to funding projects. It has been noted among PPP projects that the private sector typically handles 60% of the investment capital for such projects, while the public sector accounts for 40% of its financing (Chao, 2016)[6]. This is spread across both debt and equity in financing a PPP project. Indeed, the private entities are typically expected to fund most of the needed investment for building PPP projects, while the government provides the opportunity for such a project to happen.

Looking at the financial structure of PPP projects, the debt and equity ratio need to be analyzed. It has been noted that 70% to 90% of the total investment of PPP projects are typically funded through debt capital, while 10% to 30% is funded through equity

financing (Linh et al., 2018)[7]. In this sense, it can be seen that although PPP projects are done in coordination with private entities, only a small part of it is initially allowed to be owned by these private companies. Since it is not just any business that the private companies can extort profit from, the government wants to make sure that the ownership still belongs mostly to the government, in extent the society. It can be seen that it is far from the Privatization scheme, wherein the ownership belongs to the private sector.

The said theoretical equity and debt ratio is not far from the actual ratio in certain PPP projects. Among the 163 PPP infrastructure projects from low to middle-income countries in 2015 that were analyzed, 67% accounts for the debt capital investment, while the rest are part of the equity divided into the following: 23% is from the private equity, 2% is from the public equity, and 8% is from the government subsidy (Chao, 2016)[6]. This actual allocation of funding shows how much of the investment is needed by the government to be funded by other entities to make such projects possible. For instance, the 7% government subsidy is truly just a small fraction of what is needed and the government needs all the help it can get in improving the society, considering that the taxes they get from the people is still not enough, especially for several infrastructure projects.

Although debt makes up most of the funding for PPP projects, which can also be acquired from private sectors, the government or public institutions ensures that the payment of this debt is spread out and that they are given enough time to collect the needed money from the taxes of the people or from the other incomes of the government. After all, the debt investment is the priority to be paid.

5. SWAPPING DEBT AND EQUITY

Despite the expected cash flow from the PPP project and the planned repayments of the government, there are still times when debt and equity have to be interchanged. Swapping debt to equity is not at all surprising in the field of financing, especially that it is one of the reasons why lenders enter in risky situations such as financing a PPP project. In simple terms, it is turning a debt such as loans and the likes into equity or shares of stock for a certain PPP project (Du et al., 2018[8]). While it is common for companies or company projects to adopt the debt-equity swapping, it is also possible for PPP projects to conduct such arrangements.

There are several reasons why PPP projects need to adhere with debt-equity conversion and they are also interconnected with one another. First and foremost, the major reason for allowing the debt-equity swap is the distress in the financial capability of the owners, in this case the government (ibid). With the average size of debt at around 60% of the PPP project and with several other investments that have

to be paid, it is not surprising that the government will opt for some of its debt to be turned into equity. After all, the goal is to be able to finish the project and allow it for its own cash flow to generate. Refinancing the project is crucial and financial restructuring through debt-equity swap is one of the ways to do that.

In line with the overall financial distress and incapacity of the government to pay back the money owed to the lenders or investors, another thing that pushes a debt-equity conversion is due to the competitive environment and the losing confidence of the stakeholders for the project to perform well. In order for a project to happen and stabilize its income, a huge backing of capital is needed and a project that is deep in debt with little chance of having favourable returns needs financial restructuring towards someone that could pay the price of progress. Since the government is typically lacked in funding for its many projects, allowing private entities to take over from loans to equity increases the chance of the project to achieve its goals and regains the confidence of the shareholders and stakeholders to back the project.

Instead of paying for the debt with outstanding interest rates due to possible late payments, debt to equity conversion may just be the solution to somehow lift the financial pressure from the government. Even after the lenders conduct their due diligence such as evaluating the project's bankability, calculating its Annual Debt Service Coverage Ratio (ADSCR), or even its Loan Life Debt Service Cover Ratio (LLCR), there are still instances in the later stages of the project wherein debt-equity swap may be the best option. However, there are also limitations where debt to equity conversion can be applied. It should be noted that equities in PPP projects require the investors to assume the highest risks and responsibilities for the project. In this case, loans or debts from banks will not be a good idea to be converted into shares of stocks because they do not typically have the capacity and the skills to manage and operate such projects such as in infrastructure. Using debt to service swap is only highly recommended to private companies or institutions that have the discipline and capability to achieve operate PPP projects. As noted, Public-Private Partnership only allows for well-thought off partnership based from the type of project and the private funding sources accessed for financing the project may also not be good for the project especially if the institution does not have the needed resources to refinance the project. Indeed, such decisions must be analyzed carefully on what would be best because it may not be the best solution at all for all financial problems encountered.11

6. CASE STUDIES OF PPP PRIVATE FINANCE

As previously mentioned, despite PPP often occurs in developing countries due to the need for capital to improve their nations and their way of life, this scheme also occurs in developed countries. In fact, PFI is the is the most typical form of PPP in the UK. In one of its famous PPP projects, The London Underground project existed and the partnership was awarded to two consortia, which are Metronet in 2002 and Tube Lines in 2003 (U.S. Department of Transportation - Federal Transit Administration, 2009)[9]. The finding stream of the UK government sure to be stable given its debt to equity financing ratio of 91% (debt) to 9% (equity). In this case, the government, through its public institutions, is still the one fully responsible for the operations and management of the underground train system in terms of stations and personnel, while the two partner private companies took the responsibility for the constant maintenance, upgrade of the project, signalling system, and the likes. The project even agreed for loan guarantees to secure the payments of debt to the lenders. In this case, the London Underground Limited is the public sector representative, while the Special Purpose Vehicles were Tube Line Holdings and Metronet. From the bidding of 7.5 years period instead of 30 years period, the two private companies were chosen as they have the lowest cost for operations and maintenance, along with other expertise services, plus with the best option for payments. Moreover, the SPVs payments from the public sector and the income from operations have certain criteria before the companies can be paid with the expected amount. This criteria includes the following: Reliability and Availability of trains, Capability of the train operations to keep up with the target travel time of passengers, Clean and Ambient environment in the stations and trains, and the consistent upgrade and modernization of the railway system. Indeed, private sectors must comply with the expectations and agreements with the public entity strictly, especially in such cases of developed countries where the host country has a good image. UK's capacity to shoulder 91% debt in its financing shows how confident and stable the country is in starting and funding the project.

When it comes to accepting risks and responsibilities, the London Underground project followed the distribution of risks among the public and private partners. Although the debt to equity ratio only accounts 9% for the shares of stocks for the project, the partnership was still able to allocate significant responsibilities for the private sector. From the total investment capital for the project, the private sector has covered 26% of it. The risks allocated for the private sector alone includes Station availability, Environmental concerns, Cost overruns, and Train operations and maintenance, while the public sector holds the fort on Latent

defect. As for the risks shared by the two sectors, Financing and Service level and quality are accounted for. In this sense, the responsibilities of sectors are not reliant on the equity held by the private sector and can be distributed and agreed accordingly depending on the capability and expertise of entities involved.

Although the financing aspect is covered by both public and private institutions, the London Underground project encountered a problem and the public sector has to step in. Despite the strong performance of the PPP project in terms of funding, the project faced a risk when one of its private entity partners, Metronet, fell into bankruptcy because of its poor performance in internal oversight and too much cost overruns (ibid). Due to this unexpected problem, the public sector had to take over its responsibilities, including the task of sharing with financing. To resolve the situation, the public entity decided to back up 95% of the financing from the private sector, excluding those equities belonging to private entities. The following is the original breakdown of financing: 67% from UK Department for Transport and TfL, 22% from seven primary lenders (banks and other financial institutions), 7% from European Investment Bank, 3% from Tube Lines and Metronet equity, and only 1% from other conditional loans. However, the public sector has to take over Metronet's shares. Such resolution for project difficulty was possible because the host country has a strong and stable economy and this may not be the case if the host country comes from the developing countries.

On the other hand, even the developed countries before had suffered from financial problems and turned to debt to equity swap as a solution. In the Channel tunnel project between France and Britain, its operator Eurotunnel P.L.C. made a deal in 1996 to offer 45.5% of shares to the creditor banks in exchange for removing its debt at around $1 billion to $1.56 billion (Reuters, 1996[10]; Chang, 2013[11]). Since Private Finance Initiative was just introduced to the UK in 1992, the public sector took a lot of risks that it cannot handle, leaving it to owe $14 billion to 225 banks that it cannot pay within the given time. However, allowing debt-equity conversion for its loans from the bank is not the best choice considering that banks cannot take responsibility for handling the operations for the tunnel. The project appears to have a serious problem from its point of structuring the finances, choosing its partners, and the likes for it to end up having no other choice but to resort to debt-equity swap for bank loans.

7. CONCLUSION

The complexities of debt and equity financing for Public-Private Partnerships are surely difficult to understand at first, but knowledge of it will help institutions to make the most appropriate decisions

for every situation. Converting debt to equity may appear to be the best option in the case when a project hits a serious financial problem, but it has to be ensured that all of the other factors were also checked before moving into that resolution. After all, everyone, even the citizens, will be affected by such drastic decisions.

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On Reform of Experimental Curriculum of Sports Physiology in Colleges and Universities

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Abstract: Sports physiology is a compulsory course for majors in guidance and management of social sports and physical education in colleges and universities. As the main course of sports colleges and departments in universities, sports physiology has great guiding significance in sports practice, so it is urgent to reform experimental curriculum of sports physiology. This paper mainly analyzes problems in the current experimental course of sports physiology in colleges and universities, and explores the reform of experimental course of sports physiology.
Keywords: Colleges and universities; Sports physiology; Curriculum reform

1.INTRODUCTION

With the development of the times, learning objectives of college students also have new directions and higher demands. It is learning objectives of contemporary college students to improve their social service ability through learning textbook knowledge. We must learn to apply what we have learned. Only in this way can we effectively improve our comprehensive ability and fully reflect characteristics of contemporary college students. Therefore, teachers should change the concept of experimental teaching and constantly update the content of experimental teaching to realize innovation and reform of experimental teaching mode.

2.PROBLEMS IN EXPERIMENT CURRICULUM OF SPORTS PHYSIOLOGY IN COLLEGES AND UNIVERSITIES

2.1 Old content

At present, teachers in some physical education departments of colleges and universities still draw on long-term experimental content as the content of experimental courses of sports physiology, including experimental content, blood type determination, and curriculum design. And the content of such a course is far behind the current development of sports research, and can not meet the needs of students for training experiments, resulting in departure from theory and experiment. At the same time, experimental curriculum is too formal, and students are not interested in the course of sports physiology, which has a serious impact on development of sports physiology.

2.2 Outdated teaching ideas of teachers

At present, teaching concepts of experimental courses are mainly traditional concepts. For example, when arranging experimental contents of sports physiology, confirmatory experiments are set as main experimental types; when exterminating hemoglobin and VO2max, the proportion of "three properties" experiments is small. Under this teaching philosophy, students cannot be fully developed. There are many reasons for this teaching idea. It may be that the update of sports experimental equipment in colleges and universities does not keep up with the development of experiment courses of sports physiology, or that teachers have formed old teaching concept to save themselves in teaching [1]. Confirmatory experimental method is too rigid compared to other experimental methods, so students basically follow the teachers' guidance each time when experiment is performed. In this case, students can only follow teachers' guidance rigidly. It has a great impact on the creativity of students and can not stimulate students' innovative thinking. [1]

3. WAYS TO REFORM EXPERIMENTAL COURSE OF SPORTS PHYSIOLOGY

3.1 To innovate content of experimental course

In the experimental course of sports physiology, teaching content should be composed of demonstration experiment, basic experiment and improvement experiment. They are dependent on each other. Demonstration experiment can guide students to fully understand the use of experimental instruments; basic experiment can deepen students' understanding of theoretical knowledge; and improvement experiment can help students to use what they have learned flexibly. Therefore, in order to innovate content of experimental course of sports physiology, we should start from comprehensive experiment, design experiment and innovative experiment, so as to improve the proportion of "three properties" experiments in experimental course, and relatively reduce the use of traditional confirmatory experiment [2]. In addition, we should further improve experimental teaching structure of sports physiology and guide students to actively participate in the design and innovation of the experiment to effectively improve students' thinking ability and practical ability, as well as their innovation awareness. Furthermore, when carrying out experimental curriculum reform, teachers should pay attention to innovation, discard the outdated and old experimental content, and then absorb the latest results of experimental course of sports physiology, and apply them into the daily experimental teaching, so as to improve experimental teaching system and

effectively strengthen experimental course of sports physiology.

3.2 To change teaching concept

Teacher is the dominant of experimental teaching. If the teaching idea of teachers does not keep up with the pace of the times, it will directly affect the learning effect and interests of students. Therefore, in the experiment of sports physiology, teachers are required to change their teaching ideas, especially for some teachers who pay too much attention to technical training and ignore theoretical teaching and experimental teaching. Therefore, when carrying out curriculum reform in colleges and universities, we should first create a suitable atmosphere for reform, guide teachers to change teaching concepts, and launch different experimental courses according to students' abilities in teaching, so that every student can participate in experimental courses, and their experimental ability and interests in experiments can be improved. [2]

3.3 To carry out experimental teaching of sports physiology separately

In the reform of experimental course of sports physiology, the teaching should be carried out separately to fundamentally improve the status of experimental course. It is conducive to scientific management of experimental teaching of sports physiology, and is of great help to the opening up of laboratory of sports physiology. In addition, independent teaching represents the independence of experimental examination, which can improve students' attention to experimental course, and really change students' idea of emphasizing theory rather than experiment. And independent teaching can also effectively guarantee the experimental teaching and ensure that experimental teaching tasks can be finished in sufficient time, so as to improve the coherence of experimental teaching and further improve practical ability of students [3].

3.4 To strengthen experimental teaching team

When reforming experimental course of sports physiology, the laboratory director should be identified first to ensure that experimental teaching can be carried out smoothly. Secondly, we must introduce outstanding talents into experimental teaching team to increase the vitality of experimental teaching team and ensure the long-term development of reserve force of laboratory. In addition, theoretical teachers are actively encouraged to take an active part in experimental curriculum. Because theory and experiment are complementary and inseparable. Theoretical teachers actively participate in experimental courses, which can further deepen their understanding of teaching content, so that theoretical courses and experimental courses can be penetrated. Furthermore, in order to further improve the teaching

quality of experimental course of sports physiology, teachers can analyze the more important content in experimental course in detail, so that they can re-verify important theoretical knowledge in experimental course. It can effectively break through key points and difficulties in teaching and is of great help for students to learn exercise physiology. In experimental courses, students will encounter many problems when conducting experimental courses due to the impact of innovative and diversified content, which makes experiments more difficult. As a result, teachers are requires to have rich professional knowledge and theoretical knowledge, which is also a test of teachers' ability to respond to changes. In addition, with continuous improvement of efficiency of the use of instruments and equipment, probability of failure will increase, so laboratory teachers should have a certain ability to maintain the equipment to ensure the smooth development of experimental teaching of sports physiology . [3]

4. CONCLUSION

It is learned from the above that experimental teaching of sports physiology can effectively cultivate students' creative spirit and practical ability, and improve their comprehensive quality. Therefore, in order to improve comprehensive ability of students in physical education department, we should strengthen combination of theory and practice, innovate experimental teaching mode, and explore the reform of experimental course of sports physiology to make comprehensive development of students.

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The Study of Teacher's Satisfaction and its Effects towards Loyalty in Educational Institutions in Kota Damansara, Malaysia

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Abstract: Nowadays, many companies in the educational institutions face many kinds of difficulties in retaining teachers. The organizers are unable to identify the factors that contribute to both teacher's satisfaction and loyalty. Four of the thirteen satisfaction variables, namely, relationship with recognition, supervisor, working conditions, rewards, teamwork and cooperation illustrated the strongest correlation with the three loyalty variables. It is argued that the findings could be used by organizers in the educational institutions. And effective employee training items by placing emphasis on the four satisfaction variables which correlated significantly with the three loyalty variables. Theoretical implications along with limitations and recommendations for future research have also been discussed in the paper.
Keywords: teacher's satisfaction, education, teacher's loyalty

1. INTRODUCTION

Interest in the potential and quality of the educational institutions has increased significantly over the past 30 years. Fitzsimmons and Fitzsimmons(2006)[1] argued that as many countries pay more attention to education, because it is more and more important for most of the countries. Moreover, studies of educational management have grown to become a crucial element in the educational institution. Heskett(1997)[2] defined a chain model which is one of the vital conceptual frameworks in educational management will be adopted. As a result, only a part of the education profit chain that links teacher's loyalty and teacher's satisfaction in the context of the educational institutions will be discussed in the literature. The educational management has been identified as a potential prospect in the growth of the educational institutions in Malaysia. Anyway, the growth is impeded by the high turnover rates of teachers in the educational institutions. Most of the companies in the educational industry face many kinds of difficulties in retaining teachers since they cannot recognize the factors which contribute to teacher's satisfaction and teacher's loyalty. This study try to identify the factors which would probably make teachers focus on their current jobs and also can stay there for a long time. Finally, the linkage between teamwork, teacher's satisfaction and teacher's loyalty will be considered.

The management of many companies develops their training programmes, such as performance appraisal, benefit packages and work system based on their organization policy. Most of the time, these policies are in order to establish loyal teachers because this situation leads to a more lengthy tenure for teachers. The longer teacher works for a firm the more significantly valuable they become. And there are some firms which would only pay attention to teacher's satisfaction instead of teacher's loyalty. It is believed that the findings of this study could assist companies in following step with teacher's training items, which may help create teacher's satisfaction and their loyalty. Because of this, a model called the Education Profit Chain by Heskett et. al. (1997) was used and applied in educational institutions in the Kota Damansara area in Malaysia. A part of this model analyze teacher's satisfaction and loyalty was used in the questionnaire. The questionnaire was designed to evoke information which would be used to investigate the linkage between teacher's satisfaction and loyalty. Heskett(1997) introduced that the education profit chain was a concept. And he also thought that the model was created to answer why certain educational institutions perform better than others[3].

The education profit chain model illustrates that there are chains of relationships directly and strongly between variables just like growth, profit, teacher's satisfaction, teacher's loyalty. It was established the connection by collecting empirical evidence from 22 big educational institutions(Heskett 1997). Heskett(1997) mentioned the findings allow support to the connections imposed in the education profit chain model. The model also support the following chain of relationships, that profit and growth are related to student's loyalty, and then student's loyalty is related to student's satisfaction, and then student's satisfaction is related to education value while education value is related to teacher's productivity, whereas teacher's productivity is related to teacher's loyalty, teacher's loyalty is in turn related to teacher's satisfaction, and teacher's satisfaction is related to internal quality of work life. According to Heskett(1997) simply argues the feelings that

teachers have towards their jobs, colleagues, and the company[4].

The most significant relationship as indicated by the data collection in the early tests of the education profit chain model, were those between: (1) profit and student's loyalty, (2) teacher's loyalty and student's loyalty, (3) teacher's satisfaction and student's satisfaction. They believed that in education settings, the connections were self- reinforcing. It means that satisfied students contributed to teacher's satisfaction. The chain begins with the quality and productivity of the output from the teachers which has a connect with teacher's loyalty; teacher's loyalty also has a connect with teacher's satisfaction and teacher's satisfaction is linked to teacher's capability. The student's value equation argues that the value of education delivered to students are equivalent to the sum of all the activities totally which contributed to the education value. The value is dependant on the quality of the processes used to deliver the results. Finally, it was found that value defined is direct related to student's satisfaction(Heskett, 1997). What's more, student's satisfaction also has been found to have a linkage eventually with student's loyalty , theoretically leads to revenue growth and profitability which is the main objective of many companies.

2. MATERIAL&METHOD

Statistical data was used to generate results by a detailed study. This research also uses a survey method which pays more attention to contemporary cases and does not desire control over behavior of cases. And this survey uses questionnaire in order to assess teacher's satisfaction and teacher's loyalty in educational companies in Malaysia, which participated in this study. In this questionnaire, most of the questions were taken from Loveman (1998) which had used the questionnaire to measure employee satisfaction in retail banking. And a few questions were adopted from the instrument used by Fosam (1998). He try to measures employee loyalty and employee satisfaction. And the remaining questions was taken from existing questionnaires that were adopted from many literature review with convenient adjustments. This questionnaire includes 22 items totally, with every item includes few sub questions. This questionnaire was broke down 3 sections; they are demographic data section, teacher's satisfaction section and teacher's loyalty section. In this questionnaire, all the items have an established reliability and validity based on Fosam et al (1998) and Loveman (1998) questionnaire items.

3. DISCUSSION

Performance appraisal plays a important role in the relationship between teacher's satisfaction and teacher's loyalty in the study. And performance appraisal is a significant element of satisfaction and it is related to organizational commitment and job satisfaction positively and related to turnover intentions negatively(Jawahar,2006).

Organizational commitment and job satisfaction fall into a broader definition of loyalty. When talking about turnover, it mentions that if the performance appraisal system does not reflect true employee performance accurately and also not fair, what the employee would not be loyal to the company . According to Jawahar (2006), it was argued that employee satisfaction has a linkage with employee loyalty, which is one of the thirteen variables denoting employee satisfaction did not important associate with any of the three parts of employee loyalty.

However, In this study, teacher's role is also a variable denoting teacher's satisfaction, it was believed that correlate with teacher's loyalty. Teacher's role of this study insist that involvement also could lead to teachers a higher level of satisfaction and a better quality of work life. Studies on employee involvement programs were carried out by Lawler(1992). The findings illustrated that involvement have a effect on a number of performance indicators positively. What's more, in the educational context, before the organizer decides to donate a certain level of involvement to their employees, includes teachers, especially to those whom are in constant teach student, the organizer need to make sure that the involvement is in no way abused. Organizer discretion in granting involvement is in ensuring that such involvement brings fringe benefit to both organizer and employee essentially .

4. CONCLUSION

These findings point out that there is linkage between teacher's satisfaction and teacher's loyalty. However, a rise of teacher's satisfaction could result in rose in teacher's participation and also has the potential of making both the teachers and organizer loyal to the firm equally. Actually, teacher's satisfaction is rely on training, benefits package and career development, working conditions, supervisor, teamwork and cooperation with colleagues, involvement. Finally, teacher's loyalty is a result of the satisfaction that stems from satisfaction variables just like, relationship with supervisor, working conditions, recognition and rewards, teamwork and cooperation.

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Electrical Control System of PLC-Based Straight Wire Drawing Machine

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Abstract. Straight wire drawing machine is the main equipment for production of pre-stressed steel strands. This article uses Siemens S7-300 PLC and frequency conversion technology to research and develop electrical control system. At the same time, tightly combine theory with practice according to features of straight wire drawing machine to achieve two-way feedback in the shortest time, and finally achieve performance optimization of machine.
Keywords: Wire Drawing Machine, Electrical Control, PLC

1 FEATURES OF STRAIGHT WIRE DRAWING MACHINE

In current metal products industry, straight wire drawing machine is often used in drawing process of previous process. Straight wire drawing machine is an electromechanical integrated device that can make a thick diameter wire rod into thin diameter wire through multiple drawing[1]. The principle is to collect drawing tension information according to displacement sensor, and then control inverter through programmable logic controller PLC to achieve the purpose of adjusting speed of the frequency conversion motor. Therefore, speed matching between rollers can be realized to reduce middle links and ensure the product quality. At present, many straight wire drawing machine systems have adopted electronic control technology, which has a qualitative leap in performance compared to previous wire drawing machines.

2 DESIGN OF ELECTRICAL CONTROL SYSTEM

2.1 Principle of Electrical Control System

During operation, a very important index is the degree of speed matching between each roller. If not good, it is likely to cause wire breaks or loose sleeves. Therefore, it is necessary to ensure that the volume flow of steel wire during the drawing process is same in all passes.

Straight wire drawing machine is not completely "straight-forward". There is a tension feedback device between rollers, which is generally called a tuning roller.

During operation, wire speed may not be constant due to various reasons. At the same time, straight wire drawing machine will also have different wear conditions, which makes some problems of speed matching. Therefore, you must perform certain speed compensation measures to correct changes caused by speed matching. Generally, a tuning roller is used to compensate speed matching between rollers.
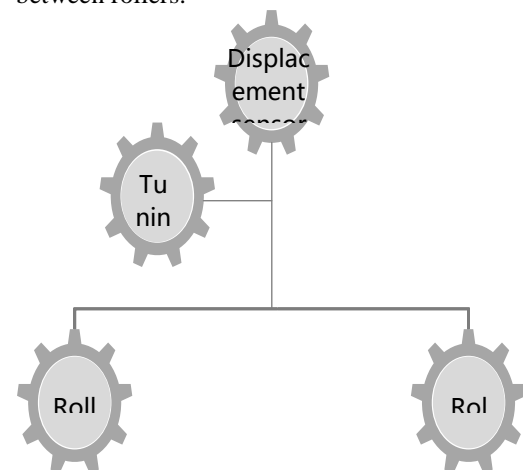
Fig. 1 schematic diagram of tuning roller

It can be seen from the picture above that the tuning roller is driven by pneumatic components. If there is a problem with speed matching between roller 1 and roller 3, wire tension will change, and the tuning roller will respond accordingly[2]. The amount of displacement generated by tuning roller will be converted into a corresponding electrical signal by sensor, and then electrical signal will reach the inverter, which will perform PID adjustment. And then the signal of adjusted correction value will be sent to motor, and the setting values of motor are added to make speed matching normal. The schematic diagram is as follows:
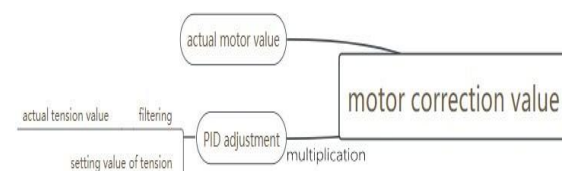
Fig. 2 block diagram of control principle

2.2 Control Requirements of Electrical System

In electrical system, programmable logic controller PLC can be said to be the core of system, so the selection of PLC is particularly important. Besides, as the number of its I / O points is large, corresponding speed requirements are relatively high. In summary, this article chooses Siemens S7-300 and takes S7-300 as the core to realize logic

control of straight wire drawing machine. The PID adjustment function is mainly completed by adjustment module that comes with inverter. And external control is completed through the human-machine interface. [3]

2.2.1 Programming of External PLC

The logic control of electrical control system designed in this article is controlled by PLC. The main logic control includes operation of human-machine interface and control of main components. The control functions is as follows:

(1) Operation of straight wire drawing machine: online and offline.

(2) Reverse operation control of each roller.

(3) Operation and cutting control of each roller.

(4) Operation box of each roller can be started and stopped.

(5) Speed and reset control of straight wire drawing machine.

(6) Stop control caused by accidents such as emergency stop and disconnection.

(7) Protection control: Control some dangerous operation actions, such as protection control that prohibits the wire drawing machine's protective cover from suddenly opening during work. [1]

2.2.2 Implementation of Speed Matching Control

The core problem of electrical control system is speed matching between rollers. During design, speed matching program is placed in PLC of CT inverter to program, which can speed up corresponding speed matching.

The written program is performed in inverter of the last roller, and then control instructions of production are transmitted to previous inverter and winder's inverter by CTNET bus. As the last roller is controlled by the last inverter, the shape of the wire will not change after passing through this roller. Therefore, drawing speed can be determined according to it. Meanwhile, previous inverter and winder will work according to its behavior.

For some straight wire drawing machines used before, you must enter the diameter of wire drawing die for each drawing pass when work, so that speed ratios of all rollers can be determined. However, there is a great shortcoming.The program designed in this article can overcome this shortcoming, which does not need to enter the diameter of the drawing die before runs. Speed ratio of drawing is determined by speed ratio of two rollers when adjusting arm swings at the midpoint. As this speed ratio can be saved in a data block, it can quickly update whether you pull wrong wire drawing die or change process. Therefore, speed ratio can always be maintained at correct value. [2]

During working process, there will be a degree of mismatch in speed due to wear of drawing die or slippage of rollers. By adjusting swing arm, a certain gap can be created between eccentric wheel and sensor, so that sensor can convert this gap into a corresponding electrical signal and send it to the inverter. And then add it to setting speed ratio to provide a roller speed.

2.3 Composition of Electrical System

The electrical control system designed in this paper is composed of 9 drawing passes and winder, a Siemens S7-300PLC, a human-machine interface and 10 inverters.

In the system, PROFIBUS-DP fieldbus technology is adopted. Through this technology, data exchange between PLC and roller inverter and the issuing of control instructions are implemented. CTNET fieldbus is adopted between roller inverters. PROFIBUS-DP fieldbus technology is also used in the connection of human-machine interface and PLC, and human-machine interface is programmed by the configuration software[3]. The speed closed-loop control of rotary encoder used in drag part of system is used to improve accuracy of speed control. The linear displacement sensor is composed of tension closed-loop, which adjusts speed matching between rollers and speed matching between roller and winder.

The control of all external components in system and human-machine interface are provided by PLC. Speed matching is calculated by PLC in CT inverter, and then built-in CNTET bus technology is used to exchange data. This working way can greatly improve response speed of system to achieve speed matching.

2.4 Selection of Electrical System Components

In terms of hardware, the choice of component is very important. Because system is more complex and its requirements are higher, components used in this article are superior in performance and technology. The selection of components is as follows:

(1) Selection of PLC. As the core of electrical control system, the selection of PLC is very important. The S7-315-2DP of Siemens S7-300 series is used in this article. This PLC belongs to a relatively advanced industrial control equipment, which has a faster operation speed, a higher stability and very powerful programming capabilities. At the same time, the S7-300 is a modular design with strong expansion capabilities. And its configuration is one S7-300 CPU, seven modules, ten inverters and one HMI touch screen, one *CPU315DP* like *6ES7 315-2AG10-0AB0*, one power module like *6ES7 307-1KA01-0AA0,* four *DI* digital modules like *6ES7 321-1BL00-0AA0,* two *DO* digital modules like *6ES7 322-1BL00-0AA0,* one *DO* digital module like *6ES7 322-1HH01-0AA0.*

In the selection of inverter, this article uses modular driver developed by imported CT company.

(2) Selection of human-machine interface. In the selection of human-machine interface, industrial computer chooses *DOP-AE10THTD* that

researched and developed by *Delta*. And sensor uses displacement sensor developed by Schneider.

3 SYSTEM ASSESSMENT

The electrical control system designed in this paper shows that accidents such as wire breaks or loose sleeves rarely occur, and speed matching is very good after several runs. At the same time, the output has also been significantly improved, greatly improving automation level of equipment.

4 CONCLUSION

Through the design of electrical control system of straight wire drawing machine, we have a further understanding of Siemens PLC S7-300. First of all, S7-300 series PLC has reliable performance and strong expansion ability, which is suitable for complex system in this paper. Secondly, S7-300 series PLC has strong programming ability. At the same time, program has advantage of visualization during running process. Therefore, when designing large-scale electrical control systems, S7-300 series PLC has great advantage.

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Practice and Exploration of Chinese-foreign Cooperation in Running Schools in Higher Vocational Education

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Abstract: With the development of economy, the social requirements for talents are getting higher and higher, and the education model of school needs to be reorganized to conform to the times. Since the reform and opening up, types of Chinese-foreign cooperation in running schools in higher vocational education in China have been increasing, the scale has been expanding, and the level of running schools has gradually increased. Chinese-foreign cooperation in running schools has a vital impact on our education, and it promotes the reform and development of education. Students with low English can obtain high-quality foreign teaching resources through Chinese-foreign cooperation, and teachers can also learn advanced teaching concepts and methods, which is conducive to introduction of advanced teaching equipment. This paper explores module of Chinese-foreign cooperation in higher vocational education in China.

Keywords: Higher vocational education; Chinese-foreign cooperation in running schools; Practice; Exploration

1. INTRODUCTION

In recent years, with the deepening of higher education reform in China, higher vocational schools continue to carry out Chinese-foreign cooperation in running schools and introduce advanced education concepts. High-quality teaching resources are an important guarantee for students' learning. Schools have made great efforts in cultivating students' professional and practical ability. It not only realizes the industrialization of on-site teaching content in teaching, but also communicates with students through Internet and realizes diversified teaching methods. In teaching management and courseware development, it is closely following the steps of the times. Many schools have actively explored and practiced ways and methods of Chinese-foreign cooperation in running schools.

2. STATUS OF CHINESE-FOREIGN COOPERATION IN RUNNING SCHOOLS

The development of economic and trade globalization has made educational cooperation among countries a trend of exchange. Deng Xiaoping pointed out that "education should face the world, modernization, and the future", which has pushed our education to an international level. Chinese-foreign cooperation in running schools refers to educational activities that are organized by Chinese educational institutions and foreign educational institutions in China in accordance with the law, which mainly target Chinese citizens. There are five forms of running schools, and Chinese-foreign cooperation in running schools is set up through establishment of institutions and projects. In just ten years, it has grown from less than a hundred to over a thousand. In recent years, the growth trend of scale of Chinese-foreign cooperation in running schools has slowed down, but the growth of the quantity of that has stabilized. [1]

3. FACTORS INFLUENCING CHINESE-FOREIGN COOPERATION IN RUNNING SCHOOLS

In the process of Chinese-foreign cooperation, higher vocational education is constantly exploring and accumulating experience, but some existing factors also affect the further development of our higher vocational education to some extent.

3.1 Low qualification of foreign cooperative schools

How to introduce foreign high-quality education resources is a key factor for Chinese-foreign cooperation in running schools. However, due to joint effect of various factors, resources of school partners for higher vocational education in China are generally low. They are mainly some private schools and public community colleges. Schools with high qualifications have more learning resources and students have greater advantages in learning. But qualifications of foreign cooperative schools are generally not high, which affects professionalism of higher vocational students in China.

3.2 Weak cultural foundation of enrolled students

Because the cost of Chinese-foreign cooperation in running schools is far higher than the tuition fees of general higher education, there is no way for some students who have a good foundation of study and are willing to accept Chinese-foreign cooperation in running schools together with a strong learning ability to study in these institutions. The score line of most Chinese and foreign cooperative colleges is low, and the cultural foundation of students is also weak. There are certain requirements for students' foreign language in Chinese-foreign cooperative education. On the other hand, due to the influence of family economy, which will also affect teaching effect of teachers.

3.3 Lack of bilingual teachers in professional courses

The form of class is mostly bilingual teaching in Chinese-foreign cooperation in running schools, and there are many terms in professional courses. But the English expression of teachers is not proficient in professional, and students are also confused, which greatly affects the teaching effect. In the face of such a situation, teachers will change the mode of bilingual teaching into a Chinese-based teaching mode, which will lose significance of Chinese-foreign cooperation in running schools. Many teachers in higher vocational schools can only understand English and read English books, but their foreign language has obstacles in English teaching. The teaching level of teachers in Chinese-foreign cooperative education is important for the success of running a school.

4. ON CHINESE-FOREIGN COOPERATION IN RUNNING SCHOOLS IN HIGHER VOCATIONAL SCHOOLS

4.1 To strengthen the construction of teaching staff

The teaching quality of teachers determines the professional skills of students. At the same time of introducing foreign excellent teachers, we also need to strengthen the training of domestic teachers, especially in international exchange and bilingual teaching of professional teachers. In addition, we should increase training efforts to constantly improve English and professional level of teachers and to further broaden the international vision of teachers. Teachers can strengthen the construction of teaching staff by visiting abroad, exchanging with domestic English training institutions and obtaining higher bachelor's degree.

4.2 To improve the quality of students

Schools should increase publicity, introduce their specialties, and highlight their brand and characteristics, so as to ensure the quality of school teaching, and increase their appeal to students and their parents. Implementation of Chinese-foreign cooperation in running schools is conducive to promoting the reform of education in China. In the process of enrollment, the school should focus on promoting the Chinese-foreign cooperation disciplines and make full use of brand linkage effect to optimize the structure of students. Actual cases are used to analyze the employment advantages and achievements of students in Chinese-foreign cooperative education projects, and attract high-quality students to improves the quality of students.

4.3 To improve students' English effectively

In Chinese-foreign cooperation in running schools, the level of students' English determines the degree of students' acceptance of knowledge. Therefore, it is an urgent task to improve students' English level at present. We need to carry out targeted English teaching and train students in "Listening", "Speaking", and "Writing" according to the actual situation of students, and even introduce IELTS and TOEFL training. In order to create a good learning atmosphere, students can be required to write English, listen to English songs, watch English movies, and watch English masterpieces every week, so as to gradually improve students' English ability and improve students' learning efficiency .

4.4 To develop talent training programs

The talent training plan is an important content of Chinese-foreign cooperation in running schools, an important basis for international standards, and an important guarantee for schools to train talents. First of all, talent training requires more for English teaching. Solid English is of great help to students' employment and going abroad. Students should pay attention to the module of English teaching in their teaching plans. Secondly, talent training needs to meet the needs of social development and enterprises. We should arrange corresponding courses for learning and improve the overall quality of students according to the company's job skills and professional literacy. In addition, we need to make full use of foreign resources and learn the scientific and technological achievements of crimes to strengthen students' practical ability. [2]

5. SUMMARY

Chinese-foreign cooperation in higher vocational education is in line with our basic national conditions. It promotes economic development through smart ways, develop education through interactive forms, and train high-level talents needed by the society. Chinese-foreign cooperation in higher vocational education gradually matures through the life cycle of introduction, growth, maturity and recession, and forms a form of Chinese-foreign cooperation in higher vocational education with Chinese characteristics. And we should make full use of foreign courses and combine skills training with social practice teaching system of our country to strengthen students' professional skills and practical ability. [3]We have to constantly solve the problems encountered in the process of development. The process of Chinese-foreign cooperation in running schools is rather tortuous, which requires the cooperation of all parties to promote further development of education.

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The new practice of the form of helping the left behind children in the middle of Ningxia

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Abstract: The left-behind children in village is a prominent social problem for our dual economy development, which imposes different problems and hidden peril on individual, family and society. The Ningxia Hui Autonomous Region pays attention to the problem of left-behind children in village, which introduces a series of documents and draws up corresponding measures. Based on the specific measures of rural areas in the middle of Ningxia, this paper analyzes the characteristics, advantages and disadvantages of each form of support, in order to find a long-term and lasting form of support.
Keywords: middle Ningxia, rural areas, left behind children, forms of assistance

1. INTRODUCTION

Plenty of surplus rural labor force swarm into cities to work with the constantly advance of urbanization and industrialization in China, which leads to a large number of population flow and about 100 million children are influenced.[1] Implementation opinions of strengthen the protection and caring for left-behind children by the government of Ningxia Hui Autonomous Region stipulates clearly that left-behind children in rural areas means those juveniles live in rural areas that are under 16-year-old and can't live together with their parents because both their parents are migrant labors or a parent of them are migrant labors and the other parent of them are lack of guardianship competence.[2] On one hand, the parents go out as migrant labors can improve their household economic status and boost the cities' economic and social development. On the other hand, the time is not ripe for all migrant labors to take their children to the cities where they work because they are limited by the poor basic conditions of residence, education and living. Therefor, many children are left behind to live in rural areas. Some of them are suffering to varying degrades from family life, personal development and mental health due to lack of effective guardianship and family affection.

2.NINGXIA POLICY ON LEFT-BEHIND CHILDREN IN RURAL AREAS

Ningxia Hui Autonomous Region pays attention to the caring and protection of left-behind children in rural areas. The government has formulated a series of measures and conducted a series of actions to safeguard their legitimate rights and interests, and to promote the participation of all sectors of society in the caring and protection of the left-behind children in rural areas.

2.1. Formulate Policy Measures

Implementation opinions of strengthen the protection and caring for left-behind children by the government of Ningxia Hui Autonomous Region (Released by Government of Ningxia Hui Autonomous Region [2016] No. 57) proposed 12 protection measure for the caring and protection of left-behind children in rural areas, emphasizing the carefully performance of guardian responsibility that should be mainly carried out by family, effectively implementation of government's territorial monitoring. Those protection measures aimed for strengthening the caring and protection from administrative department fro education and schools, giving full plays to the caring services from mass organizations and being active in mobilizing social forces' participation. Besides, they also focused on setting up a sound and compulsory reporting system, strengthening various measures about emergency disposal, doing a good job in risk evaluation and assistance, enhancing the intervention in guardianship in accordance with the law on their own initiative. Further more, those protection measures provided support in promoting the migrant labors' families to blend in the cities and in their employment and running business after returning home.

2.2. Caring and Protection Actions

Government of Ningxia Hui Autonomous Region carried out special caring and protection action with the theme of "joint guardianship and accompanying growth" for left-behind children in rural areas. *Notification of the print and distribution of special caring and protection action with the theme of "joint guardianship and accompanying growth" for left-behind children in rural areas all over Ningxia Hui Autonomous Region* (Released by Department of Civil Affairs in Ningxia Hui Autonomous Region, [2016] No. 109) emphasized that children's legitimate rights and interests should be given priority and efforts should be made to improve the caring and assistance system of left-behind children in rural areas in order to safeguard their legitimate rights and interests practically. The notification insisted on executing those policies according to different classification and greatly enhancing the intervention assistance to those children who have no guardians, or a parent of them go out as migrant labors and the other parent of them are lack of guardianship competence，who drop out of school or have no

household registration, ensuring they get proper guardianship and caring. Also, it adhered to the joint of family responsibility and government departments, working hard to bring all left-behind children in rural areas all over the city into effective guardianship scope and hold those children's safety baseline positively.

2.3. Dynamic Information Management

According to the Notification of the implementation of information system of left-behind children and children living in distressed circumstances in rural areas throughout the country (Released by Department of Civil Affairs in Ningxia Hui Autonomous Region [2017] No. 121), the government of Ningxia Hui Autonomous Region implemented the information system of left-behind children and children living in distressed circumstances in rural areas throughout the country in the second half of 2017. The information system of left-behind children and children living in distressed circumstances in rural areas throughout the country contained the functional modules like data entry, review and admission, pooled analysis and etc., realizing the data sharing with other information systems such as information system of minimum living standard, information system of establishing files and registering cards for poverty households and information system of the disabled. The information system also provided reliable platform support and effective technical guarantee for the execution of data upgrading, verifying through comparison, combination inquiry, regular notification and real-time reporting related to left-behind children in rural areas, and was of great significance to the construction a detailed and accurate information ledger of left-behind children in rural areas, the promotion of efficient combination of social resources and the realization of accurate caring, assistance and protection of those children.

2.4. Assign Caring Supervisors for the Three Left-behind Groups and Build Children's Home

In order to promote the work about left-behind children in rural areas in Ningxia Hui Autonomous Region further more, the Notification of doing a good job in assigning caring supervisors for triple left-behinds in rural areas (Released by Department of Civil Affairs in Ningxia Hui Autonomous Region [2017] No.26) requested that caring supervisors for the three left-behind groups should be assigned in all villages to figure out the basic information of local three left-behind groups through regular investigation and interviews, reporting in time and conducting various caring supervision actions. The Notification of doing a better job in the construction of children's homes in urban and rural communities throughout Ningxia Hui Autonomous Region (Released by Department of Civil Affairs in Ningxia Hui Autonomous Region [2018] No.13) set up ten standards for software and hardware construction of

children's home, namely: sound organization, complete system, comprehensive plans, sound team and complete information for software construction; adequate activity apace, necessary instrument, equipment for recreation and sports, propaganda position and special projects for hardware construction.The government of Ningxia Hui Autonomous Region demanded that caring supervisors for the three left-behind groups in rural areas take responsibility for children's homes' management, and providing services of daily care, mental comfort, health care, assistance, learning assistance and legal aids to children. 2252 caring supervisors for the three left-behind groups in rural areas has been assigned by the government of Ningxia Hui Autonomous Region and RMB 63.1 million Yuan has been invested in to the construct 1254 children's homes up to Aug., 2018. The policy is planned to cover all urban and rural communities in 2020.[3]

3.THE FORM OF HELPING THE LEFT BEHIND CHILDREN IN THE MIDDLE OF NINGXIA -- A CASE STUDY OF SBT VILLAGE

Most of the left-behind children in SBT Village have the main characteristic of divorced and single parent family. An acute lack of family warmth and caring from the parents are the evident absence during the growing process of the children. The tension and depression caused by the absence easily result in negative personality factor in the growing process of the children, which will become a hidden peril for social disorder if we let it be, finally influencing social security.

To remedy the absence in life, psychology and education for the left-behind children in the local place, SBT Village implement a long-term educational coaching. Based on the specific activity in recent year from July 2017 to August 2018, there are 16 assistance activities, most of which are held in the summer vacation of July and August. For example, visit the Museum of Lingwu and watch the 4D movie; learn drawing and draw the West Lake, Museum of Lingwu in their own minds; visit Media Group of Yinchuan, Yinchuan Daily Printing House, News Building and studio, performing in studio; caring donation ceremony of the caring for left-behind children; a series of cultural volunteer activities of *better cultural service, warm lives*; 22 times of SBT village left-behind children's art class; class exhibition of Children's home's art class in SBT village; lecture of anti-drug knowledge; art tour of SBT village's children;[4] and so on. According to the duration of the assistance, those activities can be divided into short-term assistance activities and long-term assistance activities; according to the sources of assistance, those activities can be divided into administrative organization assistance activities, volunteer organization assistance activities, charity organization assistance activities and enterprise

assistance activities; according to the forms of assistance, those activities can be divided into coaching and training assistance activities, exhibition and visit assistance activities, money donation assistance activities.

3.1. Divided by the Duration of Assistance

3.1.1 Short-term Assistance Activities

Most assistance activities to left-behind children in SBT village were short-term assistance, and among the 16 assistance activities, 14 activities were short-term. Short-term assistance activities were featured by various forms, including drawing, dancing, singing, cultural performing, exhibition, lectures, ceremonies and visits. The advantage of short-term assistance activities was it can be organized easily, while the disadvantages were they were more formality but were short of gains, has too direct activities as money donation.

Short-term assistance activities mainly carried out in Children's home in SBT village. 11 of those activities were conducted, namely: learn drawing and draw the West Lake, Museum of Lingwu in their own minds. Sing and play games, dance lesson of Persian cat by cultural center staff of Lingwu, sing lesson of the same as you, caring donation ceremony of the caring for left-behind children, a series of cultural volunteer activities of "better cultural service, warm lives", winter exhibition of Children's home's art class in SBT village, class exhibition of Children's home's art class in SBT village, donation activity of Spring Bus Angel Love Association, opening ceremony of Children's home's summer class in SBT village, lecture of anti-drug knowledge, closing ceremony of Children's home's summer class in SBT village. Short-term assistance activities that lasted for one day were mainly carried out outside SBT village. 3 of those activities were conducted, namely: visit the Museum of Lingwu and watch the 4D movie; visit Media Group of Yinchuan, Yinchuan Daily Printing House, News Building and studio, performing in studio; art tour of SBT village's children to Han Meilin Art Museum.

3.1.2 Long-term Assistance

2 of 16 assistance to left-behind children in SBT village were long-term assistance. One of them was left-behind children's art class held by cultural volunteer art teachers of Yinchuan, which lasting from Nov., 2017 to June, 2018. The class held half-day lessons almost at every weekends and had held 22 lessons in total. The art class brought art basic education to left-behind children. The other one was left-behind children's summer school held by volunteer association of Ningxia University. The summer school provided 15-day homework coaching and training in art, calligraphy and music.

Main form of long-term assistance activities was coaching and training, including homework coaching and training in art, calligraphy and music. The advantages of long-term assistance activities were

that long-term coaching and training can help left-behind children learn and earn in a certain degree, gaining enlightenment in art education and cultivating learning interests. In addition, long-term assistance activities and short-term assistance activities were closely related. For example, left-behind children home's art class, a series of cultural volunteer activities of "cultural volunteer activities of "better cultural service, warm lives", class exhibition of Children's home's art class in SBT village and art tour of SBT village's children to Han Meilin Art Museum were belong to the same series of activities. Summer school, the opening ceremony of Children's home's summer class in SBT village and the closing ceremony of Children's home's summer class in SBT village held by summer social practice team of Ningxia University were belong to the same series of activities.

3.2. Divided by Assistance Sources

3.2.1 Administrative Organization Assistance Activities

Assistance activities to left-behind children in SBT village mainly came from administrative organizations, which were related to the work of left-behind children, including CCYL committee, department of civil affairs, women's federation, cultural center, anti-drug office. Administrative organization assistance activities were instructive and could cause attention to left-behind children through enlarging the activities' influence. But the problem of more formality also existed. Assistance activities from CCYL were learn drawing and draw the West Lake, Museum of Lingwu in their own minds. Sing and play games, caring donation ceremony of the caring for left-behind children, sing lesson of the same as you, winter exhibition of Children's home's art class in SBT village, visit the Museum of Lingwu and watch the 4D movie, visit Media Group of Yinchuan, Yinchuan Daily Printing House, News Building and studio, performing in studio. Assistance activity from department of civil affairs and women's federation was caring donation ceremony of the caring for left-behind children. Assistance activity from cultural center was dance lesson of Persian cat by cultural center staff of Lingwu. Assistance activity from anti-drug office was lecture of anti-drug knowledge.

3.2.2 Volunteer Organization Assistance Activities

Volunteer organizations that carried out assistance activities to left-behind children in SBT village are cultural volunteer association of Yinchuan and volunteer association of Ningxia University. Cultural volunteer association of Yinchuan set up a Yinchuan cultural volunteer service base in Chileren's home in SBT village and held three exhibitions for left-behind children in SBT village in the follow-up activities. Among which, they held exhibition in Han Meilin Art Museum of Yinchuan and helped those children to participate in art activities in the museum. Volunteer

association of Ningxia University held summer school for Children's home in SBT village. Volunteer organization assistance activities are featured by their long lasting, persistence and professionalism, which can help left-behind children learn and earn. They also possess more social resources that may enrich the activities of left-behind children further more.

3.2.3 Charity Organization Assistance Activities

Spring Bus Angel Love Association was the charity organization that held assistance activities to left-behind children. It's a local charity organization of Ningxia, the main work is to assist those whose are elder, weak, ill or disabled. It's also a citizen that is bound up to charity and a joint non-profit social organization legal person that consists of various social resources. Spring Bus Angel Love Association held a donation ceremony for left-behind children in SBT village in May 26th, 2018. It gave materials that equal to RMB 20,000 Yuan directly to left-behind children in SBT village through playing games and performance. Charity organization assistance activities are greatly featured by its professionalism. They pay attention to psychology of the left-behind children, helping them to build correct values by rewarding them with materials as awards to games and performance.

3.2.4 Enterprise Assistance Activities

Enterprise that held assistance activities to left-behind children in SBT village is the Tongde mechanical cooperation that in the same village. As a agricultural mechanization service professional cooperation, Tongde mechanical cooperation donated materials to left-behind children through the activity of "Caring donation ceremony of the caring for left-behind children" jointly held by department of civil affairs, women's federation and CCYL committee of Lingwu, giving play to its social responsibility. The activity of "Caring donation ceremony of the caring for left-behind children"collected donations of RMB 81,500 Yuan, among which, department of civil affairs of Lingwu donated equipment that worth RMB 50,000 Yuan, women's federation of Lingwu donated RMB 5,000 Yuan, CCYL committee of Lingwu donated books that worth RMB 1,500 Yuan, Tongde mechanical cooperation donated materials that worth RMB 25,000 Yuan. The donation from Tongde mechanical cooperation is used to buy televisions and electric pianos that needed in that activity, and to buy school bags, pencil boxes, pens and notes to left-behind children. Enterprise assistance activities reduce the stress of administrative organizations in the construction of Children's home, but its form is too simple and direct.

3.3 Divided by the Form of Assistance

3.3.1 Coaching and Training Assistance Activities

Coaching and training assistance activities accounted for 50% of 16 assistance activities to left-behind children in SBT villages, including both short-term activities like lessons of sing and dance and long-term activities like homework coaching and training in art, calligraphy and music. Coaching and training assistance activities can improve left-behind children's school records effectively and make them access to art enlightenment education, learning the same art acknowledge as children in cities learnt in the limited resources in countryside through training in art, calligraphy and music. Meanwhile, quality promotion of left-behind children benefited little from short-term coaching and training assistance activities, but just enjoy the time of playing games together.

3.3.2 Exhibition and Visit Assistance Activities

Six exhibition and visit assistance activities can be mainly divided into two types. One type is hold exhibition for left-behind children and give them a chance to show what they learnt about art, praising them to boost their self-confidence and cultivation their interests in further study. The other type is visit museums, Media Group and Art Museums to broaden left-behind children's horizon. Exhibition and visit assistance activities can enhance left-behind children's self-confidence and strengthen their sensory ability to the outside world, advancing their humanistic quality.

3.3.3 Money Donation Assistance Activities

Two money donations have been held. One donation was held jointly by department of civil affairs, women's federation of Lingwu and enterprise, collecting RMB 84,500 Yuan. The other donation was held by Spring Bus Angel Love Association and collected materials that worth RMB 20,000 Yuan. Money donation assistance activities could enhance the infrastructure construction of Children's home and add various necessary equipment. However, it may affect the children's values building if the adopted improper methods to donate money directly to them. [4]

Living at the bottom of the society, the survival and difficult life of left-behind children in village have become an uncertain factor to influence the social stability as they grow up.American psychological educational circle used the research thought of "setback-attack theory" to explain the contending of low-class masses, namely, when people feel frustrated due to some reason, they will become aggressive. In 1960s, Ted Robert Go proposed a concept of "Relative Deprivation" guided by this theory, namely, the difference between the things people hope the government provide (what they want) and those they actually attain. Therefore, the gap between desire and reality is called "Relative Deprivation", whose degree is an important factor for if people participate in the activities endanger social order.

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Opportunities and Challenges for Chinese Internet Companies to Go Global against the Belt and Road Initiative

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Abstract: The Belt and Road Initiative is an initiative that has had a major impact in recent years. It has promoted reform and economic development of China, and is also an important moment to guide Chinese Internet companies to go global. China actively responds to the Belt and Road Strategy and encourages enterprises to take advantage of the strategy to go abroad for development to improve their competitiveness and enhance our comprehensive capabilities. At the same time, China actively engages in exchanges and cooperation with countries along the Belt and Road to conform to the trend of globalization and build an economic community.
Keywords: The Belt and Road Initiative; Internet companies in China; Opportunities and challenges

1. INTRODUCTION

Globalization is the development trend of society, industry, and economy. Internet company is product of the 21st century information age. It integrates production, sales, after-sales, and logistics. It is a new form of product production and sales with advantages of cost, time, and space. With development of network technology, Internet companies occupy an important position in our economic development. The Belt and Belt Strategy has been recognized by more and more countries. With the help of the Belt and Belt, Internet companies will go global with the trend of globalization. And the implementation of a series of preferential policies brings new opportunities to Chinese Internet companies as well as challenges. This paper discusses opportunities and challenges encountered by Chinese Internet companies to provide reference for Chinese Internet companies to find good ways to go global.

2. The Belt and Road Initiative

The Silk Road Economic Belt and the 21st Century Maritime Silk Road are collectively referred to as the Belt and Road [1]. The Belt and Road Initiative was proposed in 2013, and it was put forward in the face of rising trade barriers and intensifying economic competition, and is of great significance to national economic development. In recent years, China has achieved good results in the implementation of the Belt and Road Initiative, and has gradually received the attention and participation of countries along the Belt and Road. As an important enterprise in the new era, Chinese Internet companies actively go out and develop, and give full play to advantages of e-commerce.

3. OPPORTUNITIES FOR CHINESE INTERNET ENTERPRISES TO GO GLOBAL

3.1 Strong policy support

China attaches importance to economic cooperation among countries along the Belt and Road. It combines actual situation of China and current situation to formulate a series of distinctive and excellent policies for enterprises going out in China that is a strong support and a powerful guarantee for Chinese Internet companies to go global, reducing the development risks of enterprises in other countries. Common preferential policies under the Belt and Road Strategy include reducing taxes, developing financing channels, and enriching advantageous resources. [2] The strong policy support reduces the difficulty of Chinese Internet enterprise going out, increases its development advantages, and promotes the further sound development of our economy.

3.2 Broad development prospect

The Belt and Road Initiative spans three continents of Asia, Africa, and Europe, and passes through many countries and regions. And it influences many heavyweight economic circles such as the Asia-Pacific economic circle and the European economic circle that occupy a larger proportion in global economy. It has a broad prospect for Chinese Internet companies, and has many potential opportunities for development. There are many possibilities for Chinese Internet enterprises to go abroad. They can combine advantages of Internet enterprises to obtain the information of cooperation area in time and find the new trend of enterprise development, so as to realize the industrial upgrading of Chinese Internet enterprises and improve market competitiveness. [3]

3.3 Complete capital chain supply

Chinese Internet enterprises need going out requires huge financial support. In the context of the Belt and Road Initiative, the Asian Infrastructure Investment Bank has set up a project. The provision of this fund provides financial support for Chinese Internet companies to go global and develop. The application of capital projects under conditions can help enterprises avoid or reduce reduce the problem of capital turnover and financing. With the

implementation of the Belt and Road Strategy, the capital supply chain has gradually improved, and the development of Chinese Internet enterprises relies more steadily. [4] Complete financial support can provide more opportunities for Chinese Internet companies and help them to go global; on the other hand, it has also promoted the development of the Belt and Road and the process of economic globalization.

4. CHALLENGES FOR CHINESE INTERNET ENTERPRISES GOING GLOBAL

4.1 Unbalanced development of countries along the Belt and Road

In the face of opportunities, Chinese Internet enterprises are also facing challenges. The Belt and Road Economic Belt spans many countries, and the development of each country is uneven. The development of Internet enterprises needs to rely on a strong information network system and a perfect information facility system. However, due to different levels of information construction in countries along the route, there are differences in information systems, which brings huge challenges for Chinese Internet companies to go global and even directly affects the survival and development of enterprises. In addition, Internet enterprises need to contact with developing countries in the process of development, but it still needs to pay a large amount of internet transfer fees and communication costs. On the other hand, there are differences in the level of economic development in different countries, and the social development needs are different from those in China, which makes Chinese Internet enterprises easy to face barriers when they go out and difficult to quickly be integrated into the local development, further increasing challenges of the development of Chinese Internet enterprises. [5]

4.2 Challenges of environmental differences such as politics, language and culture

There are differences in political environment, language environment and cultural environment among countries, which hinders the pace of Chinese Internet enterprises going out to some extent and increases the difficulty of development challenges. Countries along the Belt and Road have a scum political environment, some have trade barriers and strangulations against Chinese companies, and some have wars, severe drug trafficking, and terrorist forces, which has increased risks for Chinese Internet enterprises to go out. In addition, there are differences between countries in culture, religious beliefs, and language communication which are prone to communication barriers, and similarities and differences in processing methods. The traditional management and development mode of Internet enterprises in China is not suitable for local development, which will limit the development of Internet enterprises in China under long-term influence.

5. CONCLUSION

Globalization is the trend of the times. There is an economic community among countries. [6] Under the guidance of the Belt and Road Strategy, the economic communities between countries are closer. Chinese Internet companies make reasonable use of advantages pf the Belt and Road Strategy to introduce advantages of e-commerce and Internet enterprises to countries along the line for economic development. However, in the course of going abroad, we will face both opportunities and challenges. Therefore, we should adhere to principles of friendly cooperation and respect for differences to build a comprehensive Internet information system and facilities and to improve closeness of countries and regions along the Belt and Road. In addition, we need to enhance network security, and reduce risks of Internet companies and improve their competitiveness, and enhance our position in strategic construction.

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The associations betweenStress of parents and rearing behaviors

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Abstract:The purpose of the current study was to examine the relations between stress of parents and child-rearing behavior. The current study was designed as a cross-sectional study and data was collected by self-reported questionnaire regarding to stressof parents and their child-rearing behaviors in Japan. Subjects were parents with 0-6 year-old child from the centers for early childhood education and care across Japan. Final available data for analysis was 964. The results of chi-square tests in different characteristic groups indicated that parents without high stress tend to have more parent-child interaction and less physical punishment than parents with high stress. The study further provided evidences that sources could affect child-rearing behaviors differently.
Keywords:Stress of parents, rearing behaviors

1. INTRODUCTION

With the change of society, families are also undergoing significant changes greatly[1]. The number of working mothers is continue to increase. It is difficult for working mothers to keep a good balance between childcare and work[2]. Furthermore, the childcare support from others is increasingly difficult to obtain and parents have become the only or main forces of childcare[3].

All these changes mentioned above have caused various stresses of parents and declining of child rearing capabilities in families has become an emergent task for Japan. Appropriate degree of stress is necessary for maintaining physical and mental health of both parents and children[4].However, excessive stress of parents is linked to unhealthy rearing styles, low parental warmth, negative and controlling behaviors, harsh discipline practices[5].

On the other hand, different sources of stress can have different implications of rearing behaviors. For example, stress from looking after elderly in the family is closely related to harsh punishments and rejection-oriented behaviors[6].

In the current study, stress refers to the feeling of strain and pressure, and capital sources of parents' stress were explained as rearing children, health conditions, work, and human relationships.Rearing behavior is defined by specific process that parents use to socialize their children.

The current study focus on families with normal children and examine the relations between stress and rearing behaviors,including source of stress.

2. METHOD

The current study was designed as a cross-sectional study and data was collected by self-reported questionnaire, in which the items wereselected fromICCE[7].1,116 parents were investigatedand the available subjects for analysis were 964.

Chi-square test was introduced to test whether the difference between "high stress group" and "not high stress group" is significant or not in 10 specific rearing behaviors.

For the high stress group, each source of stress was classified as two groups ("have" and "not have") and Chi-square test was introduced to test whether the sources of stress are related to the difference of rearing behaviors or not.

3. RESULTS

3.1 Demographic background

For all of the 964 participants, 763 (79.2%) parents belonged to "not high stress group" while 201 (20.9%) parents belonged to "high stress group." Furthermore, sources of stress in "high stress group" were showed in the study. Parents having stress from rearing children were 105 (52.2%); parents having stress from work reached to 137 (68.2%). The distributions of other two main sources of health conditions and human relationships were 79 (39.3%) and 70 (34.8%).

3.2 Relations between degree of stress and rearing behaviors

The study showed the significant results of chi-square which revealed the differences between "high stress group" and "not high stress group" in the following rearing behaviors: go to park together in high frequency (not high stress group 80.9%, high stress group 74.1%, p=0.037); Meet friends or relatives companying their children together in high frequency (not high stress group 66.2%, high stress group 56.6%, p=0.013); Eat meals together in high frequency (not high stress group 79.0%, high stress group 70.9%, p=0.015); Appropriate response to mistakes without spanking (not high stress group 96.7%, high stress group 92.5%, p=0.009); Punishment for children without spanking children (not high stress group 67.5%, high stress group 55.7%, p=0.002).

3.3 Relations between sources of stress and rearing

behaviors in parentswith high stress

For 201 parents in high stress group, the current study showed the significant results from chi-square which revealed the effect of different sources of stress on rearing behaviors. In high stress group, between the two groups whose main source of stress was rearing children or not, the difference in "meeting friends or relatives with children" was found significantly (in high frequency group: not having stress from rearing children 64.1%, having stress from rearing children 50.0%, p= 0.046). In addition, between the two groups whose main source of stress was human relationships or not, the difference in "playing with children" was found significantly (in high frequency group: not having stress from human relationships 61.2%, having stress from human relationships 77.9%, p=0.018).

4. DISCUSSION

4.1 Parents in not high stress group tend to provide more positive rearing behaviors

Stress of parents is associated with their providing of appropriate stimulations for children.Parents in not high stress group tend to eat meals with their children more frequently, which creates more opportunities of parent-child conversations.

4.2 Effects of source of stress on rearing behaviors in high stress group

Meeting friends or relatives provides opportunities for children to experience more social interactions, which are beneficial for child development.Human relationships were reported as another main source of stress. In current study, for the high stress group, parents who had stress from human relationships tend to play together with their children more frequently than parents having no stress from human relationships. It is necessary to pay more attention to make sure if parents play with children in a right way.

4.3 Stress management

First, the main sources of stress in daily life should be identified. Even though sources of stress are dependent, one or two could be the main stress which affects family greatly. Understanding the main sources can provide important hint for supporting their stress management.

Secondly, parents may use unsatisfactory rearing behavior as a way to release their stress.Special attention should be paid to prevent the vicious circle.

Furthermore, social support is an effective way for stress management. Adequate social support from spouse, grandparents, neighbors, relatives, friends, and child care professionals is beneficial for managing stress of parents and promoting rearing behaviors for children.

Influential associations whether stress of parents can affect subsequent rearing behaviors could not be examined exactly.

5. CONCLUSION

The study examined the association between stress of parents and rearing behaviors and it indicated that parents without high stress tend to have more parent-child interaction and less punishment than parents with high stress.

The study further provided specific advice for the method of stress management to high stressed parents, based on effects of source of stress.

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Haidilao and the growing online restaurant business in China

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ABSTRACT：All industries can keep their vitality only with the development of the times, and catering industry is no exception. With the development of digital technology, many restaurants in China incorporate online strategies to develop their business. This passage is to find out how Chinese restaurants use online strategies to improve their business, and the passage uses Haidilao as a special example to illustrate this. In this passage, we analyze the data of the income of Chinese online delivery market at first and then introduce Haidilao and its market share in Chinese catering industry. What's more ，we also analyze current strategies of Haidilao, point out the shortages of Haidilao, and present several solutions to relieve the current shortages of Haidilao-- perfecting their online number arrangement system and giving more thorough training before their staff start work.
Key words: Online restaurant, Catering industry, Haidilao , Operational strategies.

1.INTRODUCTION

With the development of digital technology, many restaurants have the ability to develop their online table 1

platforms in addition to their physical stores. Many small restaurants operated by individuals or families, are also able to participate in online services such as delivery of their food, with the help of third-party apps, such as Meituan, Eleme, Fengniao and others. However, many of the larger chain restaurants that enjoy advantages of standardized management processes and well-known brands, may prefer to develop their own online websites and provide a wide ranges of services including food delivery.

These transitions are affecting the Chinese catering industry that is growing at a 10% higher growth rate than the average industry. In China, revenue from Online Food Delivery (restaurant to consumer delivery) amounted to US$107,438 million in 2019, or 40% of the entire restaurant industry sales. And this revenue is expected to show an annual growth rate (CAGR 2019-2023) of 9.9%, resulting in a market volume of US$156,819m by 2023. Then there is also a different segment of Platform-to-Consumer Delivery with a market volume of US$53,786m(2019). (See Table 1). ·
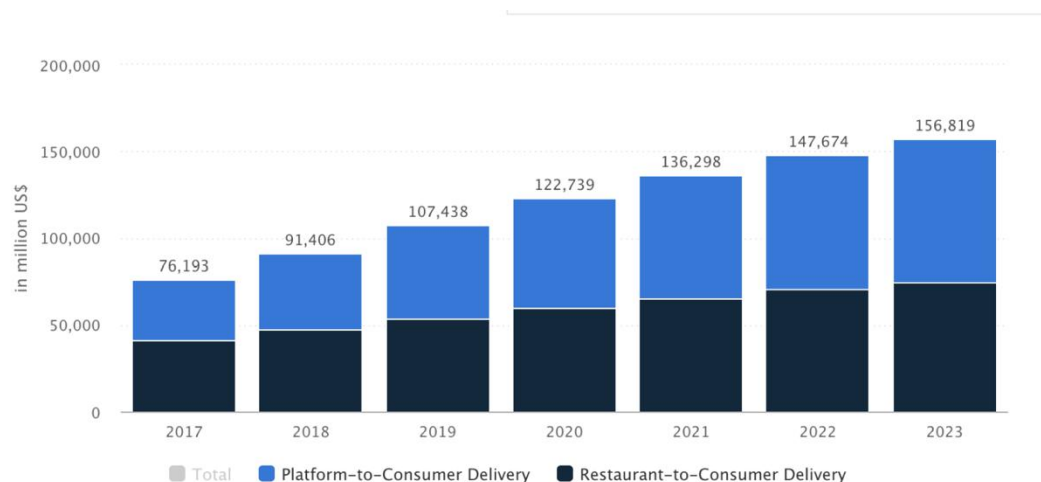
Source: Statista, July 2019; Selected region only includes countries listed in the Digital Market Outlook

2.REASONS FOR THE GROWTH IN ONLINE RESTAURANTS:

Home delivery of restaurant food has become popular because digital platforms and apps like

those of Meituan and Eleme. As such apps have become more powerful, so has the delivery services of restaurants. For restaurants they can collect plenty of data from those delivery platforms. Then, they can use those data to adjust their marketing strategies, update and introduce new dishes at any time, and improve their own shortcomings. Meanwhile, merchants can use different platforms to advertise themselves, increase visibility, and the cost is lower than outdoor promotion. Also, these apps pay special attention to small and local restaurants, by adapting their platforms and the choices offered to different regions, cities and cuisines, which greatly improves their effectiveness. And online sales can also increase customers' familiarity with a wide variety of cuisines and dishes. Restaurants can put food ingredients, production processes on the Internet through dynamic video and renderings and explain. Customers receive a variety of sensory effects that stimulate consumer desire.

Customers can both obtain and provide far more information on online platforms as compared to going to a physical restaurant. Every customer has the right to comment on what he or she had bought. Other customers are also free to view the comments. This gives customers a lot of data, and they know what they really want. Moreover, more and more people today are leading a fast life style, squeezing their time to work from every possible aspects. Ordering food deliveries instead of going a long way, queueing up to wait for food and eating in restaurants could save time. [1] By clicking several buttons on their mobile phones, people could enjoy the tasteful food without going out.

In 2018, 85.2% of restaurants in China were individual stores, and 13.5% were chain stores. 95.9% of the restaurant business staff in the number of 10 people. The comprehensive analysis shows that there are a large number of restaurants businesses in China, but most of them are small, medium and small enterprises, and most of them are individual businesses. The degree of chain and concentration is relatively low, showing the characteristics of large size and small size.

Distribution of restaurant businesses in China in 2018
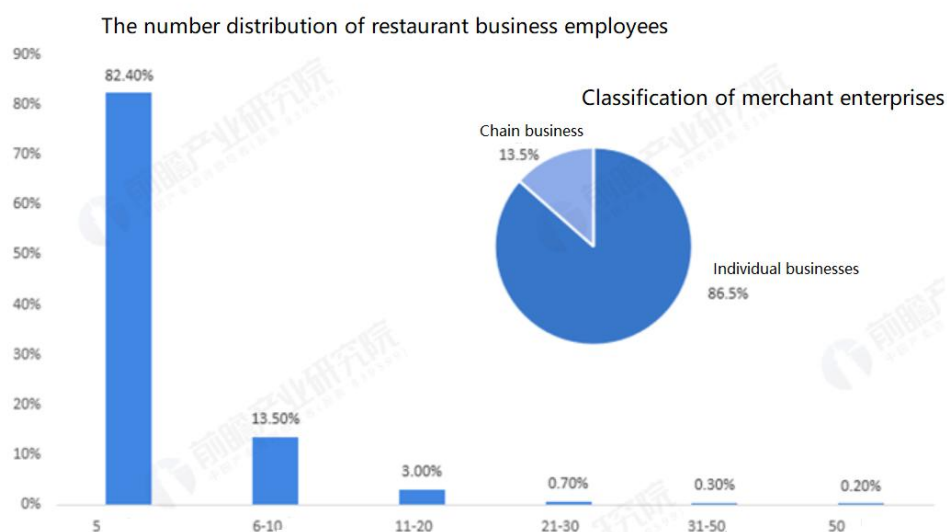
In the ensuing sections we will provide a deeper analysis of the online restaurant business in China through the case of a specific company – Haidilao.

3.HAIDILAO

Haidilao was founded in 1994 and is today a large cross-provincial direct-selling restaurant hot pot restaurant that mainly focuses on Sichuan-style hot pots and integrates the characteristics of hot pots in various places. In line with the growing demand for online delivery, Haidilao adapted its strategies to offer both physical and online restaurants in China. Haidilao operates 593 stores in 118 cities in China (including Hong Kong and Taiwan), as well as in Singapore, South Korea, Japan, the United States, Canada, the United Kingdom, Vietnam, Malaysia and Australia, with 43.8 million members and 88,378 employees. Meanwhile, the online restaurants are in most of places in China, as well. Haidilao has been tested by the market and customers for many years, and has successfully created a high-quality hot pot brand with high credibility. See Figure 1 for an example of their menu.

The hotpot market has the largest market share in China's restaurant industry, with strong profitability. [2] The reason is because the hot pot industry has three major advantages. First, hot pot restaurants do not need chefs like other types of restaurant. Enterprises only need to ask the factory to produce the same pot bottom, dipping sauce, and purchase ingredients to the hot pot restaurants, which will help them expand in a chain. [3] The second point

is that there is more choice in the bottom of the pot and ingredients. The dipping sauce can be freely adjusted according to personal tastes to meet the dining needs of most people in China. Third, during the meal, customers need to put and pick the food frequently which is more interactive. And because eating hot pot is easy to produce oil stains, it makes people use mobile phones less during meals. Therefore, consumer are more likely to chat with friends which stronger the social interaction between them.

Haidilao is one of the most biggest online restaurants in chinese hotpot market. According to the data from Catering Marketing Power Summit of 2019, Haidilao is one of the top ten hotpot brands in China. In fact, Haidilao had been ranked as the first place with only 2.2% market shares. Thus, the hot pot market is still very diverse, and Haidilao is still relatively insignificant compare to the whole market.

Haidilao market share since 2015
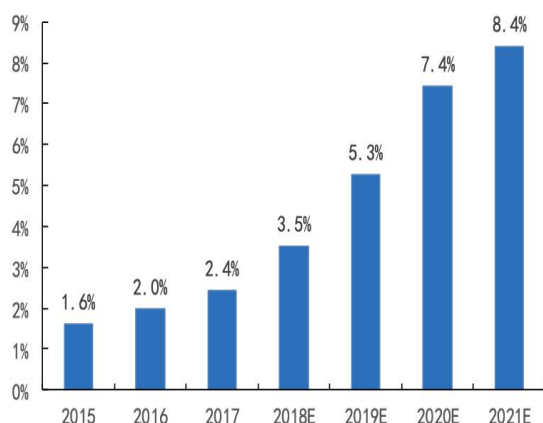
Data source: Haidilao announcement, Northeast Securities

4.CURRENT STRATEGIES

Haidilao has developed its own website. On this website customers can also see information on the other businesses of Haidilao enterprises, such as their news, carrying stories on the kinds of cuisines available in their restaurants. Of course, the website also integrated online booking, telephone booking and other ways to order their products.

Haidilao has also developed its own apps, that are available on iPhone and android phones. Registered users receive promotion through email or text messages, such as various promotional activities for new products. Haidilao also sends birthday greetings and e-cards to strengthen the relationship with customers.

Haidilao's app provides customers access to order online and make the ordering more convenient and individualization. In this app, every customer of Haidilao who has been to Haidilao has his or her own account which is signed by his or her phone number. So, As customers step into Haidilao and pick up the iPad to login their own accounts and order online , they will be recognized whether they are tourists or registered users- whether they have been to Haidilao. If customers are recognized as registered users, the iPad for ordering will present a personal preference menu. This preference menu is according to the number of people waiting for the meal and previous order history, that helps Haidilio make recommendations for customers. After integrating the history of ordering, this function extracts the most durable dishes that meet each customer's taste.

What's more, this app enables many people order food online at the same time. Quality entails not only will be provided for the food, but also will improve customer's dinning experience. Everyone can take out their mobile phones, enter their membership number, find their favorite food, and then merge it into the iPad in the hands of the order taker, which becomes the last choice.

Instead of ordering, this app also can help customers spend less time waiting for their food. When customers come to Haidilao in busy period or reserved table is full, the home page of the app will jump out the recommended mode. This mode will represent information of nearby stores of Haidilao and network number arrangement and select delivery and thus shorten the waiting time of customers.

In addition, this app has a complaint-and-praise module, where customers can post their opinions about Haidilao online through using this app. Then Haidilao can use these opinions to improve its service and food.

This app also contain star membership of Haidilao. Haidilao marks five stars for members. At present, when Samsung members enter the store, the customer manager's mobile app will be prompted and extra attention will be paid to the needs of these members. This can make iron powder more iron and become a good word-of-mouth communicator.

Online game is an important part of Haidilao，and in 2015, Haidilao Information Department started a new exploration: they found that the original single game type could not meet the needs of more customers in all directions, so they developed an exclusive game platform - "Haidilao game platform", which can provide constantly updated game types. Rank customers can participate in the PK with other customers on site, and Haidilao will provide rewards for the winners.

The biggest feature of "Haidilao game platform" is to popularize E-sports games, make them easy to operate and easy for customers. The game diverts their customers attention from long waiting times to the excitement of playing several rounds of the game. Today, Haidilao's own app has 400000-500000 users.

In addition 2.6 million customers have access to Haidilao through other online platforms. For example, the online orders (including all the online accounts of WeChat, Alipay public account, Baidu know number, official website, app, post bar) account for 10% of the total number of orders.

People used to pay in cash or by credit card. Now people just need to click on the iPad to check out, and the QR code of Wechat payment will automatically pop up From the end of last year, Haidilao and Wechat cooperated to promote wechat payment in 2013. According to the data previously shared by Feng Haidilao in the Wechat open class, from January to March this year, the number of orders of Haidilao wechat has increased to 31491, accounting for 63% of the total online orders. There are 3446 Wechat payment orders, accounting for 60% of the total online payment. The most striking point is that Wechat accounts for 17% of Haidilao's total sales.

Haidilao plans to introduce further Internet experience activities. For example, they plan to open the "programmer's Day" service at noon on Monday, and open forums or activities for some self-Media or o2o (offline-to-online) enterprises from Monday to Friday. Dining place is essentially a kind of social place, while dining while meeting other like-minded friends on the spot, will be a new way to break through the conventional dining.

5.STRENGTHS

The scale of the companies is big, both online restaurants and stores.

There are more and more advertisement in Weibo and other platforms.

Consumers' comments of Haidilao are good and the preference of people who would like to eat again is high.

All online processes are easy for consumers.

Haidilao changes its menu all the time in order to attract consumers.

6.SHORTAGES OF HAiDILAO

For customers, there are two main disadvantages of Haidilao:

First, because of the high popularity of Haidilao, every Haidilao is full of people every day. So whenever you go to this restaurant, customers need to get a number at the door and wait for an hour or two. When there are free seats in the store, the waiter will call and lead the customers into the store. It's troublesome and a waste of time for consumers to wait so long.

Second, although Haidilao is famous for its high-quality services, there are still some unfair phenomena to consumers. For example, when waiting, the waiter will bring some people they are familiar with into the restaurant in advance. Instead of leading customers into the restaurant in the order of their numbers. This behavior is unfair to most consumers.

For the company, the popularity of Haidilao now benefits from its high-quality service to customers. However, this advantage can be copied by other restaurants. Because the high-quality services provided by Haidilao for customers are not completely made by the waiter spontaneously, these services are some fixed patterns designed. For example, they can prepare raincoats for customers on rainy days, give some dishes and sing birthday songs for customers on their birthday, and provide free fruits and drinks. Yet, these services can also be copied by other restaurants.

7.RECOMMENDATIONS

(1)Haidilao should use the feature of online reservations in every store all the time; and every Haidilao store should use this feature.

In this way, customers can use their mobile phones to arrange and book online in advance. All booking information will be displayed on the Internet. The order of guests entering the store is completely determined by the order of booking, and the whole process will be publicized on the system. This can ensure that every customer will be treated fairly. At the same time, customers can book on the road, which can greatly reduce the waiting time in the store.

(2)Haidilao should give full training to each waiter before they enter the job, and inspire them to provide high-quality service in their own way according to the actual needs of each customer. In other words, for the same customer, each waiter may have different ways to provide services. Rather than having every server use the same fixed service model.

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Research on the Operation Status of Autistic Children Education Institutions in Shenyang --Taking Little Turtle Autistic Child Recovery Training Center in Shenyang as an example

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1. RESEARCH THEME

Research on the Operational Status of Educational Institutions for Autistic Children in Shenyang City, Taking Little Turtle Autistic Child Recovery Training Center in Shenyang as an Example

2.SURVEY OBJECT

Little Turtle Autistic Child Recovery Training Center in Shenyang

3.REASONS FOR SELECTING THE TOPIC

Autism is also known as "extensive developmental disorder." In real life, the external manifestations of autism are diverse. As far as China is concerned, autistic patients, especially children with autism, are a huge group of "invisibles". He is said to be "invisible" because there is less attention and research on autistic children in China, and his "huge" is because the number of this group cannot be ignored. Accordingly, as a special vulnerable group, autistic children deserve the attention and support of society and the government.

The greatest motivation for research topic selection comes from the hands-on experience of the team. During the volunteer service of the Little Turtle Autistic Child Recovery Training Center in Shenyang, the team came into contact with special groups like autistic children. The Little Turtle Autistic Child Recovery Training Center in Shenyang mainly serves children with autism and children with language retardation.

Vision: To make Autistic people enjoy a normal life with dignity and security.

Mission: To provide professional training and education, and advocate that all sectors of society care for autistic people.

4.INVESTIGATION TASKS

The team will learn the following information through field interviews:

(1). Background of the establishment of Little Turtle Autistic Child Recovery Training Center in Shenyang;

(2). Basic information of the training center (conditions, scale, etc.);

(3). Difficulties encountered in the development of the training center (funds, manpower, etc.);

(4). The support provided by the government to the training center;

(5). The person in charge's views on the development status of the training center (the institution itself, the parents of the students and the government);

(6). Future planning and expectations of the Little Turtle Autism Training Center

5. INVESTIGATION EXPERIENCE

The "Love You, Not Alone, Love Alliance" community in Northeastern University is a public welfare society that cares for autistic children. It often organizes charity events and provides volunteer services for social organizations of autistic children in Shenyang. The members of this group got the chance to go to Shenyang Little Turtle Autistic Child Recovery Training Center to do volunteer service practice and interview the principal Sun Lina by actively contacting the head of the society.

On December 10th, the group members took the high-speed rail and the community volunteer service team to arrive at the Little Turtle Autistic Child Recovery Training Center at around 2 pm after class. The staff there firstly explained the requirements and precautions of volunteer service to us, and then took volunteer groups to different classrooms. We went to a small class of five people: one teacher, five children, and five parents. The teacher was very patient during the class, and could clearly feel the relevance of the lesson. He could effectively train the child's expression and behavior. In the process of chatting with parents later, the parents' evaluation of the baby turtles also proved this. After class at 3 o'clock, we interviewed parents and volunteers separately.

At about half past three, we came to the office, met the principal, Ms. Sun Lina, and interviewed teacher Sun according to the pre-designed interview draft. At the same time, we made timely supplementary questions about the questions in our volunteer service process and interviewed the entire process. After making recordings, the investigation task was successfully completed. I would like to thank the head of the association and Ms. sun Lina for their warm help and active cooperation, which has provided a lot of convenience for the field research of this group.

6.SURVEY RESULTS

6.1. Insufficient investment in education for autistic children by the Shenyang Municipal Government

The lack of investment in education for children with autism by the Shenyang municipal government is mainly manifested in two aspects, one is financial support. According to the interviews and the data we collected, a comparison of the three provinces in the Northeast areas found that Heilongjiang and Jilin Provinces can support autistic children at 24,000 yuan per year, while Liaoning Province is 15,000 yuan per year. In the economically developed Beijing area, the subsidy is 36,000 yuan per year, which is more than twice that of Liaoning Province. To see the table below for the specific comparison:

Comparison of Four Provinces: Liaoning, Jilin, Heilongjiang and Being

	Liaoning	Jilin	Heilongjiang	Beijign（City）
subsidy amount（yuan/year）	15000	24000	24000	36000
multiple compared with Liaoning Province	1	1.6	1.6	2.4

The other aspect is site selection. The location of autistic children's education base requires high requirements. The first condition is quiet environment; the surrounding population can't be dense for a long time, and can't be opened in downtown areas and busy commercial streets. The second is convenient transportation, because most of the education bases need parents to pick up and send during the day and at night. If the transportation is inconvenient, it will bring trouble to parents.[1] However, Shenyang municipal government did not actively provide qualified places for autism education institutions, which needed their own choice and contact. Without the help of the government, it encountered some difficulties in rent location.

6.2.Lack of autism education professionals in Shenyang

According to the results of interviews and surveys, the number of teachers engaged in special education for autistic children in Shenyang is less than the demand. The first reason is that the special education industry needs professional training, and there are few similar training schools in Shenyang, which directly leads to the difficulty of recruiting professionals in autism education institutions, and some employees are engaged in other education after short-term training. Secondly, the salary level of autistic children education industry is not high. At the same time, autistic children education is a job with high emotional labor requirements. At present, the main body of salary settlement of little turtle is "basic salary + class fee". Three of our investigators had a class with autistic children, and found that teachers need to maintain enthusiasm and vitality, have strong language mobilization ability, always smile and maintain affinity, which lasts from the beginning of the class until the children leave. The low salary level and high labor intensity have resulted in fewer teachers engaged in autism special education. [1]

6.3Communication barriers between Shenyang municipal government, People's Congress representatives and autism education institutions

According to the information in the interview with President Sun, we conclude that there are still problems in the communication between the autism education institutions in Shenyang and the representatives of the government and the People's Congress now. Miss Sun told us that there were many feedback on the scope of coverage of autism in the *People with disabilities act of the Peoples Republic of China*. The CPPCC and NPC deputies had communicated, but they needed autism education institutions to provide autism incidence rate, and the number of people with autism, the proportion of poor families, and so on. The government can't provide it. Secondly, the normative documents of autism education of Shenyang municipal government have changed frequently, and there is no clear explanation for some controversial document details, which causes troubles in the management of all autism education institutions in Shenyang.

As for the project of applying for autistic children's education, the procedures are complicated and the materials are complex. It needs many times of communication and consultation to get the required information.

6.4Shenyang government's positioning of autism education institutions is not accurate

Through interviews, we know that the Shenyang municipal government's positioning of the Shenyang Little Turtle Autistic Child Recovery Training Center in Shenyang is not accurate enough, and does not give policy preference to its public welfare, but more in accordance with the profitable business positions. In the interview, Miss Sun also mentioned that she hoped the government could turn the Little Turtle Autistic Child Recovery Training Center into a form of private public assistance. At the same time, she also mentioned that she hoped that the government could bring the teachers into the public welfare posts, because these teachers have been making contributions to the special education and society, and the daily workload is also very large. If more benefits can be given to the teachers, it will inevitably promote the development of autism education.

At the same time, as the No. 36 document of the Ministry of Civil Affairs is more stringent on the tax-free policy, the tax-free policy can only be applied to the range of breeding. However, since the business scope of the Little Turtle Autistic Child Recovery Training Center has been reported to the

Civil Affairs Department, it cannot be added or reduced. So it's hard to add items to enjoy the tax-free policy. So relatively speaking, the government's positioning of the Little Turtle Autistic Child Recovery Training Center is not accurate enough, and the support is not enough.[2]

7.INVESTIGATION EXPERIENCE

In the practice of participating in the Little Turtle Autistic Child Recovery Training Center, we saw different children, different educators and different learning environments.

Before the activity, we knew nothing about autism, especially checked the relevant information. The book said that autism is a kind of mental illness characterized by serious loneliness, lack of emotional response, language development disorder, stereotyped repetitive action and strange response to the environment. Before we went to the center, we also participated in a special volunteer training. The training teacher repeatedly stressed to us a series of precautions such as don't speak loudly and don't allow to take photos, which made us feel a little nervous.

After seeing so many children at school, most of them are normal in appearance, playing quietly and holding their parents' hands in the corridor. I can't help wondering that is this really an autistic child? They are similar to the normal children we usually see. It's only after slowly understanding that autistic children are like this. People who don't touch them will not feel that these children are abnormal, but

they have no emotional fluctuation. If they get along with them more, they will find out the problem. Although we collected a lot of information about autistic children before we came to school, and also received special training before voluntary activities. With certain psychological preparation, we were deeply touched when we heard the teacher say that they have no feelings.

The teacher here said that the society pays too little attention to the autistic children, and many people are difficult to integrate into this group, and spend time to understand them and pay attention to them.

Through the personal experience of the activity, we have a direct and close understanding of autism and the situation of autistic children. We earnestly hope that more people can join in the ranks of caring for autistic children, help children recover as soon as possible, let them look at the world with a warm heart, and cry out to their parents with a sense of gratitude. Even if they can't recover, they try to provide a guarantee for their future, so that parents can rest assured.

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A study on the strategy of setting up accounting courses in secondary vocational school

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Abstract: Accounting major in secondary vocational school has a long history. With the expansion of enrollment and the rise of new major, it has a great impact on accounting major in secondary vocational school. In this paper, employment oriented, starting with the optimization of curriculum, in view of the existing problems of accounting curriculum in vocational schools, the optimization of curriculum is proposed to improve the teaching effect and the quality of talent training.

Key words: employment oriented, Secondary vocational accounting, Curriculum.

1. INTRODUCTION

Over the years, secondary vocational schools have provided a large number of front-line technical workers and basic management talents for local economic development, and made great contributions to promoting local economy. However, in the era of knowledge economy, there are structural contradictions between the vocational school graduates and the talents in social demand [1]. It is an inevitable requirement of social development to deepen the teaching reform of secondary vocational education with the aim of employment and service. The employment-oriented teaching mode is based on the "market" needs of the education mode, fully combined with the needs of employers to carry out talent training, improve the pertinence and effectiveness of training. As one of the key specialties of secondary vocational education in China, how to break through the teaching limitations, improve the teaching effect, and cultivate the accounting professionals needed by enterprises is a practical problem faced by secondary vocational education.

2. THE CURRENT SITUATION OF ACCOUNTING CURRICULUM IN SECONDARY VOCATIONAL SCHOOL

At present, the curriculum of accounting major in the school is partly out of line with the market demand. The knowledge that students learn in school is seldom used in practical work. Students lack the professional knowledge and practical operation ability that employers need, which leads to the low professional matching rate. Under the background of employment orientation, school education should adapt to the new form of development, formulate sustainable courses that meet the development of the times. And with the gradual development of the society, the replacement of new knowledge should be adjusted appropriately and timely [2].

2.1 Emphasizing theory but neglecting practice

The accounting major of secondary vocational school is to train the specialized talents who can serve the small and medium-sized enterprises and can use the professional basic knowledge to be competent for the accounting posts. The curriculum of accounting major should follow the core principle of the major and set up the curriculum based on the students of vocational school. At present, the curriculum in the schools, except the public basic courses, others are professional courses, and the practice courses account for very little in the professional curriculum. In the actual teaching process, there are many teachers change the time to the theory course, which seriously limits the breadth and depth of teaching, making the accounting major of secondary vocational education difficult to comprehensively achieve the training objectives.

2.2 Lacking of professional ethics courses

Basic and professional ethics are the primary goal of secondary vocational school accounting major students' professional ethics education. The curriculum of the school should be in line with the educational goal, and relevant courses should be set up to achieve talent training [3]. At present, vocational schools offer few courses related to professional ethics, which is not enough for the construction of professional ethics of accounting practitioners. It is not enough for the professional teachers to strengthen the requirements of accounting professional ethics based on the actual work content in the teaching of theory and practice courses, and the students also obviously show the need to strengthen the professional ethics education.

2.3 Course content needs to be optimized

Most of secondary vocational schools have a long history of accounting major and teaching contents. With the rapid development of China's economy, the requirements of employers for accounting practitioners also have changed. Some secondary vocational schools did not adjust and update the teaching content according to the development of the times and the needs of accounting jobs in the new era. The knowledge students learned in the school is difficult to apply to the actual work, showing the disconnection between the teaching material construction and professional needs, and the disconnection between the knowledge learned in the school and the job requirement of the employer.

2.4 The characteristics of vocational education are not obvious

The object of vocational education is the students who graduated from junior high school and the basic knowledge of culture is relatively weak, the learning ability needs to be improved, and the learning habits need to be standardized. The teaching of accounting major in secondary vocational school is mainly based on theoretical courses, some professional courses are theoretical and difficult for students to understand in the learning process, which affects the students' learning effect. Vocational education should pay more attention to the cultivation of students' practical operation ability. The teaching of the theory course aims to apply it to practical operation through understanding.

The curriculum of accounting major in the school needs to be optimized, the students need to strengthen the cultivation of professional ethics, and improve the professional practice skills, so that the graduates can adapt to the post work better and faster.

3. THE STRATEGY OF ACCOUNTING PROFESSIONAL CURRICULUM IN SECONDARY VOCATIONAL SCHOOL

First, we should take employment as the guide, adjust the course content. In the new era, accounting talents need to master modern accounting financial software, and be proficient in using computers to complete the company's financial operations. In the era of big data, accounting practitioners are also required to analysis and master the phenomenon of economic activities, so as to provide support for business decision making [4]. Second, employment oriented, integration of industry and education, school-enterprise cooperation and joint development of courses. Strengthen cooperation with typical enterprises according to the latest requirements of the industry, make full use of enterprise cases, and constantly update and enrich the teaching content according to the actual situation. For the job content that is not set up in the school, through the integration of industry and education, help the school master the market demand of the employing timely, cultivate modern accounting practitioners who keep pace with the times.

Third, based on employment oriented to optimize the proportion of each part of the curriculum to optimize the training of accounting talents in secondary vocational school. According to the guiding ideology of the state on the curriculum setting of accounting major in secondary vocational schools, combined with the actual situation of the school students and demands of the employers, it is suggested to set five plate courses, as shown in Accounting moral Culturebasic education Curriculum table 1.

Accounting moral Culturebasic education Curriculum table 1

Curriculum block	Course title
Accounting moral education course	Financial laws and regulations, accounting professional ethics, career planning, accounting work specification, social etiquettes
Culturebasic course	Chinese, mathematics, English, computer, sports, current affairs and Politics
Professional theory course	Basic accounting, accounting computerization, basic accounting skills, economic laws and regulations, commodity knowledge
Professional practice course	Marketing basis, cost accounting, e-commerce basis, statistical basis and practice, finance and taxation, graduation practice
Comprehensive literacy course	Mandarin, calligraphy, film and video production, body and dance, literature appreciation

The first four courses are compulsory courses, and comprehensive literacy course is optional course. The above five parts are not independent teaching, but mutual assistance to complete the effect of students' multi-faceted training. In addition to the separate teaching of accounting moral education courses, teachers should rely on the project content to teach students through the related moral knowledge involved in the learning content. Optional courses comprehensive literacy courses, students can choose according to their personal preferences, aiming at enriching students' campus learning life and cultivating students' comprehensive literacy through a variety of courses.

Fourth, based on employment orientation to establish the professional ethics system of accounting major in secondary vocational schools. The course of professional ethics not only exists in the teaching activities of the school independently, but also improves the education of professional ethics in many aspects in the teaching process relying on various professional courses [5]. In the course arrangement of vocational moral education, we should consider the basic theoretical courses before the students, cooperate with the professional courses, form a perfect curriculum system of talent training.

Fifth, based on employment orientation and the requirements of the professional core literacy of accounting talents, open more characteristic courses. In the new era, students need to have more standard Mandarin for job interview, and set up "Mandarin"; being able to write a good hand can add scores for

students, and setting up "calligraphy"; in modern enterprises, employees need to be able to introduce or summarize work content in a variety of forms, through "film and video production", students can learn this skill; through "literature appreciation", students can improve their literary accomplishment and enhance their literary connotation; through "body and dance", students can understand Chinese dance culture, and can also practice their upright posture. The optional courses can not only enable students to master some additional knowledge and skills, but also enrich their extracurricular life and improve their comprehensive literacy after learning.

3 SUMMARY

As a major with strong practicality and timeliness, the professional curriculum follows the pace of the times, and the curriculum is revised in time according to the needs of the society. In the actual adjustment of curriculum system, we should pay attention to the improvement of students' comprehensive quality, the construction of professional post process, the orientation of students' employment, put "service and employment" in the first place, promote the reform and adjustment of curriculum system, keep pace with the times, and establish the curriculum of accounting major in secondary vocational school that meets the local needs.

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Research on the Coordinated Development of Energy-Economy-Environment (3E) System in Inner Mongolia

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Abstract: Since the reform and opening up, China's economy has developed rapidly and made remarkable achievements. Energy has become an important material basis for China's economic development and an important guarantee for China's sustainable economic development. Naturally, it has become an important strategic issue that is directly related to regional economic development. With the deepening of China's industrialization, the demand for energy in various regions is increasing. A large amount of environmental pollutants, such as gas pollutants, water pollutants and solid waste pollutants, will be produced during the application of energy. The ever-increasing energy consumption also increases the emission of pollutants in various regions gradually, resulting in serious environmental pollution. The resulting energy shortage not only seriously affects the social and economic development in various regions, but also directly threatens many human habitats. Energy, environment and economy are interdependent and mutually developing systems. They influence each other and complement each other. The well-coordinated development of all the three systems can promote the steady progress of human society. Otherwise, it will affect the economic development of our country and lead to the continuous deterioration of the national environment. In view of the important interaction among those three aspects, many scholars regard them as an organic whole to establish the energy-economy-environment (3E) system, and study their interactions and development pattern, so as to achieve the coordinated development. The 3E system mainly develops in a coordinated way through the efficient recycling of energy to realize the rational allocation of energy and achieve the purpose of environmental protection. In this way, the economic development can adapt to the environmental bearing capacity, realize the coordinated development of energy, economy as well as environment, and implement the construction of a beautiful China.
Keyword: 3E system; coordinated development; Inner Mongolia

1. ESTABLISHMENT OF THE EVALUATION INDEX SYSTEM FOR ENERGY-ECONOMY-ENVIRONMENT (3E) SYSTEM IN INNER MONGOLIA

At present, scholars at home and abroad have conducted numerous research on the energy-economy-environment (3E) system. Various scholars have also introduced different approaches. B. Ang (2004) conducted an empirical study with LMDI decomposition method on the influencing factors of energy consumption, which has been widely used in North America. Liu Yanqing adopted the grey system model to establish a coordination degree model based on population, resources, environment, and economy to compare the coordination degree of 30 provinces in China. Moreover, Wang Junling et al. (2012) evaluated the coordination degree of Hebei Province's 3E system from 2005 to 2009, while Zhao Haiying (2016) made an empirical analysis on the coordination degree of energy-economy-environment in Hebei Province from 2002 to 2014 using the entropy evaluation method.

At present, no research has been conducted on the coordination degree of Inner Mongolia's 3E system. In view of this, this paper uses the previous research results to construct the evaluation index system of Inner Mongolia's energy-economy-environment (3E) system, in conjunction with the entropy method to calculate the coupling coordination degree of Inner Mongolia's 3E system and find the coupling coordination relationship of Inner Mongolia 3E system through empirical analysis to put forward the corresponding policy suggestions.

To perform a scientific evaluation on the coordinated development of Inner Mongolia energy-economy-environment (3E) system, this paper, based on relevant research results of energy-economy-environment theory and practical experience at home and abroad, constructs an evaluation index system for the coordinated development of energy-economy-environment (3E) system in Inner Mongolia according to the principle of scientificity, integrity, rationality, comparability, and operability as well as the actual situation of Inner Mongolia. According to the connotation of the (3E) system, the first-level indicators of the coordinated development system of the Inner Mongolia energy-economy-environment (3E) system are constructed from coordinated energy development, coordinated economic development and coordinated

environmental development. Among them, there are 12 secondary indicators for the coordinated development of energy; 13 secondary indicators for the coordinated economic development; 9 secondary indicators for the coordinated environmental development. The specific indicators are shown in table 1. [1]

Table 1 Coordinated development evaluation index system of Inner Mongolia energy-economy-environment (3E) system

General objective level	Sub-objective level	Index level	Index property
Coordinated development of energy-economy-environment (3E) system	Coordinated development of energy	Investment in energy industry (RMB 100 million)	Positive
		Year-on-year increase of energy production (%)	Positive
		Year-on-year increase of power generation (%)	Positive
		Elasticity coefficient of energy production	Positive
		Elasticity coefficient of electricity production	Positive
		Total energy production (million tonnes of standard coal)	Positive
		Year-on-year increase of energy consumption (%)	Negative
		Year-on-year increase of electricity consumption (%)	Negative
		Year-on-year increase of gross value of production (%)	Positive
		Energy consumption elasticity coefficient	Positive
		Total energy consumption (million tonnes of standard coal)	Positive
		Unit GDP energy consumption (Tons of standard coal/ ten thousand yuan)	Negative
	Harmonious economic development	Gross regional production (RMB 100 million)	Positive
		Per capital gross regional product (Yuan/person)	Positive
		Proportion of secondary industry (%)	Positive
		Proportion of tertiary industry (%)	Positive
		Industrial added value (RMB 100 million)	Positive
		Household consumption level (Yuan)	Positive
		General budgetary expenditures of local finance (RMB 100 million)	Positive
		General budget revenue of local finance (RMB 100 million)	Positive
		Total investment in fixed assets (RMB 100 million)	Positive
		Total import and export of domestic destination and place of origin (thousands of dollars)	Positive
		Investment in fixed assets in the energy industry (Excluding farmers) (RMB 100 million)	Positive
		Number of industrial enterprises above the designated size	Positive
		Paid-in capital of industrial enterprises above designated size (RMB 100	Positive

		million)	
		Completed investment in industrial pollution control (ten thousand yuan)	Positive
		Completed investment in wastewater treatment project (ten thousand yuan)	Positive
		Completed investment in waste gas treatment project (ten thousand yuan)	Positive
		Completed investment in solid waste treatment projects (ten thousand yuan)	Positive
	Coordinated development of the environment	Completed investment in other treatment projects (ten thousand yuan)	Positive
		Total effluent discharge (Ten thousand tons)	Negative
		Chemical oxygen demand emissions (Ten thousand tons)	Negative
		Ammonia emissions (Ten thousand tons)	Negative
		Sulfur dioxide emissions (Ton)	Negative

2. EVALUATION OF THE COORDINATED DEVELOPMENT OF ENERGY-ECONOMY-ENVIRONMENT (3E) SYSTEM IN INNER MONGOLIA

2.1. Entropy evaluation method

The calculation process of entropy evaluation method is as follows:

① Set up initial matrix $A = \left(x_{ij} \right)$, where X_{ij} stands for the observed value of the j-th indicator in the i-th year.

② Perform nondimensionalization using the specific formula:

For positive indicators:

$$u_{ij} = \frac{(x_{ij} - \min(x_{ij}))}{(\max(x_{ij}) - \min(x_{ij}))}$$

For negative indicators:

$$u_{ij} = \frac{(\max(x_{ij}) - x_{ij})}{(\max(x_{ij}) - \min(x_{ij}))}$$

Obtain dimensionless matrices $U = \left(u_{ij} \right)_{m \times n}$

③ Calculate the entropy of each index,

$$H_j = -k \sum_{i=1}^{m} p_{ij} \ln p_{ij}$$

, where

$p_{ij} = u_{ij} / \sum_{i=1}^{m} u_{ij}$, $k = 1 / \ln m$.

④ Determine the weight of each indicator,

$\lambda_j = F_j / \sum_{j=1}^{n} F_j$, where $F_j = 1 - H_j$.

2.2. Comprehensive evaluation model

The entropy evaluation method was used to calculate the weight of each index and the comprehensive evaluation index of energy-economy-environment. The calculation formula is as follows:

$$U = \sum_{j=1}^{n} \lambda_j u_{ij}$$

By substituting the corresponding weight and dimensionless index of energy-economics-environment into the above equation, the comprehensive evaluation indices of energy-economics-environment, i.e., U1, U2 and U3, can be obtained.

2.3. Coupling degree model

The coordination degree of energy economic environment is a quantitative index that evaluates the coordination degree between the 3E systems or the indicators. Due to the complex relationship of interdependence and mutual influence among 3E systems, the relevant mathematical method and deviation analysis method were used to obtain the following formula:

$$C = \sqrt{\frac{U_1 * U_2 * U_3}{(U_1 + U_2)^2 * (U_1 + U_3)^2 * (U_2 + U_3)^2}}$$

In this paper, the coordination development level of 3E is divided into 7 levels according to the degree of coordination based on the research results of domestic and foreign scholars, as shown in Table 2, simultaneously simplifying the previously complicated expression for coordination degree.

Table 2 The levels of coordination degree

Coordination degrees	[0.9,1.0]	[0.8,0.9]	[0.7,0.8]	[0.6,0.7]	[0.5,0.6]	[0.4,0.5]	[0,0.4]
Levels of	Excellent	Good	Medium	Decent	Baseline	Moderate	Severe

coordination degree	coordination	coordination	coordination	coordination	coordination	disorder	disorder

Table 3 Weight of each system for the entropy evaluation method

System	w1	w2	w3	w4	w5	w6	w7
Economic system	0.0654	0.0646	0.0400	0.1456	0.0631	0.0976	0.0771
Environmental system	0.1135	0.0402	0.1106	0.0826	0.1035	0.1279	0.1132
Energy system	0.0481	0.0502	0.1022	0.1057	0.0760	0.1222	0.1092
System	w8	w9	w10	w11	w12	w13	
Economic system	0.0759	0.0782	0.0822	0.0563	0.0432	0.1106	
Environmental system	0.1049	0.2035					
Energy system	0.0601	0.1157	0.0688	0.0912	0.0506		

Table 4 Comprehensive evaluation and coordination degree of economy-environment-energy from 2007 to 2017

Year	Economic system	Environmental system	Energy system	Coordination degree
2007	0.0725	0.3355	0.6785	0.2109
2008	0.1878	0.3397	0.4934	0.2798
2009	0.2672	0.3340	0.4278	0.2992
2010	0.3704	0.2429	0.5763	0.2988
2011	0.4936	0.2072	0.6029	0.2972
2012	0.5595	0.1494	0.3647	0.2659
2013	0.6836	0.3987	0.2952	0.3135
2014	0.7907	0.3624	0.3876	0.3235
2015	0.7615	0.2635	0.2294	0.2725
2016	0.8232	0.6117	0.2166	0.3055
2017	0.7687	0.6767	0.5197	0.3737

It can be seen from Table 4 that the economic system increased from 0.0725 in 2007 to 0.7687 in 2017, and reached a maximum of 0.7687 in 2017, based on the analysis of the coordination degree of each subsystem of Inner Mongolia's 3E, indicating that the economy of Inner Mongolia has developed rapidly in recent years. The environmental system decreased from 0.3355 in 2007 to 0.1494 in 2012, and then increased from 0.1494 in 2012 to 0.6767 in 2017, indicating that environmental problems in Inner Mongolia have received great attention since 2012. Inner Mongolia has increased its investment in environmental treatment as well as strictly implemented the pollutant discharge control, making great progress in environmental treatment. The energy system decreased from 0.6785 in 2007 to 0.2166 in 2016, and rose to 0.5197 in 2017.
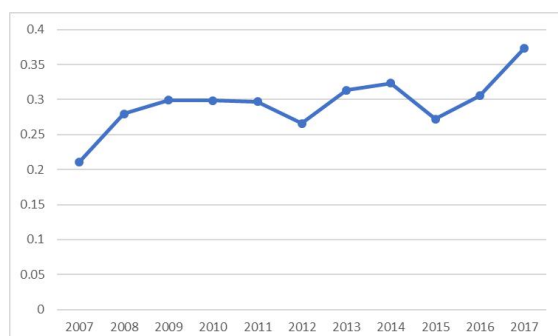

Figure 1 Variation trend of economy-environment-energy coordination degree from 2007 to 2017

As can be seen from Figure 1, the coordination degree of the energy-economy-environment (3E) system in Inner Mongolia from 2007 to 2017 fluctuated and increased from 0.2109 in 2007 to 0.3737 in 2017. In 2017, the coordination degree reached the maximum value of 0.3737, showing a substantial improvement in general, despite still recuperating from a state of serious imbalance.

3. Conclusion

In this paper, an evaluation index system for the coordinated development of Inner Mongolia's energy-economy-environment (3E) system is established. The entropy method was used to comprehensively evaluate the Inner Mongolia's 3E system based on the actual data of Inner Mongolia, while the coordination relationship among those three aspects was measured by the coordination degree model. The following conclusions were obtained from the calculation:

1. From 2007 to 2017, the coordination degree of Inner Mongolia's energy-economy-environment (3E) system fluctuated and increased from 0.2109 in 2007 to 0.3737 in 2017, showing a general increase by 77.19%. In 2017, the coordination degree reached the maximum value of 0.3737 in recent ten years. Although the coordination degree has increased

significantly, the coordination degree of 3E is still in a state of serious imbalance, indicating that the coordination degree of the energy-economy-environment (3E) system in Inner Mongolia is low. In terms of environmental protection, the work in Inner Mongolia has not been performed well enough. There is still great room for progress, and the pressure of environmental pollution emission is large. The industrial structure in Inner Mongolia is inappropriate, and the difference of regional economic development is large. The energy consumption in Inner Mongolia is relatively large, which plays a considerable role in not only promoting regional economy, but also exerts great pressure on the environment. [2]

2. From the perspective of the development of each subsystem of Inner Mongolia 3E system, the economic development level has been developing rapidly. The economic system increased from 0.0725 in 2007 to 0.7687 in 2017 and reached the maximum value of 0.7687 in 2017, indicating that the economy of Inner Mongolia has been developing rapidly in recent years. The environmental system decreased from 0.3355 in 2007 to 0.1494 in 2012, and then increased from 0.1494 in 2012 to 0.6767 in 2017, indicating that environmental problems in Inner Mongolia have been highly valued after 2012. Inner Mongolia has increased its investment in environmental treatment and strictly controlled the emission of pollutants. Inner Mongolia has made great progress in environmental treatment. The energy system decreased from 0.6785 in 2007 to 0.2166 in 2016, and rose to 0.5197 in 2017. This shows that while Inner Mongolia has enjoyed a period of energy consumption reduction, but with the economic development, energy consumption has increased. The economic development is still

analogous to the extensive development model, and still need to be further improved in the future. [3]

Through empirical research, it was found that although the current energy-economy-environment (3E) system in Inner Mongolia is still in the stage of serious imbalance, the coordination degree of those three aspects has been steadily improving in recent years. However, the extensive economic development model of Inner Mongolia still needs to be further improved since it has great pressure on the environment and is overly reliant on the energy consumption. There is also an urgent need to further adjust the industrial structure and improve the economic development model.

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Quick Response Management and Escalation Process on Production Line Quality Problems from the perspective of Statistics

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Abstract: with the increasing pressure of quality costs and the increasing requirements of customers, a quick response and effective solution of quality problems have become the management problems that every organization is studying and thinking about. From the statistical point of view, the author briefly introduces the management and escalation process of any quality problems from the production line, which realizes the satisfaction of both internal and external customers of the organization and effectively reduces the quality costs. At the same time, the author expects to give some inspiration and thinking to the Quality Professionals and Production Managers of the organizationso as to deal with any form of quality problems effectively.

Key words: Statistical concept, Quick response, Escalation process

1.INTRODUCTION

According to the analysis of the total quality incidents data in 2018 by the author's organization, about 90% of the product quality defects or problems reported from initial customer complaints and field warranty returns should have been detected during the internal production. The key question is why such quality problems have still escaped out? This is the research purpose of this paper: when quality problems occur in the production line, how to establish an effective management and escalation process to ensure the organization's quick response and effective problem solving[1].

2.DEFINITION

2.1 Zero defects concept (basic requirements):

2.1.1 The product is Designed or Manufactured, not Inspected.

2.1.2 Don't Accept, Don't Produce or Don't Deliver a defective product.

2.1.3 Advanced prevention, In-Process Control rather than Reactive Inspection;

2.1.4 Next process is the Customer! Continuous Improvement, Learning and Innovation!

2.2 Defect: it refers to the attribute that the product or service fails to meet the established demand and reasonable expectation. In other words, it refers to the problem or object that does not meet the standard.

2.3 Variation: a change of process or product characteristics caused by common causes, special causes, human intervention or structural variation.

2.4 Common causes: it refers to the deviation or defect randomly generated in the process under stable and controlled process conditions. Generallyspeaking, such deviation or defect can be reduced or eliminated through the product or process design optimization or improvement.

2.5 Special causes: it refers to the deviation or defect caused by abnormal or human intervention process control, such as the parameter setting does not meet the standard, the measurement instrument calibration is not ok, the operators are not qualified and other abnormal conditions. Generallyspeaking,such deviation or defect can be corrected and eliminated immediately after cause identification[2].

2.6 Quick response: when any form of quality problem or defect occurs from the production line, the operator and the problem-solving team (PST) shall promptly check, analyze, verify or escalate the problem. Such as Line QRQC methodology (VALEO), BIQS's Fast Response requirements (GM), etc.

2.7 PDCA-FTA: it refers to the process of analyzing and solving quality problems by adopting a systematic and structured method, through logical thinking and based on actual measurement or experimental data or results. This method is mainly used for the analysis and improvement of random but chronic quality problems or product defects under a stable and controlled process.

2.8 Andon system: it refers to a line stopping mechanism. When the operator detects quality problems or product defects, he can immediately pull the production line through the Andon system, and immediately check and solve the problems together with problem solving team. Generally speaking, this system is installed in the automatic assembly line of car manufacturers, which aims to prevent any defect or defective products from flowing into the next process, so as to minimize the loss of quality costs. This is one of very important zero-defect concepts![3-4]

2.9 Defect failure mechanism analysis: it refers to a technical principle or theoretical explanation why a defect was produced, which is directly related to the design of products or processesand is usually analyzed by technical experts. The failure mechanism analysis is very critical to Quick

troubleshooting, Root cause analysis and Problem-solving process.

2.10 Defect technical reaction model: it refers to a set of technical know-how documents for quick 4M investigation, potential factor analysis and problem solving for the major product defects for each process. Attention please: This is not the general management process procedure, but a set of know-how guideline document which is initiated, summarized and maintained by the Quality or Technical Expert of each organization according to the product / process design standard, defect failure mechanism, failure mode and effect analysis (FMEA), standard control plan and lessons learnt database, etc.

2.11 Continuous process: it refers to the automatic production process without stop, one Takt time and one flow. In the concept of lean production, continuous process refers to one-piece flow.

2.12 Assembly process: it refers to the manual or assembly process with stop, different Takt time and multiple flows.

2.13 Process capability: it refers to the statistical study on variability level of one stable and controlled process, including short-term process capability index (PPK) and long-term process capability index (CPK).

2.14 Short term process capability index (PPK): it refers to a statistical study of short-term capability considering the variation within the group only during the product development stage, through trial production and collection of a certain number of samples. *(Note: at least 125 samples are recommended to collect from the perspective of statistics)*

2.15 Long term process capability index (CPK): it refers to the statistical index for studying and predicting the long-term process capability in the mass production stage, considering both variations within one group and between groups.

2.16 Statistical process control (SPC): a method that uses statistical techniques to measure, monitor, improve, and predict one targeted process. SPC method is generally used for the study of selective manufacturing processes or product characteristics under stable and controlled conditions. *(Note: three special characteristics in automotive industry include: Safety and Regulation characteristics (SR), Key characteristics (K) and Significant characteristics (S)*, which shall be clearly identified and managed in customer drawings, control plans and other technical documents.)

3.RESPONSIBILITIES

For each production line or production unit, the organization shall nominate a formal problem-solving team, including the team leader and mandatory supporting functions.

3.1 The team shall at least include Quality, Process and Maintenance, depending on the complexity of the quality problem, it may be necessary to seek timely participation and support from R&D, technical experts, supplier, etc.

3.2 Clearly define the responsibilities of each member for the problem-solving team.

3.3 Clearly define the contact information of problem-solving team, including the name and the delegation, mobile phone, task description, etc.

4.FLOW

Line Defect Reaction and Management Flowchart
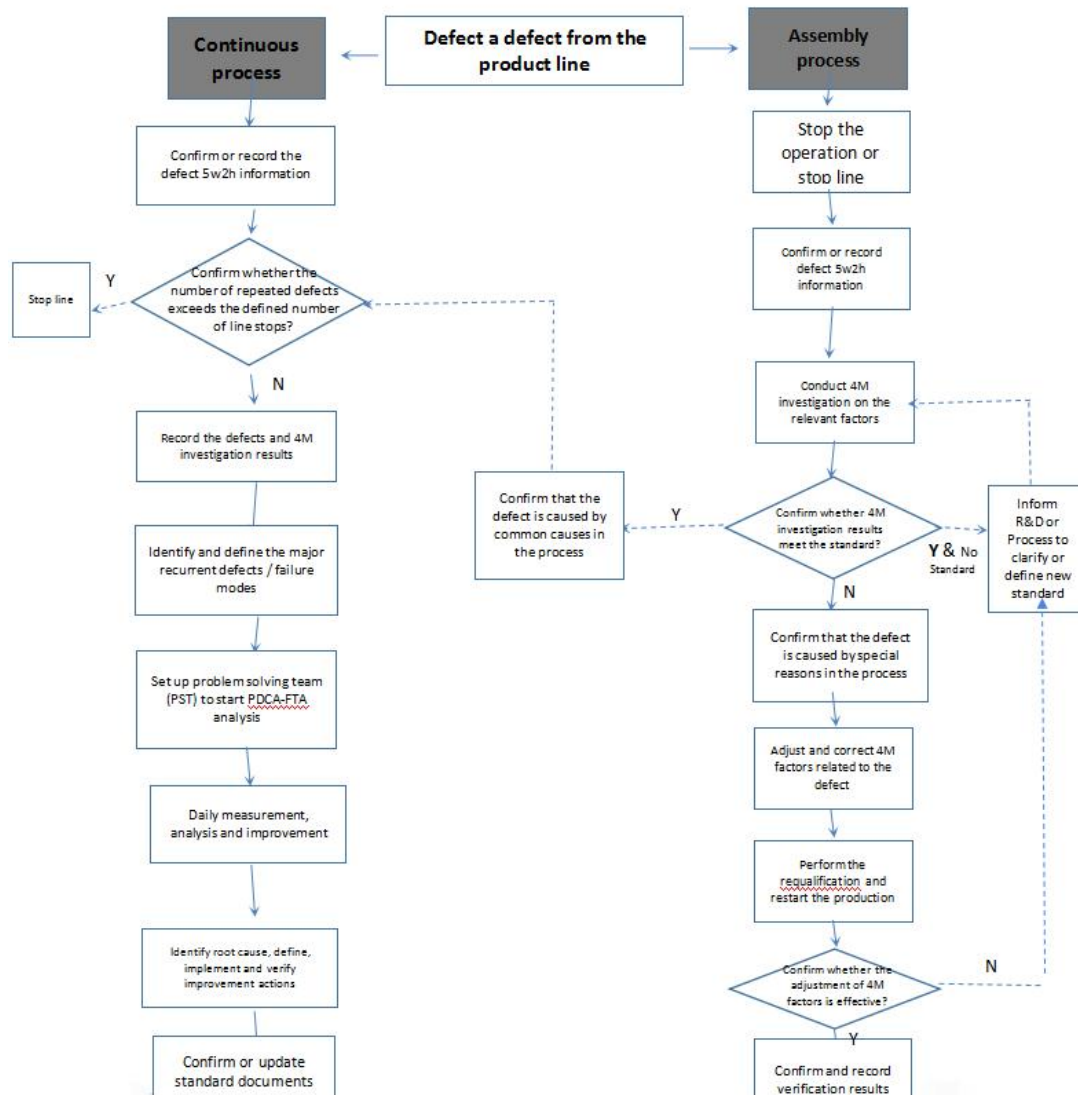
5.METHODS

The author provides an example to explain in detail about quick response and escalation process for the quality problems detected from an assembly process.

When the production line has problems or defects that do not meet the standards, below are steps for the operator in charge to follow up,

5.1 Stop operation or line.

5.2 Confirm, fill in or update 5w2h information to characterize the quality defect precisely with good and bad parts / pictures / or relevant evidences as reference.

5.3 Check 4M factors related to the quality defect according to "Defect Technical Reaction Model" and confirm whether those 4M factors meet the standards or not.

5.4 If 4M investigation result does not meet the standard, the operator shall be able to judge that the defect is produced by a special cause in the process and immediately perform the following,

Step 1: Open line QRQC. (Note: This is one work methodology from author's organization and other organizations may have different management approaches)

Step 2: Inform problem-solving team to the line or station in real time.

Step 3: correct and adjust 4M factors related to the defect, and then record the investigation / improvement result.

Step 4: The operator or designated personnel performs requalification and then resumes the production.

Step 5: The problem-solving team shall define immediate countermeasuresand protect customers for raw material, WIPs, finished goods, in transit, at customer site and even in the field, etc.

Step 6: The operator shall continue to monitor and verify the effectiveness of improvements after 4M factors adjustment for 3 different shifts. (Note: This requirement varies from organization to organization. Please do not simply copy it!)

5.5: If 4M investigation result meets the standards, the operator shall take the following actions based on two different conditions,

5.5.1 The first condition: the organization has not yet formulated and released relevant standards, so it is temporarily unable to judge whether the defect or problem is acceptable or not. The operator shall immediately report to the supervisor, ask the R&D or Process expert for support, and clarify or define relevant standards in a timely manner.

5.5.2 The second condition: this defect is produced by common causes in the process, the operator shall perform the following steps:

Step 1: Confirm whether the number of repeated defects exceeds the maximum number of defects allowed under the stable and controlled process.

Step 2: Record the defect numbers and 4M investigation results in real time. (Note: this record form can be directly designed as an electronic document, which depends on the digitalization level of each organization.)

Step 3: Report to the supervisor and escalate this quality problem requesting further analysis at engineer level.

Step 4: The organization shall identify, define and select the chronic quality problems or product defects in the process, officially open PDCA-FTA with the dedicated problem-solving team and deploy the systematic management process including measurement, analysis, improvement and verification activities on daily basis. The organization shall arrange formal management review to ensure the standardization and capitalization of all improvement actions into such technical and systematic standards like drawing, design rule, FMEA and standard control plan, etc.

6.CONCLUSION

In the author's opinion, top management's attitude, commitment and support on team's problem-solving process is very important to any organization.

In daily operation, our management team could lead by good example during management audit activity to stick with Stop at First Defect discipline in order to ensure basic zero-defect mindset - "Don't accept a defect, Don't produce a defect and Don't deliver a defect"! At the same time, the author does believe that the organization will build up real competences on problem solving to maintain the competitiveness in the marketplace if the journey continues.

Last but not least, one very critical point is – Practice makes perfect! An effective quick response and robust problem-solving process could not be realized without continuous practice and practice!

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Critique of Teaching Email Politeness in the EFL/ESL Classroom

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Abstract:The essay looks into the detail of whether the unmodified usage of language in EFL students' email may leave negative impressions on the native speaker lecturers and provide some evaluations and discussions to better understand the notion of politeness in writing an e-mail so as to enhance the cognitive ability as well as pragmatic capacity.
Key Word:Politeness,e-mail,pragmatic knowledge,linguistic competence

1.RESEARCH PROBLEM

This study is to examine whether unmodified languages in EFL students' email may cause negative impression of native-speaker lecturers. Therefore, the research question can be said as "whether their unmodified emails (which, typically, were very direct) could be pragmatically infelicitous and viewed as impolite when used in the target language community"(Economidou-Kogetsidis,2015: 418)[1]. It is located in the first paragraph of "The study" section, also briefly mentioned in the abstract.The research problem of the study specifically indicates the research purpose and direction. The language use is clear and focused. The rationale is found in the previous section "Previous research" indicating the importance of the study and the significant contribution to the research area "To date, however, not a lot of studies have focused on the effects of unmodified and direct emails. There has been even less emphasis paid to this by published literature geared towards EFL/ESL practitioners. This study aims to make a contribution to this area. According to the rationale of the study, it produces not only a unique focus of "the effect of unmodified and direct emails" but also practical implications to EFL/ESL classroom. Therefore, the study is distinctive in the research field of investigating the politeness of communication between EFL/ESL students and lecturers in an intuitional setting. In sum, the research question is clear to address the focus of the study.

2.LITERATURE REVIEW

The literature review can be found in both "Introduction" and "Previous study" sections. In "Introduction" section, the author includes several studies addressing relative issues of the study. Those studies in "Introduction" section provide the background information for this study. One of the issues is that even fairly advanced L2 learners often lack adequate pragmatic awareness and competence in the L2 . Also, the author points out that how this unawareness might cause negative impacts, like "pragmatic failure and cross-cultural misunderstandings" . It is because L2 learners are unaware of their pragmatic use, L2 learners cause misunderstandings in the communication to the native speakers.The second issue focuses on why EFL learners are lack of pragmatic awareness. The author employs House's(2003)[2] study to indicate the "less demanding norms" in the English as lingua franca (ELF) communication.

In "Previous study" section, the author establishes five empirical studies as the foundation of this research. The first two studies focus on the pragmatic failure and the need of EFL/ESL instructions to enhance "conscious attention" of L2 learners in appropriate communication in the sociocultural context. Also, these two studies identify L2 learners' pragmatic deviations are choice of directness level and the choice and amount of internal and external modification of requests. In the next two studies, the author addresses their result that English L2 learners inappropriately communicate with their lecturers through email messages in several aspects. Those aspects are summarized as lack of mitigation, lack of the awareness of imposition, lack of greetings and closings, and unacceptable forms of address. The last study, the author emphasizes the impressions of native speakers toward L2 learners' email requests with inappropriate use of politeness. The study indicates pragmatic unawareness might cause bad impressions of native-speaker recipients.

In conclusion, the literature does offer different but relevant perspectives. In addition, the literature identifies the main gaps in the research area of pragmatic failure in non-native speakers' email requests to lecturers. Furthermore, the literature review indicates that not many studies indicate the effect of "unmodified and direct" emails and implications for EFL/ESL instructions. Therefore, the literature review provides the direction for this study.

3.METHOD

The researchers select native-speaker lecturers to evaluate non native-speaker students' emails via a questionnaire and comment. The emails are written by Greek-Cypriot university students involving "one or more requests on various academic matters and

were selected on the basis of their high degree of directness and lack of mitigators". There are twenty-four university lecturers from 12 universities in the United Kingdom participating in this study. Their age ranges from 20 to 50 and they are all native British English speakers. The instrument is a five-point Likert scale questionnaire and comment.

There are several limitations of the research method. Firstly, there is no information indicating how the participators are selected. It is also not clear that whether the university lecturers are randomly selected or not. If the sample is not randomly selected, the result of the study cannot be fully generalized to the population. Also, there is no information of how those university students are selected. The only information is that they are from Greek-Cypriot university. The audience have no idea how many students participate in the study, how they are selected, and how long does the selection take. Besides, there is no way to know how close they are to their lecturers in a student-teacher relationship. Therefore, the selection of students may result in differences due to different characteristics. Those unsettled issues may be the threat to the internal validity of the study.

Secondly, there is an invalid instruction of the instrument "imagine that they had received the emails from one of their young students with whom they were familiar but not close" . This kind of instruction may cause subjectivity issues of the instrument by using verbs like "imagine". Also, phrases like "familiar but not close" may produce ambiguous or indefinite understandings.

Thirdly, although the design of the study well addresses how the lecturers are instructed to evaluate the emails, no information can be found in the paper which can indicate how those six emails are selected and based on what kind of rationale. The only information of selecting emails is "on the basis of their high degree of directness and lack of mitigators" and "first-time interactions on the topic and they were not part of an email discourse chain" . Therefore,this cannot be said as a rigorous rationale because of the reason that there is no information about student participants and how their emails are selected, the audience have no clue why these six emails are representative, and how these six kinds are able to generalized to EFL/ESL learners.

To sum up, the instrument validity and reliability of the study cannot be affirmed. The research question is to investigate the effects of those emails. However, the rationale of those selected emails that are used to be evaluated remains unknown. Hence, there is no clue whether the evaluation is measuring the research question or not. Moreover, there are several limitations of the instrument may cause threats to the internal validity of the study.

4.RESULT

The statistical analysis appropriately indicates the result of the questionnaire that "there was a significant difference in the perceived degree of politeness of the six emails included in the questionnaire" . The author makes a comparison one by one. In the comparison, the author compares the most negative evaluation one with the most positive evaluation one to conclude the differences between those two. Six elements can be summarized, which are relatively no salutation, no greeting, no internal mitigation, no external mitigation, no closing, and acknowledge of the imposition. Moreover, the author gives a closer analysis of each elements in the comparisons of those emails.

In addition, the analysis of the comments is established in the article. For example, some sentence structures or phrases are negatively evaluated by the participants because it is sound like "a demand" or "an instruction" rather than "request", which include 'please + imperative', 'want statement', 'direct question for information' and 'thank you in advance'. Each of the structure or phrase is analyzed with direct quotations from the participants' comments.

However, there is no analysis of how the results answer the research question. The author uses some of the paragraphs to discuss the results of the instrument, but ignores the answer of the research question. The study is supposed to answer the research question that whether those emails would cause impoliteness at the very beginning of the result. Instead, the author emphasizes there are different degrees of politeness in the six emails. Besides, the later comparisons of those emails does not answer the research question either. Therefore, it is suggested that the author should spend more content focusing on the main purpose of establishing the study result.

Table 2 and 3 are supposed to provide information in the analysis in order to present data visually. However, only Table 2 is shown while Table 3 cannot be found in the paper. If the Table 3 is presented, the data from Table 3 might play a better role in helping audience understand the results easily.

To sum up, even the analysis of the instrument is well established in the result section, the result of the study does not well support the research question because it does not directly answer the question, which is supposed to be the focus of the study.

5.DISCUSSION

The Discussion part addresses research problems. However,it failed to address the limitations of the research and implications for future studies. The discussion has addressed the issue that there is evidence that "EFL learners' pragmatic choices in ELF email communication can cause pragmatic failure in NS–NNS interaction" and followed by pedagogical implications and instructional suggestions. The author has reflected only at the end of first paragraph of the discussion part that the Participants would pose different norms in regard with politeness and formality if they are American

speakers or speakers of other English varieties. However, no expansion or further explanation has been provided to give readers a further and a larger scale of politeness norms in different English cultures. Except for the cultural awareness the author stated in the discussion part as introduced above, no other exploration and discussion on research issues or future research implications are introduced. The author jumped to the conclusion and suggestion part without discussing the research result in detail. Furthermore, there is a noticeable structural problem within the Discussion/Conclusion part,in which there is no clear sign between the research conclusion and instructional suggestions. The author uses one paragraph to address the research conclusion and four consecutive paragraphs to give pedagogical advices.

The conclusion is not well-refined and can be interpreted in other ways. First of all, the emails do not sufficiently suggest a conclusion of "pragmatic failure in NS-NNS interaction".Secondly, the research result can not indicate a judge of personality issue toward students. Pragmatic failure is a concept which needs to be narrowed down before jumping into conclusion. According to this research, the participants are Greek-Cyprus university students who are non-native speakers of British English and 24 lecturers who are native British English speakers from universities across UK. The role of the students who wrote the emails (The author does not clarify the background information of the senders of these emails with regard to their age, nationality and English proficiency level) are "L2 speakers" or "EFL learners" in the context and the lecturer who participated in reviewing the emails are "Native speakers". Nevertheless, as the author has argued in the previous section that the lecturers who are regarded as the role of "authority" can feel the impoliteness and rudeness with the information the email contains. The research result involves "authoritative native British English speaker in academic field" and "Students who are L2 English speakers with limited proficiency level". In general, though the study only involves academic lecturers and EFL learners, the result is expanded to a larger scale: non-native and native Scale. In other word, the result can be seen as invalid unless a considerable amount of native British English speakers with different backgrounds are participated.

The author also argues that the importance of taking step immediately to implement pedagogical instructions to raise students' awareness of pragmatic norm of L2 lies in the fact that"Learners' emails can come across as impolite, and/or status-incongruent, and the L2 senders themselves can be judged unfavorably for their personality and not for their lack of linguistic proficiency" . It is clear that even though appropriate pragmatic choice of language is important due to social norms, the research result is not sufficient enough to suggest a personality favor

issue over linguistic competence. The participants, lecturers from different universities, showed us that a similar incline with regard to certain syntactic and lexical choices in the emails they are reviewing. The author argues that no salutation, imperative tongue, aggressive directness are perceived as impoliteness by the British native speaker lecturers. Unfortunately, the author has failed to consider the linguistic incompetence of the sender, the ESL students. Students' pragmatic and linguistic competence may merely be considered as an issue of proficiency, especially when the students are at very low English proficiency level.Therefore,the relationship between linguistic or pragmatic incompetence and the students' unfavorable personalities is over concluded. In addition, it is possible to say that the commonly perceived impoliteness will be considered acceptable in some English speaking context, for example, the result might be different with North American English speakers. Furthermore, the questionnaire used in the study contains only a single question and a Likert scale to rate the lecturers' opinions of the emails.

There are many improvements can be done to refine this study. One possible idea is to expand the range of ESL students to multi-ethnics; Another solution is to carefully choose ESL students as study subjects. Sometimes it is difficult to differentiate students with low English proficiency level or lack of pragmatic awareness from those who have real bad manner in communicating with their authorities or even with their peers. Candidates must be carefully evaluated by researcher before being selected as the participants,as reliable testing subjects yield stable testing results.Also,to expand the amount of students participated in this study is also encouraged.Most importantly, the lecturer should not have reviewed emails from students he/she is not familiar with. It is possible to say that good relationship between students and teachers could vague the perception of rudeness in that teachers may know the sender and his/her English competency and would not take his/her students' pragmatic awareness so seriously.However,this might reach a better result than reviewing emails from strangers in that the latter one may provide a dramatically varied result.

6.REFERENCES AND CITATION

The references and citations are correctly formatted. All the in text citations are included in the References.

7.CONTRIBUTION TO YOUR KNOWLEDGE

The research has presented with us how pragmatic failure in writing email would cause negative influence in rendering the awareness of the sender's unwelcome personality and linguistic competence. Furthermore, it also discovers a rather new possible field of pedagogy, in which ESL/EFL students' awareness of the pragmatic norms of the target languages has been studied. As the author has

stated in the research paper that insufficient study has been done and little data could be utilized to facilitate the pragmatic awareness of the students in ESL/EFL classroom especially in writing emails to their academic superiors such as the lecturers and professors. On the other hand, the pragmatic inappropriateness is known, according to the study, to have a rather severe impact as compared to mere linguistic incompetence.Pragmatic inappropriateness, sometimes, would cause the email recipients to have a negative impression on the email senders even though the senders are university students who use English as their L2 in daily communication and academics in college and the L2 communities.

It is probably true that many students may not pay enough attention to the formality and appropriateness of their language choice in writing email,or they lack pragmatic awareness and competence not only in email writing but also in academics as well as social interactions with peers and other authority figures. The importance of pragmatic appropriateness is quite obvious. Except the real low level of proficiency could sometimes be considered as inappropriateness and impolite, ESL teachers need to take it into curriculum and instructional design. It is unacceptable to think that only because they are students, they should be disciplined differently from native English speaker. On the contrary, students are supposed to be informed of what is going on and they need to realize what they did can be defined as impolite and may cause problems. However, the author's opinion that teachers should be careful to avoid prescriptivism and trying to enforce Anglo-Saxon standards of Behaviors is highlighted. Teacher's responsibility, on the other hand, is to let students behave like the way he/she did in their own cultures, but later prevent them from being unintentionally rude or subservient .

8.LANGUAGE AND ORGANIZATION

The author has a good awareness of the register of the study ,therefore the language use of this paper can be said as formal and appropriate. The paper can be easily understood without references. There is no obvious grammar issue within the study and the sentence choice is good in that it contains a considerable amount of compound-complex sentences as well as short compound or simple sentences. Though there is a small amount of long sentences,they can also be analyzed quickly. Another reason the paper is easy to understand is that the topic sentence is well presented at the beginning of each paragraph, resulting in fast grasping of general ideas of each paragraph.

The Organization of the whole study is appropriate except for some noticeable drawbacks. For example, in The Study Data and Participants part, the author raises some research questions, introduces study participants as well as data collecting methods. This section is supposed to be well sequenced in a certain order, however, the three essential parts are mingled together without clear signs of distinction. As for the last section,which is the Pedagogical recommendations and conclusion, the author could have made his argument more distinctive in different sections. For instance, the discussion and conclusion part could have been separated as two single sections to provide sufficient research issues, limitations and implications for future study to be discussed. On the contrary, the author chooses to squeeze the conclusion within the discussion section and omits the essential reflection, the limitations of research and implications for future researches. The only limitation can be found in the study is the author's statement of how different English cultural contexts may result in different social norms. In general, this paper is organized in a way understandable but needs to be further refined.

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Application Research on "Symbol Interaction Theory" in Spring Festival Packaging Design

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Abstract: This paper analyzes the application of Spring Festival packaging design relying on the symbol interaction theory, which is divided into two parts for explanation. There are mainly national color symbol, national pattern symbol, cultural core and emotional need. This paper conduct analysis of application cases so as to make a specific implementation summary for the application of Spring Festival culture. We emphasize on explaining how to implement this kind of culture into designers or artists.

Key words: Symbol interaction theory; Spring Festival packaging design; Application research on packaging

Chapter One The Application of Cultural and Artistic Symbols in Spring Festival in the Symbol Interaction Theory

1. NATIONAL COLOR SYMBOL AND PACKAGING DESIGN.

In the process of Spring Festival packaging design, the Chinese traditional "five colors" color symbols are integrated. The Chinese traditional coloring concept is "five colors concept", that is, red, yellow, green, white and black. However, it is not a simple splicing, but the combination of traditional cultural symbols and Spring Festival packaging design concept to form a new design concept. Color relationship is an important vitality of design. The design and combination relationship of different hues, lightness and purity makes the image, layout level and emotion conveyed by the work be molded. When we come into contact with a certain color, we often associate with spirit, connotation and meaning.

In the process of designing works, designers will usually select to combine traditional national color symbols with modern Chinese graphic elements as the main style of Spring Festival packaging design. When the element is selected for drawing, we are more focused on its new color life.

when using traditional color for design practice, we should also fully consider the rich connotation represented by the color of Chinese folk art, as well as the sacred and beautiful spiritual construction.

2. TRADITIONAL PATTERN SYMBOL AND PACKAGING DESIGN

Chinese traditional design patterns include: calligraphy, embroidery, Chinese painting, paper cutting, auspicious clouds pattern, Chinese knot, Ruyi pattern, Oracle, engraved seal, Chinese character, phoenix pattern and so on. For ramage, China has always had the tradition of expressing one's feelings by means of things, and flowers, as a symbol of beauty, have naturally been endowed with rich connotations. The main forms of the plant pattern include the pattern characteristics such as grass-blade pattern,maple leaf pattern, lotus pattern, etc. Animal auspicious patterns are also common patterns in packaging design and decoration like plant patterns. Animal patterns mainly include butterfly patterns, bird patterns, fish patterns and various animal shapes, as well as some special animal shapes, such as Miao Dragon, mythical creatures, Kylin and other images. These are the art symbols for the emotional expression of the objective world in the characteristics of packaging design(See Figure 2-1 Geometric pattern symbols; Figure 2-2 Plant&flower pattern symbols; Figure 2-3 Animal pattern symbols;). [1]
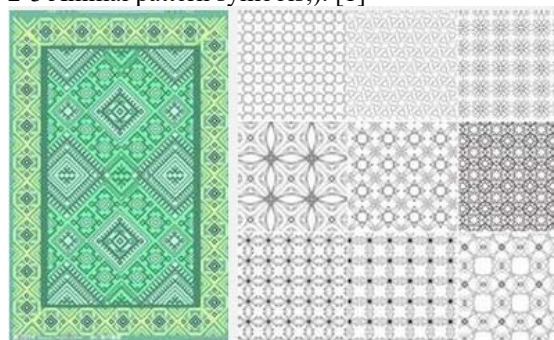

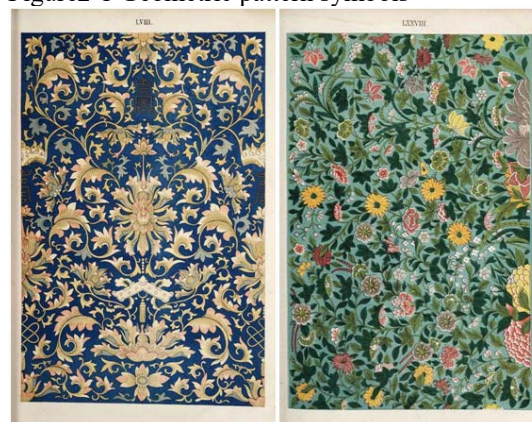Figure2-1 Geometric pattern symbols

Figure 2-2 Plant&flower pattern symbols

Figure 2-3 Animal pattern symbols

Chapter Two The Application of Spring Festival Art Symbols in Packaging Design

3. CULTURAL CORE AND EMOTIONAL DEMAND OF PACKAGING DESIGN

The Spring Festival packaging design, because of its festival and historical characteristics, needs to add the core of traditional culture to the work. The cultural core, that is, the above-mentioned artistic symbol of the Spring Festival, applies the artistic symbol scientifically to the packaging design of the Spring Festival, and makes judgement through the interactive needs of the modern communication culture and the key points of the communication, so that the historical connotation of the accumulation of the traditional artistic symbols can irradiate its new and everlasting artistic charm.（Figure 4 Calligraphy symbol series packaging）

From the psychological development process of Chinese people, the emotional needs of Spring

Festival packaging design should have a sense of implication and connotation. Therefore, its emotional needs require to have the unique implication of Chinese traditional culture and advocate that the meaning is implied. There is an end to the words, but not to their message. Through such a psychological implicit color, it leaves people endless imagination space.

4. APPLICATION OF ARTISTIC SYMBOL IN PACKAGING DESIGN

Spring Festival packaging design emphasizes the abstract fusion driven by concrete image and internal emotion in appearance, not the stacking of morphological language elements.It pays attention to the interpretation of connotation, moves people through the fusion of design and culture, and let people give full play to their imagination, think scientifically and authentically with the help of works, truly ruminate from the inside, and add implicit connotation beauty and harmonious beauty. Designers usually have the following ways to carry out the application of Chinese traditional cultural symbols in Spring Festival packaging design: replication or imitation, variation and evolution, inheritance and innovation.

Replication or imitation is the duplication or copy of symbols with distinctive cultural imprints in Chinese traditional culture in Spring Festival packaging design[2].

Figure 4 Calligraphy symbol series packaging

Variation and evolution are that Chinese traditional cultural symbols should go through screening and integration, processing and reconstruction, transformation and availability, so that the cultural

soul can play a role in the packaging design of the Spring Festival. (See Figure 5-1 Paper cuttings symbol VI design; Figure 5-2 Calligraphy and geometric symbol product packaging)[3]

Figure 5-1 Paper cuttings symbol VI design

Figure 5-2 Calligraphy and geometric symbol product packagin

Inheritance and innovation. Chinese traditional cultural symbols should not only carry on inheritance, but also make innovation. Inheritance and innovation are the only way for Chinese traditional cultural symbols to play a core role in Spring Festival packaging design. Figure 6 is the designer's red envelope design for the new year in 2017. The author intercepts part of the traditional art symbols as the case representation.

Figure 6: New year red envelopes in 2017

Figure 6-left: The design idea uses flying to the sky as the main image. At the same time, taking Dunhuang frescoes as the background, the three colors of Dunhuang frescoes are extracted for design, and the layout is free and informal. The back side of the red envelope uses the architectural linetype of the Jiayuguan to form the Chinese character "Chun" with the onomatopoeia of cock crow "O".

Figure 6-right: The design idea is the poem "My friend has left the west where towers Yellow Crane. For River Town while willow done and flowers reign". The combination of the different shapes of the cranes together form a reunion form, and the image of the rooster is added, which takes the meaning of "a crane in the rooster year".

We find some business cases. From the perspective of packaging in the New year's opportunity, brands want to make advertising through special forms, thus expanding its brand influence. We select the two most active fast moving consumer brands recently to expand horizons.

Pepsi is a brand that the author has paid much attention. No matter what the endorsement or design element is selected, there is little or no disharmonious condition.(See Figure 7-1: Pepsi's New Year's memorial can and propaganda poster in 2017)

Figure 7-1: Pepsi's New Year's memorial can and propaganda poster in 2017

Another brand is the Nongfu Spring. The high-end water packaging has won many international awards , which is also a special case in the design. The above two pictures of Figure 7-2 are the original brand image packaging, and the below two pictures are the image packaging of the New Year's collector's edition in 2017. The collector's edition has two recognition. The other is a rooster image that has an imposing appearance, and the other image is a cute hen mother with cute chickens.(See figure 7-2)

Figure 7-2: Nongfu Spring high-end water packaging and New year's collector's edition in 2017

Conclusion

From the analysis of symbol interaction theory, the packaging design of Spring Festival is a carrier of communication, an indispensable display of memory between people in this specific festival, the reproduction and deepening of specific cultural memory inherited from Spring Festival, and a display of social progress.

This paper attempts to view the design possibility of the culture by means of the symbol attribute and the interactive attribute of the symbol interaction theory from the perspective of the designer, and proposes to excavate the emotional culture of the design in the angle of cross-border. The research of such a subject needs to keep up with the pace of the times in real time, as well as more in-depth mining of traditional culture, and the updating of culture, the improvement of emotional logic, so as to put forward the summary of updated, better and more perfect design language. It is a long-term project to do such research from a higher and broader field of vision.

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Aesthetic Study of Hand Blown Glass Art in Ancient China

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Abstract:The formation of the ancient hand blowing technique has a long history. The glass crafts made by this technique are loved by the public because of its unique aesthetic and artistic characteristics. On the basis of this technique, the glass varieties and glass structures also radiate stronger artistic expression forms, which also provides a broader creative space for designers to give full play to their inspiration. This paper firstly expounds the basic meaning and characteristics of glass art.On this basis, the paper analyzes the ancient hand blown glass technology, analyzes the artistic aesthetic characteristics of the technology, and makes a profound discussion from the aspects of color, material, artistic conception, virtual reality, etc. In this way, we can show the aesthetic characteristics of glass to the greatest extent and promote the spread and promotion of hand blowing techniques of ancient methods.

Key words: ancient method; hand blowing technique; art; aesthetics; glass; emotion

1. GLASS ART

Glass art is a technique of expression related to glass. Craftsmen act on the main body of glass through a series of artistic techniques and expressions, thus creating various styles, shapes and structures that meet the needs of the public and aesthetic needs. Art is an empty and ethereal thing. It is not a real and concrete thing, but an invisible thing. The works of art produced with glass as the carrier have unique characteristics. Most of these finished products come from the hands of glass artists. And for the "glass art", "glass" is the external manifestation of glass art; "art" is the profound connotation of glass art. The finished product of glass art is the perfect presentation through the integration of glass and various processing techniques and production techniques.[1] It is a product or handicraft with various shapes produced by using specific production materials and processes. Nowadays, glass art is widely used in construction industry, decoration industry and other industrieswith the continuous improvement of people's material living standards and aesthetic awareness.

Glass itself is the raw material for the production of other technological products. Through various creative methods such as grinding, calcining, polishing, cutting and other processes, it can produce various shapes that meet human needs. By adding some colors to the finished glass products, it can bring visual feast and spiritual enjoyment to the public to a large extent. Any glass has the following special properties, and its characteristics mainly include the following aspects: the first is its decoration. In the living environment, you can often see many kinds of necessary decorative items such as doors, windows, mouths, screens, and partitionswith glass as the main material, which add some aesthetic feeling and comfort to people's residence; the second is its ornamental nature.The common vases and ornaments, glass aquarium and other handicrafts have a strong ornamental, which can improve people's aesthetic awareness; finally, it's practical. The common glasses, water glasses and high-end wine bottles in daily life can meet all kinds of human life needs, which has a strong practicability.

2. HAND BLOWN GLASS ART

Glass blowing technology originated in Syria at first, and the ancient Egyptians firstly mastered the basic technology of glass blowing more than 1000 years ago. Later, the technology spread to the whole Europe through the further inheritance of the Romans, and the use of hand blowing technology can produce glass craft products with various shapes. Hand blown glass art usually takes blowing technology as the basic manufacturing technology. The basic principle of blowing technology is to insert a tube into the heated and melting glass, and carry out blowing technology in the process of glass rotation. Nowadays, tea sets and quilts appear on the market are based on blowing technology. The production process of hand blown glass art products is usually that the blowing technologist holds a hollow iron pipe with a length of about 1.5 meters.[2] One end of the iron pipe is used as a blowing nozzle and the other end is specially used to dip the glass material in the solution. On this basis, it is placed on the rolling plate to roll the spoon. After blowing the material, it is formed into glass products in the mold or through free blowing. After knocking on the blowing pipe, it falls behind. Finally, it is cooled and formed into hand blown glass art crafts. Glass hand blowing technology can be divided into texture, color, porcelain powder, mouth, bottom, carving, ornament and so on.

The finished products of hand blown glass art have the basic characteristics of combination of aesthetic and practical function, and they are more and more loved by the general public. The finished products of

hand blown glass art can be used as decorative ornaments, and can also be used as instruments to hold food. No matter what the purpose of glass art is, it can play its unique value in the long-term development process. After a long time of development, the ancient manual blowing technology has given a new vitality, which inspired the designers' creative inspirationto a large extent. Hand blown glass art and artistic glass have complementary characteristics, each playing an irreplaceable role in a specific field, both of which are indispensable for the development of glass art. At present, the glass products made by hand blowing technology gradually penetrate into people's home decoration and living environment design, and gradually move to the forefront of fashion in the international market. They are widely used and popularized both at home and abroad.[3]

3. AESTHETIC EXPRESSION OF HAND BLOWN GLASS ART IN ANCIENT TIMES

Glass art fully interprets its own design techniques and inner realm through hand blown craftsmen, integrates the cultural connotation and poetic sentiment contained in glass art into people's life style and living state, and achieves the blending and perfect unification of art and life. Only by connecting theory with practice can we deeply understand the artistic conception and beauty of various modern art creation techniques, and use Chinese traditional aesthetic thought to get further sublimation. The glass crafts made by the ancient manual blowing technology usually use alkali, quartz sand and limestone as the main raw materials. In the process of making, some common auxiliary production raw materials such as colorant, decolorizer and opacifier are added, and finally a certain shape of amorphous body is formed through high-temperature melting, low-temperature cooling and other operations. In terms of shape, the glass crafts made by ancient hand blowing technology have both flat and multi-dimensional structure. Flat glass usually presents people with a clear and transparent visual effect because of its smooth and transparent characteristics. Multi-dimensional structure is often full of mystery because of uneven surface. The multi-dimensional body of glass can reflect the surrounding scenery and receive certain light and shadow. The reflection image forms the artistic beauty of ethereal, blurred and dreamlike through interweaving and alternation.

The glass handicraft made by hand blowing technique of ancient method can show a certain aesthetic feeling. The "real" here refers to the surface characteristics of tangible objects, the real and accessible things; the "virtual" here refers to the intangible things; the intangible refers to the emotional characteristics displayed through the tangible carrier, compared with the tangible things; "intangible" has the fundamental characteristics of

selflessness and freedom, the glass crafts "virtual" and "real" effective comparison. The flow and invisible stillness make glass crafts more colorful. The glass handicraft made by hand blowing technique of ancient method can show certain color beauty. Color is also an important expression of glass crafts. Glass crafts have a certain sense of transparency. Under the influence of light and other factors, the color attached to the glass forms a very harmonious fit with the glass entity.[4] At the same time, due to the role of light, the color that is difficult to reconcile makes the color more harmonious through strong contrast. The color of glass handicrafts makes the finished products more colorful, and more vitality. Placing the handicrafts with strong color intensity in the room can enhance the tolerance of the living environment, and have an important impact on people's physiology and mind. The glass handicraft made by hand blowing can show certain artistic beauty. Glass crafts have an incomparable emotional rendering effect compared with other handicrafts. Emotion is often used to convey artistic conception. Through the objective image of glass, the subjective feeling can be expressed by the designer's unique artistic expression. The application of glass materials in the interior can make the interior space glow with a new look, and the color and structure of the glass will appear uncertain transformation effect under the sunlight. Designers use unique design techniques to show the dislocation, virtual reality and cold and warm changes of glass, and the artistic expression of glass usually brings people dreamy artistic beauty and unique spiritual enjoyment.

4. CONCLUSION

To sum up, glass works of art occupy a very important position in people's daily life and even in people's material and cultural life. The glass crafts made by the traditional ancient technology show people's attitude and pursuit of life by relying on the hand blowing technology. As an ancient glass making technology, the hand blowing technology has become a valuable material and cultural heritage. It is precisely because of the persistence of the hand blowing technology that the public can see these beautiful glass art products.

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Ride performance analysis of electric vehicle based on the shape of battery

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Abstract: The shape of battery in the design of electric vehicle has a great influence on the ride comfort of the vehicle. Based on the electric vehicle model of Aion S the multi-rigid-body theory, finite element analysis and modal analysis were used to establish a rigid-flexible coupling vehicle model with flexible steering tie rod. Simulation data of rigid-flexible coupling vehicle models with three different shape of battery were compared. The results show that, in this model, the flat battery can make the vehicle more smooth.
Key words:ride comfort,shape of battery,electric vehicle,rigid-flexible coupling model

1.INTRODUCTION

With the rapid development of social economy, electric vehicle gains it popularity. Electric vehicle, which could conserve energy and reduce emissions at the same time we hope it could ride comfortably. In order to make sure that passengers could feel free and the loaded goods remain intact. Domestic and foreign scholars have done a lot of research on improving vehicle performance by changing the position of key components. Li Xingchang[1] modal analysis was carried out on the truck frame, through the frequency response analysis, calculate the frame of the modal order, which tends to cause resonance by the engine incentive, by moving the installation position of engine, optimize the vertical vibration amplitude of cab, improved the cab ride comfort; In the study of high-speed locomotive, hou jianwen[2] removed the transverse shock absorber and arranged the anti-yaw damper horizontally on the end beam of the frame, making it play the role of anti-yaw damper and transverse shock absorber at the same time, simplifying the structure of the bogie and further optimizing the dynamic performance of the locomotive; Zhou kaiyue[3] carried out topological optimization and position optimization design for the installation seat of intercity emu. On the premise of meeting the requirements of corresponding static strength, so that the new structure could meet the static strength and fatigue strength while the installation position was more reasonable and the overall structure was more compact; Li Shuyang[4] came up with the side touch sensor installation location structure dynamic stiffness and the performance evaluation of the resonance frequency response analysis method, the design of the installation location

structure was improved, effectively improve the efficiency of the sensor installation points of structure design and accuracy, and improve the safety of vehicle ride. According to the current research results, the original performance can be improved by optimizing the shape of components. In this paper, dynamics simulation software ADAMS/Car is used to establish the rigid-flexible coupling complete vehicle model. Based on the vertical acceleration of the centroid and the dynamic travel of the suspension, the ride comfort of the electric vehicle is analyzed and the influence of flat battery, the letter T shaped battery and disconnect-type battery on vehicle ride was analyzed and compared.

2.RIDE COMFORT TEST STANDARD AND EVALUATION INDEX

Ride comfort refers to the ability of the vehicle to ensure the comfort of the driver and the passenger from the vibration and impact of the road during the normal driving process of the vehicle[5].In order to evaluate the ride comfort of vehicles more accurately, the country has formulated the evaluation standard and test method of the ride comfort of vehicles, and evaluated the ride comfort of vehicles by means of quantitative test results.

Considering the vibration in three directions, the weighted root mean square value of acceleration can be obtained according to equation (1):

$$a_v = \left[(1.4a_{wx})^2 + (1.4a_{wy})^2 + a_{wz}^2 \right]^{\frac{1}{2}}$$

(1)

a_{wx}—the weighted root mean square value of acceleration in the front and rear directions, a_{wy} —the weighted root mean square of acceleration in the left and right directions, a_{wz}—the weighted root mean square value of the vertical acceleration.

By the 02631-1:1997 (E). When the peak coefficient of the vibration waveform is less than 9. In this case, we generally evaluate it by measuring the weighted root-mean-square value of acceleration in three directions at a specific position. In this paper, the ride comfort of electric vehicle model is analyzed by random input test.

3. THE ESTABLISHMENT OF RIGID-FLEXIBLE COUPLING MODEL

The design method of vehicle suspension based on rigid body can not meet the needs of current research, by introducing a flexible body into the

suspension and designing the front suspension steering tie rod as a flexible body, the established model can be more accurate. More importantly, the simulation results can be closer to reality.

When an electric vehicle is turning, the steering tie rod section of McPherson's suspension will bear a lot of force, the steering tie rod is easy to produce large elastic deformation in the process of turning, thus affecting the ride comfort of the vehicle. In order to study and improve the ride comfort of vehicles, a subsystem of rigid-flexible coupling model of McPherson's suspension with the steering tie rod as the flexible body was established, other subsystems include the pinion - rack steering system, Multi-link suspension, Pacejka 89 tire model, Power battery packs and other parts are treated as rigid bodies.

3.1 Establishment of flexible body model

The front suspension of the vehicle adopts McPherson's suspension, in which the steering tie rod part is built into a flexible model. The 3d parametric solid modeling software CATIA is used to draw the 3d figure of the steering tie rod, then finite element software ANASYS was used to conduct gridding and finite element processing on the steering tie rod, and then imported into the dynamics simulation software ADAMS/Car to apply appropriate load and corresponding constraints, and the rigid-flexible coupling vehicle model was established by combining with other rigid body subsystems.

3.2 The shape of battery

The shape of battery in rigid-flexible coupling vehicle model is divided into flat battery, the letter T shaped battery and disconnect-type battery. The three battery packs of different shapes all have a mass of 421kg and the same endurance mileage as is shown in the figure 1.
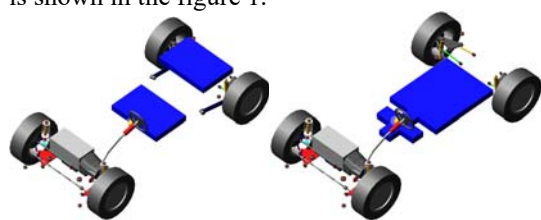

Fig 1. Battery mounting position vehicle model

4 RANDOM ROAD CONSTRUCTION

ADMAS/Ride module is used to build a B - class random road surface，which based on Sayers empirical digital formula and has left and right wheel rut road contour parameters, there are many different road measurement parameters to be chosen from. The power spectral density of the road contour $G_d(n)$ and spatial frequency n are as shown in equation (3)

$$G_d(n) = G_e + \frac{G_s}{(2\pi n)^2} + \frac{G_a}{(2\pi n)^4}$$
(3)

G_e—the amplitude of spatial power spectral density

of noise; G_s—the velocity power spectral density amplitude of noise; G_a—the acceleration power spectral density amplitude of noise.

The road surface established in this paper is rough cement road surface, $G_e = 0.1$, $G_s = 20$, $G_a = 0.1$.

5 SIMULATION ANALYSIS OF RIDE COMFORT

According to GB/T4970 -- 2009 "simulation experiment method of automobile ride comfort" requirements. ADAMS/Car, a multi-rigid-body dynamics simulation software, was used to simulate the vehicle ride performance of the battery front-mounted vehicle model, battery middle-mounted vehicle model, battery rear-mounted vehicle model. When the vehicle turns 90 degrees at a speed of 80km/h on the b-class random road surface, modal analysis is carried out on the flexible part of the rigid-flexible coupling vehicle model, The vertical acceleration of the body centroid and the dynamic travel of the suspension of the rigid-flexible coupling vehicle model were analyzed, and the simulation data of three different shape of battery were compared.

5.1 Modal analysis of steering tie rod

A three-dimensional model of steering tie rod is built in CATIA, According to the mechanical properties and geometric properties of the steering tie rod, the finite element model is obtained by simplifying the steering tie rod. The first 8 modes of the steering tie rod are calculated, as is shown in the table 1.

Table1 Modal frequency of the steering tie rod

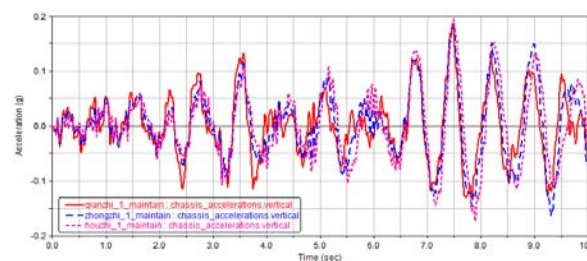| order	frequency　　（Hz）	modal characteristics
1	-4.31×10^{-3}	reverse
2	-1.21×10^{-3}	reverse
3	-7.33×10^{-4}	reverse
4	1.88×10^{-4}	warping
5	6.83×10^{-4}	bending
6	1.37×10^{-3}	warping
7	3441.31	bending+reverse
8	3700.25	bending+reverse

5.2 Vertical acceleration of the centroid

Fig 2. Vertical acceleration spectra of centroid

Figure 2 is the comparison diagram of the vertical acceleration spectrum of the centroid of the whole vehicle model with rigid-flexible coupling at different shape of the battery pack. Three curves tend to be similar, The peak frequency of the

rigid-flexible coupling model of the flat battery, the letter T shaped battery and disconnect-type battery is respectively 0.1855；0.1876；0.1949. The peak frequency of theflat battery rigid-flexible coupling vehicle model is 2% and 5% lower than that of the other two vehicle models，It can be seen that the electric vehicle battery pack installed in the vehicle has better ride comfort.

Fig 2. Vertical acceleration spectra of centroid

5.3 Dynamic travel of the suspension

Figure 3 is the comparison diagram of the dynamic travel of the suspension of the centroid of the whole vehicle model with rigid-flexible coupling at different shape of the battery pack. Three curves tend to be similar, According to the simulation results, the change range of suspension longitudinal motion stroke can be obtained: The dynamic travel of the suspension of the flat battery, the letter T shaped battery and disconnect-type battery is respectively -2.68 ~ +3.24mm；-2.36 ~ +2.81mm；-2.11 ~ +2.69mm. When the vehicle turns 90 degrees at a speed of 80km/h on the b-class random road surface，the dynamic travel of the flat battery rigid-flexible coupling vehicle model is 14% and 23% higher than that of the other two models It can be concluded that the design of the battery pack for the electric vehicle as a front position increases the vertical working range of the suspension in the process of turning, and also improves the elasticity of the suspension.
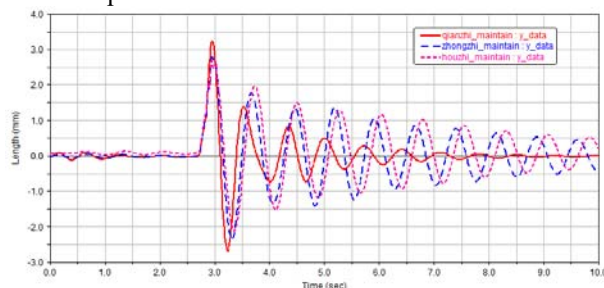

Fig 3. dynamic travel of the suspension

6 CONCLUSION

According to the simulation results of the vertical acceleration at the center of mass of the whole vehicle model ofthe flat battery, the letter T shaped battery and disconnect-type battery, it is feasible to analyze the influence of the battery pack mounting positions on the ride comfort of the vehicle. In the design, the battery pack of the electric vehicle is designed at the front, which can achieve better ride comfort when turning at medium and high speed. The analysis and comparison of the influence of three shape of battery on the ride comfort of electric vehicles provides a new experience for the study of ride comfort of electric vehicles，It provides a theoretical basis for the optimization of the overall structure and layout of electric vehicles, thus shortening the time of product development, saving cost and improving product quality.

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Buildup of Double-qualification Teachers Team Depending on College-enterprise Integration

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Abstract: Regarding the present prominent problem of double-professionally-titled teachers in vocational colleges as a breakthrough point, the author introduces the approach of building Double Qualification Teachers depending on the college-enterprise integration in Kunming Vocational and Technical College of Industry. This paper provides some references for the construction of Double Quality Teachers in similar colleges and universities.
Keywords: Double-professionally-titled teachers; Teachers Team; College-enterprise Integration; Ways of Implementation

1. INTRODUCE

In 2004, the general office of the Ministry of Education issued the evaluation plan for the level of personnel training in Higher Vocational Colleges (Trial) (JG [2004] No. 16), which stipulates that a 50% ratio of the teachers with dual quality in professional basic courses and professional courses be qualified, up to 70% excellent[1]. This has a clear stipulation on the proportion of Dual Quality Teachers in higher vocational colleges and will play an important guiding role in cultivating Dual Qualification Teachers. The latest "Plan for National Medium and Long Term Education Reform and Development (2010-2020)" clearly puts forward the general requirements of "strengthening the construction of Dual Quality Teachers team and training base, and improving the basic ability of vocational education"[2]. The construction of "Double Teachers" has become one of the most important tasks in vocational education. Therefore, it is a very urgent task for vocational colleges to explore the way of Double Teachers teaching staff construction in the period of strategic opportunity to deepen the reform of education system and realize scientific development.

2. The outstanding problems of the Double-qualification Faculty

All higher vocational colleges have increased the construction of Double Teachers team and made some achievements. But at present, there are some outstanding problems in the Double Quality teaching staff of higher vocational colleges:

(1) The proportion of young and middle-aged teachers is too low. In recent years, higher vocational colleges have increased the introduction of teachers in the construction of their teaching staff. Every year, they bring in graduates of higher education level to the teaching staff. These young teachers usually go directly from "school" to "school". In addition, the lack of teachers in higher vocational colleges leads to heavy teaching workload. Young teachers seldom participate in the practice on the spot after coming to the enterprise with poor ability in practical teaching. Lack of professional and technical post experiences, they don't have proficient professional skills and don't know well the actual employment needs of the enterprise industry. The students are not very adaptable to their posts and couldn't be qualified for meeting the needs of the market and industry.

(2) Part of the existing Double Quality Teachers are not worthy of the name from its connotation. In recent years, the proportion of Double Teachers has achieved remarkable results in terms of numbers, while there are many problems behind the double certificate in terms of their qualities. Some "double qualified" teachers have professional qualification certificates but have no practical experience in this kind of occupation; some "double qualified" teachers' professional qualification certificates have been obtained for a long time, and their skills have not kept up with the development of modern society and technology; even some "double qualified" teachers' professional qualification certificates are obtained by means of relationship and coincidence, which are not worthy of the name of "double qualified" teachers. It is difficult for above-mentioned teachers to be competent for teaching work in practical teaching.

Due to the lack of engineering practice experience, teachers' practical teaching ability is poor. Due to the disconnection from production practice, these teachers cannot see the gap between their professional knowledge and modern science and technology. The source power of independent learning gradually disappears, and the level of professional technology drops. Due to the lack of in-depth production practice, teachers do not have the ability to develop "work process based" project-based curriculum and "integration of theory

and practice". This has a serious impact on the quality of personnel training in higher vocational colleges.

Ways to implement the construction of Double Qualified Teachers

From the perspective of the connotation of "double qualification" teachers, "double qualification" teachers not only have double certificates, but also must be able to grasp the enterprise information in time, master the industry development trends and the latest technology of the industry, and be familiar with and proficient in the technology and business of the corresponding profession[3]. It is the key task of professional construction to establish a "double qualified" professional teacher team with strong teaching ability and high technical level, and to train the higher vocational teachers into a mature and excellent professional and technical personnel and an industrial technical expert. Without the participation and support of enterprises, it is difficult to achieve this goal. In order to solve this problem effectively, Kunming Vocational and Technical College of Industry has carried out the following exploration and practice in the construction of "double quality" teaching staff relying on the integration with Kunming Iron & Steel Group Corporation, Ltd (Hereinafter referred to as KISCO).

(1) KISCO and the College shall jointly formulate relevant supporting systems to support the construction of "double quality" teaching staff. In 2007, KISCO issued the regulations on the teaching system of professional and technical personnel performing their duties and promotion, which stipulates that the professional and technical personnel in KISCO must undertake certain training and teaching work every year, complete a certain amount of class hours, and fill in the completion registration form, which shall be submitted to the human resources department of the unit for filing after examination, as one of the conditions for promotion of professional titles. The implementation of this regulation has aroused the enthusiasm of middle and senior professional technicians from secondary units in KISCO to undertake teaching work in our school. It enriches the "double quality" teachers and optimizes the structure of teachers.

With the support of KISCO and the College, the appointment system is adopted. High skilled talents are employed such as industry experts or craftsmen with certain teaching ability from enterprises as full-time and part-time teachers to undertake part of theoretical teaching tasks, guide students' practice and training, and give professional technical lectures. However, the management and supervision system of part-time teachers needs to be further improved.

(2) The College implements the double certificate system for young teachers. Relying on the integrated platform of school and enterprise, new young teachers are required to obtain not only the teacher qualification certificate but also the professional technology grade certificate within the specified time. These measures encourage teachers to keep learning, especially to improve their professional technology grade, so as to keep their practical ability leading in the industry. Through the process of professional qualification certification, the practical skills of professional teachers have been significantly improved.

(3) The College implements the system of on-the-job teachers' practice and research in enterprises. Relying on the integration of school and enterprise, stable off campus practice bases have been established, which not only meet all kinds of practical training of students, but also provides good conditions for teachers to improve their practical application ability. The College requires that during every summer vacation, no matter whether teachers have a professional qualification certificate or not, in-service teachers must go deep into the production line of secondary units in KISCO corresponding to their own specialty to participate in practical training. Teachers' theory and practice, production, scientific research and teaching are closely linked. Teachers' theoretical literacy, professional skills, technological innovation and application ability are effectively improved. Meanwhile, talent demand survey is conducted to analyze the employment needs of enterprises; teaching reform is carried out by understanding new technology, new equipment and new technology, adjusting course content.

(4) The College carries out the system of teacher's appointment. Depending on the integration of school and enterprise, the school selects and dispatches young backbone teachers directly to the enterprise to take part in the job for training, generally for one year. The young teachers are arranged according to the employee system of the enterprise. The school bears the salary of the young teachers. The enterprise pays their post allowance and bonus according to the assessment of the employees of the enterprise. Teachers complete some teaching and research activities in their spare time. During the period of being a teacher in an enterprise, he / she is directly involved in the production management, equipment installation and debugging, project demonstration and technical transformation of the enterprise. He / she can effectively learn the practical operation skills, understand the quality, knowledge and ability requirements of the talent demand of the relevant professional post groups of the enterprise, master the concept, technology and skills of enterprise production, service and management, and collect professional teaching and student experiment

results. All kinds of professional practice and technical materials required for the training will introduce the latest achievements in the industry and technology field into the classroom and constantly improve the teaching level.

(5)The College and KISCO shall cooperate closely to provide scientific and technological services and development. Relying on the integration of school and enterprise, the Science and Technology Innovation Department of KISCO takes the lead in organizing professional teachers to participate in the relevant technology research and development projects of secondary units in KISCO. The Chief Engineer Office of KISCO regularly invites professional teachers to participate in the review of various technical transformation projects or new and expansion projects in accordance with the principle of professional counterpart. It not only strengthens the contact and cooperation between the professional teachers and the secondary production units, and scientific research departments of the enterprise, but enables the professional teachers to obtain the enterprise information in time, to enter the classroom in time and let the students learn the latest knowledge information as well. Thus the curriculum content reform can be effectively promoted. This kind of cooperation also provides teachers with opportunities and conditions for production practice and continuous improvement. Teachers and science and technology personnel from the enterprise jointly carry out subject research and scientific research project development, which plays a huge role in promoting the improvement of teachers'

engineering practice ability.

3.CONCLUSION

School-enterprise cooperation is the best way to build a Double-qualification Teachers team, and also an important guarantee to cultivate high-quality professional talents. The form and method of its implementation has become a hot issue of vocational education reform. However, due to the differences in school running conditions, professional setting, teachers' status, enterprise conditions and cooperation degree, the specific form of building Double Quality Teachers in school-enterprise cooperation needs to be adapted to local conditions in order to explore effective ways and methods.

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