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Cultural Barriers from The Perspective of Ethnocentrism in International Business Negotiation Between China and The U.S.

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Abstract: Since China joined the WTO 18 years ago, opening up to the outside world has entered a new stage. International trade exchanges are becoming more and more frequent, and business negotiation has become the main way for China to communicate with other countries. Business negotiations between China and the United States are endless. International business negotiation is one of the most important talents in urgent need. Only there must be first a breakthrough of the limitation of ethnocentrism as one of cultural barriers. By fully understanding the importance of the cultures of both sides, reducing and avoiding the negative impact of cultural barriers in business negotiations and enhancing global competencies, can the success rate of international business negotiations, such as Sino-us business negotiations, be improved.

Keywords: International business negotiation; Culture Barriers; Ethnocentrism

1. INTRODUCTION

Culture barriers are a main concept of international business negotiation. Due to the varieties and multi-aspects of cultures, it is not easy to look into every culture and their impact on individual's behavior. Therefore, this paper will focus on the Oriental culture and the Occidental culture.

We choose Chinese and American cultures to represent the Oriental culture and the Occidental culture respectively as the analysis objects. For success in international business negotiations between China and the U.S, it is essential for parties to get an insight into the range of cultural values that they are ready to meet in the negotiations. Cultural factors play an important role in international business negotiations, and culture barriers are the main reasons which can cause the ineffective business negotiation. These barriers include ethnocentrism, individualism, thinking model, communication approaches, and context culture, etc.

The more cultural barriers of ethnocentrism are first understood and transcended, the more effective negotiations are achieved by business people.

2. THEORETICAL FRAMEWORK: DEFINITIONS AND CONCEPTS

2.1 Definition of Culture
Culture is hard to define as one meaning, there are more than 160 definitions. According to the definition of modern Chinese dictionary (1998), culture refers to human society and a series of material and spiritual wealth created in the course of historical development. Especially literature, art, science, education, etc. Culture is defined in the Oxford English dictionary as art, the collective intellectual output of other human beings, the customs, civilization, spirit and progress in material practice. Edward T first proposed the concept of intercultural communication in 1959. Communication is simply defined as the communication between people from different cultural backgrounds. Intercultural communication refers to cultural cognition and symbol system communicative activities among significantly different groups [1].

2.2 Chinese Culture

Confucianism has been the foundation of Chinese philosophy system for more than two thousand years. Chinese people pay attention to the order of the humble, the old and the young are different, more nostalgic and the concept of time is not very strong. Chinese focus on the relationship between people. They like to mix work with life. China emphasizes collectivism, group equity and cooperation, social class and hierarchy [2]. China has suffered over the centuries from onslaught by many other cultures. It leads to a skepticism about doing business with foreigners. Because of many factors from government to a family centered philosophy, the Chinese seek out personal relationships in business, which we call "Guanxi". With these personal relationships, the Chinese seek the back door. It is done in Western society as well.

With the personal relationships comes reciprocity of favors which may be called upon at a later date. In all of this, one must practice good ethics. If one practices this, you will have harmony. With the long history of subservience of the Chinese people to Emperors, government or foreign influence, the Chinese people have learned to hide their true face. Looking for righteousness in an unjust world. Within the hierarchy the Chinese can accomplish great things.

2.3 American Culture

The U.S. sometimes also use some of the techniques such as reciprocity of favors. It is done at higher levels usually, such as in government and business. But it is viewed as corrupt depending on the level. For certain types of favors it is also viewed as illegal. For example, a government official may give a contract to a friend. In turn that friend may give his business a favorable contract later for business. This is illegal. The reasoning is that the contract should be awarded based on the competency of the company and for the best price to minimize government expenses. This system offers...
fairness in society, it creates and environment where companies strive to be the best and gives the government a better reputation in society.

2.4 Western culture

The Western Trade Culture is based on centuries of trade rules. Many of them started with Britain and their early trade. Today’s trade laws and the World Trade Organization (WTO) started from the General Agreement on Tariffs and Trade established in 1948. As of December 2017, the WTO has 164 members. It was instituted mainly along the lines of Western philosophy and ideology on legalization if International trade. There are five main principles for WTO members: Non-discrimination, Reciprocity, Binding and enforceable commitments, Transparency and safety. Disputes can be brought against any country in the WTO. Currently there are 155 complaints against the United States and 124 by the United States against other countries.

Western culture typically gravitates towards well defined contracts and law as a means of doing business. It is based on fact. Business starts with market studies from trusted sources. It is impersonal and like a machine. There are many sayings such as “let the numbers speak for themselves” or “it is only business”. The later saying implies that: I am sorry if I did you harm but that is the way of business. Business for Westerners is a win at any cost. That cost means that friendships and personal relationships are secondary. It is viewed as only a job. Westerners (especially Americans) segregate their personal lives from employment. In addition to segregation, Americans desire privacy for their personal lives. So, what is offered in business is a product only based on its “face value” which means the product “speaks for itself” and has value. That value is based on a balance between the market demand and the cost of production. From the perspective of a Westerner, in selling a product, there really needs to be little negotiation. The end buyer only needs to know their market to know if they can sell. The Westerner already has a minimum price calculated and so views slow negotiations as a waste of time. There is no loyalty to any one company or person since the goal is to make the maximum profit. In contractual negotiations, the Westerner will want a way to settle the dispute in a reputable court of law.

2.5 Business culture

In the field of business cultural value study, the most influential one is done by Dutch scholar Geert Hofstede. His research sets four dimensions closely related to business cultural values including power distance, individualism, masculinity, and uncertainty avoidance based on mass data analysis in 60s and 70s. In late 1980s. Michael Bond of the Chinese University of Hong Kong proposes a new statistical analysis of the 22-country Chinese Value Survey (CVS) based on the question of Asian researchers reflecting Confucian dynamism in the long term and it has extensive national differences. Hofstede added the theory to his research that makes it five dimensions.

2.6 Definition of international business negotiation

Negotiation is the process in which two or more participants attempt to reach a joint decision on matters of common concern in situations where they are in actual or potential disagreement or conflict. International business is all about getting agreements on deals of benefits to both sides in the negotiations [3] and it form a basis by which people from different multiple countries with different backgrounds can establish relations for the future.

3.CULTURE BARRIERS FROM THE PERSPECTIVE OF ETHNOCENTRISM GENERALLY RELATED TO BUSINESS NEGOTIATION PATTERNS BETWEEN CHINA AND THE U.S

3.1 Ethnocentrism

Ethnocentrism is the belief that one's own group, ethnicity, or nationality is somehow superior to others ethnic culture [4]. Essentially, problems arise when individuals or groups engage in ethnocentric business practices. The United States is one of the most economically and technologically developed countries in the world. The strength of the national economy is also the strongest, no matter the language spoken by Americans, or the currency used by Americans, they occupy an important position in the world economy. English is for the most part the language of international negotiations. All these have made Americans take great pride in their country and have a strong sense of self-respect and honor for their nation. This mentality is fully manifested in their trading activities. This attitude of the U.S. has polarized Chinese against Americans more and more daily. Before China coveted foreign goods even if the government had import restrictions. Chinese would go far and wide to buy goods from other countries such as the U.S. and even a black-market culture such as "Daigou" to go purchase goods from other countries including the U.S. to bring back to China and sell. Sometimes these were goods made in China but not available in the country due to law or restrictions by the company manufacturing the goods. Now Chinese are becoming more ethnocentric and a rising pride in China has been surging over the last couple of years. American sentiment changes all of the time. In the 1970s, Japan was selling cars and electronics to the U.S. in great quantities and there was a mild anti-Japanese sentiment. The consumer ethnocentricity had little effect on imports, though. Ultimately import and exports are dictated by the companies that do the work. If they find a balance of quality and price make good business sense, they will import or export. Sometimes quality will be sacrificed temporarily for price as with the Japanese automotive market and imports to the U.S. Imports declined when Americans realized that the cars did not last as long and rusted much more quickly.

More pertinent to this study is Consumer Ethnocentric Tendencies (CET) which is the willingness for consumers in certain groups, ethnicities or nationalities to tend not buy products from other groups. The first studies were done by Shimp & Sharma [5]. The CETSCALE was developed to compare groups. The methodology is to survey the population with a 17-point questionnaire. The original study by Shimp & Sharma was developed specifically to look at the US population. There have been many other studies of different countries since their initial analysis. Many factors
influence perception by groups such as age, income level and education level. CET can be good and bad. Unreasonable limitations on trade can be detrimental to a country or a group but some emphasis towards self-development gives a country or group advantage in trade. Full isolationism is bad as a country does not benefit from diverse ideas but full dependency on imports drives up costs and leaves a group or country vulnerable.

The CETSCALE has been validated in many papers since Shimp & Sharma. But little data can be found for continuing analysis. Sentiment in countries changes yearly if not monthly or daily. An old (2005) study was done showing CETSCALE values for regions in China and the United States [6]. It clearly shows, at the time when the study was done, that the U.S. was more ethnocentric than China. Another recent data from 2017 shows a slight increased CETSCALE for China. This data may have changed significantly in 2019 as, with the Trade War, Chinese sentiment against the U.S. has increased. In summary, the CETSCALE needs much work. There needs to be more consistent and have higher sample rates. The metric has some validity for analysis as to one of the reasons for a country to reject products from other countries but there are other factors.

Actually, ethnocentrism is something that changes with circumstances. Once China had a strong sense of superiority because it was powerful. For example, in the Tang, Song, or Ming and Qing dynasties, when China was a very powerful country in the world and had a lot of products, many countries would send people to China to communicate or exchange treasures. Even in isolation, it considered itself a great power until it was invaded by the west. As China became a semi-colonial and semi-feudal society, the national self-confidence that had been cultivated over the centuries faded as foreigners became symbols of power in China. Today, China's economic, scientific and technological strength is getting better and stronger, the whole people pay attention to the cultivation of cultural self-confidence, the sense of national superiority is gradually rising.

3.2 Ethnocentrism in international business negotiation between China and the U.S

Americans in the negotiations, self-confidence and self-esteem are relatively strong, coupled with their belief in the hard work, often make the foreign negotiators they deal with feel Americans have a sense of ethnocentrism.

They like direct criticism and lack tolerance and understanding for others. Americans' confidence and arrogance are also reflected in their love of criticizing and blaming others. When negotiations cannot be pressed, they often criticize or complain bluntly when they make progress as they wish. This is because they tend to think that everything, they do is reasonable and lack tolerance and understanding for others.

4. CONCLUSION

It is generally believed that ethnocentrism only affects those who are stuck in their ways or know nothing about other cultures, so it will not be a major factor in their business communication. In fact, misunderstanding factors in cross-cultural communication often affect some enlightened people. Ethnocentrism is precisely a kind of concealment and deception, and members of any culture will regard their actions as logical because they are natural, acceptable and workable to them. People tend to view the cultural values of life around them as absolute values. As each culture has its own set of values, often with others [7]. Since few people will realize that the subtle forms of ethnocentrism shape the definition of who we are, participants in international business negotiations must be extra careful in conducting cross-cultural communication, and it is necessary to strive to rise above the world view dominated by self-culture. To understand this, we need to understand how people's perceptions of the information they receive change as a result of cultural differences in communication.

Overcome cultural barriers, understand nativist and racist ideas, and establish a sense of equality and mutual benefit. In case of deadlock, consideration should be given to whether cultural barriers of ethnocentrism have affected the negotiation process. Build confidence detailed analysis, judgment and prediction based on the different cultural backgrounds of China and the United States, and response based on the cultural characteristics of the other side, can achieve surprising results in the negotiation process and achieve the goal of win-win. These are also similar principles that the WTO advocates. The world has watched China and America. it understands the way Chinese do business internally. The world ignores some of the way China does business internally as it is believed to some extent that every country should operate in their own way internally, and the world knows the ethnocentric style American do negotiations as well. It is expected that China and the U.S. operate business on the standards of the WTO internationally as members and not by the same business tactics used internally. Offering fairness, objective in society, seeking common ground while reserving differences and reaching a win-win situation.

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Discussion on the Reform of Management Teaching Mode under the Modern Education Conception

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Abstract: This paper mainly discusses the reform of the teaching mode of management course in colleges and universities under the modern education concept. Through the reform of the teaching subject, teaching mode and assessment method of management science, we should innovate the teaching idea, enrich the teaching means, improve the assessment method, implement the student-centered education purpose, and realize the training goal of applied talents of economics and management majors in colleges and universities.

Keywords: Management; Teaching Mode Reform; Strategy.

1. INTRODUCTION

Most of the management courses set up in Chinese colleges and universities are basic courses for economics and business administration majors, aiming to cultivate students' management thinking and observation and analysis ability, and provide talents for optimizing social organization management and coordinating resource allocation. The cultivation of high-quality economic and management talents is of great practical significance to the development of China's social economy. In 2019, in order to thoroughly implement the spirit of the 19th National Congress of the Communist Party of China and accelerate the modernization of education, the CPC Central Committee and the State Council released the Guideline on Deepening Education and Teaching Reform and Comprehensively Improving the Quality of Compulsory Education, and puts forward the policy of "optimizing teaching methods, adhering to teaching and learning, and paying attention to heuristic, interactive and inquiry teaching". [1] It can be seen that the reform of education and teaching mode and the cultivation of high-quality applied talents to meet the needs of modern society has become the inevitable trend of modern education mechanism reform.

As far as management is concerned, the traditional "cramming" teaching method is often used in the traditional course teaching, which emphasizes the awarding of knowledge and the mastery of theory, but neglects the students' acceptance and understanding ability, and the practical application. The assessment mainly focuses on the assessment of theoretical knowledge rather than the operation of management practice. However, compared with the study of theoretical knowledge, the course of management is more applied in practical management activities. Therefore, students should not only master the relevant concepts, principles and operation methods, but also strengthen the learning and application of practice.[2]

2. THREE CHARACTERISTICS OF TEACHING MODE REFORM

2.1 To change the teaching subject

There is no doubt that classroom environment has an impact on students' learning efficiency. A good learning environment helps to create a good learning atmosphere, so that students maintain a high degree of attention, and ultimately achieve the purpose of improving teaching effect. This is also one of the reasons why many colleges and universities continue to improve their own hardware facilities in recent years. However, the interactive relationship between the participants in the course is also very important to the teaching quality. In the traditional teaching mode of management science, teachers are the center, and authoritative and arranged teaching is adopted. Students accept knowledge passively, which not only greatly reduces students' interest in learning, but also leads to a lack of thorough understanding of many theoretical knowledges in management, which is not conducive to cultivating students' innovative spirit of questioning and reflecting on classroom knowledge.[3]

In 2017, the Opinions on Deepening the Reform of Education System and Mechanism Issued by the General Office of the State Council of the Communist Party of China. The Opinion pointed out that "it is necessary to establish a new teaching relationship based on the development of students", which requires that the teaching subject should be changed in the teaching of management course, so that students can change from the status of course participants to the main body of classroom teaching. In the basic theory of management, most of them elaborate on the relationship between people and people, and people and organizations. By establishing the curriculum model with students as the main body, it can make them give full play to their subjective initiative and break the thinking limitation. Through the discussion of management problems and management means between students and teachers, students' learning enthusiasm is improved and the content of management related theories is truly understood.

2.2 Diversified teaching methods

One of the characteristics of the management course is to apply the management thought to the practical study and work. Therefore, the practical application ability is the key point in the training objective of the course. According to
the discipline characteristics of management, case teaching method can be used to concretize abstract concepts. Through case analysis and case discussion, students can analyze and conceive methods to solve practical management problems on the basis of fully mastering theoretical knowledge. Scenario simulation teaching method is used to let students experience role interaction in groups, aiming at different roles of managers. In this way, the students' subjective initiative will be brought into full play, and the enthusiasm of students' participation in the course will be greatly released, so as to exercise the students' ability to collect materials, express problems, cooperate in a team, and innovate in thinking. By publishing in groups, different topics are selected to make students feel suspicious of what they have learned through independent thinking and group discussion, and representatives are selected to make summary speeches on relevant chapters or knowledge points of management science, so as to cultivate students' ability of autonomous learning, high generalization and logical thinking. By using open practice teaching method, and through practical training experience, such as leading students to conduct field investigation on enterprises, they can understand the production and operation mode, strategic planning and organizational structure design of enterprises. It can deepen the students' understanding of the management mode and management process in the management practice, integrate the theoretical knowledge with the social practice, and train the students to become high-quality compound talents to meet the social needs.[4]

2.3 Multidimensional assessment method
Whether the assessment method is reasonable or not is related to the correct evaluation of teachers' teaching achievements and students' class hour achievements. The traditional assessment of management courses mainly focuses on theoretical knowledge assessment, which deviates from the original intention of management curriculum design. Modern education concept aims to cultivate high-quality professional talents to adapt to social development. Therefore, comprehensive consideration should be given to the assessment method, which requires that the assessment method should be combined with diversified teaching methods and curriculum practice, and multidimensional curriculum assessment should be carried out.[5]

First of all, the assessment of students' mastery and understanding of theoretical knowledge is the basis. Secondly, the participation and performance of case teaching method, scenario simulation teaching method, group presentation and practice activities in peacetime reflects students' learning attitude and practical innovation ability, so their comprehensive quality and social practice ability should be evaluated. Finally, the theoretical assessment and curriculum participation and practice should be in accordance with the certain proportion set to carry out an objective and comprehensive assessment of students. This multidimensional assessment method pays more attention to the investigation of students' learning process. At the same time, it is also conducive to teachers' active grasp of students' learning dynamics, timely adjust teaching content and methods, and promote teaching process management. The methods including changing the teaching subject, changing the teaching method and improving the curriculum assessment system can change the teaching mode of management science and advocate the transfer of teaching center position from teachers to students in the education concept, which can fully stimulate students' interest in learning and enhance their ability to adapt to work. At the same time, it is also an inevitable trend to adapt to the reform of education mechanism in the new era.

3. REFORM STRATEGY OF MANAGEMENT TEACHING METHOD
3.1 To establish modern education concept
The fundamental source of teaching practice is the educational concept, and the premise of grasping the quality of education and teaching is the innovation and reform of educational concept. Modern education concept advocates student-oriented, diversified teaching methods, open education process, and training applied talents to adapt to social development.[6] College teachers should grasp the "pulse" of the times, combine the professional characteristics of management courses, actively carry out the reform of teaching mode, establish an education and teaching mode in which students' participation is the main part of classroom teaching; curriculum assessment focuses on the assessment of learning process, the combination of theoretical teaching and practical teaching, and focuses on cultivating students' learning ability, application ability and innovative spirit.

3.2 To carry out project training lessons
To make use of the school's various economic and management laboratories, it's necessary to let students simulate the management process. Through the process of designing organizational structure, drawing up strategic objectives, and investing virtual funds, students' participation in the curriculum can be improved, so that students can discover and reconstruct knowledge independently in practical activities, improve their research ability, practical ability and creative ability, and realize the interaction between theory and practice.

At the same time, it advocates the combination of "going out" and "coming in" strategy. Specifically, universities should let students go out of the campus, lead students to visit the enterprise, understand the actual production and manufacturing process of the enterprise, and carry out on-site practical teaching. Meanwhile, schools also can let the enterprise into the classroom, carry out business enterprise management course lectures, management training and other activities, so that students can intuitively feel the industry experience and the latest operation mode. Through the project training teaching, not only the theoretical knowledge and practical application can be combined, but also the needs of students and enterprises can be combined to form a multidimensional interactive talent training mechanism.[7]

3.3 To strengthen the construction of "double qualified"
In order to meet the needs of professional education, teaching and professional construction in economic and management colleges, we should adhere to the combination of introducing excellent teachers and training teachers in our school, strengthen the construction of "double qualified" teachers with both high education and professional titles, both theoretical teaching quality and practical teaching quality. Simultaneously, we should employ a certain number of professional talents from enterprises to the school, and increase the proportion of part-time teachers.[8] In short, the continuous improvement of the comprehensive quality of management teachers can lay a foundation for the improvement of teaching quality and the cultivation of all-round development of adaptive talents for the country and society.

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AUTHORS' BIOGRAPHY
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Research on the Way of Creating "Gold Class" in Economics and Management Major in Universities

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Abstract: The problem of "water class" in colleges and universities has attracted social attention. The emergence of "water class" has led to a decline in students’ interest in learning, the phenomenon of skipping classes has only increased, the decline in student satisfaction, and low social recognition have led to talent training. The decline in quality. The construction of the "Golden Class" is a general trend, and the quality of teaching should be effectively improved from the aspects of the curriculum system, selection of teaching materials, and teaching methods.

Keywords: Colleges and Universities; Economics and Management Majors; Gold Courses.

1. INTRODUCTION
Nowadays, the Internet is becoming more and more popular, and various advanced science and technology have begun to appear in all aspects of our lives. Especially now that generation after 2000s is gradually beginning to enter universities, it can be found that they use the Internet more commonly, so the characteristics of the "network aboriginal" of college students are more and more obvious. The high degree of integration of traditional classroom and modern information technology is more suitable for the personalized needs of college students. In recent years, the state has also issued a series of college education reform policies. For example, in 2015, the State Council’s Overall Plan for Promoting the Construction of World-Class Universities and First-Class Disciplines proposed continuous efforts to establish more universities and majors as First-class, build China into a powerful country of higher education. In 2018, the Ministry of Education issued the Notice on Vigorously Grasping the Implementation of the Spirit of the Undergraduate Education Work Conference of National Higher Education Institutions in the New Era, which proposed to strictly grasp the overall quality of graduates and cancel the examination system. In the same year, the Ministry of Education issued the Opinions on Accelerating the Construction of High-level Undergraduate Education and Comprehensively Improving Talent Cultivation Ability, mainly to recommend that major universities across the country begin reforming professional courses and share some high-quality course resources. Therefore, by creating an excellent course system of economics and management, conducting a classroom revolution, and making teachers and students a community, etc. can help colleges and universities effectively use a variety of resources and channels to improve the quality and pertinence of teaching.

In recent years, the society's attention to the "water courses" in colleges and universities has continued to rise. The existence of "water courses" has reduced the quality of talent training in colleges and universities. Students will skip classes because of "water" classes, and teachers will cope with them because of "water" classes. Teaching, therefore, the construction of "gold class" is imminent. When colleges and universities consider how to improve the teaching quality and teaching effect of the course, the construction of gold class is a good new idea. [1-6]

2. THE STATUS QUO OF COLLEGE UNDERGRADUATE CURRICULUM CONSTRUCTION
"Water class" is defined as a general term for low-quality courses, which means that the content of the course is already outdated or the content is not in line with society. The teacher only takes a process when teaching, and does not pay attention to the interaction with students. The final form of assessment is also very easy to pass, students can get high grades with a little study. There are five main types of "water" in the classroom: low-level classrooms, inculcating classrooms, closed classrooms, focusing on learning and thinking, and focusing on learning and thinking. Four aspects of economics and management teachers’ and students’ current status of “water lessons”, the reasons for the existence of “water lessons”, the impact of teachers and teaching materials on “water lessons”, and solutions to the problems of “water lessons” were carried out. Full investigation.

2.1 Analysis of the current situation of undergraduate "water courses"

2.1.1 "Water Class" Accounts for About 10% Of Professional Courses
According to the questionnaire survey of college teachers and students, it is found that water courses are present in all majors of colleges and universities. 64% of teachers believe that "water courses" account for less than 10%, and 43.47 percent of students think that "water courses" account for less than 10%, as Table 1 and Table 2.

2.1.2 "Water Course" Mainly Appears in The Field of Elective Courses
In general, the training programs of colleges and universities
mainly include general education courses, subject basic courses, and professional courses. The survey found that teachers believe that "water courses" mainly appear in elective courses, accounting for as much as 48%; followed by general courses accounting for 24%, as Table 3.

Table 1. Teachers believe that the proportion of "water courses" in the courses taken

<table>
<thead>
<tr>
<th>Options</th>
<th>Subtotal</th>
<th>Proportion</th>
</tr>
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<tbody>
<tr>
<td>1/10 or less</td>
<td>32</td>
<td>64%</td>
</tr>
<tr>
<td>1/10—1/8</td>
<td>8</td>
<td>16%</td>
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<tr>
<td>1/8—1/6</td>
<td>7</td>
<td>14%</td>
</tr>
<tr>
<td>1/6—1/4</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>1/4—1/2</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td>1/2 or more</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

Table 1. Percentage of students taking "water courses" in courses taken

<table>
<thead>
<tr>
<th>Options</th>
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<th>Proportion</th>
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<tr>
<td>1/10 or less</td>
<td>429</td>
<td>43.47%</td>
</tr>
<tr>
<td>1/10—1/8</td>
<td>212</td>
<td>21.48%</td>
</tr>
<tr>
<td>1/8—1/6</td>
<td>120</td>
<td>12.16%</td>
</tr>
<tr>
<td>1/6—1/4</td>
<td>109</td>
<td>11.04%</td>
</tr>
<tr>
<td>1/4—1/2</td>
<td>64</td>
<td>6.48%</td>
</tr>
<tr>
<td>1/2 or more</td>
<td>53</td>
<td>5.37%</td>
</tr>
</tbody>
</table>

Table 2. Teachers believe that what kind of courses do "water courses" appear in

<table>
<thead>
<tr>
<th>Options</th>
<th>Subtotal</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>General courses (required)</td>
<td>12</td>
<td>24%</td>
</tr>
<tr>
<td>Discipline foundation, professional course (required course)</td>
<td>6</td>
<td>12%</td>
</tr>
<tr>
<td>Electives</td>
<td>24</td>
<td>48%</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
<td>16%</td>
</tr>
</tbody>
</table>

Table 3. Students think that "water courses" appear more frequently

<table>
<thead>
<tr>
<th>Options</th>
<th>Subtotal</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>General courses (required)</td>
<td>381</td>
<td>38.6%</td>
</tr>
<tr>
<td>Discipline foundation, professional course (required course)</td>
<td>77</td>
<td>7.8%</td>
</tr>
<tr>
<td>Electives</td>
<td>241</td>
<td>24.42%</td>
</tr>
<tr>
<td>Other</td>
<td>288</td>
<td>29.18%</td>
</tr>
</tbody>
</table>

At the same time, it also conducted a survey on students of the School of Economics and Management. Students believed that "water courses" mainly appeared in general courses, accounting for 38.6%; followed by other, elective courses accounted for 29.18% and 24.42%, respectively, as Table 4.

Table 4. Analysis of the Causes of "Water Class"

2.1.3 "Water Lesson" Has Rich Features

According to the survey, teachers and students generally believe that the proportion of "water courses" is less than 1/10 of the total number of courses. In general, the proportion of water courses in universities is not large. "Water class" is mainly reflected in: the content is simple, and you can learn it even if you don't listen carefully; the course content is boring; you can pass it without learning; the final assessment is simple; more than 50% of teachers and students think that "water class" features are mainly irrelevant to the major which they are studying. Besides, some teachers give boring lectures or there are some problems with the way of teaching, as Table 5-6.

2.2 An Analysis of the Causes of "Water Class"

2.2.1 The objectives and positioning of talent training are unclear

In the current teaching system of economics and management courses, there are many problems. It has been exploring how to cultivate talents, how to set up courses, and which teaching mode to adopt. For graduates, the expectations are often inconsistent with the actual situation, and it is difficult to enter the position that the company likes.
The reason is that the school's training orientation is not clear, resulting in different talent needs from the company. For enterprises, fresh graduates may have insufficient experience in all aspects, so they hope to recruit more suitable people.

2.2.2 School curriculum management is not scientific
The unscientific management of school curriculum is mainly reflected in four aspects: the unscientific of the existing curriculum; the lack of research on the real development needs of students; the future society's demand for talents is lacking in a scientific research and judgment mechanism, and the functions that universities should carry are not clear; the school Course construction generally lacks comprehensive planning, and the structure of the course structure is unreasonable.

<table>
<thead>
<tr>
<th>Options</th>
<th>Subtotal</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not relevant to this major</td>
<td>28</td>
<td>56%</td>
</tr>
<tr>
<td>The teacher’s content is simple, even if you don’t listen</td>
<td>22</td>
<td>44%</td>
</tr>
<tr>
<td>I am not interested in the content of the course</td>
<td>9</td>
<td>18%</td>
</tr>
<tr>
<td>The teacher's lecture content is boring or there is a problem with the way of teaching</td>
<td>23</td>
<td>46%</td>
</tr>
<tr>
<td>Can learn without learning</td>
<td>23</td>
<td>46%</td>
</tr>
<tr>
<td>The final assessment form is simple</td>
<td>14</td>
<td>28%</td>
</tr>
<tr>
<td>This question is filled in</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Options</th>
<th>Subtotal</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not relevant to this major</td>
<td>526</td>
<td>53.29%</td>
</tr>
<tr>
<td>The teacher’s content is simple, even if you don’t listen</td>
<td>257</td>
<td>26.04%</td>
</tr>
<tr>
<td>I am not interested in the content of the course</td>
<td>427</td>
<td>43.26%</td>
</tr>
<tr>
<td>The teacher's lecture content is boring or there is a problem with the way of teaching</td>
<td>575</td>
<td>58.26%</td>
</tr>
<tr>
<td>Can learn without learning</td>
<td>210</td>
<td>21.28%</td>
</tr>
<tr>
<td>The final assessment form is simple</td>
<td>133</td>
<td>13.48%</td>
</tr>
<tr>
<td>This question is filled in</td>
<td>987</td>
<td></td>
</tr>
</tbody>
</table>

2.2.3 Students' learning concepts are not strong
Students don’t want to learn, and they don’t want to listen to the best courses, so how to let students learn actively is the core of teaching activities and the most essential requirement for improving students’ quality education. Therefore, colleges and universities should cultivate students' learning initiatives and create a good environment.

2.2.4 The size of the class is too large, reducing the quality of the class
Many universities now have large class sizes due to a large number of majors, and the teaching methods are limited only through lecture-style teaching. There will be some teacher-student interaction and student-student interaction. Obviously reflects the low quality of teaching in the co-classes. In addition, in order to reduce costs, many schools do not hire professional professors to teach students, but instead, let the non-professional teachers of our school substitute classes. This situation is to artificially make the class "water". Coupled with the lack of homework after class, it takes too long for teachers to name their names. "Clearing the exam", long-term palliative measures by teachers and other factors have led to the quality class becoming a water class.

2.2.5 Traditional teaching methods are backward
The traditional teaching method focuses on "teaching" and ignores the students' "learning", which means that the teacher teaches the knowledge system of the system. The students only listen, write, and remember, without independent thinking. Under such teaching methods, students will lack initiative, enthusiasm and creativity.

2.2.6 College teachers themselves also have many problems
In the reform of new teaching methods, teachers also need to change their original teaching methods. Teaching methods and methods of evaluating students need to adapt to changes in the times, but the current situation is that most teachers have not made curriculum reforms. Now all major universities attach great importance to the direction of scientific research. Teachers are working hard to apply for high-level topics or projects and publish some authoritative journal papers. If they can achieve good results, they can be promoted to professional titles and obtain honors. But too much investment in scientific research, there is no time to make reforms and innovations in teaching, then water courses came into being.

In addition, 35.46 percent of students think that the course itself is not necessary; 30.9% students think that the teacher is not professional; 29.99% students think that teachers, managers and students do not understand the value of the course significance; 27.36% of the students think that the class capacity is too large, and the teacher focuses on "speaking" lack of interaction; 21.78% of the students think that the content of the course is outdated and out of date; 20.87% of the students think that the university lacks overall planning and scientific argumentation for the course; also Some schools have inadequate disciplinary management, curricula set up by individuals, lack of access mechanisms, lack of internal logical correspondence between training goals and specific courses; inadequate teaching skills and
lack of sense of responsibility of the teachers, as Table 7.

3. THE CONCEPT OF BUILDING A "GOLD COURSE" FOR UNDERGRADUATES MAJORING IN ECONOMICS AND MANAGEMENT

"Gold class" is defined as a general term for high-quality courses, which refers to courses that can help students learn knowledge and skills in a true sense. Focusing on classroom content, we have made some formal changes (such as teacher-student relationship, changes in assessment forms, etc.) in response to the individual needs of students, paying more attention to student learning. The three main basic characteristics of the "Gold Class" are teacher-student interaction, attention to the process, and strict requirements. Therefore, the "Golden Class" is a combination of a high order, innovation, and challenge. It is different from traditional teaching methods. It is mainly to train students to think and solve complex problems.

Table 6. An Analysis of the Causes of "Water Class"

<table>
<thead>
<tr>
<th>Options</th>
<th>Subtotal</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>The course itself is useless</td>
<td>350</td>
<td>35.46%</td>
</tr>
<tr>
<td>The teacher is not professional and the class is boring</td>
<td>305</td>
<td>30.9%</td>
</tr>
<tr>
<td>Students' learning concepts are not strong</td>
<td>489</td>
<td>49.54%</td>
</tr>
<tr>
<td>School curriculum management is not scientific</td>
<td>203</td>
<td>20.57%</td>
</tr>
<tr>
<td>Discipline management in schools is not in place</td>
<td>193</td>
<td>19.55%</td>
</tr>
<tr>
<td>Teachers, administrators and students do not understand the significance or value of the curriculum</td>
<td>296</td>
<td>29.99%</td>
</tr>
<tr>
<td>Universities lack overall planning and scientific demonstration of courses</td>
<td>206</td>
<td>20.87%</td>
</tr>
<tr>
<td>Curriculum is lack of access mechanism due to individual courses</td>
<td>143</td>
<td>14.49%</td>
</tr>
<tr>
<td>Lack of inherent logical correspondence between goals and specific courses</td>
<td>120</td>
<td>12.16%</td>
</tr>
<tr>
<td>The content of the course is outdated and out of date</td>
<td>215</td>
<td>21.78%</td>
</tr>
<tr>
<td>The class size of the course is too large, and lecture-style teaching has become the only teaching method. Teachers and students lack interaction, and students and students lack interaction.</td>
<td>270</td>
<td>27.36%</td>
</tr>
<tr>
<td>Teachers in class lack sense of responsibility</td>
<td>90</td>
<td>9.12%</td>
</tr>
<tr>
<td>Insufficient teaching skills of the teachers</td>
<td>99</td>
<td>10.03%</td>
</tr>
<tr>
<td>This question is filled in</td>
<td>987</td>
<td></td>
</tr>
</tbody>
</table>

Reduce the number of water lessons and supervise “stroke” teachers. As the saying goes: the curriculum is good or not, the key is to look at the teachers, let the excellent teachers stand on the platform, and better perform the responsibilities of "teaching" and "teaching", to change "water courses" into "gold courses". The construction concept of creating "Golden Classes" mainly refers to the concept of teaching essence, concept and principle. Changing the three views is the key to squeezing the "water" and adding the "gold". Through the survey, it can be found that most of the teachers and students believe that teacher innovation is very important, of which teachers account for up to 88%, students account for 76.19%, as Table 8-9.

Table 8. Teachers believe that the key for universities to eliminate "water courses" into "gold courses"

<table>
<thead>
<tr>
<th>Options</th>
<th>Subtotal</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students consciously</td>
<td>26</td>
<td>52%</td>
</tr>
<tr>
<td>School supervision</td>
<td>23</td>
<td>46%</td>
</tr>
<tr>
<td>Teacher innovation</td>
<td>44</td>
<td>88%</td>
</tr>
<tr>
<td>Hardware update</td>
<td>18</td>
<td>36%</td>
</tr>
<tr>
<td>Government notice</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td>This question is filled in</td>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>

Table 9. Students believe that the key to the elimination of "water courses" and "gold courses" in universities

<table>
<thead>
<tr>
<th>Options</th>
<th>Subtotal</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students consciously</td>
<td>719</td>
<td>72.85%</td>
</tr>
<tr>
<td>School supervision</td>
<td>482</td>
<td>48.83%</td>
</tr>
<tr>
<td>Teacher innovation</td>
<td>752</td>
<td>76.19%</td>
</tr>
<tr>
<td>Hardware update</td>
<td>414</td>
<td>41.95%</td>
</tr>
<tr>
<td>Government notice</td>
<td>175</td>
<td>17.73%</td>
</tr>
<tr>
<td>This question is filled in</td>
<td>987</td>
<td></td>
</tr>
</tbody>
</table>
In the teaching process, the essential change of teaching is from biasing towards teaching, taking teachers as the main body to leaning towards learning, and taking students as the main body; the change of teaching philosophy is that teachers "teaching" is to teach each other and students "learning" is The "teaching" of the teacher from the sky and the sky to the teacher is to guide, and the "learning" of the student is to comprehend the knowledge and can be proficient in practice; the change in teaching principles is from the teacher to assume the protagonist, decide what to teach, how to teach, for teaching effectiveness Evaluation is how the teacher teaches the teacher to lead the non-protagonist and guide the students to learn. The evaluation of the teaching effect is how the student learns. Therefore, in order to add "gold" to classroom teaching, "water" must be changed

4. THE PATH OF CREATING A "GOLD COURSE" FOR UNDERGRADUATES MAJORING IN ECONOMICS AND MANAGEMENT

4.1 Development leads to reform, scientific planning, and re-establish the curriculum system
In response to the mainstream social development trend, colleges and universities make scientific changes to the original talent training programs according to the needs of today's social talents, and are more personalized and diversified for the current society, focusing on creating economic and management special courses (core, general knowledge, seminars, comprehensive English, Internet, innovative courses, etc.) highlight the characteristics of the school, and also create exclusive boutique courses (video open classes, resource sharing classes, etc.) and share them openly, whether it is an intra-school platform or an online sharing platform.

There are three basic problems in teaching: the first is the teaching content, which refers to what to teach or learn; the second is the teaching method, which refers to how to teach or how to learn; the third is teaching evaluation, which refers to teaching Or the evaluation of the effect of learning. Now the dominant teaching is more inclined to "learning", which requires that both the teaching content, as well as the methods and evaluation must start from learning.

4.1.1 Reform teaching content
This refers to the reform from "what to teach" to "what to learn". This is "outcome-oriented education", which specifically emphasizes three outputs: professional education output (usually called training goals), student learning output (usually called graduation requirements) and course teaching output (usually called course goals). Starting from the opposite direction, cultivate high-quality talents suitable for modern society, determine the training objectives of different majors according to the talent needs of external enterprises and the needs of internal students and teachers, determine the curriculum system according to the training objectives, and then determine the course objectives and content. Therefore, compared with traditional teaching methods, we can find the problem of reverse thinking and initiate teaching reform to better train the talents needed by enterprises and increase the employment rate of graduates.

4.1.2 Reform teaching methods
This refers to the reform from "how to teach" to "how to learn". The learning-centered teaching model emphasizes that students are the protagonists. Teachers continue to guide students towards the correct path, in the true sense to cultivate students' learning ability, stimulate students' initiative, guide them to learn independently, construct independently, and actively discover and explore problems so that students can learn to improve their own knowledge and skills. After the ability to get the favor of employers. Under this model, students learn knowledge and skills independently, rely on their own efforts to achieve the desired results, and have a clear self-cognition and evaluation.

4.1.3 Reform teaching evaluation
This refers to the reform from "how to teach" to "how to learn". We can find that the former teaching evaluation is through the evaluation of teachers' input, but the latter is based on the evaluation of students' mastery. Obviously, these are two completely different angles, and the fundamental reform should focus on the development of students and follow the principle of "learning by teaching". The re-construct of the "Golden Class" is very important in the examination and evaluation system. To reform it, using the student's learning effect as the main assessment standard is the key to reconstruction. First, pay attention to process evaluation. When teaching, teachers should increase the assessment of their usual grades and account for a certain proportion in the final grades. Second, vigorously promote performance evaluation. During the teaching process, teachers focus on assessing students' theoretical knowledge and practical ability. Theoretically, they can arrange small papers for different disciplines; in practice, they can arrange practical links according to the characteristics of the disciplines to improve students' practical skills. Third, when issuing final exams to students, teacher propositions can focus on testing students' knowledge of the course and tend to test students' ability to solve problems. It is from focusing on assessing various knowledge points that need to be familiar with. To assess students' subjective problems, how to use their knowledge to solve, and paying attention to everyone's unique insights and views on the subject knowledge learned, and changes in judgment Process; fourth, transitional evaluation, in the reform process, make a summary for the previous stage, find problems, propose and correct problems, and better promote the next stage. Fifth, maintaining a continuous dynamic evaluation process means that in the course of teacher course teaching and student learning, colleges and universities conduct dynamic evaluation activities against this, and for them, this is a whole, and all indicators that affect the teaching process are Relevant and related influence each other, irregular dynamic evaluation can better promote the development and progress of teaching activities, and can also promote reforms to make the course construction of colleges getting better and better. In the questionnaire, we found that 52% of teachers think it is unreasonable or less reasonable, and 13.48% of students
also think it is unreasonable, so the reform of teaching evaluation is necessary, as Table 10-11.

Table 10. Teachers think the teacher evaluation system is reasonable

<table>
<thead>
<tr>
<th>Options</th>
<th>Subtotal</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very reasonable</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>More reasonable</td>
<td>23</td>
<td>46%</td>
</tr>
<tr>
<td>Less reasonable</td>
<td>20</td>
<td>40%</td>
</tr>
<tr>
<td>Unreasonable</td>
<td>6</td>
<td>12%</td>
</tr>
</tbody>
</table>

This question is filled in 50

Table 11. Students think the teacher evaluation system is reasonable

<table>
<thead>
<tr>
<th>Options</th>
<th>Subtotal</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very reasonable</td>
<td>239</td>
<td>24.21%</td>
</tr>
<tr>
<td>More reasonable</td>
<td>615</td>
<td>62.31%</td>
</tr>
<tr>
<td>Less reasonable</td>
<td>96</td>
<td>9.73%</td>
</tr>
<tr>
<td>Unreasonable</td>
<td>37</td>
<td>3.75%</td>
</tr>
</tbody>
</table>

This question is filled in 987

In addition, the process evaluation is very important in the reform. Through the investigation, we found that 70% of teachers and 53.6% of students believe that the large proportion of process evaluation is a good evaluation system, as Table 12-13.

Table 12. Teachers' views on the assessment system

<table>
<thead>
<tr>
<th>Options</th>
<th>Subtotal</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exams account for a large proportion</td>
<td>12</td>
<td>24%</td>
</tr>
<tr>
<td>Process assessment accounts for a large proportion</td>
<td>35</td>
<td>70%</td>
</tr>
<tr>
<td>Be indifferent</td>
<td>3</td>
<td>6%</td>
</tr>
</tbody>
</table>

This question is filled in 50

Table 13. Students' views on the assessment system

<table>
<thead>
<tr>
<th>Options</th>
<th>Subtotal</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exams account for a large proportion</td>
<td>283</td>
<td>28.67%</td>
</tr>
<tr>
<td>Process assessment accounts for a large proportion</td>
<td>529</td>
<td>53.6%</td>
</tr>
<tr>
<td>Be indifferent</td>
<td>175</td>
<td>17.73%</td>
</tr>
</tbody>
</table>

This question is filled in 987

4.2 Promote in multiple ways to ensure the standard of course construction

The construction of the "Gold Class" requires joint efforts and efforts of multiple parties, and the concentration of resources from multiple sources can better promote the curriculum reform of colleges and universities and build a better undergraduate curriculum system. Whether it is supported in management (adequate funding, system guarantees, etc.) or the improvement of teachers' own teaching level (change traditional teaching mode, style is more modern, etc.), and the construction of the school’s teaching quality supervision team, regularly check teachers Teaching and student learning effectiveness can only be achieved through multi-party cooperation in order to better promote the construction of the "Golden Class".

4.3 Global training, update talent training program

For the undergraduate training program curriculum system, a new system with scientific characteristics is proposed. The first is to update training concepts and clarify the direction of reform. Colleges and universities need to establish the concept of all-round development, pay more attention to the comprehensive development of morality, intelligence, physical beauty, and personality development of college students; colleges and universities also need to provide diversified training methods to strengthen cooperation with enterprises and major scientific research institutes. Friendly cooperation, in order to jointly train high-quality talents, can better meet the needs of social talents. The second is to optimize the curriculum structure and strive to be flexible and diverse. Faced with the diverse needs of different students, the school flexibly changed the ratio of required courses to elective courses, emphasizing that students should pay attention to the integration of arts and sciences and cross-selection of multiple disciplines when choosing courses; advocate personalized, flexible, and interest-based education. The third is to strengthen the teaching of practical courses and improve students' innovative ability. When formulating talent training programs, various types of practical training courses are appropriately added, such as linking innovation and entrepreneurship competitions to courses, etc.; attaching importance to the "Education and Training Plan for Excellent Engineers" and advocating that students enter enterprise internships. The fourth is to add international elements to the talent training program to cultivate students' international perspective. Appropriately

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add some courses that are in line with international standards in the training program to let students understand some basic international knowledge and rules. Of course, the school should also strengthen its close ties with major foreign universities. Exchange places can be set up every year to promote cross-cultural at home and abroad communicate with.

4.4 Diversified personalities, creating characteristic course series

The featured courses include six course series: quality, core, general, bilingual, seminar, and network. In the aspect of improving students' professional knowledge learning, build a core curriculum series of chief professor responsibility system, the core is mainly four courses of discipline foundation, professional education, public foundation, general elective; to create a personalized and diversified curriculum for the diverse needs of social talents To open general courses in natural science, humanities and social sciences, economics and management in terms of improving students' comprehensive qualities; in training students to discover problems and explore unknown areas, special seminars and research demonstration courses can be set up to explore students Ability; in broadening students’ international horizons, national, provincial, and school bilingual courses can be set up; colleges and universities should pay attention to targeted construction, implement targeted management, formulate various security documents, and conduct random spot checks when constructing such courses Achievements to improve course management effectiveness and achieve process control.

4.4.1 Highlight the advantages, build a quality course system

Nowadays, colleges and universities are striving to build a high-quality curriculum system. These courses are gradually becoming social sharing courses. As long as students want to learn, there are many high-quality resources for school or national courses in various categories and majors. The more "gold courses" offered, the more they can reflect the charm and characteristics of the economics and management departments of colleges and universities, and highlight the advantages of colleges and universities.

4.4.2 Open sharing to achieve the opening of high-quality resources

The current era advocates open education, and the high-quality teaching resources of all major online platforms are shared. Facing the general trend of popular network teaching in society, for HKUST, the school's excellent course series can choose to be launched on the "Superstar" platform, or it can build the HKUST online teaching platform "HKUST Online" to achieve high-quality resource sharing.

4.4.3 Innovative ways to transform traditional teaching methods

Teachers' transformation of teaching methods is mainly centered on "learning", emphasizing students' subjective wishes, active learning can enhance personal abilities, ideas, and realms, and promote better personal growth and development. This can be found in the learning process the three are mutually reinforcing and mutually reinforcing. Therefore, the transformation of traditional teaching methods is mainly from "how to teach" to "how to learn", increase the application of exploration case teaching methods; increase the accumulation of students' practical experience; widely use modern teaching methods, such as creating practical teaching and network Combined with the "gold class", the proportion of the two can be flexibly changed. The sudden outbreak of this year has caused many college teachers to come into contact with advanced modern teaching methods. HKUST uses the learning platform to teach students. In the later period of school, it also adopts offline learning. The proportion of the two in the final exams is the same as before. Bi has also changed. We can see that part of the curriculum is student-centered. The learning effect of the students is very good, and it is also a good start in the construction of "golden courses". Each university can make adjustments according to the actual situation of the school to create a localized "gold class" suitable for the individual needs of students. Another example is that colleges and universities can create a "golden class" of social practice. Now the "Internet +" college students' innovation and entrepreneurship competition in undergraduate colleges has a very high degree of interest. Whether it is a "youth red dream journey" or an innovation and entrepreneurship competition, it can train college students. Innovative and entrepreneurial spirit, contribute to the development of the country.

4.5 Stimulate the enthusiasm of excellent teachers to set up and take the "gold class"

First of all, if you want to inspire excellent teachers to set up and take the "gold class", you must improve the academic level and motivation of the teachers. Universities need to invest more funds, resources and strength to ensure the cultivation of high-quality talents and encourage teachers to engage in at the same time as scientific research, it is also possible to set up a "golden class" reward system to affirm and reward their investment in teaching. Secondly, school leaders should also assess the quality of teachers’ classes (including the improvement of teachers’ own level and the reform of teaching work, etc.) under the premise of respecting teachers, and formulate relevant policies to ensure that colleges and universities continue to improve the quality of education personnel and promote teachers’ investment Time and energy create and create "golden lessons". In the teaching process, you can also integrate your latest development into the course design and teaching activities, let students thoroughly understand the theoretical knowledge, and transform them into their own existing structural systems.

Finally, college administrators can strengthen the contact between teachers through the implementation of activities (such as the establishment of course teaching seminars, educational experience exchange sessions, open teaching classes, etc.), promote the integration of courses, and make the courses of various subjects relevant Increase, realize the integration of arts and sciences, the integration of professional education courses and general education courses, let teachers feel the importance of the school, so as
to be more active to set up and take "golden courses".

4.6 Quality control to ensure the effectiveness of course construction
Establish a three-level curriculum quality monitoring system for schools, colleges, and specialties, and lead the regular implementation of the listening system to gain an in-depth understanding of the front-line battle situation. Each semester advocates teachers and students to evaluate teaching to ensure the effectiveness of curriculum construction. According to the actual situation, design suitable teaching evaluation methods, such as questionnaire surveys on practical teaching, physical education, and public elective teaching in Taiyuan University of Science and Technology.

4.7 Pay attention to the practice of research results at each stage
In the course of teaching reform, colleges and universities should promptly discover new ideas and concepts in the current era. In addition, advanced thoughts and concepts are carried through the whole process, and the results of teaching research and staged reforms must be applied to teaching practice on time so that the reformed courses will be distinctive and distinctive.

First, comprehensive and in-depth school-enterprise cooperation. To send teachers to the company to serve and to send outstanding talents in the field of actual combat to the school for speech training, companies also need to arrange suitable positions for interns and graduates to help students carry out practical exercises. Second, develop a talent training method combining schools and enterprises to expand the practice base for students. Schools and enterprises realize in-depth cooperation. Schools can clarify what kind of talents are needed by enterprises. Enterprises can also make their own demands on time. The trained talents are more targeted and the employment rate will be high. The full use of the training base can also help students practice real knowledge, truly master the ability to solve problems independently, and the learned knowledge is practical and integrates with society. In turn, such practical training promotes active learning of student theory.

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The Effect and Practice of Data Literacy in Improving College English Teachers' Working Ability

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Abstract: Since the third revolution of science and technology, Internet technology has developed rapidly. Various traditional fields, including the education field, are being impacted by the Internet to varying degrees. How to enable relevant practitioners to ensure their relative advantages under the impact of the Internet wave is a problem that society needs to think about. This paper takes data literacy as an entry point, and discusses the role of college English teachers' work ability enhancement and related practice methods in the context of big data, with a view of improving teaching effectiveness, efficiency, and quality.

Keywords: College English; Teaching Reform; Data Literacy.

1. INTRODUCTION

The 21st century is the fastest developing century in human history. The development of Internet technology has made the spread of information rapidly improved. Date literacy is a new type of professional literacy born in the Internet era, mainly referring to the degree of mastery of relevant practitioners in Internet technology and whether they have Internet thinking. With the continuous development of China's economy and society, requirements for the quality of talents are becoming higher and higher. Only by starting with teachers and focusing on improving teachers' relevant qualities can the quality of teaching be improved. Based on the above, this paper discusses the role of information literacy in improving teachers' work abilities and related practices under the background of big data.

2. THE EFFECT OF DATA LITERACY ON THE IMPROVEMENT OF WORKING ABILITY OF COLLEGE ENGLISH TEACHERS

The rise of the Internet has not only brought about technological changes, but also changes in the way people think and behave. The traditional college education model can no longer adapt to the society's demand for educational development in today's new situation. Improving teachers' data literacy is not only an active adaptation to the performance of today's Internet wave, but also an inevitable choice for today's education reform.[1] Especially since the outbreak of the new crown epidemic in early 2020, online teaching has become an indispensable option for almost all schools, further highlighting the importance of data literacy for teachers’ ability to work.

2.1 It is conducive to improving teachers' date teaching ability

With the continuous development of today's economic society, smart phones have become the essentials for every college student to enroll. It not only facilitates students' lives, but also creates conditions for schools to carry out online teaching. The implementation of diversified teaching methods and the use of the Internet to carry out network teaching activities have become the reform direction of many universities. Online teaching places higher demands on teachers, and data literacy is the most important one. We all know that the popularity of smart phones and the rise of the Internet are just a matter of recent years, a considerable number of teachers are not familiar with the use of Internet technology, and it is very difficult to carry out online teaching courses. Improving teachers' information literacy is just to change the current low level of teachers' online teaching. Teachers can only carry out online teaching better if they have fully mastered the Internet application technology and can skillfully operate teaching platforms such as MOOC and Xuexitong APP (which is developed by Beijing Chaoxing Digital Library Information Technology Co., Ltd.). Therefore, one of the functions of improving teachers' date literacy is to develop teachers' date teaching ability [1-3].

2.2 It is conducive to improving teachers' efficiency

When teachers work in schools, it is inevitable to deal with some other office chores in addition to teaching. If teachers are unfamiliar with the use of computers, it is easy to be delayed by these irrelevant teaching, and to waste a lot of time, seriously reducing the work efficiency of college teachers. For example, statistics such as student performance and reporting to the dean's office for teaching plans are not very important, but they have to be done. Improving teachers' data literacy can enable teachers to easily deal with these complicated things.[2] Due to the particularity of higher education, college teachers often need to face hundreds of students in one person, and the teacher's experience is relatively limited. In this case, how to improve the teacher's office efficiency is a key to improve the quality of college English courses.

2.3 It is conducive to broadening the knowledge level of teachers

The main role of teachers is to teach and educate, and the actual work content is to impart knowledge to students. With the continuous development of the economy and society, the society's requirements for talents are getting higher and higher. Especially for English talents, society is increasingly...
demanding their comprehensive literacy. The key to improving comprehensive literacy lies not with others, but with teachers. Teachers can broaden students' horizons and enhance students' comprehensive ability only by breaking through the traditional mode of teaching. In addition to enhancing the application of Internet technology by teachers, the connotation of information literacy also includes teachers' understanding of relevant knowledge theories and solving problems with Internet thinking. Improving teachers' information literacy, that is, broadening teachers' knowledge level, is of great significance for improving the effect of college English classroom teaching and improving the cultivation of students' comprehensive ability.

2.4 It is conducive to enhancing teachers' scientific research ability

Different from the role orientation of high school teachers, college teachers also have to undertake certain scientific research tasks except for the task of teaching student’s knowledge. Even in a considerable number of universities, the scientific research capabilities of teachers are directly related to the evaluation of job titles and promotion. This makes college teachers not only focus on classroom lectures, but also withdraw part of their energy to engage in scientific research. It is easy for teachers to feel physically and mentally exhausted and affect the effect of scientific research. The improvement of teachers' data literacy, in addition to helping teachers better cope with teaching and improve office capabilities, also helps teachers improve scientific research capabilities. In modern university subject research, a considerable part of the content needs to be completed through Internet technology. Improving teachers' information literacy can make teachers handier and more efficient when carrying out related scientific research tasks.[3] This can greatly save the experience of college English teachers. Thus, college English teachers can have more time to invest in student teaching, to achieve the purpose of improving the quality of English classrooms.

3. THE PRACTICE PATH OF COLLEGE ENGLISH TEACHERS TO IMPROVE DATA LITERACY

The above mentioned the importance of improving data literacy to promote the improvement of college teachers' working ability. The following will put forward some specific ways to promote the improvement of data literacy of English teachers in colleges and universities, provides a theoretical basis for college teaching reform, and contributes to the better development of English teaching in my country.

3.1 A comprehensive training model for teachers' data literacy

The omnidirectional teacher data literacy training model refers to colleges adopting a diversified approach to promote the improvement of college teachers' data literacy in various ways, including regularly conducting training lectures and promoting teaching exchanges. Among them, regular training seminars mean that colleges and universities should regularly conduct network technology application training seminars for some older faculty members. Due to age issues, many old professors are still unfamiliar with some of the more popular computer application technologies. It is difficult to teach their profound knowledge to students through modern teaching methods. Carrying out data literacy training lectures through this group of people can make school training more targeted and purposeful. Promoting teaching exchanges means that the school should regularly carry out exchange activities with teaching and research offices of other institutions. Because the Internet has the characteristics of openness and diversity. In order to improve the information literacy of teachers in an all-round way, it is necessary to fully study the application model of Internet teaching in other colleges and universities to achieve the purpose of promoting their own data literacy in communication.

3.2 To improve the corresponding technical equipment support

Data literacy is a requirement for talents that relies on the Internet. However, many colleges and universities have been built for a long time, and the corresponding hardware facilities are lacking, so it is difficult to guarantee teachers to improve data literacy. This requires schools to fully realize the importance of information-based teaching and the importance of improving teachers' data literacy, increase capital investment in corresponding supporting facilities, and improve corresponding technical and equipment support. "A workman must sharpen his tools if he is to do his work well", only with the corresponding hardware conditions can we cultivate teachers' data literacy on this basis.

3.3 To improve the teacher assessment system

Improving teachers' assessment system mainly means that schools should incorporate teachers' information-based teaching ability into assessment standards. The school's training for teachers' data literacy is actually to let teachers learn how to adapt to the education model of today's information age. Schools should set up corresponding assessment standards to detect teachers' learning, so as to achieve the purpose of promoting teachers' self-improvement.

4. CONCLUSION

In summary, with the continuous development of the information age, data literacy has become an important teaching ability that college English teachers have to possess today. Data literacy not only helps teachers broaden their knowledge and improve office efficiency, but also helps teachers improve their scientific research capabilities, so that teachers can balance the relationship between scientific research and teaching. Only through a variety of means and a comprehensive training model can colleges and universities effectively improve teachers' data literacy and better develop college English teaching classrooms.

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2019 College English Teaching Reform Project of Colleges and Universities in Gansu Province: Research on the Impact of University English Teachers' Data Literacy on Work Performance in the Age of Big Data -- Taking Gansu
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The Status Quo and Countermeasures of Public English Teaching in Local Colleges under the Background of Internet

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Abstract: With the advent of the Internet era, public English teaching in colleges and universities urgently needs to be reformed to comply with the development trend of the Internet and realize the transition from traditional teaching to modern mixed teaching. This is also an important issue faced by every college. For local colleges and universities in this period, they are faced with some problems. There is a lack of advanced teaching concepts and clear teaching objectives; The limited data literacy ability of teachers leads to the insufficient utilization of information resources; the teaching method is single, and the evaluation mechanism is not perfect. These problems have restricted the modern development of public English teaching in local colleges and universities. To this end, local colleges and universities need to promote the informatization of public English teaching in local colleges and universities by constructing advanced teaching concepts, building high-quality teaching teams, enriching teaching methods, and improving teaching evaluation mechanisms.

Keywords: Internet Background; Informatization; Local Colleges; Public English Teaching; Coping Strategies.

1. INTRODUCTION

In the era of the Internet, the environment faced by China’s higher education is more variable and complex, but the educational methods of many colleges and universities in my country are relatively backward, especially in local colleges and universities, because of lack of advanced teaching concepts as well as limited understanding and use of information technology for teaching reform, and accordingly, they cannot actively learn and adopt advanced network teaching technology in time, nor can they use these technologies to drive the development of teaching. More importantly, many local colleges and universities do not attach importance to the teaching of public English, so local colleges and universities have exposed more problems in public English teaching in the context of the Internet. Facing this situation, it is necessary for local colleges and universities to accelerate the reform of public English teaching from the aspects of school, classroom, curriculum, and teachers and students.

2. ANALYSIS OF THE STATUS QUO OF PUBLIC ENGLISH TEACHING IN LOCAL COLLEGES AND UNIVERSITIES UNDER THE INTERNET BACKGROUND

2.1 Being lack of advanced teaching concepts and clear teaching goals

For public English teaching in local colleges and universities, the first problem is the lack of advanced teaching concepts and clear teaching goals. In the actual teaching situation, local colleges generally use a “What I say goes.” teaching method, focusing on the students' learning of words, resulting in the students' insufficient English ability or language learning skills. In addition, teachers themselves are also very vague about the cultivation of students' English ability, lack of clear teaching objectives, and cannot fully consider the characteristics of students, which leads to the deviation of teaching objectives from the goal of improving college students' English application ability in the College English Teaching Guide in the process of public English teaching.[1-4] Therefore, the teaching ideas and teaching objectives of the public English courses in local colleges and universities cannot play a good guiding role in the teaching process, resulting in unsatisfactory teaching results.

2.2 The teacher's data literacy ability is limited as well as inefficient classroom control ability under the network environment

In the current era of big data, the information level of English teachers in many universities is limited. Although the information technology and multimedia equipment have gradually been popularized in colleges and universities, but many teachers lack information awareness and information literacy, and lack the basic knowledge of modern information technology and subject integration, so the teaching effect has been affected to a certain extent. In the teaching process, some teachers think that the use and preparation of information equipment is more troublesome, because teachers have limited information technology. Therefore, many teachers will not choose to use information technology for teaching, and cannot use information resources to implement teaching in order to achieve the better teaching quality.

2.3 The teaching model is single, lacking innovation and personalized teaching practice

In recent years, China's public foreign language teaching has put forward requirements for the cultivation of students' thinking ability, innovation ability, research ability, information technology application ability, autonomous learning ability and practical ability. It can be found from the public English teaching in local colleges and universities that teacher-centered teaching concepts and inculcating
teaching methods always occupy the main position of
teaching, and cannot form an effective personalized
teaching model, and the homogenization of teaching
method models is becoming more and more serious. As
a result, classroom teaching lacks new ideas, and
students' innovative ability and speculative ability
cannot be effectively improved. Under the traditional
teaching model for a long time, students have formed a
pattern of thinking and learning habits, which is not
conducive to the improvement of students' innovative
consciousness and the cultivation of innovative
behaviors, which directly affects their future
development.
2.4 The evaluation mechanism is not perfect, which
affects students' enthusiasm for learning
There is still a very obvious problem in public English
teaching in local colleges and universities, that is, the
evaluation mechanism is not perfect. The specific
performance is that when evaluating the course
learning of the students, only the final evaluation of the
students is conducted through the final exam. In
this way, many students who perform well in the usual time
will have psychological pressure, and the students with
strong application ability are not recognized. Therefore,
although this method can reflect the students' mastery
of English to a certain extent, it cannot fully reflect the
students' English learning situation, so it cannot be used
as the sole basis for dividing students' English
proficiency. [3] In short, the evaluation mechanism is not
sound enough, which will not only affect students' usual enthusiasm for English learning, but also cannot
effectively evaluate students' final English learning
effect.
3. COPING STRATEGIES FOR PUBLIC
ENGLISH TEACHING IN LOCAL COLLEGES
UNDER THE INTERNET BACKGROUND
3.1 To construct advanced teaching concepts starting
from the school
In the context of the Internet, local colleges and
universities firstly need to build an advanced teaching
concept from the perspective of the school, to promote
the reform of public English teaching. Public English
learning is ultimately for application. Therefore, in
order to play the role of public English, local colleges
and universities should combine public English with
the school's development plan in the teaching process,
and formulate the teaching concept of integration of
learning and application in line with the characteristics
of the school, so that students can continuously apply
the English knowledge they have learned in the process
of learning. Therefore, universities can effectively
improve the teaching effect of public English, through
the use of advanced teaching concepts.
3.2 To build a high-quality teaching team starting from
the curriculum
The teaching team also plays a very important role in
the process of public English teaching in local colleges.
Teachers are the main body of teaching, and they are
also the organizers and implementers of public English
teaching, so the level of teachers themselves is very
important. Therefore, in the process of teaching, it is
necessary to continuously improve the information literacy
of teachers and increase the frequency of teachers using
information technology. Firstly, the school should actively
organize teachers to conduct information technology
training to help teachers master certain information
equipment operation capabilities. Secondly, the school
should continue to enrich the teaching resources of online
courses, reduce the pressure of teachers to prepare
courseware, so as to stimulate the enthusiasm of teachers to
use information equipment, and ultimately build a high-
quality information teaching team.[4]
3.3 To improve the English teaching evaluation mechanism
starting from the classroom
Enriching teaching methods is also an important measure for
public English teaching in local colleges and universities.
By enriching teaching methods, it is possible to change the
teaching status led by indoctrination teaching, enhance
students' interest in learning, and achieve better teaching
results. In addition to this, students' innovative ability should
be improved through personalized teaching and targeted
teaching. Firstly, teachers should change the traditional
teaching habits, follow the principle of taking students as the
main body, and let students actively participate in the
classroom teaching process. For example, teachers can
adopt the method of teacher-student role reversal for
teaching, and allow students to participate in the teaching
process. Then, teachers allow a group or student to explain
certain content in each class. Obviously, this method not
only allows students to actively participate in teaching, but
also can inspire students' creativity.
3.4 To improve the English teaching evaluation mechanism
starting from students
Schools should continue to improve the teaching evaluation
mechanism of public English from the perspective of students. Because the traditional evaluation mechanism is
not reasonable enough, it will limit the enthusiasm of students to a certain extent. Therefore, when formulating the
evaluation mechanism for English teaching, colleges and
universities should constantly enrich the evaluation methods
from the perspective of students.[5] When evaluating
students' English level, they should not only refer to the
students' final evaluation, but also refer to the students' process performance in many aspects, such as basic
knowledge mastery, progress, learning enthusiasm, and
application ability. By continuously improving the
evaluation system of public English teaching, it can help
public English teaching play a better teaching effect.
4. CONCLUSION
In the era of Internet big data, public English teaching in
local colleges and universities exposed many problems,
which restricted the development of teaching. In order to
change this situation, the public English teaching in local
colleges and universities needs to be continuously improved,
starting from teaching concepts, teaching methods, teacher
abilities and evaluation mechanisms. Through innovation
and reform, it will promote public English teaching in the
trend of social development.
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Phased achievements of the Shanxi Provincial Philosophy

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A Probe into the Cultivation of undergraduates’ Cross-cultural Communication Awareness in the Business English Translation Teaching at Colleges

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Abstract: Business English translation is a kind of language work. Translators need to understand the culture of English-speaking countries when translating Business English. College Business English translation teaching is an important part of college English teaching system and an important part of training Business English translators. This article introduces cross-cultural communication awareness, points out the connection between cross-cultural communication awareness and college Business English translation teaching, summarizes the problems in the cultivation of cross-cultural awareness, and then proposes the strategies to cultivate undergraduates' cross-cultural communication in college Business English translation teaching.

Keywords: Colleges and Universities; Business English Translation Teaching; Cross-Cultural Communication Awareness.

1. INTRODUCTION
With the reform and upgrading of China's economic development mode, the level of the economic development has gradually improved, and the country's status on the international stage has been greatly improved compared to before. On this basis, China's current level of economic development has a greater demand for talents, especially those with higher foreign language skills, and our undergraduates have lower foreign language skills, and the language knowledge they learn is not practical. Especially in Business English translation, undergraduates' cross-cultural communication ability directly affects their Business English translation ability and level.

There are some problems in the previous Business English translation teaching process in colleges and universities. These problems restrict the improvement of undergraduates’ English proficiency and the growth of English practice ability. They mainly reflect on that the more language input, the less cultural input; the more classroom knowledge input, the less extracurricular knowledge input; the more theoretical knowledge professors and the less practical ability training.[1] These factors have resulted in the weak cultural communication ability of undergraduates in China, so our colleges and universities need to reform Business English translation teaching.

2. OVERVIEW OF CROSS-CULTURAL COMMUNICATION AWARENESS
Intercultural communication refers to different language and cultural exchange activities between native speakers and non-native speakers. When undergraduates conduct cross-cultural exchanges, they need to understand the national culture of other countries to reduce misunderstandings caused by cultural differences.[2] The awareness of cross-cultural communication originated in the western counties. It means that in cross-cultural communication, the two sides have a sensitive understanding of the differences and similarities between their different cultures and common culture. When conducting foreign language exchange activities, they will base on the other country's Culture adjusts its awareness of language understanding and language output. The awareness of cross-cultural communication includes four levels, that is, understanding of superficial cultural phenomena, understanding of salient cultural characteristics, obtaining knowledge of cultural characteristics of different countries, and understanding of cultural characteristics from different cultures. Some people can perceive different cultures from the levels. [3] When translating Business English, Business English translators need to consider issues from the perspective of the other country’s culture, so they need to understand all aspects of the country where the translation language is spoken, especially the cultural connotation of the country, in order to better carry out the culture communication activities and translation work.

3. THE RELATIONSHIP BETWEEN CROSS-CULTURAL COMMUNICATION AWARENESS AND COLLEGE BUSINESS ENGLISH TRANSLATION TEACHING
In the process of the development of education in our country, the national education department has gradually realized the new changes in the current society. Therefore, the Ministry of Education has put forward new requirements for the teaching work of colleges and universities when conducting education planning. The University English Curriculum Teaching Requirements (Trial) promulgated by the Ministry of Education pointed out: "College English courses are not only a basic language knowledge course, but also a quality education course for broadening knowledge and understanding world culture. Therefore, designing
college English courses should also be adequately taken into account the cultivation of undergraduates' cultural qualities and the teaching of international cultural knowledge. Language carriers should be used as much as possible to let undergraduates understand science and technology, and western society and culture.”

There is a connection between college Business English translation teaching and cross-cultural communication awareness. In the Business English translation teaching activities, colleges and universities not only need to complete basic language teaching tasks, but also guide undergraduates to understand the social background and cultural knowledge of different countries, and combine them to help undergraduates use the language more proficiently and make Business English become communication tools by allowing undergraduates to experience the joy of language learning. Therefore, the cultivation of cross-cultural communication awareness in teaching activities is currently one of the important tasks of college Business English translation teaching.[4]

4. DEVELOPMENT DIRECTION OF COLLEGE BUSINESS ENGLISH TRANSLATION TEACHING

The awareness of cross-cultural communication plays an important role in the teaching of Business English translation. The cultivation of the awareness of cross-cultural communication is an important work in the reform of college English teaching. The reform can improve undergraduates’ Business English translation ability and cultivate undergraduates’ cross-cultural communication awareness and level through the following methods: to carry out English classroom teaching reforms, to carry out audition training activities, to improve undergraduates’ initiative in learning, and to design a variety of extracurricular activities.

4.1 To carry out classroom teaching reform

Classroom teaching is the main form of teaching in colleges and universities, which is vital in teaching undergraduates’ knowledge and improving their professional capabilities. In the teaching of Business English translation, teachers should actively reform classroom teaching. Teachers need to adapt to changes in the development of the times, use Internet technology to apply teaching tools such as network multimedia, audio and video to teaching activities, build a suitable language environment, and adopt a variety of Business English teaching methods, such as audition teaching and communicative teaching Law, to show undergraduates the cultural background of different countries with new means. Thus, undergraduates can better integrate into the English language environment to learn Business English translation.

4.2 To carry out audiovisual training activities

In the Business English translation teaching activities, teachers can use the more popular multimedia technology to carry out the audition training of the language and culture of English-speaking countries. The audiovisual training and the teacher's explanation of the content can help undergraduates understand the differences between Eastern and Western cultures and make Business English majors in colleges and universities have a clearer understanding of the customs, values, religious beliefs, cultural history and other content of the country they are learning. In this way, it will cultivate their cross-cultural communication awareness, enhance their cross-cultural communication skills, and enable undergraduates to become more improve their English ability efficiently. [5]

4.3 To improve the initiative of undergraduates in learning

At present, globalization is the trend of international development. English majors in China's colleges and universities need to exert their own initiative in the process of Business English learning. College English teachers should gradually guide undergraduates to exert their subjective initiative, conduct comparative studies on Chinese and Western cultures in the daily learning process, and find the differences between the two countries, so as to have a deeper understanding of Western culture, and then be able to think from different perspectives. It's necessary to think about the translation of Business English, learn Business English, and improve your English practical ability.

4.4 To carry out diversified extracurricular activities

In the course of Business English teaching activities, colleges and universities should pay attention to the role of extracurricular activities and give play to the auxiliary role of extracurricular activities in Business English translation teaching. Colleges and universities can make use of undergraduates' spare time through reasonable planning, and help undergraduates improve their Business English translation ability in subtle ways.[6] First of all, colleges and universities can transmit information about English culture through campus broadcasts, such as foreign news, foreign popular music, and film introductions, in order to create a benign foreign language learning atmosphere and increase undergraduates' understanding of English input of knowledge. Secondly, colleges and universities can organize oral English competitions in their spare time, organize undergraduates to perform English drama performances, or carry out English speech contests to enrich undergraduates' extracurricular life and help undergraduates accumulate basic knowledge of English culture.

5. CONCLUSION

The ultimate goal of language learning is to apply it to social practice and carry out daily communication activities. Therefore, when colleges and universities conduct Business English translation teaching, they should use various methods to cultivate undergraduates' cross-cultural communication awareness, help undergraduates truly master the skills and methods of Business English learning, improve Business English translation capabilities, and enable undergraduates to work in the future. China can be more proficient in Business English translation, so as to cultivate more comprehensive development of high-quality Business English talents for the society.

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An Analysis of the Status Quo of Sports Culture from a Creative Perspective

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Abstract: The development of sports culture and industry based on the creative perspective is of great significance for enhancing the content of sports culture and expanding the influence of sports culture. In the sports culture strategy based on the creative perspective, attention should be paid to the use of technology and the promotion of users. Attention, focus on interaction and feedback, etc.

Keywords: Creative Perspective; Sports; Sports Culture.

1. INTRODUCTION
With the changes in the economic situation in recent years and the accelerating pace of people's lives, words such as creative industries and creative economy have appeared one after another. The term creativity first appeared in the works of Schumpeter, a German economist in the early 20th century, who pointed out that the fundamental driving force of the development of modern economy is not the expansion of capital and the improvement of labor efficiency, but innovation. The close integration of creativity and economy is at the end of the last century, the United Kingdom established a special task force for creative industries at the national level. Since then, many countries such as the United States, Germany, Italy and Australia have also begun to focus on creative industries and regard them as pillar industries. Treat it. The creative industry is not an independent economic form. It focuses on the creative development of spiritual products. Creativity is an important input of production factors. Creative industries are often accompanied by other industries, and are often based on other industries. A new development idea and development model, and help it to achieve leapfrog development.

Sports is closely accompanied by human survival and development. Early humans faced a harsh living environment and needed to constantly rely on their bodies to fight against the environment. In this process, they gradually developed speed, endurance, strength, and agility. Kind of physical fitness. After entering the modern era, the technological revolution changed and the demand for fitness and entertainment increased. Sports began to have more tool symbols, emotional symbols and other functions. After the reform and opening up, China’s sports industry has gradually emerged from the traditional sports industry, and the sports industry has also begun to flourish. It has continuously provided sports services and product activities for the people, and has formed unique sports on this basis. culture.

In recent years, with the increasing diversification of people’s life needs and the continuous improvement of the charm of the knowledge economy, sports culture and industries based on creative perspectives have begun to develop, which has helped to enhance the content of sports culture, expand the influence of sports culture, and give sports The added value and competitiveness of the industry have many meanings, which have been very obvious in many cases and activities in recent years. First of all, many businesses and operators have used creative perspectives to increase the added value of sports culture. Creative perspectives are often brainstorming, constantly paying attention to ideas and new designs to enhance the connotation of sports culture. For example, the famous sports brand Li Ning often issues creative solicitation orders. The Li Ning BAD FIVE series in Li Ning basketball fashion lifestyle apparel appeared after the solicitation order. The design reflects cultural connotation and fully meets the latest concepts and trends; in some sports events They have also paid attention to the use of creative perspectives. For example, the famous Cycling Tour of Qinghai Lake. Some organizers combine the event with the beautiful natural landscape of Qinghai Lake, and fully highlight the health, ecology, natural and human attributes in publicity, design, and packaging. Incorporating various elements such as sports, tourism, and leisure, many companies have been attracted, and the annual sponsorship income can reach tens of millions of yuan [1]. Secondly, the creative perspective constantly promotes sports culture by focusing on user needs and experience. With the current intensification of social competition and the increasing diversification of people's needs, whether it can meet the deeper participation, experience, and feeling needs of audiences and consumers is very important. This is also an important guarantee for determining sports brand and cultural influence. Some sports products from a creative perspective meet this demand. For example, the design of Fuwa for the 2008 Olympic Games is an important representative of highlighting creativity. It integrates Chinese and world elements into five cute cartoons, which connects the spiritual level. Demand, so that domestic and foreign audiences and consumers are very fond of. Finally, sports culture under the creative perspective also pays great attention to differences. The creative perspective is also reflected in creative planning such as sports event marketing and sports product design. These are also effective means to enhance consumer experience and enhance cultural and interesting aspects. In addition to building a website with both pictures and texts, it is also necessary to adopt new

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media strategies such as official accounts and Weibo updates. The release is concise and convenient for customers to choose their own plans and experience projects. These can form an information impact in a short time and make customers collect useful information at the first time. In some folk sports activities, new couples are invited to wear some ethnic costumes or ancient costumes, and then some of the means of welcoming the bride can be replaced by horses, and some activities such as throwing hydrangea can be played in the wedding scene design. They are disclosed to the media in advance, and they are invited to promote and build momentum. Enhance the influence of sports culture.

2. SPORTS CULTURE STRATEGY BASED ON CREATIVE PERSPECTIVE

(1) Grasp the technology application
In today’s era, creativity and technology are becoming more and more twin brothers. The design of sports products and services reflects creative elements that cannot be separated from the sharing of technology. In recent years, more and more sports creative products and cultural designs have begun to highlight the high power of technology, especially the rise of sports wearable devices, is the most typical. For example, the current ski head-mounted display device Recon Snow has shown more and more creative colors. Based on the practicality of traditional photography, music, speed, etc., it already has functions such as navigation, making and receiving calls, and timely communication. The transmission of videos and images will increasingly reflect and reflect the development characteristics of fashion trends. For example, in order to allow users to fully experience the latest shoe styles, the Adidas Experience Store on Oxford Street in London has designed a virtual “shoe wall” so that users can understand the performance and appearance of shoes in all areas, and also save shop assistants’ shopping guide. The consumer culture is closely combined with creativity and technology, and sales have increased in a short period of time. Of course, positive is the power of science and technology or not comprehensive, and the power of thinking is also appearing. In recent years, the World Cup balls have been carefully designed to demonstrate modern thinking and strength. For example, the official game ball of the 2014 Brazil World Cup "Sang “Ba Glory”, in the process of designing, used local Brazilian images and symbolic ethnic elements. Some colors and ribbon designs on the surface of the football all use the traditional multi-color wishing wristbands of the locals, combining the locals’ Aesthetic concept, such sports products have got rid of the more monotonous image of professional sports products.

(2) Focus on increasing user attention
Under the general environment of the popularization and development of artificial intelligence, swarm intelligence, deep machine learning, cloud engines, cloud computing, big data technology, algorithms, etc., in the current era, "attention is scarce", how to grab "limited" from "infinite information". "Attention" has become the first issue to be considered in the dissemination of sports products in the creative era. Sports products and if they want to be well-known, they must first gain attention. Only in this way, users are more likely to favor the brand when making product choices. When a company has accumulated a large amount of user data, and analyzed their preferences, it is possible to improve customer satisfaction. To improve user satisfaction, pay attention to “portrait”, classify and label their age, region, consumption behavior, living habits, social attributes, etc., when the labels gradually become three-dimensional and enriched, user’s “portrait” is finished. For example, under Amour, a professional sports brand in the United States, pays great attention to the needs of consumers when carrying out creative designs. Based on continuous investigations, it has learned that users generally need high-performance sports products. Sports 360-degree holographic film, allowing consumers to experience the scenes of Phelps, Jennings and other athletes and classic moments on the field. The use of creativity enhances the appeal to consumers and activates their desire to consume. It is logical.

(3) Pay attention to interaction and feedback
The creative perspective is not necessarily successful every time. It must have its own feedback mechanism. In daily cultural operation and management, more attention should be paid to the effect of creative design. In some cases, managers, operators, and agents are even required to go to the front line to listen to the needs of customers, you can also add some specialized user groups as an effective way to collect information, and communicate your own experience with some users. Through these efforts, the management can understand the changes in the market and the needs of users in the first place, and actively correct the current shortcomings, which is of great significance for optimizing and upgrading products. Nike is a typical representative in this regard. It has upgraded traditional specialty stores to brand experience stores, and combined the concept of creative experience with user feedback. In order to better understand the development and needs of the market, it also regularly understands products. Organize sneaker crazy clubs, NTC training courses, running clubs and other activities to strengthen contact with users [2]. Feedback, as a good means of interaction, can also attract users to continue to pay attention to themselves and loyal fans of sports culture communication. The author believes that any creative product should not reject the user’s evaluation and criticism. It should be able to allow users to interact on the platform with two-way scoring. If you like it, give a high star rating, and if you don’t like it, give a low star rating. Users can see at a glance the current credit and evaluation can also provide designers with more development guidance, and only continuous satisfaction can gain more recognition.

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Research on Ceramic Culture Tradition and Modern Reconstruction

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Abstract: Ceramic culture combines arts and crafts culture, material culture, production process culture, decoration culture, and modeling culture. It essentially belongs to the category of traditional Chinese culture. In today's era of pursuing innovation and development, ceramic culture should also be continuously enriched in development and inheritance, actively inherit the remnants of tradition, and strive to realize the reconstruction of tradition and modernity. Keywords: Ceramic Culture; Tradition; Modernity; Reconstruction.

1. INTRODUCTION
Ceramics are the quintessence of China. China has a long history of making porcelain for thousands of years. It is essentially because of the splendid ceramic cultural achievements that foreign countries use China (porcelain) to refer to China. Our ancestors were making utensils and producing ceramics. The production methods and artistic styles passed down in the process are what we call ceramic culture here. Ceramic culture is inseparable from our splendid craftsmanship and aesthetic pursuit. In terms of characteristics, ceramic culture has duality [1, 2]. The first is objectivity. On the one hand, it reflects the development and changes of ceramics in different periods and is a historical reflection of the social stability at that time. Secondly, ceramic culture is variable. Ceramic culture is not immutable. The aesthetic consciousness, philosophical ideas, and ideological traditions of the Chinese nation in different periods have been integrated into ceramic culture to varying degrees. Ceramic culture is not only a manifestation of national cultural characteristics, but also a manifestation of the times, the cultural characteristics of each era can be displayed in porcelain. In today's era of pursuing innovation and development, ceramic culture should also be continuously enriched in development and inheritance, actively inherit the remnants of tradition, and strive to realize the reconstruction of tradition and modernity.

2. THE NECESSITY OF CERAMIC CULTURE TRADITION AND MODERN RECONSTRUCTION
Under today's historical conditions, ceramic culture must grasp the integration of tradition and modernity mainly for two reasons. From the perspective of the long history of ceramics culture, the long history of development of a nation is also the formation process of its traditional culture. For thousands of years, the Chinese nation has formed our traditional culture in social practice, which is the collective wisdom and labor creation of our working people. The crystallization. In the development of Chinese culture, ceramic culture is an irreplaceable treasure. Ceramic culture combines arts and crafts culture, material culture, production process culture, decoration culture, and modeling culture. It essentially belongs to the category of traditional Chinese culture. Ceramic culture is the art of fire and clay. It is a concentrated expression of national beliefs, national psychology, values, and aesthetics. It reflects the spiritual elements of Chinese people's emotional identity, labor psychology, aesthetic concepts, and life customs. Excellent and exquisite porcelain craftsmanship, beautiful decoration, and rich and colorful shapes are all refreshing and yearning. Our country has always attached importance to cultural treasures with such a long history. Since the reform and opening up, Zibo, Jingdezhen and other ceramic birthplaces have regained attention. The ancient porcelain workshops here have distinctive features, and ceramic folk customs have outstanding local characteristics. Ceramic art with rich connotation, intangible and material cultural images that can be seen everywhere, the ceramic industry has become a relatively characteristic and typical industrial culture in the local area. How to effectively inherit these rich and deep-rooted ceramic cultures and preserve its historical value is of great significance for enhancing the firm self-confidence and strong sense of pride of the Chinese nation.

The development history of ceramic culture is also a history of exchange and modern history. In the process of foreign exchanges, the connotation of ceramic culture has been developed. For example, blue and white porcelain in the Yuan Dynasty is an example. It combines Chinese pen and ink culture, Mongolian and Yuan culture and Islam. Culture, it has both the multicultural and the "elegant" side of Chinese culture. It is visually pleasing and crystal-clear and heavy in texture, all embodying the essence of Chinese culture. The natural and quiet cultural charm and unique and strong artistic style are the manifestations of the material and intelligence of the Chinese nation. This is the result of ceramic culture's courage to develop and open to the outside world [1]. Entering modern society, the importance of ceramics in people’s lives has begun to decline. It is not the only daily necessities, especially some ceramics have begun to become works of art and collected. Under this background, ceramic art must actively move closer to modern times. The world is close, the crystallization of the wisdom of integrating foreign cultures, showing the dazzling style and unique charm of the Chinese nation, making it necessary for China to be unique in the style of...
porcelain making.

3. CERAMIC CULTURE TRADITION AND MODERN RECONSTRUCTION STRATEGY

(1) Based on tradition, laying a foundation
Ceramic culture must be based on its own tradition, which is an important foundation for showing nationality. Tradition is not only a historical burden, but also today's wealth. For example, Jingdezhen still bravely entered the world with the four traditional famous porcelains of exquisiteness, color glaze, faille rose and blue and white porcelain. No ceramic area can match the cultural resources of Jingdezhen ceramics, such as the traditional cultural background, performance themes, decorative styles, utensil shapes, and production techniques. Jingdezhen's ceramic culture has been deposited for a thousand years and the city has been built for 600 years. China's only ceramic research institutes and universities, foreign markets, and historically inherited firing techniques are all located in Jingdezhen. The conditions for the development of ceramic culture industry are all in Jingdezhen. With such good porcelain making conditions, we must not waste it. The development of Jingdezhen's ceramics industry must take the road of industrialization, in the construction of spiritual civilization, tourist product recommendation, historical site protection, municipal construction, marketing, logistics, transportation facilities, etc. In terms of development, the development of ceramic industry and culture can lay the foundation. We must learn to use advanced concepts to promote the development, protection, utilization and management of ceramic cultural resources in some famous cities and promote the sustainable development of the ceramic cultural industry. We should pay attention to the development and protection of historic sites, build a concentrated ceramic city with local characteristics, build historical porcelain gardens, ceramic poetry promenades, ceramic leisure squares, pottery bars, porcelain streets, etc., and promote the development of the eco-tourism industry. At the time of city construction and exhibition, promote to China and the world, promote the promotion of city brand image, establish city management concept, design tourism products, and promote the improvement of local humanistic environment. Some ceramic museums, ancient kiln ruins and history museums should be open to citizens for free, and provide free education and training for the masses, provide them with more opportunities to get in touch with creativity, and promote them to develop creative ideas while enjoying creativity, thereby laying the foundation for the creativity of the ceramic industry. The basis of development [2]. However, inheriting tradition and lack of innovation often go hand in hand. Blind obedience, mystery, and conservativeness in production will hinder the development of ceramic art to a large extent. How to inherit and surpass tradition is a great future in the development of ceramic culture. This involves the problem of traditional reconstruction. Specifically, it is necessary to change the mindset and development concept, and to incorporate cultural elements into ceramic products. Ceramic products are creative, artistic and cultural, sanitary porcelain, architectural porcelain, the cultural content of daily-use pottery should also be increased to increase the collection value and appreciation value of the product. Art ceramics should move from the ivory tower to the market. Let him get rid of the lonely self-appreciation in the art circle and enter the public view.

(2) Incorporating modernity and rejuvenating new opportunities
In the process of upgrading and transformation of the ceramics industry, innovation is an important way and driving force. Anything that lags behind modern times will eventually become a sad antique and can only survive in the glory of the past. Therefore, ceramic culture must be integrated with modernity on the basis of tradition. In the design of ceramic products, it is necessary to differentiate the design of daily-use porcelain, artistic porcelain, and sanitary porcelain to reflect the green life-span design concept. Porcelain should be treated differently according to the different functions of the product. Some redundant functions and redundant design. For example, daily-use porcelain must first emphasize durability and safety, and the selected tire mud and glaze must be lead-free and high-temperature resistant. Art ceramics emphasizes its artistic value and appreciation. The medium and low temperature firing process can be the first choice. The medium and low temperature materials are also the main selection objects of the tire mud glaze, which will reduce the internal consumption of resources, reduce the production cost, and harm the environment. At the same time, the R&D and production of high-end industrial ceramic products such as electronics and aviation should be increased to promote the growth of product added value. Pay attention to expanding the field of ceramic culture, and change from selling products to marketing culture. For example, integrating ceramic elements and concepts into daily necessities to improve the market competitiveness of ceramic products, "Porcelain Orchestra" is worth learning in this respect. In addition, in order to promote the integration of handmade porcelain resources, we must actively build a platform to gather ceramic artists with unique skills and various folk handmade porcelain skills, and continue to pass on the ceramic culture.

In the future, ceramic culture will be transformed in the direction of environmental friendliness, resource conservation, coordinated development, sustainable development, and orderly development, so as to make the best use of materials. This is the fundamental direction of the future development of ceramic culture industry. In the production process of building sanitary ceramics, we must pay attention to cost saving, develop and use sterile, odorless, self-cleaning processes and materials. In terms of ceramic raw materials, we should pay special attention to increasing the research and development of new materials and the conversion of results, and strive to solve the problem of resource shortage. We can use fluorite slag, fly ash, iron and steel industry waste slag, treatment waste and other materials with relatively special production performance.
Ceramic products. We must also actively recycle and reuse waste ceramic products. Raw materials that are not fired can be recycled and reused. The defective fired products can be used in ceramic roads and ceramic streets. The fired waste products can be used as ceramic tiles, cement, etc. Building materials make the best use of them.

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An Experimental Study on The Effect of Physical Activity Between Classes on Improving Students' Physical Fitness

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Abstract: At present, China's economic level is rising day by day, people's diet has been a huge enrichment, and for students, on the one hand, there is a serious excess of nutrition, on the other hand, under great academic pressure, which leads to the general low physical quality of students. In order to improve this problem, all schools use large break time to carry out various sports activities for students. However, most schools fail to realize the importance of large break time to improve students' physical fitness. This paper starts from discussing the necessity for students to carry out sports activities, and summarizes the positive influence of sports activities on students' physical fitness through experimental data, hoping to enrich the research in related fields.

Keywords: Big Break; Physical Activities; Physical Fitness.

1. INTRODUCTION
With the continuous development of the society, the standards for talents are becoming higher and higher. Current students are under enormous academic pressure and their leisure time is constantly compressed, so they are very short of relevant opportunities for physical exercise. According to the relevant survey data, there is a relatively obvious decline in the physical fitness of China's youth, and has gradually begun to harm the health of the trend. Since 2007, the CPC Central Committee has gradually issued the Opinions on Strengthening the Youth System [1-3]. After nearly 10 years of efforts, the physical quality of students has been improved to a certain extent, but problems such as low endurance and poor vision are still very prominent. At the same time, due to the improvement of students' overall physical fitness and academic pressure, many teachers began to question the impact of sports activities between classes on students' physical fitness. In order to explore this issue, this study is carried out.

2. CURRENT SITUATION OF STUDENTS' PHYSICAL FITNESS
In terms of physical ability, it usually refers to the comprehensive athletic ability displayed by the coordination of various systems and organs of the human body in physical activities. Among them, the broad physical ability mainly includes three aspects: body form, body function and body quality. Combined with the research content of this paper, the author believes that physical fitness can also be summarized as: one is based on innate ability, coupled with the acquired efficient training method, through the state of mind and function of the body to promote the improvement of the comprehensive ability of physical quality [4-6].

Our country pays attention to the student's physique level in the real sense since 1985. Some scholars in the Beijing primary and secondary school students as the research object stage compared with Japan, found that from 2000 to 2010, our country small and medium-sized increasing students' body form development level, average height were higher than in primary and middle school students in Japan, but in terms of physical quality, in addition to the boy in a slight advantage in the standing long jump the project, in the running, grip strength, vision with Japanese peers in such aspects as there is a big gap. And single in terms of our domestic situation, our country began in 1985 had done to the physical health of the national youth four times, the result shows that in the past 20 years, teenagers' physical deterioration is very significant, drop especially projects are: speed quality level of power quality, power quality and vital capacity.

The results of the national Survey on Students' Physical fitness and Health showed that in 2005, the average speed quality (50m run) of urban students aged 7 to 18 decreased by 0.1 seconds for both male and female students, while that of rural students decreased by 0.1 seconds and 0.2 seconds respectively. The explosive strength quality (standing long jump) performance of both urban and rural boys and girls decreased by 3.7cm and 3.9cm on average, while rural boys and girls decreased by 3.2cm and 4.1cm on average. The results of a one-minute sit-up test for girls aged 7 to 22 showed an average drop of 3.7 times /min for urban girls aged 7 to 18 and 3.1 times /min for rural girls. The results of the 2010 national Student Physical Health survey show that since 1985, the overall physical function and physical quality of Chinese students are as follows: the physical form development level has been improved, and the physical function has been slightly improved after 20 years of continuous decline; Explosive power, flexibility, strength and other physical qualities were improved, with a small increase; However, in terms of vision, the detection rate of myopia continues to rise, and tends to be younger, and the detection rate of obesity also keeps increasing. According to the 2014 National Physical Fitness Monitoring Bulletin, compared with 2010, the physical fitness and health status of the majority of children and adolescents in China has
generally improved, showing a steady and positive trend. The blue book of China Youth Sports Development Report (2015) shows the physical conditions of children and adolescents in China. After more than 20 years of decline, there have been positive changes, but problems such as low endurance, overweight, obesity and poor vision remain. The obesity detection rate of Chinese students increased rapidly in the 30 years from 1985 to 2014, according to the Report on Nutrition and Health of Chinese Children and Adolescents 2016. All the above results indicate that the physical health status of Chinese adolescent students is not optimistic, which has attracted great attention from the state and scholars.

3. THE NECESSITY FOR STUDENTS TO CARRY OUT SPORTS ACTIVITIES

Energy was introduced to our country is too short, the new training methods and means are widely used in the field of competitive sports, but in the current primary school sports teaching the application of the curriculum practice is very few, fitness class's main purpose is to improve the students' physical qualities, is the application of the methods and means of physical intervention in the course, combining with the physical education curriculum principle and human body biomechanical basis, according to the students' body quality sensitive period and the characteristics of the growth and development of a set of physical course plan, so as to help and to cultivate students to establish correct mode of action, to various bodily functions balanced development in an all-round way.

Some experts and scholars believe that the focus of primary school physical education is to strengthen the physical fitness of students through systematic training, so as to improve the physical quality of students to strengthen the coordination of the body. Scientific physical activities can not only help students to shape a good physical activity, but also greatly improve the immune ability of their body organs and systems. The subject report "Research on Students' Physical Fitness Development" points out that through the efficient reform of physical education teaching combined with the sports characteristics of various schools to create a set of diverse forms of physical activities, which can fully promote the development of students' physical fitness.

For physical fitness, it is an important part of education and teaching in the new era, because for individuals, only with good physical fitness can they effectively meet the pressure of future life and effectively adapt to the future competitive modern society.

Chen, Wang and Song mentioned in "Training Principles for Sensitive Period of Adolescent Quality training" that the most significant development of muscle response speed is at the age of 711. Qiao Xiumei, Zhang Xiuzhi, etc in the sensitive period pupil sensitive quality promotion intervention experiment research", through the experiment students of grade three and grade four significant to improve the quality of sensitive period, the sensitive period of the development of the use of students' quality, strengthening exercise, can effectively improve students' physical conditions, improve the students' physical health level. Therefore, we should cultivate students' physical fitness in advance, and cultivate students' good habits of exercise and sports in order to help students establish a lifelong PE thought. Strengthening the system of students is the key goal of physical education teaching and also the direction and responsibility of all physical education workers. The PE classroom in primary schools is the core task for students to acquire PE knowledge and carry out physical activities, and it is the core carrier for students to improve their physical fitness.

4. THE INFLUENCE OF PHYSICAL ACTIVITIES ON STUDENTS' PHYSICAL FITNESS

The motor system is mainly composed of muscle, bone and joint. For the bones, they are the scaffolds of the body, and the joints are the junctions between the bones. The muscle is then innervated and attached to the bone. By strengthening sports activities, students' physical fitness will be improved to a great extent. First of all, regular participation in physical exercise is conducive to promoting blood circulation, so as to make full use of blood in bone tissue. As the metabolism of the vigorous bones will gradually become thicker and thicker. The other most significant feature is that teens who exercise regularly are four to six centimeters taller than their peers. For the cardiovascular system, the heart is the driving force of blood flow, and the blood vessels are the channels for blood flow, which are spread throughout the body. Then a strong heart and well-functioning blood and blood vessels are necessary for a strong body.

And through the daily physical exercise can greatly improve the capacity of the heart and contractile force. In short, only through physical exercise can people bear the burden of hard and heavy physical labor and work for a long time, so as to improve the efficiency of work and study.

It is commonly believed that physical fitness refers to the ability of the human body to move. It generally refers to the human body in sports, labor or life to show the strength, speed, endurance, sensitivity and other functional ability. But physical fitness is not only related to athletic ability but also has a significant impact on people's health and daily activities.

If we take strength quality for example, it is impossible to walk or stand upright without the force produced by muscle contraction that pulls the bones to move, let alone exercise. Therefore, regular participation in some ball games, track and field, swimming and other physical exercises can achieve the purpose of comprehensive development of physical quality, such as completing certain movements or exercises within a specified time, which can not only improve the speed of movement, but also develop the individual's resistance to the external environment.

It's worth noting that we can't exercise in a single climate. Long-term exercise in a variety of climate and environmental conditions can effectively improve the regulatory function of human body temperature, so as to improve the human body's ability to adapt to the natural environment. Not only that, due to physical exercise can
effectively speed up the blood circulation, promote metabolism, improve hematopoietic function, strengthen the body immunity, thus indirectly improve the resistance to various diseases.

Let's take an example. When we play sports in a hot environment, the body will gradually adapt to the temperature change of the external environment. At the same time, the corresponding physiological changes can also help the body to better release heat, so as to achieve an improvement in heat endurance. And an increase in this endurance can greatly reduce the likelihood of heat cramps and heat stroke. To use a saying, this is the traditional summer practice.

Similarly, through regular physical exercise in a cold environment, the human body can adapt to the temperature of the environment. With the enhancement of cold tolerance, the human body shows that its body temperature is not easy to drop in a low temperature environment, and its basal metabolism is higher, so as to resist the cold outside temperature.

A large number of studies have shown that individuals who insist on physical exercise in a cold environment can greatly improve their cold tolerance compared with ordinary people, thus increasing their resistance to diseases and effectively preventing the occurrence of diseases such as cold, anemia and pneumonia. In addition, through a lot of exercise will have a more comprehensive impact on the human body, on the one hand can effectively develop the human body's endurance and strength quality, on the other hand can also cultivate people's strong, decisive will quality.

Mental health is a kind of continuous mental condition, which is reflected in that the person concerned has good adaptability and abundant life vitality under different circumstances, and can give full play to the potential of body and mind to a great extent. As the unity of body and mind, students in the process of physical exercise on the one hand to promote the development of physiological functions, on the other hand for the nervous system is also a benign improvement.

5. CONCLUSION

Under the current educational system, social environment and development conditions of China, the model of extra-curricular sports activities shows considerable advantages not only in promoting the physical exercise of primary and middle school students, enhancing their physical fitness, but also in developing their potential and promoting their value.

"Large-recess physical activity Mode" effectively guarantees students' physical activity time at school through the form of curriculum plan, and also ensures the extensiveness and comprehensiveness of student activities. With the promotion of large-recess physical activity, more and more regional schools begin to gradually guarantee the basic time of daily exercise for students. However, we must also see the effectiveness of large break - time physical activity targeted groups.

In addition, the school sports activities between classes for students and teachers to build a very good physical education teaching platform, to create a strong sports atmosphere of the teaching environment. Under the influence of sports activities between classes, the facilities set up, the school spirit, the class spirit and the interpersonal relationship between teachers and students are part of the physical education environment. In the process of sports activities between classes, create an innovative teaching environment, promote the healthy and lively development of students' personality, and create a lively teaching classroom for students. On the basis of following the principle of subjectivity, the principle of health and the principle of difference, PE teachers deal with the teaching materials flexibly, choose the content that can fully display themselves to explore the new teaching method and give play to its leading role. Driven by the successful application of provincial project, the students and teachers and even the principal attach more importance to physical education and pay more attention to their physical health. In the physical education class and during the big break, the teachers and students are also more actively involved in the happy sports of physical exercise, which greatly stimulates the students' interest in physical education. As soon as students' interest is aroused, they will pay more attention to happy emotions and strong willpower, so that they can study more actively and consciously. Students in infinite joy of sports activities, active participation in various sports activities, which is conducive to the successful completion of the teaching objectives, but also conducive to the development of students' personality growth, edify the sentiment of beauty. For collective activities, the "big break mode" is very advantageous in terms of organization, implementation of planning, standardization and other aspects, and this kind of planning and standardization are more and more prominent with the development trend of circularization of sports activities between large breaks.

But the school extracurricular sports activities of large recess mode of positive effectiveness, is targeted at specific groups, under the condition of information and experience has shown that the more in place, equipment and funds, especially with limited resources, the elementary school lower grade students, the effect of the activity is about prominent and obvious, and it is given to illustrate the effectiveness of the activity is built on the basis of certain limitation. With the increase of students' age, grade, hobby level and the growth of sports demand, the "big break mode" will gradually reduce the attraction to students' sports interest, and the exercise effect will be gradually weakened, showing more and more to adapt to the limitations of the group.

In addition, for sports activities between classes, there is a compression of students' independent personality. The cultivation of students' self-discipline in sports activities is more dependent on the rules of sports, the rules of students' sports groups, and the observance and maintenance of the rules of interaction between students in activities. Besides, these rules are inherent in sports activities, but they are given by others. If there are too many artificial regulations, where will the students find the pleasure of participating in sports? Will the charm of sports be lost? What's more, extracurricular sports activities are more important a task --
namely exercise students' social communication ability, cultivate students' social adaptability, the limitation of activities is too much, how do students still communicate independently, self-adapt to the environment? In this way, where and how will school extracurricular sports activities reflect its "humanization"? From this point of view, the school extracurricular sports activities of the big break mode, to ensure the time for students to participate in sports activities, to ensure that students participate in exercise more widely, and so on, has a very positive significance; In addition, deficiencies may be more prominent. To sum up, we still have a long way to go for students' sports activities between classes. After all, this paper is shallow, limited field of vision, problem summary is not comprehensive enough, analysis is too superficial, the right to draw a stone. It is believed that in practical work, millions of enterprising sports workers, playing a more active role, will have an endless number of different shapes and colors, consistent with the local objective reality, more effective ways of organizing extracurricular sports activities, as well as implementation means, measures.

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The Exploration and Practice of Curriculum Thinking Politics in The Practical Teaching of Colleges and Universities

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Abstract: Curriculum thinking and politics mainly refers to the university in teaching through the combination of professional courses and general knowledge of the practical activities of ideological and political education, the purpose is to find the various courses contained in the elements of thinking and politics, so as to establish a sound curriculum system. The purpose of this move is to realize the fundamental task of the comprehensive Lideshu people through the whole process of all-round ideological education and education system. Therefore, it is a long way to go for the new era to effectively promote the construction of "curriculum thinking politics", which requires all aspects of full collaboration, from different dimensions, different directions to promote the "course thinking politics" exploration and practice.

Keywords: Colleges and Universities; Course Thinking Politics; Lideshu People.

1. INTRODUCTION

Since its first appearance on the central document in December 2017, universities across the country have been carrying out reforms and practices on curriculum thinking. As for the study of the connotation of "course thinking politics", some experts and scholars began to expound the significance of "course thinking politics" from different angles.

2. AN OVERVIEW OF THE COURSE'S THINKING AND POLITICS

Scholars believe that the teaching concept knowledge of "curriculum thinking politics" is applicable to courses other than the ideological and political theory of colleges and universities. For example, Zhao Jiwei believes that the teaching concept of "curriculum thinking and politics" is to carry out the relevant ideological and political education practice activities through the implementation of general knowledge courses, professional courses and other courses. On the other hand, some scholars think that the teaching concept of "course thinking and politics" can run through the curriculum of the whole university [1-3]. As Qiu Weiguang thinks: "Curriculum thinking politics" is to let all the courses of colleges and universities play a role in thinking politics, through the full understanding of the content of thinking politics in college teachers in the gradual guidance of students to learn the knowledge internalized, externalized in practice.

Although experts and scholars have some different understandings of "course thinking politics", but its whole still think that "course thinking politics" is a new, comprehensive curriculum concept, and this concept as the core to achieve the knowledge transfer and value of various courses in colleges and universities [3-5].

In summary, have we found that for courses in "Course Thinking Politics", does it really refer to all courses offered efficiently? And the biggest differences among scholars revolve around this. In colleges and universities, the realization of the teaching classroom of each course is the main channel to educate college students, and the "thinking course" is also the core channel of ideological education for college students. So far, the realization of ideological education for college students mainly depends on the teacher in the classroom for the students' theoretical teaching, and for the thought and politics class, it is also the main battleground to cultivate a firm belief and correct three views of the socialist qualified successors. It can be said that the introduction and implementation of "curriculum thinking politics" conforms to the development of the times, not only for the continuation of the subject moral education advocated in the original teaching, but also the key result of the reform of efficient thinking and politics. Therefore, "course thinking politics" to a large extent gives the meaning of "thinking politics" to the peripheral courses of thinking politics courses, which is also a qualitative process, but also a strong extension of thinking politics courses.

Based on the above analysis, the author thinks that "curriculum thinking politics" is the further development and presentation of "subject thinking politics" teaching concept and "hidden ideological and political education" in the teaching entity. Through the use of high-efficiency professional courses, general knowledge courses and a series of basic non-thinking political courses to carry out simple ideological and political education practice, so as to achieve the promotion of the teaching standards of contemporary college students Lideshu people.

3. THE PRACTICE OF THE CONSTRUCTION OF "CURRICULUM THINKING POLITICS" IN COLLEGES AND UNIVERSITIES

3.1 Practical methods and results of "course thinking and politics" in colleges and universities

For the practice of "curriculum thinking and politics", Shanghai's colleges and universities are the first to practice it. This paper systematically studies several well-known
colleges and universities in Shanghai and finds that most of them are combined with the characteristics of the university, the development of its own advantages, in full China's new era of development background as a "course practice" effective means of practice. For example, Shanghai University chose "Energy China" and Shanghai Fudan University chose "State Administration" as the most representative course to promote "course thinking politics", and then gradually promoted the construction of "course thinking politics" through a point-and-rip model.

Shanghai's colleges and universities, as pioneers of "course thinking politics", have entered the China series of courses with more than 50 courses. It cleverly realized from the perspective of the Chinese series of courses to expand the scope of the course of practice and politics, with the reform of thinking about politics to promote the reform of "course thinking and politics". In addition, a class of universities in Shanghai also put forward the concept of educating people on the basis of the goal of "curriculum thinking and politics", and mobilized all in-service teachers to play the role of educating people, such as shanghai University of Traditional Chinese Medicine should be integrated into the basic curriculum of the concept. But to highlight the concept of "curriculum thinking and politics" in the goal of the curriculum requires that the feet should fully exert their initiative and enthusiasm, on the one hand, to ensure the students' full grasp of their professional knowledge, on the other hand, to realize the dual cultivation of students' virtue.

To sum up, the practice of "course thinking and politics" in Shanghai universities is mainly divided into the following aspects, one of which is the development of a series of courses in China. Starting with the reform of the curriculum of thinking and politics, we will continue to push forward the reform of other basic courses, secondly, adhere to the guidance of Marxist theory, adhere to the theory of ideological and political quality and the main channels of education, and thirdly, carry out the deep reform of curriculum, and give full play to the active role of teachers in realizing the introduction of all courses to virtue, thoroughly excavate the moral education resources in the curriculum so that the educational goal of the curriculum reflects the concept of "curriculum thinking and politics" in the design, so as to carry out the educational task of lide tree people.

3.2 The experience of universities in carrying out "course thinking politics"

The experience of "curriculum thinking and politics" construction in colleges and universities mainly revolves around the top-level design, teacher level and curriculum reform. To summarize the experience of "course thinking politics" in colleges and universities can not only summarize the successful way of other colleges and universities in the construction of "course thinking politics", but also the most important thing is that the successful "course thinking politics" construction experience can be exchanged and shared among colleges and universities, and promote the construction of "course thinking politics" in colleges and universities throughout the country, and implement the educational tasks of Lideshu people in colleges and universities.

To realize the upper-level planning, carry out the top-down concept of "curriculum thinking politics" and issue the documents on the construction of "curriculum thinking politics", it is necessary for the Ministry of Education and universities to carry out effective convergence and promote the implementation of the concept of "curriculum thinking and politics". The planning of the top-level design needs to be consistent with the political direction of the country, fully understand the spirit of the national ideological and political work conference, so as to be unified with the development requirements of the country.

Teachers are the direct implementers of the concept of "curriculum thinking politics", and their understanding of "curriculum thinking politics" and the degree of implementation determine the effectiveness of "curriculum thinking and politics" in colleges and universities. When Shanghai colleges and universities carry out the construction of "curriculum thinking politics", they realize that the key to the implementation of "curriculum thinking politics" is in teachers, so they pay great attention to the role of teachers in the construction of "curriculum thinking politics". Paying attention to the construction of teachers' team and promoting the concept of "curriculum thinking and politics" are recognized and implemented by teachers' team, which is the focus of the construction of "curriculum thinking and politics" in colleges and universities. Give full play to the role of the teachers' team, fully implement and implement the Party's ideology, take the teachers' party branch as the starting point, and put the spirit of the national ideological and political work conference into the practice of "curriculum thinking and politics". At the same time, to give full play to the strength of teachers to promote the construction of "curriculum thinking and politics", we also need to promote the "curriculum thinking and politics" teaching experience of excellent teachers in schools. The school will implement the "curriculum thinking and politics" concept of better teachers, its classroom in the whole school to promote, play a model role in the classroom, strengthen the exchange between teachers.

"Curriculum thinking politics" is to integrate the elements of thinking politics into all kinds of courses, in the curriculum reflects the link of thinking politics and educating people, "curriculum thinking politics" is a kind of curriculum concept, curriculum reform. In the construction of "curriculum thinking and politics", colleges and universities need to carry out curriculum reform, explore the moral education factors contained in the curriculum in depth, and realize the main role of curriculum education. In carrying out curriculum education to excavate curriculum moral education resources, teachers should be clear, the curriculum of education resources originally exist, do not need to think about politics in the curriculum to move the theory into the professional course and comprehensive literacy class to explain, so-called mining curriculum of education resources, curriculum reform, mainly to the
original ideological and political education elements in the curriculum to summarize and extract, combined with the knowledge in the curriculum, the integration of the two, to achieve the transfer of students' knowledge and values of correct guidance. Fudan University, in the course of Economics and Society, guides students to explore the road of socialist market economy with Chinese characteristics through the use of knowledge of economics. Fudan University's practice is the successful experience of integrating the elements of thinking and politics into professional courses, on the one hand, it provides reference for other colleges and universities to integrate moral education resources in professional courses, on the other hand, it greatly promotes the construction of "course thinking and politics" in colleges and universities.

4. THE EXPLORATION OF THE QUESTION OF "COURSE THINKING POLITICS"

4.1 Problems with "Course Thinking politics"

The thought and politics course in colleges and universities is an important way for college students to carry out ideological and political work, but it is not the only way. General Secretary Xi Jinping stressed the importance of all types of college courses in the same way as the ideological and political courses, as well as the important role of other courses in the education system of colleges and universities. Since the concept of "curriculum thinking and politics" was put forward, the Cpc Central Committee Ministry of Education and universities at all levels have vigorously promoted the concept of "curriculum thinking and government". However, at present, the teaching concept of "curriculum thinking and politics" has not formed a consensus in colleges and universities, not all educators are in the mind to accept its ideas, and even some educators do not care about this, let alone into practical teaching activities, there are still some subjects in colleges and universities teachers moral education awareness is not strong. In order to effectively ensure the implementation of "course thinking politics", the party committees of colleges and universities can exchange and cooperate, and learn from each other's useful experience in the construction of "course thinking politics" through the form of exchanges, which is conducive to the school party committee in guiding the construction of "course thinking politics" to open up thinking, using a variety of programs to promote the "course thinking and politics" construction. Whether the teaching concept of "curriculum thinking politics" is carried out smoothly or not depends on whether the subject teachers have the corresponding ability to think and educate people. However, in reality, some subject teachers lack the corresponding ability of thinking and educating people, which mainly refers to how the subject teachers excavate the elements of thought and politics in the courses taught, and use them to better play the role of educating people. Most subject teachers only have professional methods, skills, etc. to teach professional knowledge, general knowledge, etc., they almost only teach professional knowledge in class.

Although schools and faculties require all kinds of courses to play a role in educating people, some subject teachers are also aware of the role of their own professional courses to educate people, but also try to educate college students in their own classrooms, but because of the lack of ability of teachers in some subjects to think politics and education and affect the effectiveness of the implementation of the "curriculum thinking and politics" teaching concept. Some subject teachers do not really understand the teaching concept of "curriculum thinking politics", lack the ability to carry out the teaching concept of "curriculum thinking politics", and can not dig up the elements of thinking politics in professional courses and implicitly educate students on thinking politics. Some subject teachers generally in the classroom, in a certain period of time directly and explicitly teach subject knowledge, the elements of thinking and politics one-sidedly into the teaching of this subject, and even the various subjects into the subject of thinking and politics. This not only affects the teaching of subject knowledge, but also makes students feel disgusted with direct preaching, and further affects the effect of political education. Only by improving their ability to think and educate people can the teachers of subjects better promote the implementation of the teaching concept of "curriculum thinking and politics".

In addition, the various course materials used in colleges and universities lack the times because of the old-fashioned, focus on rational scientific knowledge and lack of humanistic thoughts and emotions, focus on basic knowledge and knowledge depth and despise the breadth of knowledge, focus on theoretical knowledge and ignore practical application. Some humanities and social science teaching materials focus on systematic knowledge writing and lack of knowledge at the spiritual level of ideology, culture, history and culture, focus on empty theoretical elaboration and lack of rigorous and accurate empirical investigation data, which affects the excavation of elements of thinking politics and the effect of thinking about politics education. Some natural and social science teaching materials focus too much on experimental data and lack certain value judgment, focus on knowledge skills and lack of scientific literacy, ethics and other humanistic feelings, which has caused great trouble for subject teachers to excavate the elements of thinking and politics. The main task of professional courses, comprehensive literacy courses and so on is to teach subject knowledge and skills, so the preparation of teaching materials will not show too many, systematic, apparent elements of thinking and politics. At present, the uneven teaching materials used in colleges and universities have greatly affected the mining of educational resources by subject teachers.

4.2 There is a solution to the problem of "course thinking politics"

The development and construction of colleges and universities need to adhere to the leadership of the Party, which can effectively ensure that the educational goals of colleges and universities are consistent with the requirements of the state. Colleges and universities to carry out the construction of "course thinking and politics" should adhere to the leadership of the school party committee, play
the role of the school party committee. The direction and basic requirements of ideological and political work in colleges and universities need to be consistent with the goals required by the state, and to achieve this goal, we need to give full play to the effective leadership of the School Party Committee, through the leadership of the School Party Committee, to study in depth the basic requirements of ideological and political work and the internal laws of development, to explore effective measures to strengthen ideological and political work in line with the new era, and to provide directional guidance for the development of ideological and political work. Therefore, the university adheres to the leadership of the school party committee plays a positive role in promoting the implementation of ideological and political work, and adheres to the leadership of the school party committee, in order to grasp the development of the university and the party's leadership line consistent. The same is true of the construction of "curriculum thinking politics", adhere to the leadership of the school party committee, "course thinking politics" in the process of advancing will be consistent with the party central committee's requirements for the development goals of colleges and universities, "curriculum thinking and politics" in the process of promoting colleges and universities, the school party committee should play a good leading role in the construction of "curriculum thinking and politics" in colleges and universities to pay attention to the implementation of the "curriculum thinking politics" educational concept, through practical actions to promote the "course thinking politics" in the construction of colleges and universities.

In addition, we should also enhance the ideological and political literacy and ideological and political education ability of subject teachers, which is the premise of the implementation of "curriculum thinking and politics". Subject teachers generally have a better grasp of the teaching practice activities of the profession, but the education of thinking and politics is a half-understanding, which needs to give the teacher to make up lessons. Thought-politics education is different from the teaching of general disciplines, thinking-politics education is not as focused on knowledge and skills as other disciplines, and the teaching of thinking-politics education is designed for students to better internalize and ultimately externalize the knowledge they have learned. The teaching, management and evaluation methods of thought and politics education and other subjects are different, so it is necessary for subject teachers to learn this different teaching system. Colleges and universities can make subject teachers understand the teaching content of thought and politics education and the logical composition between knowledge points, understand the basic knowledge of the principles, characteristics and rules of education, and let subject teachers understand the unique discourse system of thought and politics education, so as to carry out thinking and politics education more easily.

5. CONCLUSION

It is the new requirement of China's development to the construction of higher education in the new era to carry out the construction of "curriculum thinking and politics" in colleges and universities. Ideological and political education is in an important position in the education of colleges and universities, and "curriculum thinking and politics" is an effective way to construct the pattern of thinking and politics. "Curriculum thinking politics" is a new ideological and political education work concept put forward to adapt to the development of the times, which has been widely promoted in the construction of colleges and universities in China. In order to carry out the construction of "course thinking politics", colleges and universities need to fully excavate the elements of ideological and political education in the curriculum, construct the system of co-education of thought and politics curriculum and "course thinking politics", play the role of the main channel of classroom education, and open up a new way for the implementation of Lideshu people's education through the construction of "course thinking politics".

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Research on the Impact of Electronic Commerce on International Economy and Trade and Its Countermeasures

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Abstract: With the rise and development of e-commerce, the international economy and trade have also continued to grow under the e-commerce model. Starting from an objective point of view, this paper comprehensively analyzes the impact of e-commerce on all aspects of international trade based on the analysis of the status quo of e-commerce and international economic trade, and seeks solutions for the establishment of a benign ecology of current international economic and trade data.

Keywords: International; Economy and Trade; Electronic Commerce.

1. INTRODUCTION
International trade is developing rapidly under the penetration of e-commerce, and they have a huge space for bonding. However, because of the current problems of insufficient legal regulations and market loopholes that lead to disorder, e-commerce is increasing the benefits of international economy and trade. It also brings certain hidden dangers. Therefore, industry rules should be clarified as soon as possible; applicable talents should be cultivated; process management and control should be refined, and the active operation of legitimate trade activities should be maintained, so as to finally realize the advanced transformation of international economic trade in the Internet era.

2. THE STATUS QUO OF E-COMMERCE AND INTERNATIONAL ECONOMIC TRADE
2.1 The development history of e-commerce
With the development of information technology, network technology has led to the rise of e-commerce. From simple retail trade to the development of large-scale online sales channels, e-commerce transaction models have gradually penetrated into current commercial transactions. E-commerce uses a data platform to build transaction channels, and transforms shopping malls from offline to online, so that customers are no longer restricted by time and location, and open all-weather remote shopping, which greatly saves store costs and also develops new marketing channels. It creates more possibilities for companies to increase their profits. At present, the convenience of e-commerce has been discovered and used by many types of merchants. Therefore, e-commerce has gradually faced a wider range of fields, and has gradually realized the universalization of e-commerce coverage.

2.2 Current trends in international economic and trade
Under the trend of global economic integration, many advanced countries regard e-commerce as an important channel for import and export trade. International economic trade is compatible with the advanced technology brought by e-commerce. Through e-commerce methods, it has improved the market functions related to international trade, broken the barriers of traditional international trade, improved the cost structure of international trade, surpassed the geographical restrictions of traditional trade, and established a broader trade cooperation. Under the influence of the continuous development of e-commerce, the overall international economy and trade have undergone tremendous changes. The convenience of transaction channels has promoted the evolution of transaction procedures, and has enabled more diversified development of international trade.

3. THE IMPACT OF E-COMMERCE ON THE INTERNATIONAL ECONOMY AND TRADE
3.1 Favorable influence on international economy and trade
3.1.1 It has improved transaction efficiency
In the traditional international economic and trade process, the transaction process is very complicated and the business workload is also quite large. Through the penetration and integration of e-commerce, the efficiency of international economic and trade operations has been significantly improved. E-commerce has strong information integration capabilities in data analysis, can manage production and transaction links online, allocate production resources more rationally, realize the coexistence of multiple trade methods, and help companies engaged in transnational trade in the market, to grasp new opportunities of the times and rapid adaptation to follow new changes in the market as soon as possible. [1]

3.1.2 It has improved trading channels
The Internet platform has developed more business models, such as B2B, and O2O, and established more transaction channels among merchants, users, and intermediaries, thereby taking into account the needs of more audiences, and enabling companies to provide more personalized services. E-commerce allows many SMEs to participate in the resource platform for cross-border transactions.

3.1.3 It has enhanced transaction communication
International economic trade has established new markets by making full use of e-commerce channels. The convenience of e-commerce has led to many enterprise alliances, complementing the shortcomings in the traditional international trade process, driving more enterprise cooperation, and accelerating global resource sharing.
process. In the face of customer groups, e-commerce can extend the feedback mechanism online to after-sales, improve remote information interaction, promote the exploration of more personalized market segments, establish more diverse market structures, and continuously create new opportunities.

3.2 Adverse effects on international economy and trade
3.2.1 Vague corporate project taxes
Due to certain differences in the economic and trade laws applicable to various countries, there are certain discrepancies in the transaction process between companies in transnational trade, which has caused certain difficulties in the audit work of both parties. Coupled with the virtual nature of cyberspace, it has lowered the threshold for market transactions. So, some companies took the opportunity to use this loophole to obscure transactions, make false invoices, and use tax evasion to expand their own profits and contribute to the country’s economy. Management has buried certain hidden dangers. [2]

3.2.2 Transaction rights are difficult to maintain
There are many hacker activities in the network, which constantly threaten the security of the network ecology. They use technical means to steal and embezzle the information of both parties in the international economy and trade. When large transactions occur, both parties will also face the risk of property loss. In addition, if there is a problem in the supply of goods, merchants in various links are most likely to shirk each other, which also means that there are huge risks in the transaction process. If there is no clear agreement and detailed rules in e-commerce, it will make it difficult to define the responsibility and authority, and no one is willing to bear losses, which will make it difficult to maintain the reliability of online transactions. [3]

3.2.3 Illegal transactions await opportunities to breed
While the online platform is accelerating to bring economic benefits, it also provides opportunities for criminals. For example, some people bluff and deceive online under the guise of legitimate transactions. In addition, trading in guns and drugs in certain areas outside the country is not illegal, so there is a certain market. The opening of online channels is more likely to breed these transactions, and the secrecy of the Internet also causes certain difficulties in supervision and tracking. Once the illegal transaction chain is formed, it will gradually endanger the order of China's international economic and trade.

4. COUNTERMEASURES FOR THE IMPACT OF INTERNATIONAL ECONOMIC TRADE ON E-COMMERCE
4.1 To improve the legal system and implementation
The speed and activity of e-commerce have greatly simplified the process of online transactions, but there are also some unhealthy competition and illegal transactions that disrupt the fair order of the market. In order to protect the fairness of the international economy and trade, it is necessary for the law to formulate more clear detailed rules to supervise and restrict the market behavior of enterprises. Traditional trade laws are not fully applicable to the field of e-commerce. It is necessary to establish clear legal norms for current illegal transactions on the Internet. In addition, it is necessary to advertise the routines and scams and transaction content commonly used by lawbreakers, increase the risk awareness of enterprises, emphasize the legitimate participation of enterprises in trade, and establish joint supervision with which they trade to prevent tax evasion and help maintain the market order of the international economy and trade. More attention should be paid to protecting the rights and interests of consumers, maintaining consumer satisfaction, improving the internal circulation of the market, and improving the universal applicability of e-commerce to international trade.

4.2 To establish a talent training mechanism
E-commerce is oriented to almost all forms of business, and international trade involves overseas, so it is necessary to establish a talent training mechanism based on the nature of its multiple channels and wide scope of business. Traditional international economics and trade courses lack the teaching of e-commerce skills, so for students in international economics and trade-related majors, it is necessary to increase the skills teaching of network platform operation in addition to the previous courses, and cultivate a composite of skills in this field. It’s helpful to the practical talents. For in-service personnel, it is necessary to focus on expanding the boundaries of competence and improving professionalism. In addition, it is necessary to improve the phenomenon of complicated job setting and multiple positions in the e-commerce field, and improve the business scale of cross-border e-commerce. [4]

4.3 To improve the transaction process chain
E-commerce has enabled the development of a multi-party parallel interactive network in the international economy and trade, which requires the top managers of enterprises to jump out of the fixed mindset, cater to the trend of the times, and adapt to the integration of cross-border trade into e-commerce. In this process, attention should be paid to the establishment of network platforms, the construction of infrastructure, and the maintenance of the trading environment, so as to provide a fairer, transparent and convenient e-commerce process for international trade, and accelerate the international circulation of goods resources. When the legal system is not sound enough, it is necessary to eliminate the soil of improper trade through joint platform supervision and independent management of enterprises, and create a positive and favorable atmosphere for the development of international economic and trade. [5]

5. CONCLUSION
The rise of e-commerce has brought new opportunities to the international economy and trade. However, in the current market, there are still many loopholes and contradictions in e-commerce, which hinder the process of international trade digitization. Therefore, in the process of international economic trade, we should try to eliminate insecure and unstable factors in the market, establish a corresponding system and mechanism to improve industrial supply, build a high-quality trade platform for the world economic market, and enhance China's foreign trade influence. Therefore, China's international trade has reached
a new stage under the promotion of e-commerce.

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Analysis on the Optimization of Financial Structure under Supply-side Reform

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Abstract: At present, China’s economy has shifted from a stage of high-speed growth to a stage of high-quality development. In order to adapt to the new economic development environment and realize the optimized development of the economic structure, it is necessary to use the optimized development of the financial structure as a support, transform the economic development mode, and promote the sustainable and healthy development of the economy and society. Supply-side structural reform is an important part of the construction of a modern socialist economic system. Under the supply-side structural reform, we should clarify the advantages of financial structure optimization, analyze the difficulties in the process of structural optimization, and innovate financial structure development concepts, so as to put forward feasible financial structures. The structural optimization strategy is of great significance to the steady and sound development of China's financial industry.

Keywords: Supply-Side Structural Reform; Financial Structure Optimization; Innovation-Driven Development.

1. INTRODUCTION

In the Thirteenth Collective Study of the Political Bureau of the Central Committee, General Secretary pointed out that “Deepening the financial supply-side structural reform must implement the new development concept, strengthen the financial service function, and identify the focus of financial services to serve the real economy and serve the people’s lives. It is necessary to focus on the optimization of the financial system structure, optimize the financing structure and financial institution system, market system, and product system to provide higher-quality and more efficient financial services for the development of the real economy.” This view is undoubtedly the supply side. The optimization of the financial structure under the reform has pointed out the direction and is of very important guiding significance for promoting the high-quality development of the financial industry [1-3].

2. THE SIGNIFICANCE OF SUPPLY-SIDE REFORM TO THE OPTIMIZATION OF FINANCIAL STRUCTURE

In the past, most of the development of Chinese enterprises relied on bank loans as an indirect financing method to obtain development funds, which led to excessive debt, excessive leverage, and excessive risks in the Chinese economic system, while relying on the issuance of stocks or bonds by enterprises themselves. The funds from direct financing are not enough to support the development of the entire enterprise. Under this economic model, the negative pressure on the development of the real economy of enterprises is too heavy, which gradually weakens the vitality of the real economy and is not conducive to the stable development of China's economic society.

The supply-side structural reform aims to promote structural adjustment through reforms, reduce ineffective and low-end supply, expand effective and mid-to-high-end supply, enhance the adaptability and flexibility of the supply structure to changes in demand, and achieve optimal allocation of factors. The five major tasks of "cutting overcapacity, destocking, deleveraging, reducing corporate costs and shoring up weak spots" are put forward to promote the optimization of financial structure in line with economic and social development. Through the structural reform of the financial supply side, we can optimize the financial system, improve the service efficiency, effectively reduce the invalid loans idling in the financial system, reduce the inefficient loans to large zombie state-owned enterprises, encourage enterprises to issue equity and bonds, and increase the proportion of direct financing in the market, so as to facilitate financing, reduce the cost of the real economy and reduce the burden of enterprises. In order to promote the development of the real economy, we should increase the allocation rate of resources, further mobilize the development enthusiasm of the real economy, activate the industrial efficiency of the real economy, and promote the development of the real economy with higher quality.

3. DIFFICULTIES IN OPTIMIZING FINANCIAL STRUCTURE UNDER SUPPLY-SIDE STRUCTURAL REFORMS

3.1 There is an obvious imbalance in the financial structure. The imbalance of the financial structure under the existing economic structure is first manifested in the imbalance of the financing structure. For a long time, China's financing structure has been mainly indirect financing, while the development of direct financing is slow, resulting in insufficient support for the development of small and micro enterprises and innovative economy, and cannot fully release and play the vitality of the market mechanism, which has become a short board restricting the development of the real economy. The second is the imbalance in the structure of financial institutions. At present, China’s financial institutions are large in number and scale, but there are also problems such as insufficient types and unreasonable layout. This requires attention to the number and quality of financial institutions in the optimization process of the financial
structure, enriching various financial formats, and optimizing financial resource allocation to establish a multi-level financial system. Finally, there is the imbalance in the structure of financial products. With the rapid development of information technology, various financial products on the market emerge endlessly. Traditional financial products cannot meet people’s diversified financial experience needs in the Internet era, and their innovation capabilities are insufficient. The barbaric development of new financial products and the lack of market mechanism supervision have led to confusion of financial products, and problems have come one after another.[1]

3.2 There are still insufficient financial risk prevention and control capabilities
Under the new normal of supply-side structural reforms, China’s financial sector has gradually achieved structural optimization. However, while having new opportunities for development, it also faces severe challenges. Under the influence of the downward pressure on the international and domestic economies, insufficient corporate liquidity has brought bad loan risks to traditional financial institutions such as banks; traditional financial institutions have mature regulatory systems, while emerging Internet financial formats have grown savagely, forming new financial institutions as risk subjects; illegal finance Institutions have become an important factor in rising financial risks, and so on. These are threatening the development of China's financial market. Therefore, it is urgent to speed up the promulgation of laws and regulations on the financial supervision system, improve financial risk prevention and control mechanisms, and promote full coverage of financial supervision.

3.3 Insufficient endogenous motivation for sustainable development
Under the background of economic globalization, China's economy maintains a medium-to-high-speed growth while also increasing its demand for various resources in the world, which puts forward higher requirements for the endogenous power of China's independent economic development. In addition, under my country's supply-side reform, the independent innovation ability of financial structural reform is not strong; some industries have overcapacity; contradictions are prominent, and structural adjustment is more difficult. Therefore, how to make full use of favorable conditions, strive to develop sustainable endogenous power, and give full play to the advantages of the socialist economic system has become an urgent requirement for promoting economic development. Only by carefully preparing for various risks and challenges and firmly grasping the initiative in work can we achieve faster and better economic and social development.

4. FINANCIAL STRUCTURE OPTIMIZATION STRATEGY UNDER SUPPLY-SIDE STRUCTURAL REFORM
4.1 Overall planning and coordination to achieve balanced development

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innovate the service methods of the financial industry and promote more efficient and convenient financial service methods, to lead the transformation, optimization and upgrading of the financial structure.

5. CONCLUSION
With the acceleration of economic globalization, finance has become the core of the modern economy, and financial resources have become the core element of economic development, an important core competitiveness for national economic development, and an important tool for resource allocation and macro-control. Financial reform plays an important role in the supply-side structural reform of China’s economy. Therefore, it is necessary to promote the optimization of the financial structure under the supply-side reform to promote production, increase the vitality of the real economy in China’s economic development, enhance the efficiency of economic development, and further promote China’s economy steadily better and faster.

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Research on Criticism of Chinese Network Literature in the Past Decade

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Abstract: With the rapid development of Chinese online literature, academic literary criticism can effectively play its role in guiding the development of network literature, and it also plays an important role in enhancing cultural confidence and strengthening the construction of socialist spiritual civilization. This article takes the academic research papers in CNKI as the main research object. Through the analysis of the number of papers published, topic releases and high-frequency vocabulary of the paper titles, the research overview and general trend of the academic circles on China's network literary criticism in the past decade are obtained. In the process of network literary criticism, the innovative development of literary criticism that is not only based on the original traditional literary criticism theory, but also can adapt to the new changes in the current new media's rapid development of literature is important for the academic circles to criticize network literature in the future.

Keywords: Chinese Network Literature; Literary Criticism; Research Papers.

1. INTRODUCTION
As the country has successively promulgated major strategic plans such as the “National Cultural Development and Reform Plan during the ‘13th Five-Year’ Period” [1] “National Reading of the ‘13th Five-Year’ Development Plan”, a series of original works related to network literature were promoted. Chinese network literature has made great strides in the development of the past decade. According to the “44th China Internet Development Report” released by the China Internet Information Center, as of June 2019, the number of Chinese Internet users has reached 854 million, an increase of 25.98 million from the end of 2018, and the Internet penetration rate reached 61.2%, compared with the end of 2018. An increase of 1.6 percentage points. Among them, the number of online literature users reached 455 million, an increase of 22.53 million from the end of 2018, accounting for 53.2% of the total netizens; the number of mobile online literature users reached 435 million, an increase of 25.27 million from the end of 2018, accounting for 51.4% of mobile netizens. In addition, according to the “2018 China Network Literature Development Report” released by the China Audiovisual and Digital Publishing Association, the number of domestic online literature creators has reached 17.55 million.

2. RESEARCH SIGNIFICANCE
In October 2018, the official establishment of the Ali Literature Creation Center marked the official entry of network literature into the 2.0 era. With the rapid development of network literature, literary criticism and literary criticism launched by mainstream academic circles are particularly worthy of attention. Because literary criticism has always been able to play an active role in guiding the development of literature, in the face of the field of network literature where the quality of works is uneven and the evaluation mechanism has not been fully established, literary criticism can effectively promote the development of network literature. Sustained and healthy development plays a vital role in the high-quality development of contemporary Chinese literature, as well as in enhancing cultural self-confidence and strengthening socialist core values and moral construction.

3. RESEARCH CONTENT
This article takes the academic research papers in CNKI as the main research object, and searches on the keywords of “network literary criticism” or “network literary review”. A total of 175 results are obtained. The statistical results are as of August 17, 2020. This article counts the number of articles and topics of all the papers in the year of publication. At the same time, all the thesis topics are formed into a text database, and the high-frequency vocabulary with word frequency higher than 3 times is extracted, and corresponding analysis is made to obtain academic information in the past ten years, in order to get an overview and the general trend of network literary criticism.

4. OVERVIEW OF ACADEMIC CRITICISM
According to the search data, the academic circles are paying more and more attention to online literary criticism, which can be divided into two stages: 2010-2015 is the first stage, the total number of papers in this stage does not exceed 15 and the growth rate is slow; the second stage is from the year 2016 to the present. The total number of papers throughout the year has exceeded 20 and the growth rate is rapid. In 2018, the number of papers published was the highest at 30. The details are shown in the Figure 1 below:

Figure 1. Annual Trend of Publication
After analyzing the distribution of its topics, it is found that there are 124 online literary criticisms, accounting for
Table 1. High-frequency Vocabulary List of Paper Titles

<table>
<thead>
<tr>
<th>Serial Number</th>
<th>High-frequency Vocabulary</th>
<th>Number Frequency of</th>
<th>Serial Number</th>
<th>High-frequency Vocabulary</th>
<th>Number Frequency of</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>literature</td>
<td>127</td>
<td>25</td>
<td>Literature and Art Studies</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>network</td>
<td>119</td>
<td>26</td>
<td>new media</td>
<td>5</td>
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<td>network literature</td>
<td>105</td>
<td>27</td>
<td>reflection</td>
<td>4</td>
</tr>
<tr>
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<td>76</td>
<td>28</td>
<td>Guangdong</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>literary criticism</td>
<td>65</td>
<td>29</td>
<td>room</td>
<td>4</td>
</tr>
<tr>
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<td>30</td>
<td>dilemma</td>
<td>4</td>
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<td>literary review</td>
<td>17</td>
<td>31</td>
<td>medium</td>
<td>4</td>
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<tr>
<td>8</td>
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<td>14</td>
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<td>present situation</td>
<td>4</td>
</tr>
<tr>
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<td>33</td>
<td>writing</td>
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<tr>
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<td>seminars</td>
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<td>36</td>
<td>writer</td>
<td>4</td>
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<td>11</td>
<td>37</td>
<td>game</td>
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<td>9</td>
<td>38</td>
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<tr>
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<td>perspective</td>
<td>8</td>
<td>39</td>
<td>innovation</td>
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<td>16</td>
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<td>40</td>
<td>rob a grave</td>
<td>3</td>
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<tr>
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<td>7</td>
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<td>42</td>
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<td>3</td>
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<td>7</td>
<td>43</td>
<td>return</td>
<td>3</td>
</tr>
<tr>
<td>20</td>
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<td>7</td>
<td>44</td>
<td>the Blue Book</td>
<td>3</td>
</tr>
<tr>
<td>21</td>
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<td>6</td>
<td>45</td>
<td>logic</td>
<td>3</td>
</tr>
<tr>
<td>22</td>
<td>tradition</td>
<td>5</td>
<td>46</td>
<td>hot spot</td>
<td>3</td>
</tr>
<tr>
<td>23</td>
<td>features</td>
<td>5</td>
<td>47</td>
<td>fiction</td>
<td>3</td>
</tr>
<tr>
<td>24</td>
<td>literature and art criticism</td>
<td>5</td>
<td>48</td>
<td>subject</td>
<td>3</td>
</tr>
</tbody>
</table>

Table 1: High-frequency Vocabulary List of Paper Titles

The titles of the papers published in the academic circles in the past ten years are separately extracted to form a text database with a total word count of 2920. After statistics and sorting of the high-frequency vocabulary with frequency higher than or equal to 3 times or more through related software, the following Table 1 is obtained:

5. ANALYSIS OF HOT SPOTS IN ACADEMIC CRITICISM

The above data, compared with the huge number of online works, the number of network literary criticism and reviews is out of proportion to it. We analyze the main reason is that online literature poses new challenges to the traditional literary criticism paradigm. It’s worth noting that in the theme distribution map, the two keywords of “literary website” and “digital culture” are not common in traditional literary criticism. This means that the number of online works and the selection of works are increased, which requires the researcher to keep up with the pace of the times and change the research thinking in order to put forward convincing development suggestions for the current development of online literature.

5. ANALYSIS OF HOT SPOTS IN ACADEMIC CRITICISM

5.1 Network literary works are still the main targets of academic criticism, and their literary characteristics are still the main focus of criticism. In the high-frequency vocabulary list, “literature” ranks first to prove this point. Courseware, although network literature is very different from traditional literature because of its literary creation, dissemination, and extension, its essence is still literature. The academic circles still adhere to the traditional literary criticism theory as the guide to explore its literary development law.

5.2 The number of online literary reviews is far from the number of online literary criticisms, which shows that online literary works are still not fully recognized and accepted by the mainstream world. The lack of vocabulary related to literary works in the high-frequency vocabulary can explain this problem.

5.3 The academic network literary criticism focuses on constructing the evaluation standard and system of network literature from the perspective of literary criticism theory, ranking tenth, eleventh, twelfth, fourteenth to sixteenth high-frequency vocabulary “construction”, “theory”, “evaluation”, “standard”, “perspective”, and “network literature evaluation system” can all prove the above viewpoints more effectively.

5.4 The academic network literary criticism has realized the limitations of traditional research perspectives and methods, and also agrees that literary criticism should keep pace with

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the times, and currently more applicable research methods are concentrated in the field of digital humanities. The high-frequency vocabulary “era”, “humanities” and “digital” rank 13th, 17th and 18th respectively, indicating that online literary criticism needs to be the same as online literature, adapting to the changes and development of the times, and interdisciplinary use of digital humanities. New research ideas have opened up new research paths for contemporary literary criticism.

5.5 Network literature has its particularity, and the corresponding literary criticism should also conform to its literary characteristics and show the characteristics of network literature. This requires researchers to continuously summarize, reflect, and combine the current social development background of new media to construct a literary evaluation system that is compatible with network literature. In the high-frequency vocabulary list, the 21st and 27th “thinking” and “reflection” are opposite to the 22nd “tradition” and are closely related to the 26th “new media”. These innovations to tradition all focus on the “features” of online literature, which ranks 23rd.

5.6 Guangdong province is currently the most active area for network literary criticism. In May 2018, the “Cantonese Network Literature Review” edited by Xili was officially published, which has become an important reference material for network literature research in recent years. The 28th high-frequency vocabulary “Guangdong” highlights the important status of Cantonese style network literature reviews.

5.7 Network literary criticism in academia pays more attention to the current status and predicaments of the development of online literature, and academic seminars are often held to strengthen communication between academia and creators. In the high-frequency vocabulary list, the 30th and 32nd “dilemma”, “present situation” and the 34th to 36th “academic”, “seminars” and “writer” have shown the academic community’s efforts to improve the level of network literary criticism.

5.8 The high-frequency vocabulary ranked 37th to 48th still mainly revolves around the future development strategy or innovative countermeasures of network literature. The high-frequency vocabulary “prosperity”, “the Blue Book” and “hot spot” prove that the academic circles are concerned about the current development of online literature. The attention and affirmation of the status quo, “return”, “fiction”, and “subject” show that the future development trend of academic network literary criticism will still be based on text.

6. CONCLUSIONS

According to the statistics of the number of academic network literary criticism papers, the distribution of topics, and the analysis of the high-frequency vocabulary of the paper titles in the past ten years, it can be found that the main research focus of the academic network literary criticism lies in the construction of the evaluation system of network literature, and the difficulty lies in its interdisciplinary application. The research method of digital humanities conducts an in-depth and comprehensive analysis of network literary works. In the process of network literary criticism, the innovative development of literary criticism that is not only based on the original traditional literary criticism theory, but also can adapt to the new changes in the current new media’s rapid development of literature is important for the academic circles to criticize network literature in the future.

ACKNOWLEDGMENTS

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Innovation of Enterprise Human Resource Management in New Media Era

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Abstract: With the development of science and technology and social economy, the relationship between all walks of life is becoming more and more intense. The current society has become a new media era. As the core work of enterprises, human resource management is becoming more and more difficult in the new media era. Therefore, in the new era, how to meet the needs of the organization's current and future development. Human resource management includes job analysis; making manpower demand plan and personnel recruitment, training and development, salary and welfare management, performance evaluation and labor relations management, etc.

2.1 Definition of enterprise human resource management

Enterprise human resource management is to effectively use the relevant human resources inside and outside the organization through recruitment, selection, training, remuneration and other management forms, so as to meet the needs of the organization's current and future development, and ensure the realization of organizational goals and the maximization of member development. Human resource management includes recruitment, selection, training, remuneration and other management forms.

2.2 The importance of enterprise human resource management

Human resource management plays an important role in the development of enterprises. Its importance is mainly reflected in two aspects. Firstly, human resource management conforms to the development of the city. With the continuous development of modern urbanization, the number of employees in urban enterprises is also increasing. At this stage, the traditional human resource management mode cannot be used to scientifically allocate and manage a large number of employees in modern enterprises.[2] Therefore, the innovation of human resource management mode is in line with the development trend of the times and cities. On the whole, the innovation of human resource management is an important guarantee for the rapid development of enterprises. Firstly, it is necessary for an enterprise to introduce advanced human resource management methods. At present, the competition among all walks of life is very fierce. Once an enterprise leaves the advanced human resource management method and mode, the enterprise will face various difficulties and even bankruptcy situation.[3] Secondly, the innovation of human resource management mode helps to improve the efficiency of enterprises, so it becomes a great driving force for the establishment of modern enterprise human resource management mode. Thirdly, human resource innovation is a powerful tool to reduce enterprise management cost and improve management efficiency. Therefore, the innovation of human resource management mode is necessary for enterprise development.

3. THE CURRENT SITUATION OF ENTERPRISE HUMAN RESOURCE MANAGEMENT IN THE NEW MEDIA ERA

3.1 The concept of management is out of date and the method of human resource management lags behind

The traditional concept of talent management is too simple, mere formality, and weak innovation consciousness.[4] Taking personnel recruitment as an example, the traditional talent management mode pays too much attention to the form of recruitment and ignores the core issue of recruitment, that is, the staff to be recruited need to be highly consistent with their jobs. Therefore, the traditional talent management model has been unable to meet the current development of science and technology and society, and is gradually eliminated by the new media era.

3.2 The innovation of human resource management mode is difficult
With the increasingly fierce competition, many enterprises management focus on the economic development and economic benefits of the enterprise, ignoring the talent management as the core of enterprise development. In this context, the innovation of human resource management is facing many difficulties.

3.3 There is no strong recognition of the importance of management innovation
Nowadays, it has entered the new media era, but the influence of traditional talent management concept has been deeply rooted. Many enterprises have not yet formed a strong recognition of the importance of management innovation due to the influence of traditional management. This misconception directly hinders the innovation of human resources in modern enterprises, and indirectly leads to the failure of scientific and reasonable allocation of human resources in enterprises.

3.4 Human resource management function is weakening
With the development of economic globalization, many enterprises' human resource management functions are still relatively single, which not only lags far behind the needs of the market economy, but also is out of touch with the requirements of modern enterprises. Taking the management mode of innovative talents as an example, many enterprises lack of innovation consciousness; taking the recruitment system as an example, they lack of scientific human resource planning.

3.5 The innovative performance appraisal and incentive mechanism is not perfect
Why do employees work hard? Its main goal is to obtain more satisfactory salary and ability recognition. However, affected by the traditional talent management mode, many enterprises have problems in performance appraisal and salary system, such as the rationality, scientificity and fairness of performance appraisal and incentive mechanism need to be improved.

4. INNOVATIVE MEASURES OF ENTERPRISE HUMAN RESOURCE MANAGEMENT IN THE NEW MEDIA ERA
In the new media era, the traditional human resource management has been unable to meet the current economic and social development. Since talent model innovation is so important, how should enterprises innovate talent management mode? This paper will discuss and analyze from five aspects.

4.1 To renew the concept and establish the innovative concept of human resource management
All enterprises should make clear that talent is the core factor of the development of an enterprise, and the level and ability of the core talent are closely related to the development of the enterprise. However, the traditional personnel management work takes personnel as a component of production factors, and combines staff training with scientific labor process to achieve the goal of improving efficiency and reducing costs. Therefore, the importance, initiative and creativity of employees are ignored. When employees do not have clear work objectives, human resource management philosophy and thinking cannot be innovated, so work efficiency will also be affected. Therefore, enterprises need to change the wrong concept of talent, and establish the correct concept of human resource management innovation.

4.2 To strengthen the construction of innovative human resource team in enterprises
At this stage, human resource management innovation has become the most important to ensure the sustainable development of enterprises. Therefore, the innovation of human resource management system plays a very important role in the long-term development of enterprises. In the process of innovating human resource management system, it is more important to strengthen the construction of enterprise human resource innovative team. Enterprises can organize employees to learn advanced human resource management system through a series of measures. The specific measures are as follows: first, enterprises can organize employees to go out to study and train talents; second, enterprises can invite experts in human resource management to explain relevant knowledge of human resources for employees. When an enterprise builds an innovative human resource team with high theoretical level, strong working ability and high quality, it also helps to promote the innovation of enterprise human resource management system.

4.3 To improve the enterprise assessment and incentive system
Affected by the traditional talent management mode, there are unfair, unreasonable and unscientific phenomena in the assessment system of enterprises. In the context of the new media era, enterprises need to improve the enterprise assessment and incentive system. Specifically, enterprises should firstly improve the salary management system to ensure the fairness, openness, rationality and scientificity of the assessment and incentive system. Secondly, enterprises need to consider the different positions and work content of employees, to respectively formulate assessment system and incentive system. Thirdly, enterprises should widely use the incentive system, in addition to meeting the material and economic needs of employees, to promote the enthusiasm and innovation ability of employees.

4.4 To strengthen the function of human resource management
Human resource management is the core work of an enterprise. In the process of development, the function of human resource management can be strengthened through the following two ways. The first is to strengthen the internal selection mechanism of the combination of enterprise competition and organization deployment, deeply tap the potential and advantages of employees, and give them the real suitable positions. The second is to set up elimination mechanism, increase the elimination of employees who do not meet the job requirements or go slow in work, and enhance their competitive awareness.

4.5 To improve the recruitment system and environment
Under the influence of the traditional talent concept, there are some deficiencies in the talent recruitment system and
environment. Under this background, enterprises need a unified recruitment standard, and strictly abide by the recruitment standards. We must not put the cart before the horse and pay too much attention to the recruitment forms and ignore the consistency of recruitment talents and job requirements. At the same time, with the development of new media, we can improve the recruitment environment with the help of science and technology. For example, when enterprises are recruiting talents, they can understand and pay attention to other information of job seekers in the database, so as to arrange jobs that are really suitable for the job seekers.

5. CONCLUSION
In a word, with the rapid development of contemporary big data, the traditional talent management mode and system has lagged behind the development of society and the times. Therefore, it is necessary for enterprises to carry out innovative management of internal human resources at this stage. Although there are many difficulties in the process of human resource management innovation, enterprises can still achieve the innovation of talent mode through a series of measures, such as renewing the concept, establishing the innovative concept of human resource management, strengthening the construction of innovative human resource team, improving the enterprise assessment and incentive system, and improving the recruitment system and environment, so as to create better business for the development of enterprises Economic benefits.

REFERENCES
Innovation Analysis of Linear Algebra Teaching Mode under the Background of Internet

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Abstract: Under the background of the Internet, many colleges and universities have begun to try the development of online courses, focusing on the integration with the information channels of the times. Such innovative teaching mode is also popular among students. Based on the current situation of linear algebra teaching, this paper analyzes the innovative teaching mode of linear algebra using Internet resources under the background of Internet, and comprehensively considers the classroom form, knowledge system and students' personality, and proposes innovative measures such as redesigning the teaching mode of linear algebra, flexibly using the internet teaching means, and subdividing the application requirements of linear algebra course, in order to improve the teaching quality of linear algebra in colleges and universities.

Keywords: Internet; linear algebra teaching; innovation teaching; reform.

1. INTRODUCTION
The theory of linear algebra limits the innovation of this course. The traditional classroom of linear algebra is lack of vividness and interest, which makes it difficult for students to understand it, which gradually destroys the enthusiasm of learning linear algebra. In the Internet classroom teaching, we can strengthen the activity, practicality and interaction of linear algebra class, and cultivate students' ability to discover, understand and solve problems by themselves.

2. THE PRESENT SITUATION OF LINEAR ALGEBRA TEACHING
2.1 Inherent defects of linear algebra teaching mode
Linear algebra is a compulsory course in some majors, even a required course for master's degree. It is closely related to other related subjects. Therefore, for students, the mastery of linear algebra knowledge has a great impact on their overall professional quality. However, there are some defects in the current teaching mode of linear algebra, which reduces the final teaching quality. First of all, in terms of teaching methods, teachers are more fixed on the traditional classroom, and do not pay attention to the integration of disciplines and the guidance of students' interests. It is easy to form a learning atmosphere in which teachers talk to themselves and students muddle along. Finally, students have a little knowledge of linear algebra. This situation is not conducive to the cultivation of students' spirit of inquiry and research in mathematics, and is not in line with the original intention of talents cultivation in colleges and universities. Secondly, in the content of teaching materials, students of different universities and even different majors have different learning ability and mastery degree of mathematical knowledge. The old set of textbooks cannot take into account the differences of students' level. When some students feel that learning is hard, it is easy to have a dull feeling on linear generation, thus deriving a lazy mood in learning. Finally, in the classroom structure, more teachers in front of students to carry out one-to-many one-way transmission, communication efficiency is slow; classroom interaction is poor; teaching progress is dominated by teachers' personal feelings, so it is difficult to coordinate the rhythm of students and teachers. On the whole, the teaching content is complex; the traditional classroom teaching form is single; the learning process is boring. Thus, it is difficult for students to interest, and cannot meet the multi-level needs of students. These are the main problems of linear algebra teaching. [1]

2.2 Innovation background of linear algebra teaching
As the audience of teaching practice, students' ability to integrate information, their sensitivity to logic, and their cognitive means of knowledge are all aspects that teachers should pay attention to in the teaching of linear algebra. Growing up in the Internet age, students have a keener observation and absorption ability to intuitive, fragmented and vivid information. Since the concept of "Internet plus" was proposed in the government work report of the National People's Congress in 2015, the education industry has gradually innovated and transformed teaching methods through Internet channels. It is pointed out in the Outline of National Medium- and Long-Term Education Reform and Development Plan (2010-2020) that teaching reform should be continuously deepened so as to effectively mobilize students' learning enthusiasm. This kind of opinion planning points out a new direction for the innovation of linear algebra teaching mode in colleges and universities. [2]

3. INNOVATION ANALYSIS OF LINEAR ALGEBRA TEACHING UNDER THE BACKGROUND OF INTERNET

3.1 Advantages of online course of linear algebra
The current Internet course platforms include MOOC of China Universities, Netease cloud classroom, Tencent classroom, etc. Some colleges and universities have established online live and recorded courses in their own campus websites according to teaching needs. The cost of linear algebra in the teaching of Internet courses is relatively
low. Through the forms of teaching forum and live interaction, it can provide enough space for students to communicate and learn. For example, it can present a detailed and novel listing method for complex knowledge, which is not limited by the classroom interval, and makes up for the lack of offline courses; in the calculation process, students combine written and computer calculation. It not only improves the efficiency and accuracy of calculation, but also adapts to the linear algebra course in the form of Internet.[3]

When students encounter problems in offline courses, they can choose the online courses with corresponding knowledge points to broadcast repeatedly, which not only realizes the reuse of a course, but also improves the personalized learning needs of students, and improves the overall efficiency of teaching and learning.

3.2 Development of linear algebra curriculum resources by Internet

Opinions on Accelerating the Construction of High-level Undergraduate Education and Comprehensively Improving the Ability of Personnel Training points out that it is necessary to create smart classrooms, smart laboratories and smart campuses that meet the needs of students' autonomous learning, self-management and self-service, vigorously promote the application of Internet, big data, artificial intelligence, virtual reality and other modern technologies in teaching and management, and explore the implementation of network. The education of digitalization, intellectualization and individualization promotes the formation of the new form of "Internet plus higher education". In this context, the course of linear algebra has a lot of teaching practice space in the Internet, which can not only expand the boundary of traditional classroom, but also meet the individual differences of students' learning habits in online intelligent classroom. The teaching mode of integrating traditional classroom and online classroom can establish a classroom system of transmission, communication, practice, feedback and detection.

4. INNOVATIVE MEASURES OF LINEAR ALGEBRA TEACHING MODE UNDER THE BACKGROUND OF INTERNET

4.1 To redesign the teaching mode of linear algebra

Teachers should screen the sideline resources of linear algebra teaching in the Internet, so that they can also participate in the classroom, and students can see more ways of thinking and solutions about linear algebra, and break the "knowledge ceiling" in the classroom. In addition to the teaching of knowledge and exercises, we also need to design the specific scene of knowledge application and establish the innovation of linear algebra teaching mode. In the past, the method of consolidating students' knowledge basically relies on reciting notes and brushing questions mechanically, which is not conducive to improving the practical application ability of specific scenes of linear algebra. Therefore, it is necessary to increase the proportion of discussion and communication and extracurricular practice in teaching. For example, teachers can share the practical experience of linear algebra application outside school to students, and even lead students to carry out project construction, so that students can have a better understanding of that linear algebra in the future work is how to play a role. By this, students in their own learning process can find the goal, and establish confidence. [4]

4.2 To flexibly use Internet teaching methods

In the past linear algebra teaching practice, teachers can only understand the students' mastery of linear algebra knowledge from the students' answers, but they cannot find the problems in the learning process. Therefore, a more comprehensive inspection system is needed to extend the problems from the learning results to the learning process, and the real-time feedback through the Internet is better than using the effect of stage test is more obvious. In addition, because of the logic, symbolic and conceptual nature of science knowledge such as linear algebra, it is easy to solidify the classroom atmosphere. Teachers gradually rely on the past experience and habits in teaching, and cannot realize the personalized needs of students in time. The extensive teaching resources in the Internet enable teachers to absorb new experience, integrate teaching resources, and innovate teaching ideas. It can make the classroom atmosphere active.

4.3 To subdivide application requirements of linear algebra course

The Internet enables the linear algebra course to face more diverse audience groups. Teachers can carry out curriculum stratification according to the different needs of the audience, taking into account each demand and making the course separately. [5] The Internet application of linear algebra course is not only to move the course from offline to online, but also to establish multi-level courses for different groups of people through the convenience of online channels, develop new application topics, realize more common teaching, and make linear algebra become a more popular subject in university classroom.

5. CONCLUSION

In recent years, college education has gradually begun to pay attention to the development of students' comprehensive ability, no longer using a single standard to assess students, which also requires colleges and universities to carry out innovation and reform in teaching work. The Internet is the most direct platform for teaching innovation. Although the course of linear algebra is short of interest, there is a lot of room for development for its practicality and interactivity. If colleges and universities want to cultivate young people who can adapt to the changes of the times, the teaching mode of the course also needs to follow the current trend of the times, break the restrictions of the traditional classroom, make linear algebra knowledge become three-dimensional and mobile, and let the innovation of teaching mode ultimately serve the society The cultivation of talents.

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Research on Current Problems and Countermeasures of Fresh Cold Chain Logistics in Henan Province

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Abstract: With the rapid development of China's agricultural economy, the consumer market's pursuit of life quality and food safety has been constantly improved, which makes the cold chain logistics of high-quality fresh products more urgent. Optimizing the fresh cold chain logistics system in Henan province has become an effective way to improve the strength of the logistics industry and guarantee the fresh cold chain logistics. There are many problems in fresh cold chain logistics in Henan Province that need to be solved. Though perfecting the cold chain equipment, improving the cold chain technology; strengthening industry norms and promoting standardized management; improving the interest connection mechanism and giving play to the leading role of leading enterprises can effectively solve the problems existing in the development of cold chain logistic industry.

Keywords: Cold Chain Logistics; Fresh Cold Chain; Optimization.

1.INTRODUCTION

With the development of fresh e-commerce and the pursuit of cold fresh product quality in the consumer market, as well as the support of national policies, the development of cold chain logistics in Henan province has entered a period of vigorous development. Fresh e-commerce takes the cold-chain logistics as the core to improve consumption and living standards, which has become the focus of attention in the theoretical and practical circles. As an important emerging industry, cold chain logistics has been promoted to the level of national policy and become the development trend in the logistics industry. Optimizing the fresh cold chain logistics system in Henan province has become an effective way to improve the strength of the logistics industry and guarantee the fresh cold chain logistics.

2.THE DEVELOPMENT ENVIRONMENT OF COLD CHAIN LOGISTICS IN HENAN PROVINCE

(1) The demand for cold chain logistics of fresh products continues to grow

Henan province is a great agricultural province with four distinctive seasons, which provides suitable conditions for agricultural products, and cultivated the national well-known fresh agricultural products, such as Xinxiang date, Lingbao apple, Zhongmu watermelon and so on [1, 2].

With the development of the Internet and e-commerce, the cold chain logistics of fresh agricultural products in Henan has achieved a leap development. However, it still cannot fully meet the existing market demand, the market potential has not been effectively developed, and the cold chain logistics industry still has a large space for development. According to the data released by the Statistics Bureau of Henan Province, the total output of vegetables in the province reached 71,948,300 tons in 2019, year on year growth 1.4%; the output of melon and fruit crops reached 16.3892 million tons, an increase of 535,500 tons or 3.4% over 2018; the total output of pork, cattle, sheep and poultry was 5,539,900 tons. The continuous high throughput of fresh agricultural products directly challenges the carrying capacity of cold chain logistics, and the demand for cold chain logistics also keeps increasing.

(2) Supports of cold-chain have been issued

It is pointed out in public document the measures of Henan Province to Promote the Transformation and Development of Logistics Industry in 2018 that the province supports and promotes the transformation and development of cold chain logistics. In 2017, the document The Transformation and Development Plan for the Logistics Industry of Henan Province (2018-2020) was issued, indicating the development direction and tasks of the province's cold chain logistics in recent years. Furthermore, The Transformation and Development Plan of Cold Chain Logistics in Henan Province released in 2017 clearly points out that: to build a standard and normative logistics system and become a strong province of cold chain logistics with international influence. With the introduction of the policies, the development of cold chain logistics has created a good social environment and proper conditions.

(3) the market’s pursuit of improving the quality of fresh products

According to the data released by the Statistics Bureau of Henan Province, the per capita disposable income of Henan residents was 23,902.68 yuan in 2019, an increase of 8.8% over the previous year. Per capita consumption expenditure was 16,331.79yuan, year on year growth 7.7%; per capita consumption expenditure of urban residents was 2,1971.57 yuan, an increase of 4.7% over 2018; per capita consumption expenditure of rural residents was 11,545.99- yuan, year on year growth 11.1%. These data indicate the improvement of the living standard of residents in Henan province and their concern for the improvement of the
quality of life. With the expansion of cold-chain logistics, consumers also put forward higher requirements for the quality assurance of cold-chain logistics of fresh products.

3. THE DEVELOPMENT OF FRESH COLD CHAIN LOGISTICS IN HENAN PROVINCE

3.1 Poor facilities and equipment

First, backward facilities and equipment make it difficult to meet the market demand. Cold chain logistics has higher requirements on technology and equipment. According to relevant statistics, cold storage in developed countries accounts for 35% of all warehouses, however, there are only 15% in China, and only 0.5% in Henan province, which exist huge gap. So far, refrigerated trucks account for about 30% of freight vehicles in developed countries, but only 10% in China and 0.3% in Henan Province. The comparison of cold chain equipment occupancy rates in Foreign countries, China and Henan Province is shown in Figure 1.

Figure 1. The comparison of cold chain equipment occupancy rates in Foreign countries, China and Henan Province

Second, the transmission of information along the supply chain is blocked, result in difficult to achieve cold chain traceability. Restricted by technology, capital and other aspects, as well as the limitations of enterprises themselves, the construction of agricultural products logistics information system in Henan province is still relatively weak. It lacks of unified planning for the information system and well-equipped facilities to build a perfect fresh cold chain logistics information network system. The incomplete information construction of fresh agricultural products also leads to the difficult of traceability of fresh products. In addition, due to the lack of information technology and supply chain management knowledge, the information chain of fresh agricultural products is often broken from the origin to the processing, storage, transportation and finally to the consumer. At present, it is difficult for fresh products' cold chain supply chain to trace the whole process from "source" to "sales", therefore the transparency of cold chain circulation is in urgent need.

3.2 Absent of industry standard

At present, large logistics enterprises in Henan province have a strong sense of standardization and have their own enterprise standards. However, from the perspective of fresh agricultural products industry, there are certain difficulties in the implementation of unified standards. Firstly, there are many varieties of the same product, specifications and standards are difficult to unify; Secondly, the supply chain is usually long and with many links, and the cooperation between the main bodies of the supply chain is not close, which lead to the difficulties to implement common standards along the supply chain.

3.3 The interests between enterprises are not closely connected

The cold chain enterprises are not closely connected with the traditional last mile distribution enterprises. At present, most of the cold chain enterprises in our province are in the state of "small and scattered", which leads to the loose connection between enterprises in the industrial chain, far from achieving the effect of integration operation. Cold chain logistics seems to be a "chain" problem, but cold chain logistics only represents the flow of goods transportation process. However, the key is the quality of the "network" of the entire supply chain. Last mile distribution usually occupies the highest profit, there is a big gap of engagement between traditional home distribution companies and cold-chain enterprises. Traditional home distribution companies lack of refrigeration equipment and cold chain distribution experience; on the other hand, the traditional cold chain enterprise’s information degree is not high. Both parties pursue the maximization of benefits of their own, which leads to a certain degree of cold chain disconnection and information asymmetry in the circulation link, which in turn resulting in low efficiency and loss of benefits.

4. OPTIMIZATION MEASURES OF FRESH COLD CHAIN LOGISTICS IN HENAN PROVINCE

4.1 Complete the cold chain equipment

Due to the low overall circulation rate of fresh cold chain logistics in Henan Province and the serious damage of goods in the transportation process, the whole fresh cold chain logistics is often formed by the combination of multiple stages of logistics in the process from production to the final consumption. By providing diversified cold-chain transportation modes and establishing regional cold-chain logistics parks, completing infrastructure and equipment will effectively avoid improper connection problems of fresh products in each link of cold-chain transportation. Through continuous improvement and enrichment of cold chain infrastructure equipment to guarantee the whole cold chain transportation of fresh products in the process of transportation, as well as reduce the loss rate of fresh products in storage, transportation and other links.

4.2 Strengthen industry norms and promote standardized management

The Government of Henan Province should actively promote the large-scale, branding and standardized development of agricultural product producers and distributors, strengthen the support to cultivate a number of large fresh agricultural product circulation enterprises, cold chain transportation enterprises and farmers' specialized cooperation organizations, as well as improve the degree of agricultural production standardization and industrial concentration. At the same time, establish cold chain logistics quality standards that suitable for Henan local agricultural products. Such as formulate some unified standards like refrigeration temperature, time limit for transportation, packaging requirements, as the basis for quality traceability. As to gradually establish a modern cold-chain logistics standard system of agricultural products
especially for local production conditions to guarantee the fresh product quality.

4.3 improve the mechanism for connecting interests between enterprises

One effective way to connect interests is to build "chain + network" construction. Fresh e-commerce is the driving force for the development of cold chain logistics. In the cold chain industrial chain, compared with trunk transportation and cold chain storage, urban distribution is the delicious cake with the largest profit margin. At present, the urban distribution modes mainly include "fresh e-commerce + cold chain delivery" and "central kitchen + food material cold chain delivery", both of which emphasize the last kilometer delivery. However, the loose connection between traditional cold chain enterprises and traditional home delivery enterprises unable to achieve the integration of advantages. The government should act as a mediator between them in order to improve the interest connection mechanism, integrate the advantages of both sides, realize the unified application of information technology, fully share cold chain facilities and equipment, and establish a network of fresh logistics centers within the province, so as to be up against with the rapidly rising distribution market.

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Abstract: Spatial language is an indispensable part of nonverbal communication. As a language form with strong social "color", spatial language has different meanings in different cultural backgrounds. This paper discusses the concept and function of space language, and then takes Japan, China and Russia as examples to study the meaning of space language in their respective cultural contexts.

Keywords: Space Language; Nonverbal Communication; Cultural Background

1. INTRODUCTION
Since the birth of human society, exchange and communication are indispensable. Space language plays an irreplaceable role in nonverbal communication. Space language, the full name of "language of space", refers to a kind of language form in which human society who uses space to clarify specific information or things, with extremely strong social color. Space language belongs to the category of environmental language and is a silent communication skill.

Space language is a kind of nonverbal communication. The forms of nonverbal communication, such as expression, body posture, gesture and so on, belong to one aspect of environmental language under its branch. Hall, a famous American anthropologist, is the first to put forward the theory of "space language", and published the famous book Silent Language in 1959. In this book, Hall opens a chapter to elaborate the connotation of the theory of "space language". Hall's view is that space is the carrier of information. Similarly, the concept of space language is expressed in the view of Professor Bi Jiwan in China. That is to say, "space language" is a social language in which human beings use space to express certain ideological information.[1] It can be seen that there are objective differences in the social life practice scene to create different forms of space language. The material practice activities in a specific situation have a profound impact on the thinking point, mode concept and customs of the groups living in it, and also have a profound impact on the space language.

2. THE ROLE OF SPACE LANGUAGE
From a macro point of view, the communication of human society mainly depends on verbal communication and nonverbal communication. At present, a large number of studies have shown that nonverbal communication and verbal communication have the same important status, and even have the magic of "touching a stone and turning it into gold -- be able to perform wonders" in many cases. Many scholars even believe that in daily life, only about 35% of the information in the "presence" of both sides is expressed in the traditional language form, and the rest of the communication information outside the language is realized through non-verbal communication. According to Hall’s theory, spatial language can not only enhance the effectiveness of communication, but also surpass the communicative function of speech. This is a silent communication skill and even a silent communication art.

3. ANALYSIS OF SPATIAL LANGUAGE IN INTERCULTURAL COMMUNICATION IN ASIA-PACIFIC REGION
The function mechanism of spatial language in communication is mainly reflected in territorial, physical distance and spatial orientation. Territoriality simply refers to a kind of demand for space territory by people who communicate with each other on the spot. Physical distance, as the name implies, is the distance people keep in communication, also known as interpersonal space or interpersonal distance behavior.[2] The spatial orientation emphasizes the attitude of communication subject to a series of things such as people, society and so on. Cross cultural communication not only needs to see the commonness of different cultural backgrounds, but also pay attention to the cultural differences embodied in the communication, so as to understand the differences and embrace these cultural differences with an open and inclusive attitude.

3.1 The commonness of space language in intercultural communication in Asia Pacific Region
Different scholars hold different views on the concept of "Asia Pacific". Due to the similarities in geographical environment, climate conditions and human environment, the space languages in the Asia Pacific region naturally have certain commonalities.

3.2 Spatial language differences in intercultural communication in Asia Pacific Region
3.2.1 Physical contact
Physical contact refers to the communication through the touch between the body. The use frequency of physical contact is high; the scene is common, and it can strongly highlight the cultural characteristics of a region. According to the degree of cultural contact, Japanese scholar Tanaka Harumi divides culture into "high contact culture" and "low contact culture" from the perspective of physical contact. She believes that Japan belongs to the "low contact culture". In daily life, the Japanese are very afraid of physical contact, especially touching this kind of action, with obvious color of conflict. For example, from the handshake movement, the strength of the Japanese handshake is very light, and even gives people a sense of "powerlessness". This is not because they do not respect the object of the handshake, but because
of Japan's physical contact culture. For this reason, in order to consider the propriety, the Japanese generally adopt the form of bow, because bowing will create a certain distance between the two sides and it doesn’t need physical contact.

China's cultural habits of physical contact are quite different from those of Japan. The traditional oriental culture represented by China presents the characteristics of convergence, especially the Chinese people generally show the characteristics of warmth and familiarity in dealing with people, which makes the Chinese people tend to unconsciously draw close to the examples of the object of conversation, such as handshake, hug, shoulder hug, etc. However, these intimate physical contacts usually occur between the same gender and the public. These physical contact behaviors between the opposite gender are also less common. Russians have always been known to all countries in the world for their passionate and unrestrained personality. In terms of physical contact, Russians show obvious national cultural color. In Russia, physical contact between the opposite gender, such as hugging, shoulder hugging and arm holding, is also common, not to mention the unrestrained and intimate physical contact between acquaintances and friends. Hugging and kissing in Russia represents an intimate physical contact between acquaintances and also common, not to mention the unrestrained and such as hugging, shoulder hugging and arm holding, is also common, not to mention the unrestrained and intimate physical contacts usually occur between the same gender and the public. These physical contact behaviors between the opposite gender are also less common. Russians have always been known to all countries in the world for their passionate and unrestrained personality. In terms of physical contact, Russians show obvious national cultural color. In Russia, physical contact between the opposite gender, such as hugging, shoulder hugging and arm holding, is also common, not to mention the unrestrained and intimate physical contact between acquaintances and friends. Hugging and kissing in Russia represents a traditional way of greeting each other.

3.2.2 Space usage

Space usage includes a wide range of content, such as personal territory space, the body distance of the conversation, the meaning of the position in the dialogue scene, and so on. The attitude of communicators in different cultural backgrounds to the use of space is quite different. For example, taking the use of location in a space as an example. Location is one of the most common spatial languages. The meaning behind it is never isolated, but contains the systematic concept of order in a particular society. For example, China and Japan both pay great attention to hierarchical order, and China has thousands of years of feudal patriarchal registration tradition. Even in modern society, these ideas are not difficult to capture. The use and cognition of space in Japanese society shows a strong hierarchical color. What these spatial positions reflect is the social class of the real interlocutors, which constitutes the communication basis of the next dialogue. This is most obvious in the business environment. In Chinese culture, it is customary to be humble to each other in business environment, while Japan is directly seated without any hesitation. If a Japanese businessman does not know the identity and status of the object of communication, he is not qualified to sit down, let alone open his mouth. China's habit is "left for respect", while Japan is just the opposite. However, compared with China and Japan, this kind of position use in space is hardly seen in Russia.

3.2.3 Facial expression

Facial expression is the external manifestation of inner feelings. It is one of the most obvious ways to express emotions and information. It is also a kind of communication skills and means of expression. Westerners often use "hard to understand" to describe Japanese. This is because Japanese facial expressions have almost no fluctuations and obvious changes. The most common ones are smiles and surprise in public conversations. Smiles are usually steady, and surprise is just appreciation and admiration for the other side of the conversation. Besides, there is no special change in facial expressions. Japan's geographical environment has created this special facial expression culture. Japan is an island country and a single nation country, which makes the Japanese have to capture each other's emotions through tiny facial expressions. In order to avoid unnecessary disputes, everyone controls their own facial expressions and hides their inner emotions over time. In the long run, their expression is very single, and naturally it is "difficult to understand". Taking "smile" as an example, Japanese smile usually shows a state of "steadiness", while Chinese people are different. In addition to the specific utilitarian disguise, the connotation of smile in Chinese culture is very rich. Chinese culture is used to express emotions by smiling, which is in line with China's optimistic, positive and warm national character. Russians, on the other hand, don't like to smile. For example, smiling at strangers is an expression of friendship and goodwill in China. However, it is "Western hypocrisy" for Russians. Russian people have a specific standard of behavior for smiling. For them, smile is not a necessary way to express etiquette, and they think that it will damage seriousness in the performance of official duties.

4. CONCLUSION

As an important part of nonverbal communication, spatial language plays an important role in strengthening and supplementing language communication. Due to its strong social color, space language in different cultural backgrounds has its own specific behavior standards. With the deepening of the globalization and the Belt and Road initiative, the intercultural communication between Asia and the Pacific has become more frequent. It is necessary to clarify the similarities and differences of the space language in the Asia Pacific intercultural communication, and to respect each other, to share the beauty and the common, so as to achieve the perfect cross-cultural communication.

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Big Data and Business Analysis, How Fintech Is Changing Retail

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Abstract: With the rise of big data, the Fintech is changing traditional industries. According to scientific research surveys, the impact received by the retail industry at home and abroad is very large. The reason for the popularity of the traditional retail industry is information asymmetry. However, in recent years, the rapid popularization of AI and smartphones has made the prices of all retail products transparent, and the rise of e-commerce and live streaming has dealt a fatal blow to offline physical stores.

Keywords: Information asymmetry, AI, Smartphone.

1. INTRODUCTION
As everyone knows, markets and organizations can solve coordination problems very well. One way is through voluntary exchange, and the other involves coordination through the regulations of decision-makers. However, due to asset specificity, hold-up issues, and some other ancillary issues, information asymmetry is prone to occur. Information asymmetry will cause two major problems, adverse selection, and moral hazard. However, technology is changing this situation. In particular, the development of AI and smartphones has not only reduced the cost of information collection but also greatly effectively expanded market liquidity. This is certainly bad news for physical retail stores.

2. MAKE BUSINESS DECISIONS THROUGH BIG DATA ANALYSIS
It is true that more and more people use big data analysis to assist in decision making. For example, Walmart is a very typical embodiment. In terms of revenue, Walmart is the largest retailer in the world. Global Customer Insights analysts estimate that Walmart's sales each year, and about 40% during holidays. Therefore, the purchase of mobile phones accounts for 1/3 of Walmart's sales each year, and about 40% during holidays. It can be seen that the development of technology can bring us convenient sources of information. After we analyze and process these big data, it will point out the direction for our future.

3. ANALYZE MULTI-DIMENSIONAL PREFERENCES THROUGH BIG DATA
3.1 Real-time commerce is disrupting retailing
Of course, if we want technology to play its best role, we also need to consider other additional factors. We need to better match preferences in multiple dimensions so that we can choose the best trading partner. In fact, Live commerce is disrupting the retail industry. First of all, live broadcast can reduce consumer decision-making costs. In the old days when materials were scarce, as long as you made the product, you would basically not worry about selling it, because consumers had no choice. The only instant noodles on supermarket shelves were Little Raccoon and Hualong. However, during a live broadcast, you can clearly introduce the characteristics, purpose, usage scenarios, etc. of a product in the shortest time. It only takes a few minutes to decide whether to buy or not. Secondly, live commerce is highly interactive and can resolve concerns at any time. From the perspective of product introduction, live broadcast is similar to previous TV shopping. But TV shopping can only watch the host's heart-piercing roar, live broadcast is different. In the live broadcast room, you can send messages to the host for interaction at any time. In addition, live broadcast is easier to build trust. Trust comes from communication. If you watch the live broadcast of the same person for a long time, and there are frequent interactions, you will slowly establish a trust relationship. This is because the anchor is not only showing the merchandise but also showing himself during the live broadcast, which is very personal. These factors can highlight the advantages of Live commerce and have made a huge contribution to the disruption of the retail industry.

3.2 Simulation of human behavior through mathematical algorithms
Last but not least, AI and smartphones can predict people’s preferences and behaviors through algorithms such as decision trees and deep learning. In other words, scientists can use machine learning methods to continuously train...
computers, similar to neural network systems. Obviously, the training set also needs the support of big data, and better results can be achieved through a large amount of information integration training. Big data can also identify a large number of complex patterns. Simply put, it can understand our purchase behavior and make effective predictions for the type, quantity, quality, etc. of the next possible shopping product and recommend it to us in time. For example, if we buy a football on Taobao, the next time we click on the Taobao search bar, it will pop up products such as football shoes, football uniforms, knee pads, etc. for us to choose from.

4. CONCLUSION
To sum up, the development of big data and technology is greatly subverting the traditional retail industry. This is actually not a bad thing. People can use AI and smartphones to get more information, reduce information asymmetry, and make more reasonable choices. However, bricks-and-mortar retail stores still play an irreplaceable role in some aspects, and people may want to experience the quality of goods in person. In any case, the retail industry will still advance on the road of disruption. We hope it can develop better and better, after all, it is closely related to us. Let us look forward to it together.

REFERENCE
A Survey and Analysis on the Cognition of Chinese Teachers to Recessive Curriculum

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Abstract: Recessive curriculum is a course relative to explicit curriculum. The connotation of hidden curriculum can be summarized as: "it refers to the non-public education experience, including academic and nonacademic, which is transmitted to students intentionally or unintentionally through the educational environment (including material, cultural and social relationship structure). As the main influence source of educational activities, teachers pass on the educational influence to students through various ways in the teaching process, and carry out purposeful, planned and organized education for students. Teachers should constantly explore the potential educational factors that have been ignored in educational activities, but have a real impact on the teaching process, and design them consciously to guide students to absorb the influence from the hidden curriculum of the school, so as to make their physical and mental development better.

Keywords: Teaching Chinese; Foreign Language; Recessive Curriculum

1. INTRODUCTION
Hidden curriculum is an important part of school education, which is different from the explicit curriculum. It does not carry out through formal teaching, but plays a role by means of implication and infection. Chinese as a foreign language classroom is highly interactive and multi-dimensional teaching. The function of hidden curriculum in teaching Chinese as a foreign language cannot be ignored. This requires teachers of Chinese as a foreign language to play an active and creative role, explore the hidden curriculum in teaching Chinese as a foreign language, attach importance to the development of hidden curriculum, improve curriculum construction, create "immersion" teaching atmosphere, cultivate cross-cultural awareness, give full play to the "subtle" function of hidden curriculum, optimize classroom teaching, and better promote TCFL with advanced teaching concepts.[1]

2. HIDDEN CURRICULUM IN TEACHING CHINESE AS A FOREIGN LANGUAGE
2.1 Hidden curriculum in teaching Chinese as a foreign language
In the field of teaching Chinese as a foreign language, there is little discussion on the definition of hidden curriculum, among which Liu Fangfang's definition is more classic: "in the teaching of Chinese as a second language, learners of Chinese as a second language unconsciously acquire implicit, unplanned and multi-dimensional cultural infiltration learning experience outside the school explicit curriculum." [2-4]

2.2 The significance of recessive curriculum research in TCFL
Firstly, it can open up new research fields and expand the vision of TCFL curriculum research.
Secondly, the expansion of course content can be realized. Recessive curriculum attaches importance to the integrated learning of knowledge, emotion and will, as well as the influence of school organization characteristics, campus culture, teachers' personality and behavior, teacher-student relationship, students' physical and mental characteristics, economic and cultural background and other factors on students' learning.
Thirdly, it pays more attention to the learning process and the exertion of students' subjectivity. The research on hidden curriculum helps to understand the importance of social relations, learners' motivation and needs, attitude and emotion in language learning, and enhance students' learning enthusiasm and cultural identity.
Fourthly, it can provide new ideas and methods for the design and evaluation of TCFL curriculum, and enrich the teaching methods of TCFL.

3. A SURVEY OF TCFL TEACHERS' COGNITION OF HIDDEN CURRICULUM
3.1 Background of investigation
The subjects of this survey are volunteer teachers of Confucius Institute who will teach overseas in 2019-2020 and master students of international Chinese education of Xi'an Shiyou University who will become teachers of Chinese as a foreign language. The objects taught include primary school, middle school and university. Thailand and South Korea are the main countries to be appointed.
3.2 Questionnaire design
There are three aspects in the questionnaire. They are:
(1) Personal information, including gender, education, professional background.
(2) Understanding level about invisible courses.
(3) Suggestions on the development and construction of hidden curriculum.
3.3 Distribution and recovery of questionnaires
The questionnaire survey takes the form of network questionnaire, and 50 valid questionnaires are collected in about 10 days. Among all the teachers who participate in the questionnaire, there are 3 males and 47 females. There are 10 people with bachelor's degree and 40 with master's degree or above. There are 33 students in education, accounting for 66%, 5 in foreign language, 1 in science and engineering, 2 in management and 9 in other majors. There are 42 students who have experience in teaching Chinese as a foreign language, accounting for 82%, and only 8 people have no experience in teaching Chinese as a foreign language.
language.

4. AN ANALYSIS OF TCFL TEACHERS’ COGNITION OF HIDDEN CURRICULUM

4.1 Analysis on the understanding of hidden curriculum

For the question "have you heard or understood the hidden curriculum?", 6% of the samples choose "heard about it, very familiar with it", and 50% choose "heard about it, but didn't know much about it". In addition, they have never heard of it, but the proportion of people who want to know about the samples is 34.00%. Only 4% of the samples have never heard of it and do not want to know. The most common sources of hidden curriculum information are film and television, newspapers, books and the Internet, accounting for 40%. The proportion of learning and communicating with colleagues and classmates is the same, both accounting for 34%. In addition, 30% of the samples are exposed to hidden courses from training. About the necessity of the implementation of hidden curriculum, 54% of the samples think it is necessary, and 46% of the samples are not clear. According to the results of the survey on the composition of hidden curriculum, 80% of the samples think that the creation of physical environment, the relationship between teachers and students, and teachers’ language and clothing belong to hidden curriculum; 76% of the samples think that "three styles" belong to hidden curriculum resources; 78% of the samples agree with school rules, class rules and class rules; 68% of the samples think that class size and seat arrangement will have an impact on students, which belongs to the category of hidden resources.[3]

Through the investigation of the above four problems, we can find that the overall cognitive situation of TCFL teachers on the hidden curriculum is not optimistic; only a small number of teachers have some understanding of the hidden curriculum, and think it is necessary to implement it in TCFL. Many teachers don't realize the function of hidden curriculum. In terms of understanding the source, most teachers use the Internet and other means, which shows that this link is missing in the training plan of TCFL teachers. As a teacher of Chinese as a foreign language, we should realize that the hidden curriculum has a significant impact on the physical and mental development of students in TCFL. Although it is not included in the curriculum plan, it plays a subtle role in "silent and soft", affecting the overall growth of students.

4.2 Analysis of material space class

88% of the samples think that the physical environment (classroom environment) needs to be created consciously, and 12% of the samples think it is not. In the creation of classroom environment, 92% of the samples prefer multimedia equipment; the samples of color matching and wall decoration are basically equal, and the class size is relatively ignored. 94% of the sample think that the purpose of creating classroom environment is to reflect the characteristics of cultural teaching; 90% think it can promote the implementation of curriculum; 82% think it can promote the overall development of the school, and only 20% think it is to cope with the leadership inspection.

Through the investigation of these three problems, we can find that the vast majority of TCFL teachers have a positive attitude towards the construction of the material environment. They think that it can reflect the cultural characteristics, promote the development of students and is conducive to the implementation of the curriculum. Only a small number of teachers hold a negative attitude and think that the creation of environment is to cope with the inspection of leaders. In the teaching of Chinese as a foreign language, the perfect material environment, such as beautiful environment, perfect equipment, convenient access to information and so on, will affect students' physical and mental health. Therefore, Chinese teachers should consciously create the environment to stimulate students' enthusiasm and initiative in Chinese learning, and fully combine conscious learning and unconscious acquisition.[4]

4.3 Analysis of organizational system

88% of the samples think that class rules should be made by teachers and students together, and only 4% of the samples think it should be made by students themselves. Most of the samples think that the best class management method is emotional communication method, accounting for 92%, followed by rule guidance method accounting for 84%, example incentive method accounting for 82%, interactive guidance method accounting for 78%, goal induction method accounting for 62%, and game method accounting for 44%.

Class as the main activity place of students in school, class discipline and class atmosphere have a profound impact on students, and class discipline and class atmosphere interact with students. Class atmosphere is shaped by students inside the class, which in turn shapes students. As a teacher, we should guide students to work out class rules, strict first and loose later, and guide students to contribute to the construction of class atmosphere in various ways. Teachers should also plan class hours reasonably, pay attention to the combination of teaching and practice, select teaching materials according to needs, optimize teaching situation and pay attention to the cultivation of communicative competence.

4.4 Analysis of cultural psychology

About the influence of teachers' moral level, behavior and dress on students' Ideological and moral character, personality and habits, 72% of the samples think that the impact is very deep; 24% think the impact is average, and 4% think it has no impact at all. 38% of the teachers think that they have a close relationship with their students. 56% of the students think that the relationship with the students is general but harmonious. 2% of the teachers think that the students are afraid of the teacher, and 4% are not clear about it. In addition to educational activities, 14% of teachers often stay with students; 82% occasionally and 4% never. About the covert harm, almost 90% of the samples can correctly understand.

Compared with the design and arrangement of the hidden curriculum of material environment and organizational system, the hidden curriculum of cultural psychology is the most hidden, corresponding and the most difficult to change.
Therefore, in order to improve the hidden curriculum of cultural psychology, we should first establish a good relationship between teachers and students, create a relaxed learning atmosphere, deeply understand special students, adopt targeted teaching methods, and establish a new type of equal and cooperative teacher-student relationship. Secondly, the interaction between students should be strengthened, and the comprehensive evaluation of cooperative learning should be strengthened to influence each other and make progress together. It’s necessary to create a harmonious class atmosphere and guide active and autonomous learning. Thirdly, teachers are the model of students. We should improve the quality of teachers, increase the emotional input of teachers, and influence students imperceptibly with their personality charm. Finally, teachers should treat all students equally, care for students, not take achievement as the only standard to measure students, and do not harm students in any form.

4.5 Suggestions on the development and construction of hidden curriculum
In the construction of hidden curriculum, the sample thinks that the difficulties encountered are: the school does not pay enough attention to it (66%); the level of teachers is not enough (64%); the students are not good at understanding (62%), and the development form of hidden curriculum is not new enough (76%). The results of the survey are as follows: 84% of the samples think that teachers should be trained to learn more scientific and correct tacit curriculum knowledge; 82% think that teachers should be trained in effective communication skills with students; only 54% of the samples hold a positive attitude towards the option of sharing educational information and materials with colleagues or parents. The sample thinks that the conditions that Chinese teachers should have in the construction of Chinese as a foreign language implicit curriculum are shown in the figure below. The last question of the questionnaire is "what suggestions do you have for the construction of hidden curriculum?" There are few sample answers, among which "setting up a Chinese classroom" has a positive effect on students' learning Chinese culture.

Through the above analysis, we can find that there are still many problems in the development and construction of hidden curriculum in TCFL, such as the lack of understanding of the school, the students do not understand and do not cooperate, and the teaching form is single. Because of this, there are many factors to be developed and utilized. Chinese teachers must improve their own professional quality, give full play to their own initiative and creativity, explore the hidden curriculum factors in TCFL, create an "immersion" teaching atmosphere, cultivate cross-cultural awareness, exert the "imperceptible" function of hidden curriculum, optimize classroom teaching, and better promote TCFL with advanced teaching concepts to improve students' learning efficiency. At the same time, we hope that schools and relevant departments can improve the understanding of hidden curriculum, attach importance to the development of hidden curriculum, improve the curriculum construction, face up to its positive role in teaching Chinese as a foreign language, and infiltrate the hidden factors into TCFL in a targeted way, so as to achieve better results.

5. CONCLUSION
In teaching Chinese as a foreign language, hidden curriculum resources as a kind of "potential", "creativity", "soft power" resources, Chinese teachers should explore its potential factors affecting language learning, solve the "time-consuming, slow effect" and other problems in TCFL, and finally realize the goal of "teaching" and "teaching life". The development and utilization of it is a reliable guarantee for the continuous development of Chinese language to the world and the vigorous development of Chinese teaching, which will surely inject new vitality into the cause of teaching Chinese as a foreign language.

REFERENCES
Research on the Impact of Business Environment on the Performance of Private Enterprises: An Empirical Study Based on Hubei Province

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*Corresponding Author.

Abstract: This paper discussed the factors affecting the performance of Hubei private enterprises through regression analysis. The results show that the difficulties brought by the five factors of financial access (Fin), human resources (Hum), informal sector competition (Inf), tax burden (Tax) and investor protection (Inv) are negatively related to the performance of private enterprises. But the larger enterprise scale, the longer business life and the higher R&D investment have a positive effect on the improvement of the performance of the private economy. This paper also puts forward some suggestions on optimizing the private environment and promoting the performance of private enterprises from the macro and micro level.

Keywords: Business Environment; Private Enterprises; Performance

1. INTRODUCTION

The private economy is also an important force for Hubei's economic and social development. They play an important role in prospering the economy, promoting innovation, promoting production, expanding employment, and improving people's livelihood. However, due to systemic reasons, the private economy has inherent disadvantages in terms of market access and competitive position, which has inhibited the improvement of the performance of the private economy to a certain extent [1-3].

In recent years, more and more attention has been paid to the business environment. A good business environment is an important sign to measure a region's core competitiveness and potential development ability, especially when Hubei is at the time of constructing the inland opening highland and breaking through the predicament of the new normal of domestic economy, it is necessary to continuously improve the level of business environment construction. Therefore, this paper intends to explore the impact mechanism of business environment on the performance of private enterprises in Hubei Province, reveal the direction and intensity of different dimensions of business environment on the performance of private enterprises, and then put forward countermeasures from the government and enterprise levels.

2. THEORETICAL FRAMEWORK AND RESEARCH HYPOTHESIS

Environment has always been regarded as one of the most important factors to explain the strategic behavior and achievement of enterprises (Castrogiovani, 1991). North (2008) pointed out that institution is the game rule of society, which shapes the policies of manufacturers, trade unions and other organizations, thus determining the economic performance at a specific level; institutional change is the fundamental cause of economic growth. Business environment is a broader concept, which refers to the political, economic, cultural, infrastructure and other environments faced by enterprises in their production and operation activities. Business environment is the basis for a country or region and its internal business organizations to carry out cooperation and participate in competition. According to the world bank's survey data of 2700 private enterprises in China in 2012, the four major challenges faced by private enterprises are: financial access, human resources, informal sector competition, tax burden. Many scholars also support this conclusion, and point out that investor protection is also an important indirect factor affecting the development of enterprises. Therefore, this paper proposes the following assumptions:

Hypothesis 1: financing constraints are negatively correlated with the performance of Hubei private enterprises.

Hypothesis 2: the education level of employees is positively related to the business performance of Hubei private enterprises.

Hypothesis 3: the competitive pressure brought by the informal sector is negatively related to the business performance of Hubei private enterprises.

Hypothesis 4: there is a negative correlation between tax burden and economic performance of Hubei private enterprises.

Hypothesis 5: investor protection is positively related to the performance of Hubei private enterprises.

3. CONSTRUCTION OF SAMPLES AND MODELS

(1) Sample selection

According to the research purpose, this paper mainly uses the questionnaire method. In order to improve the reliability and validity of the research, this article selects companies of different industries, sizes, regions and operating ages as
samples.
(2) Determination of model
This paper chooses five factors as independent variables: financial access, human resources, informal sector competition, tax burden and investor protection to explore their impact on the performance of private enterprises. The model is constructed as follows:

$$\ln F = \beta_0+ \beta_1 \ln \text{Fin} + \beta_2 \ln \text{Hum} + \beta_3 \ln \text{Inv} + \beta_4 \ln RD + \epsilon_i$$

\(i\) in the formula represents the Number \(i\) enterprise. However, the characteristics of enterprises are also different. In order to make the model more stable, three control variables are added, i.e. age, scale and R&D investment. Finally, the regression equation is:

$$\ln F = \beta_0+ \beta_1 \ln \text{Fin} + \beta_2 \ln \text{Hum} + \beta_3 \ln \text{Inv} + \beta_4 \ln RD + \beta_5 \ln Yea + \beta_6 \ln Scu + \beta_7 \ln Inf + \epsilon_i$$

4. DATA ANALYSIS

<table>
<thead>
<tr>
<th>Table 1. regression analysis results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variable</td>
</tr>
<tr>
<td>----------</td>
</tr>
<tr>
<td>Fin</td>
</tr>
<tr>
<td>Hum</td>
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<tr>
<td>Inf</td>
</tr>
<tr>
<td>Tax</td>
</tr>
<tr>
<td>Inv</td>
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<tr>
<td>Scu</td>
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<tr>
<td>RD</td>
</tr>
<tr>
<td>R²</td>
</tr>
<tr>
<td>Degrees of freedom</td>
</tr>
</tbody>
</table>

Note: \(n=207\), double tailed test. *** means the correlation coefficient is significant at the level of 0.01, ** means the correlation coefficient is significant at the level of 0.05, * means the correlation coefficient is significant at the level of 0.10.

Model 1 tests the effect of control variables, model 2 ~ Model 6 tests hypothesis 1, 2, 3, 4 and 5, and Model 7 tests all variables. From Table 1, we can see that R² of models 1-7 is between 0.25-0.43, adjusted R² is between 0.23-0.48, and F value is highly significant (P < 0.01), indicating that each model has strong explanatory power. From the results of regression analysis, the independent variables have obvious consistency on the direction and extent of the impact of private enterprise performance; the control variables have obvious consistency on the direction and extent of the impact of private enterprise performance.

5. CONCLUSIONS AND SUGGESTIONS

The results also show that larger enterprise scale, longer enterprise operation period and higher R&D investment have a positive effect on the improvement of private economic performance. Because different enterprises have varied degrees of adverse effects from tax burden, financial access, investor protection, informal sector competition, human capital and other factors. Generally speaking, the enterprises with long operating age, large scale and high R&D investment are less affected, because these enterprises have rich social network resources and get more government support and enjoy certain brand effect. Therefore, they can better cope with the difficulties brought by the adverse business environment.

On the other hand, it is recognized that the business environment of Hubei private enterprises needs to be further optimized from the macro and micro aspects. On the macro level, it is necessary for the government to formulate policies that are conducive to the access of private enterprises to credit, relax the entry threshold of private enterprises in the financial industry, strengthen the guidance and management of the informal sector, reduce the tax revenue of private enterprises, expand the implementation scope of "replacing business tax with value-added tax", and build a fair, just, free and harmonious business environment. From the micro aspect, private enterprises need to increase R&D investment, improve the treatment of talents in short supply, and overcome the adverse impact of external environment through product advantages and talent advantages.

ACKNOWLEDGEMENTS

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Province (No. 19D096).

REFERENCES
Analysis of The Elements of Gamification Design in The Practical Applications of Design

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Abstract: This article first summarizes the previous research on gamification, and then expounds the components and benefits of gamification design, and it further emphasizes that gamification design is based on people-oriented. Through gamification design, benefits could be achieved by changing behavioral habits, and pleasant experiences could be gained by completing the application business goals more conveniently and efficiently or changing habits or promoting social development. It focuses on the importance of gamification design in the academic and practical domains. By comparing and analyzing excellent cases of gamification, the characteristics of gamification design are concluded as follows. First, gamification has multiple driving forces; second, gamification should have realistic significance; third, in the process of gamification, the feedback of promoting behaviors is important to motivate behaviors; fourth, the scheme of gamification design is consistent with the requirements. There is a certain degree of richness in the research domain of gamification design.

Keywords: Gamification; Driving force; Behavior Change; Benefit

1. RESEARCH BACKGROUND AND OBJECTIVE

In the present society, we have ushered in an era of people-oriented "Experience Economy", where people begin to weaken the functional value of products and services, but the experiential value becomes the focus of attention. Gamification can bring high returns, high efficiency, high quality user experience, as well as the positive emotion that vivid experience brings to the user, so the development of gamification has a great potential [1-3].

And in recent years, gamification has been widely applied, as it has universal promoting value. Not only start-ups and Internet companies, but many international business giants, such as Samsung, Volkswagen, Nike also have been trying to pursue gamification.

Kevin Werbach points out that in the early stage of gamification, internal gamification, external gamification and behavior-changing gamification are particularly prominent. In general, gamification design has social value, commercial value and self-value for applications. In the context of intensified global competition, the technical threshold has lost its absolute advantage, and the high participation of users is the competitive advantage of enterprises.

Gamification is a natural advantage in attention and user stickiness. Design thinking are involved in the field of practical application of gaming, existing resources, such as game theory and mechanism, are used and put into the project design process, in order to realize commercial or social purposes. These provide an important opportunity for gamification to get involved in people's lifestyle [4-7].

In addition, many remarkably effective attempts of gamification have also been conducted in the enterprise management, product marketing, education, product service, lifestyle, and other domains. This paper analyzes the cases of gamification design in South Korea and abroad and summarizes the characteristics. It will make clear the benefits of gamification in application, will provide references for product development in relevant domains, and have certain guiding significance for enterprises and institutions to carry out gamification projects.

2. THEORETICAL BACKGROUND

2.1 Definition of Gamification Design

Although gamification has just risen for only a few years, there are many definitions of gamification. The more influential definitions are as follows.

Kevin Werbach, a renowned professor of gamification, considers gamification as "the technique of using game elements and game design in non-game situations".

Rajat Paharia, the chief executive of consulting firm Bunchball specializing in providing gamification programs, takes gamification not as a mere matter of game design but as one of interaction design. Rajat Paharia reminds people not to think it more involved in game design because of the prefix "game". In his opinion, gamification refers to "integrating an existing object with core and intrinsic value with the game mechanism to stimulate users' participation, engagement and loyalty".

Deterding, Dixon, Khaled and Nackery try to define gamification more precisely, they use two coordinates to distinguish gamification with toys, playful design and serious games. They think, components of game design are partly used in gamification, while playing is wholly used in a toy design, in between is the game and fun design.

We agree with the distinction of game components and game mechanism by the definition of Kevin Werbach, because he has more accurately described that the game components of gamification are not just elements, but also maybe a mechanism. In fact, the game components gamification adopts can be more accurately taken as the concept and the structure of game.

In conclusion, the meaning of gamification in this thesis can be summarized as follows: gamification refers to the integration of components of gamification design with an
obje with a certain core value, to arouse the user participation, increase user viscosity, and realize the game-like immersive experience.

2.2 Components Of Gamification Design
In this paper, gamification will be further discussed from the aspect of theory and practice, taking the framework as a model to select typical cases of gamification application to analyze and summarize, to provide theoretical reference for follow-up study.

According to the definition of gamification, Kevin Werbac, a famous professor of gamification, divides the functions of gamification elements into three categories: dynamics, mechanics and components. They are arranged in a certain order, with one mechanism corresponding to one or more dynamic systems and one component corresponding to one or more mechanic elements. Gamification is characterized by the use of these gamification elements to achieve more attractive business or social goals.

Dynamic system is the core of gamification system design, which is like the brand culture that drives the development of an enterprise, which pushes the enterprise to the right track. It can also be said that it is the core value in the gamification system.

Game mechanics refers to the basic flow of promoting the development of the game story, which is followed by the user in the process of participation. It constitutes

<table>
<thead>
<tr>
<th>Problems</th>
<th>Deloitte has built a leadership training programme for senior executives, but has struggled to encourage them to start and finish projects.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objectives</td>
<td>Improve the efficiency of “leadership training programs” for senior executives</td>
</tr>
</tbody>
</table>
| Gamification programs |  1. set badges  
2. set ranking  
3. set status symbols |
| Effects | The average time required to complete the training course fell by 50%, and the number of users returning to the training site increased by 46.6% every day. |

3.2 Product Marketing Domain- Domino’s Pizza Hero

Domino's Pizza Hero is a gaming APP launched by Domino's Pizza. Through the APP, users can personally experience the steps of kneading dough, laying sauce, sprinkling cheese, and placing dishes to make the best personalized pizza. You can order it when it's ready, and the nearby domino's pizza place can deliver it.

<table>
<thead>
<tr>
<th>Problems</th>
<th>Promote the sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objectives</td>
<td>Fierce competition for similar products</td>
</tr>
</tbody>
</table>
| Gamification programs |  1. Users can personally experience such steps as kneading, dressing, sprinkling cheese and placing dishes on the APP to make the best personalized pizza.  
2. Using the function of iPhone's GPS, which automatically shows your location, is a meal delivery service without reporting your address. |
| Values | Sales boosted by 30% |

3.3 Product Service Domain- Samsung Nation

Samsung has launched an add-on plug-in called Samsung Nation, which is integrated on samsung.com. The word “Nation” implies that this is another world that is different from the reality. Secondly, there are national laws, which represent gamification operational logic. Finally, there are level roles, which are reflected in the Points, Levels, Badge and Leaderboards.

<table>
<thead>
<tr>
<th>Problems</th>
<th>There are so many similar brands on the market that customers don't know which to buy.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objectives</td>
<td>Improve product loyalty and website pageviews, increase users’ understanding of products, encourage users to express their opinions and share them with friends.</td>
</tr>
</tbody>
</table>
| Gamification programs |  1. Users can win badges (flaunting), earn points (in exchange for discounts) and upgrade users (online social status) by visiting websites, evaluating products, watching video, and participating in Q&A.  
2. Users can see what their peers are doing and their friends will be notified when they participate in the task. |
| Values | Using the social loyalty reward program, customer reviews of products quadrupled, website visits increased by 66 percent, and Samsung Nation’s buying rate increased to 34 percent |

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3.4 Lifestyle domain- Ribbon Hero2

Ribbon Hero2 is a free plug-in game downloaded by Microsoft to help Office 2007 and 2010 users learn how to use the tools provided in the new Ribbon interface.

<table>
<thead>
<tr>
<th>Problems</th>
<th>Although Microsoft Office has many functions, it is difficult to master.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objectives</td>
<td>To help Microsoft Office users learn how to use the tools provided in the new Ribbon interface.</td>
</tr>
<tr>
<td>Gamification programs</td>
<td>1. Users can earn points after completing a challenge.</td>
</tr>
<tr>
<td></td>
<td>2. The challenges are divided into four parts: word processing, web design and layout, art performance, and the more general quick scoring.</td>
</tr>
<tr>
<td></td>
<td>3. Each of the first three sections aims to introduce users to a major feature and let them edit a sample document using that feature.</td>
</tr>
<tr>
<td></td>
<td>4. The quick scoring section does not provide specific challenges, but instead lists features that can be used to accumulate points outside the game.</td>
</tr>
<tr>
<td></td>
<td>5. Half of the points can be earned from the game challenges provided in the previous three parts, while the remaining points must be earned from the same functions outside the game.</td>
</tr>
<tr>
<td></td>
<td>6. Track the progress of users learning to use Office functions and tools, and adjust the challenges accordingly.</td>
</tr>
<tr>
<td></td>
<td>7. Link to Facebook, where everyone can share their results and compare their progress with their Facebook friends.</td>
</tr>
<tr>
<td></td>
<td>8. Users can follow the game's heroes through different times. The tasks of Office must be completed before it can move on to the next era.</td>
</tr>
<tr>
<td>Effects</td>
<td>Ribbon Hero is a software tutorial game that allows social connections. This is one of the best examples of enterprise educational gamification available.</td>
</tr>
</tbody>
</table>

3.5 Case Study Results

3.5.1 Multiple Driving Forces Working Together

Successful gamification is the result of multiple core driving forces. Deloitte Touche Tohmatsu, for example, is driven by a sense of mission, ownership, achievement and scarcity. The senior first has the cognition to complete the course, and then will participate in it. In this process, they will get badges and rare rewards, etc., so as to obtain the sense of ownership and achievement. The driving forces in Samsung Nation are social, achievement, ownership, scarce empowerment and mission. At its core are sociability, ownership and achievement. Users strengthen their contact with others in the process of participation, and gain a sense of achievement by evaluating products after visiting the website.

It can be analyzed that there is a progressive relationship between driving forces. The completion of the mission will bring a sense of achievement to the participants. The loss will encourage users to continue to participate in the application in order to have a reward. Social interaction with other users will deepen their own influence, and then recognize the significance of gamification.

3.5.2 Realistic Meaning And Game-Level Meaning

There is a sense of mission in all cases, which is the value basis of gamification and an important basis for users to decide whether to participate or not. Users aren't stupid, and once they find the app doesn't mean anything to them, they won't hesitate to leave. Rajat Paharia's definition of gamification confirms this, arguing that gamification is the integration of a game mechanism with something that already exists and has a certain core and intrinsic value to stimulate user engagement, immersion and loyalty. Therefore, the value brought by the app determines the significance of gamification to a certain extent, e.g., adopting low-carbon behaviors can protect the environment, and exercising can promote physical health. Realistic meaning is different from game-level meaning. Realistic meaning is the essential characteristic of gamification. Gamification does not only bring entertainment, but also commercial and social goals. The essence of games is to bring entertainment. This is the biggest difference between the two. For example, in the gamification design of Ribbon Hero2, users can follow the hero to complete tasks and enter the historical significance of the next era. Through the gamification mechanism, users can experience experiences that are not available in real life, thus bringing a sense of entertainment, which is the game-level meaning. Therefore, a good game application design will have realistic meaning and game-level meaning.

3.5.3 Promote Behavioral Feedback To Motivate Behaviors

The sense of achievement and ownership often co-exist in game applications. The sense of achievement and ownership is a kind of feedback to promote behavior in gamification design. The sense of achievement can give people psychological satisfaction, which can stimulate the generation of behavior. Ownership can give people material satisfaction, thus stimulating the generation of behavior. These incentives are positive.

For example, for the most common badges and rewards in gamification applications, users get a sense of achievement and ownership by receiving badges and rewards, and then a sense of satisfaction. Promote the formation of cycles for behavioral changes. The excellent feedback timeliness and visibility of gamification can only promote the continuous production of changing behaviors if users can see the feedback information timely. In the end, it can increase the user's stickiness and promote user's behavioral changes.

3.5.4 Unity Of Game Design Scheme And Requirement

The mechanism of gamification design can correspond to a variety of driving forces. The driving force is in the thought level, and the mechanism is the concrete implementation action. The mechanism level is more like a gaming behavior. It is the components that visually represent these ideas and actions. For example, achievement drivers and social drivers can not only motivate users to make continuous progress through the challenge mechanism, but also enable users to enhance the connection with their participation in the process of completing the challenges. There is a great difference between the core driving force combination and the mechanism and components adopted by different gaming methods. Different gamification options are chosen

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based on the requirement which includes application requirements and user requirements.

4. CONCLUSION

By expounding the components and value of gamification design, this paper further emphasizes the importance of gamification design to retain users and behavioral changes. By comparing and analyzing excellent cases of gamification application, the characteristics of gamification application design are compared and analyzed. That is, 1. Gamification has multiple driving forces. 2. Gamification should have realistic significance and game-level significance. 3. In the process of gamification, it is important to promote behavioral feedback to motivate behaviors. 4. The gamification design scheme is consistent with the requirements. That's the most important point. Gamification design is not a game, and gamification, like design, is a science and an art, including cognitive psychology, motivational psychology, behavioral economics, gaming, neurobiology, technology platform, UX/UI, etc. It needs knowledge reserve of various subjects and a certain sense of art to design a reasonable gamification scheme. The essence of gamification lies in grasping users’ inner needs and building a game mechanism that can meet their inner needs, so that they are willing to complete the set goals and achieve the designer's final business goals. At the same time, gamification design is not random to produce a game, design improper easy to backfire. The characteristics of gamification are especially important. The design steps can be generated according to the characteristics. Only by strictly following the steps can we design the gamification applications that meet the users' inner needs. In today's era of experiential economy, gamification design, which can bring novelty and behavioral changes, is of considerable value.

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REFERENCES

Research on The Knowledge Ontology of Craftsman Spirit and The Mixed Spiral Progressive Training Mode

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Abstract: At present, the "craftsman spirit" has changed a lot, so there is no good training mode in the cultivation of relevant talents. But in recent years, the mixed spiral progressive training mode has a great help to the knowledge ontology cultivation of "craftsman spirit". This paper will analyze the mixed spiral progressive training mode of "craftsman spirit", and deeply discuss the relevant strategies of cultivating "craftsman spirit".

Keywords: Artisan spirit; Mixed spiral progressive; Cultivation mode.

1. INTRODUCTION
With the rapid development of the new industrial era, the knowledge ontology of "craftsman spirit" should be redefined by the corresponding personnel. At present, the main research direction of scholars and researchers has become how to cultivate super high-quality technical talents with "craftsman spirit", which is a problem that China has to solve. In this case, the mixed spiral progressive training mode should be used to cultivate the knowledge ontology of "craftsman spirit".

2. AN OVERVIEW OF THE KNOWLEDGE BODY OF "ARTISAN SPIRIT" AND THE HYBRID SPIRAL PROGRESSIVE CULTURE MODE
2.1 An Overview of The Knowledge Ontose of "Artisan Spirit"
The current "artisan spirit" can no longer be called "artisan spirit" but modern "artisan spirit". Because with the continuous development of society, the "artisan spirit" has changed unknowingly. Very attention to detail and always finely carved attitude is the "artisan spirit" of the symbol. In addition, "artisan spirit" is always pursuing the realm of perfection, is a perfectionist, will never appear on the situation, will not be difficult to compromise, thus, "artisan spirit" is a professional and efficiency of the pursuit of people, for the development of society and the rise of the new industrial era has a very great help. The main connotation of "artisan spirit" has many aspects, which include shaved professional ethics, professional attitude, professional skills and professional values, and is also the four dimensions of "artisan spirit", in which the relevant knowledge content of "artisan spirit" and the key words appear. The above is an overview of the knowledge body of "Artisan Spirit" [1, 2].

2.2 An Overview Of The Hybrid Spiral Progressive Culture Mode
In the training of "artisan spirit" related talents need to use the correct training mode, only in this way can better for the relevant talents to carry out "artisan spirit" training. The mixed spiral progressive training mode is a very good choice, in the cultivation of "artisan spirit", cannot be cultivated in a quick way, should have a purpose and long-term cultivation, and because of the complexity of the "artisan spirit" itself, so cannot just use a training method for "artisan spirit" training, but the mixed spiral progressive training model is fully in line with these conditions, so want to cultivate a good "artisan spirit" related personnel, It should be cultivated by using the hybrid spiral progressive culture mode. The above is an overview of the hybrid spiral progressive culture model.

3. ANALYSIS OF THE "ARTISAN SPIRIT" MIXED SPIRAL PROGRESSIVE TRAINING MODE
3.1 Multi-Faceted Progressive Career Skills
Craftsman's core competitiveness is excellence, from the most basic skills to very subtle skills, this is a very difficult process, but also a very large span of promotion, this process cannot be all completed in the school, more should be in the corresponding work experience, but in the process of teaching and training, or should let students understand the gradual process, so that the trained talent spent a little progress, which will be helpful to their life. In the "artisan spirit" hybrid spiral progressive training model can be very good to do this, so that the professional skills of the trained in many aspects of progressive, only in this way can make the "artisan spirit" to be better trained. Therefore, in the "artisan spirit" hybrid spiral progressive training mode, the multi-faceted progressive of vocational skills is a favorable evidence of good training effect.

3.2 Incentives For Professional Attitudes Are Progressive
In addition to the multi-faceted progress of professional skills, the motivation of professional attitude is also the main effect of the "artisan spirit" hybrid spiral progressive training model, from a macro perspective, "artisan spirit" can be simply divided into two aspects, on the one hand, vocational skills, on the other hand, professional attitude, the integration of the two is the so-called "artisan spirit" knowledge body. Under such conditions, the "artisan spirit" hybrid spiral progressive training mode can produce good training effect on both aspects, so that the training mode plays an important role in the cultivation of "artisan spirit" related talents. In the professional attitude, "artisan spirit" mixed spiral progressive training mode so that the trained person's dedicated love and perseverance and other spirit
constantly amplified, in order to accelerate the promotion of professional skills. Therefore, in the "artisan spirit" hybrid spiral progressive training mode, the motivation of professional attitude is also one of the evidences that the training model can produce good results.

4. STRATEGIES FOR CULTIVATING THE "ARTISAN SPIRIT"

4.1 Revise the Goal of Talent Development

In the "artisan spirit" of the relevant personnel should also pay special attention to some details, should use the corresponding countermeasures to integrate into the "artisan spirit" mixed spiral progressive training mode, in order to achieve a better training effect, first of all, to improve the goal of talent training. According to the regulations issued by the relevant departments of the state, the professional skills standards of the country have clearly stated that professionalism and artisan spirit should be included in it. This is also the main reason for the revision of the goal of talent development. Therefore, the training objectives of the "artisan spirit" should be strictly screened to reduce the waste of public resources in this way. It is one of the most important strategies to cultivate the "artisan spirit" in the process of cultivating talents.

4.2 There Is a Certain Degree of Fit for Professional Curriculum Knowledge

In addition to the goal of talent training to revise, but also to the professional curriculum knowledge has a certain degree of fit. According to the four dimensions of the "artisan spirit" raised above, the corresponding curriculum should be divided, and the four aspects should be used to reasonably formulate the corresponding curriculum, which is very helpful to the study of "artisan spirit". In the study of the "artisan spirit" hybrid spiral progressive cultivation mode, the division of courses through the four dimensions of "artisan spirit" is one of the most important strategies.

4.3 The Formation of The Teaching Resource Chain

After having a certain degree of professional course knowledge after a certain degree of fit course, but also to "artisan spirit" of the relevant knowledge content into the corresponding teaching materials and teaching materials, so that the corresponding teaching resource chain quickly formed, the formation of teaching resources chain for the "artisan spirit" training also has a certain degree of good influence.

5. CONCLUSION

To sum up, at present, want to train the "artisan spirit" of high-quality technical personnel is indeed difficult, should be mixed spiral progressive training model applied to the "artisan spirit" knowledge onto the, so that the society has more "artisan spirit" related talents. This paper has carried out an in-depth analysis and discussion on the strategy of cultivating the "artisan spirit", including the training goal, curriculum knowledge and teaching resource chain, which can make the cultivation of "artisan spirit" easier.

ACKNOWLEDGEMENT

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The Resistance Between Naturalism and Traditional Ethics: Comparison Between Sister Carrie And Jennie Gerhardt

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Abstract: This paper aims to analyze the antagonism between naturalism and traditional morality by comparing Dreiser's Sister Carrie and Jennie. The former focuses on the expression of the author's naturalistic literary thoughts, while the latter tends to the common people's aesthetic. To some extent, this may indicate that naturalism has lost to the traditional morality. However, in the history of American literature, the contribution of naturalistic novels as a very important literary genre is incomparable.

Keywords: Dreiser; Naturalism; Traditional morality; Sister Carrie; Miss Jennie

1. ANALYSIS OF SISTER CARRIE
1.1 Analysis of Naturalism in Sister Carrie
Carrie is the heroin of Dreiser's famous novel Sister Carrie. She is born in a working family of the flour mill but yearns for the luxurious life of the big city and at last is captured capitalist’s class’s life style. She degenerates to be the mistress of Drouet and Hurstwood, and then becomes a famous actress in New York depending on her beauty and opportunity, but she feels very empty and lonely after success. Carrie cannot find the way out. She cannot understand what the real happiness is, either. The author dramatizes the artistic image of Carrie to expose the darkness of capitalism, the corruption and degeneration of the bourgeois and the ruin of the capitalist’s morals [1-3]. Carrie is the representative of America bourgeoisie, peasants and immigrants who have the ‘American dream’. ‘It was in Aug 1889, she was eighteen years old, bright, timid and full of illusions of ignorance and youth. She left her hometown, a Columbia town to Chicago’. ‘She was a fair example of the middle American class’, ‘two generations removed from the emigrant’. Carrie is a creature of yearning. We cannot say she is a woman of calculation or a woman who capsizes others. It is the instinct of yearning that push on something better. Carrie is not the traditional girl who is willing to live an insipid life. Her heart desires for something fresh, stimulating, better. She demands to change her economic situation and status, pursuing the personality liberation. At first, Carrie leaves her hometown and her parents without any regret. She breaks all ties with them easily and seeks her happiness and opportunities in Chicago. During her living with her sister and brother-in-law, she realizes she cannot bear her sister’s living style. She thinks her sister has already lost her own soul and just lives for her husband and children, having no life value. So, she makes the destination to work. However, she lost her job because of her illness. And this makes her understand how weak her own strength alone is. She then goes to Drouet, who wears fine clothes, has much money, can we consider our spiritual pursuit. The novel is an account of the steps she climbs to success. She doesn’t create the chance for herself but seize every opportunity tightly. ‘She is rather passive and receptive’. Carrie is a girl who has no emotional attachment to parents, friends or lovers. When we meet Carrie, she has just, for the first time, left her parents’ home. Yet never again is there any reference to them, no letters, no talk between the sisters, no willingness of a visit, not even, as far as we know, a passing thought. When Carrie moves uptown to Drouet’s apartment, she is living at most forty to sixty flocks, two to three miles away from her sister and brother-in-law. Again, it is as if she has vanished from the face of earth. It seems that in Carrie’s world, feelings or emotions never exist. Carrie gains success, but she feels empty after she enters the upper class. She sees through the representatives of capitalists, feeling spiritually barren. She never understands what the real happiness is and feels lonely. ‘She was already the old, mournful Carrie……the desirous Carrie……the unsatisfied Carrie’.

Carrie is an image through which Dreiser defines his ‘new morality’. The author does not evaluate the character’s morality. They are not moral, not immoral but amoral. Life is a big machine that has nothing to do with morality. The moral concept reflected in Sister Carrie consists of the most important part of Dreiser’s mechanism. Carrie is not the person who defends the moral purity in Victorian times. She behaves according to her self-interest and the needs for survival. There is no moral opponent and emotion color in it. Dreiser does not advocate man gaining success by trampling on others, but only try to explain that during man’s relative low phase of civilization, people have no other ways but obey the law of survival. Only when we have enough money, can we consider our spiritual pursuit.

Carrie is a character Dreiser attempts to reverse Victorian
assumption of sexual morality. Her career shows an example of the need for illustrating one to survive in a world of struggle. Through Carrie Dreiser explains to us the naturalism and that the fittest exists.

1.2 Sister Carrie’s Greatness and Unpopularity Among The Common Americans

Sister Carrie is published in London in 1901. It is in 1900 that the author finishes writing, but at that time the novel Sister Carrie undergoes many publishers’ force-out for its offence against social morals. It comes through much hardship until its publication. Dreiser stops writing any other works after being stroked by many critics for the next ten years after the publication of Sister Carrie.

Sister Carrie exhibits basically an amoral world, having a great gap with the morals the society advocates then. The heroin Carrie loses her virginity to Drouet for surviving. And later ‘marries’ Hurstwood. This is immoral in the eye of the traditional morality defenders and according to them Carrie should be punished by the god. But in Dreiser’s novel, Carrie seems to be god’s favorite son and fortunately become a famous star. The criticism storm caused by Sister Carrie is none other than the typical representative of the storm caused by American naturalism literature, reflecting the problems Sister Carrie brings to readers. In fact, when we conclude and research American naturalistic literature, we always consider Dreiser as the representative writer. Dreiser’s spicy and sober style and his rebellion against Victorian literature and ‘genteeel tradition’ is appreciated by a lot of people. Still some people think that all these advantages cannot cover up his disadvantage, the language style. But this cannot baffle Sister Carrie becoming an excellent representative of naturalistic literature. Moreover, his language style which is always denounced by many critics is exactly a trait of naturalism. The gamut of human feeling and the life circumstance of the characters in this novel reflect the authentic situation of middle and low classes’ material and spiritual life. Dreiser adopts rough language of low class to expose the American society’s various darkness and evil. This is much more appropriate than those fast so phrases and easier to arouse reader’s conviction and resonance. The whole novel is telling us the struggle between we human being and the surrounding environment which is out of control.

2. ANALYSIS OF JENNIE GERHARDT

In the novel, Jennie Gerhardt, a destitute young woman, while working in a hotel in Columbus, Ohio, Jennie meets Senator George Brander, who becomes infatuated with her. He helps her family and declares his wish to marry her; Jennie, grateful for his benevolence, agrees to sleep with him, but ill fortune intercedes and the Senator dies, leaving her pregnant. She gives birth to a daughter, Vesta, and moves to Cleveland where she finds work as a lady's maid to a prominent family. Consequently, she meets Lester Kane, a prosperous manufacturer's son. Jennie falls in love with him, impressed by his strong will and generosity: she leaves her daughter behind and they visit New York together. Kane, unaware that Jennie has a child, wishes to marry her, but, anticipating his family's disapproval, decides instead that she shall become his mistress. They live together successfully in Chicago, even though Jennie's revelation after three years that Vesta is her daughter. Kane does not yield to his family's pressure to leave Jennie, but after his father's death discovers that he will not inherit a substantial part of the family business unless he discards her. They visit Europe together, where Kane's attention shifts from Jennie to a woman of his own class, Letty Gerald. On hearing the will's terms, it is Jennie who demands that they separate: Kane, after providing for her, marries Letty and resumes his former social status. Jennie loses her daughter to typhoid and adopts two orphans, but through it all, continues to love him. Kane becomes ill tells Jennie he still loves her. And she tends him until his death, mourning secretly at his funeral.

The novel dwells at length on the struggles they both have regarding right and wrong, social mores, pressures of family disapproval of their life-style, dis-inheritance of Lester by his wealthy father, the love they have for each other, and Lester's ambivalence about marrying Jennie. All through this novel, Dreiser shows us totally an American perfect angel image, Jennie Gerhardt. Jennie embodies the virtues of honesty, generosity and unselfishness of the laboring people. Jennie is not only beautiful, but kind-hearted. It seems that the whole novel is a narration of Jennie’s scarification. At first, she devotes herself to work to help her family at a young age. Later she casted herself to old kind Berand solve her family’s economic difficulties. She gives birth to Vesta after Berand’s sudden death. When she meets Lester and fall in love with him, she is content just to be his mistress, helping him building a warm family, never asking for anything. All through her life, she tries her best to help her brothers and sisters, her little daughter and sick father and mother. Even when Lester abandon her for his status, she still complaints nothing, willing to wait for him in the countryside quietly. Such a Jennie is just what many Americans dreaming for.

3. THE COMPROMISE OF REALITY TO DREAM

It takes about ten years for Dreiser to write his second novel Jennie Gerhardt after his Sister Carrie comes under great attack. At this time, Dreiser chooses the similar story and subject but totally different themes. Both Carrie and Jennie are born beautiful and pure in the low class. Both of them come to a metropolis and come across with various men and have stories with them. But the two have different responses to all these things. Carrie leaves her parents and sister without any sadness, while Jennie is always devoting herself to her family even though most of them discard her in the end. Carrie lost her love to the men she once loved easily and never feel compunction to them. Jennie loves the men who once help her heartily and even though later they may do harms to her, she never resent them and in her inner heart she hopes all of them will be well. Carrie seize every occasional opportunity to make her dream come true, to satisfy her desire. Jennie seldom think about her own benefit, always helping others and has no too many desires, just wanting simple, quiet life. The former is much closer to
reality. The latter is what Americans dream for that time. In their mind, they think women should be like Jennie, sacrificing them to content others. Dreiser lives a hard time after the publication of Sister Carrie. He bears a lot of rebukes and distrust and press from all aspects. Since this novel is anti-traditional, it does not sell well. So, when Jennie Gerhardt is finished, we find it a totally different novel from sister and this time it completely fulfills readers’ needs. As a result, it sells like hot cake. We have to say, we see the reality theme compromise to the dream theme.

4. CONCLUSION
From Sister Carrie to Jennie Gerhardt, we see a battle between naturalism and traditional ethics. From the superficial evidence, naturalism loses this battle. At that time, the influence of traditional ethics on people is so strong. People immerse themselves into their dream for the perfect angel, fine and harmonious family. Upper-class and middle-class think that the society and the world is in good condition. They know nothing about what is happening in their country and they believe all is well since what they have learnt from all kinds of books and magazines tells them that what they think is the truth. They prefer to spend their day to fancy maybe one day they are lucky to come across a perfect angel and create a romantic story. They fancy for beautiful clothes and luxurious parties and something like this. However, they never have the thought to have a look into the real life. So, when Dreiser publishes his Sister Carrie, relentlessly breaks their dreams and bravely stands against the traditional ethics on women by exposing the truth, people cannot bear and are not willing to believe all what Dreiser describes. People are not willing to accept the so-called naturalism. They evade from the real situation. They do not realize the world is cruel. Therefore, it is not difficult for us to imagine how Sister Carrie be treated. But in the history of American literature, Sister Carrie as a great representative of naturalistic literature will be remembered by the worldwide readers. The contribution it makes is far greater than Jennie Gerhardt does for it opens up a totally new era. It influences many great writers of later times to record the truth rather than present a false appearance of peace and prosperity. So in fact we can say naturalism wins in a long term.

REFERENCE
Abstract: At present, the whitewashing of the financial statements of domestic listed companies is becoming more and more serious, which has a serious negative impact on the users of the external statements of listed companies. It will also cause the government supervision department to make a wrong judgment on the macroeconomic situation, and bring serious harm to the economic development of our country. In this paper, seven common methods are summed up by summarizing the articles about financial statement whitewashing recognition in recent years, and the classic cases of financial statement whitewashing are summarized with examples. At the same time, by using the empirical analysis of recognition technology, the effective indicators and model construction of financial statement whitewashing recognition are summed up to help users of external financial statements identify the financial statements of listed companies’ False components and correct decision-making.

Keywords: Financial statement whitewashing; Common means; Financial fraud; Fraud identification model; Identification index.

1. INTRODUCTION
The whitewashing behavior in this paper refers to the intentional neglect or misstatement of the contents of the financial statements by the enterprise management authorities in violation of the existing accounting standards, systems and relevant laws and other legal standards in order to protect their own interests, so as to cover up the real performance, financial situation and cash flow in the production and operation process of the enterprise, which is a human manipulation [1-3].

Generally speaking, the appearance of whitewashing behavior is mainly due to the listed companies in order to obtain more economic benefits or indirectly win the trust of investors, so as to seek more long-term benefits for themselves. According to many years of research at home and abroad, financial statement fraud theory includes "Iceberg Theory", "fraud triangle", gone theory and fraud risk factor theory [2]. Scholars at home and abroad on financial reporting fraud identification model are mostly from the perspective of mandatory information, and get a more consistent conclusion that financial fraud is closely related to corporate governance and financial situation.

The behavior of financial statements not only seriously violates the accounting standards, but also has a huge impact on the investors’ investment through the analysis of financial statements, which disturbs the normal order of the financial market and causes great harm to the stability of the market. Therefore, we must deeply understand the related concepts and theories of financial statement whitewashing, systematically analyze the existing cases of financial statement whitewashing, and use data mining technology to build an effective identification model to screen and warn the relevant enterprises.

2. COMMON MEANS OF FINANCIAL STATEMENT DECORATION
Financial statement is the most important carrier of information disclosure of listed companies, which allows users to know the operating status of the company at any time. According to Li Jiahui's research on the whitewashing of financial reports of listed companies, there are five motives for whitewashing of financial reports: the motivation for performance appraisal, the motivation for obtaining bank and other commercial credit, the motivation for issuing shares and maintaining listing qualification, the motivation for reducing the amount of tax payable, and the motivation for concealing illegal acts. According to the above motivation points, we can research and summarize the means of financial statement whitewashing.

Generally, there are several ways to whitewash financial statements:

2.1 Whitewash Related Party Transactions
Related party transaction is the most common economic transaction mode of listed companies, which is also the most likely way to have transaction accounting problems [4]. The main form of whitewashing related party transactions is to provide commodities to the parent company or non-holding company of the listed company. When a listed company sells its products to a parent company or a non-holding company, it is unnecessary for the listed company to carry out consolidated statements, and the turnover of its products sold to other companies does not include this part. Therefore, listed companies usually put the sales of related transactions into the turnover of external sales of listed companies, so for listed companies, the number of sales will increase, and the receivables and profits of listed companies will greatly increase.

2.2 Whitewash Statements by Asset Restructuring and Debt Restructuring
Asset restructuring is a kind of equity exchange and asset disposal between enterprises and external economic entities, which aims at optimizing the capital structure, completing the transfer of assets and strategies, adjusting the direction of operation, etc. Among them, using asset premium to improve the income is a widely used method in all means of asset restructuring. For example, after an enterprise sells

Literature Review of Financial Statement Whitewashing Behavior Identification
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assets at a high price, it uses the method of asset premium to buy back the assets. After so many transactions, the assets and profits of the enterprise will increase substantially, which further whiten the operation status of the enterprise.

According to the report of China Securities Journal, most of the debt restructuring enterprises of listed companies are state or PT enterprises, and their income from debt restructuring varies from millions to billions [5].

2.3 Recognition of Manipulated Income
In order to get excellent accounting statement data in the annual summary, the listed companies try to adjust the profits of enterprises with time difference by using loopholes of laws and systems in operation. In general, a large number of false high enterprise invoices will be issued in December to increase the sales volume of the enterprise and improve the profit level of the enterprise, and then the original false invoices will be offset for reasons such as unqualified quality [6]. Now some listed companies take more intelligent means to manipulate corporate income. For example, listed companies sign agreements with third-party enterprises in advance, buy out earnings in advance, use future corporate profits to the present, and advance future earnings.

2.4 Changes in Accounting Estimates
Accounting standards require that the accounting methods of enterprises must be consistent and cannot be changed at will, but not absolutely. Some listed companies will skillfully use some accounting policies to adjust their profits, such as changing the depreciation method, extending the service life of fixed assets, and changing the inventory valuation method to adjust their profits at will, so as to achieve the purpose of whitening statements [7]. When some listed companies use the fixed cost method to calculate the cost of products, they allocate the difference between products and inventory products, but do not allocate the products sold in the current period, so as to reduce the cost of sales in the current period. Some enterprises adopt the methods of falsely listing inventory, concealing inventory shortage or damage to falsely increase the profits of the current period.

2.5 Use of Subsidy Income
Some listed companies belong to the industry supported by the government. In order to strengthen the development of this industry, enterprises will give economic subsidies to them, or local governments will give financial subsidies to local listed companies in order to reward them, while the government's financial subsidies to enterprises have no cost to enterprises, so when enterprises attempt to whiten the statements, they will regard this part as an enterprise. The profit part of the industry is included in non-operating income for statement decoration [8].

2.6 Use Assets Appraisal to Cancel Potential Loss
In the process of joint-stock restructuring, or external investment, leasing, mortgage, financing, enterprises often need to carry out asset evaluation, and through the results of asset evaluation to whiten the statements, people will misjudge the current financial situation of the industry when they are not clear about the operation of the enterprise [9]. For example, no bad debt loss will be accrued for the rotten and deteriorated inventory, the book value of the obsolete assets will be inflated by the way of future cash flow recovery, and the improper evaluation of the mortgaged assets will result in the virtual increase of the book value of the enterprise assets, the increase of depreciation expenses, the increase of management expenses and the decrease of cash flow in each period, which will result in the serious loss of information in the three financial statements Really.

2.7 Adjusting Profit By Virtual Capital
Virtual assets refer to assets that have no use value for the enterprise, but cannot be written off in time, such as fixed assets that have no production capacity, or accounts receivable for more than three years [10]. Virtual assets also include such assets as have incurred expenses, but have not been able to bear or have been charged for the matching of income and expenses, such as prepaid expenses and deferred assets. Therefore, some companies classify losses or expenses as assets such as long-term unamortized expenses, so as to adjust profits, so that there is no sign of loss in the book of the company that was already in loss.

3. FINANCIAL STATEMENT WHITEWASH IDENTIFICATION MODEL
The research on fraud identification technology of accounting statements mainly focuses on the construction of fraud identification index system, fraud identification model and fraud index. The main ways to construct the fraud identification index system are questionnaire survey, financial report analysis, and choosing the substitute variable of fraud motivation as the index system through fraud motivation theory. At present, the accounting statement fraud index accounts payable index, other receivables index, inventory turnover rate, asset turnover rate, proportion of state-owned shares, equity concentration, etc., but there is no generally recognized unified index Effective index system. The fraud identification model mainly includes logistic regression, artificial neural network, decision tree, Bayesian belief network, case-based reasoning and so on.

Based on the above three aspects, in 2015, Wu Xi et al. [11] systematically investigated the earnings effect of two main types of accounting estimation changes in China's capital market, and based on the data of changes in the bad debt accrual ratio of accounts receivable and the depreciation rate of fixed assets announced by A-share listed companies in 2003-2011, found that if the company's accounting estimation level (i.e. bad debt accrual ratio or depreciation rate) deviated from the normal level of the industry, the more likely the company is to make an estimate change in the next period that is similar to, rather than deviated from, the industry level.

In 2016, Ge Wenrong [12] combined with logistic regression model to study the identification model of financial fraud, and concluded that the quick ratio is negatively related to the possibility of financial fraud, and the turnover rate of accounts receivable is negatively related
to the possibility of financial fraud. At the same time, he believes that financial fraud is generally to increase the non-existent profits, which can only be reflected in the form of accounts receivable, resulting in a substantial increase in accounts receivable and a decrease in the turnover rate of accounts receivable. Operating cost rate and net profit growth rate are indicators to measure the profitability and growth ability of an enterprise. At the same time, the proportion of state-owned shares and audit opinions are a good reflection of whether an enterprise commits fraud from the governance structure and external audit. The above six indicators can reflect the potential possibility of financial fraud of an enterprise.

In 2016, Hanfeng [13] made use of multiple linear regression analysis and bivariate correlation analysis to draw a conclusion that the difference in tax, temporary difference and permanent difference are significantly negatively related to earnings quality. Based on this research conclusion, the difference in tax as the early-warning identification variable, combined with the standard score formula in statistics, constructed the early-warning identification function, and set up the early-warning identification function according to the Chebyshev inequality. The early-warning value $z = 3$, that is, Hanfeng transformed the early-warning recognition of earnings quality into the recognition of abnormal tax differences.

In 2017, Zhang Zenglian [14] used the three factor theory to build a fraud identification model for financial statements, and used the backward step-by-step method of logical regression to build a model based on four financial indicators: accounts receivable index, asset return rate, cash flow interest coverage ratio, and voluntary information, making the model identification rate reach 77.9%, 4% higher than the traditional model.

In 2018, Li Qing [15] believed that the existing two classification model for fraud identification was based on the fact that both fraud and non-fraud sample companies were determined parameters, but the actual situation was that the punished fraud companies were determined, while the non-fraud companies were difficult to judge, which resulted in the absence of the construction basis of the classification model and low recognition accuracy. Therefore, Li Qing proposed a new way to construct the fraud index, which assumes that every company has the possibility of fraud. By calculating the accounting fraud index of the company and judging the possibility of fraud according to the pre-set threshold.

### 4. CLASSIC CASE STUDY OF FINANCIAL STATEMENT WHITEWASH

After understanding the basic concepts and characteristics of financial fraud, analyzing the frequently used means of financial fraud and the reasons of financial fraud by summarizing the research methods, and summarizing the methods of identifying financial fraud, this section will systematically summarize the financial statement whitewashing cases of Listed Companies in China. In 2014, Yu Haizong [16] and others elaborated the impact of initial recognition and disposal of available for sale financial assets on corporate profits through specific cases of COFCO real estate, analyzed and studied the "profit barrier lake" effect, and revealed the defects of current accounting treatment and information disclosure of financial assets. After the company's long-term equity investment in China Merchants Securities is transformed into available for sale financial assets, the difference between the book value calculated under the long-term equity investment is as high as twenty-nine point three six Billion yuan, which will be released when the company reduces its holdings of China Merchants Securities in the following years, resulting in a sudden change in corporate profits. Of course, it is true that the investment income of COFCO real estate from 2009 to 2012 is 53%, 132%, 155% and 103% of the current profit respectively, i.e. in 2010, 2011 and 2012, and if the investment income is removed, the net profit of the company is negative.

In 2014, Wang Haixia et al. [17] took Shixian Paper Co., Ltd., which has been listed for ten years and has been specially treated for six years and has been warned of delisting risks twice, as an example, analyzed that the company repeatedly used debt restructuring, government support, related party transactions and other means to whitewash its financial statements. In its annual report, Shixian paper company managed its earnings through debt restructuring and government subsidies three point three five Billion yuan is the income from debt restructuring. See Table 1 for details.

<table>
<thead>
<tr>
<th>Table 1: related financial data of Shixin paper industry from 2005 to 2012 Unit: Ten thousand yuan</th>
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<tr>
<td>Year</td>
</tr>
<tr>
<td>------</td>
</tr>
<tr>
<td>2005</td>
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<td>2006</td>
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At the same time, the company also conducted financial fraud through related party transactions. Table 2 shows the sales of Shixin paper to Yanbian paper in 2009-2012. From the data in the table, it can be seen that the proportion of related exchanges in the first three years is very high, especially in 2010, this transaction accounted for almost all of the same kind of transactions, accounting for 97% of the operating revenue of that year. Although the operating profit is still negative, i.e. 48.63 million yuan, it is the most optimistic year in eight years, which has an important impact on the realization of turning around losses in that year. Therefore, when the same
enterprise accounts for more than 50% of the company's sales, it is easy to cause financial fraud by using related party transactions.

Table 2. related transaction data of Shixian paper

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Sales</th>
<th>Proportion of Similar Transactions</th>
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<tbody>
<tr>
<td>2009</td>
<td>28685</td>
<td>66</td>
</tr>
<tr>
<td>2010</td>
<td>43690</td>
<td>97</td>
</tr>
<tr>
<td>2011</td>
<td>35232</td>
<td>93</td>
</tr>
<tr>
<td>2012</td>
<td>7789</td>
<td>26</td>
</tr>
</tbody>
</table>

In 2017, Xu Quanhua [18] analyzed the ways and economic consequences of classified transfer of earnings management in the context of accounting policy changes, and discussed how to identify classified earnings management. Sunshine share is a listed company mainly engaged in investment real estate leasing and asset management services, real estate development and sales. In 2014, the company changed the follow-up measurement of investment real estate from cost mode to fair value mode, which improved the gross profit, operating profit and net profit of the company.

In 2019, Cui Dongying [19] and others conducted a specific case study on Jiangsu yabaite Technology Co., Ltd. which has been identified as having financial statement fraud, and studied its financial fraud characteristics and techniques, as well as the relevant financial data and industry comparison, revealed the fact that it made up revenue and manipulated revenue in the operation process, and analyzed and learned that when accounts receivable and inventory appeared, the company's cash flow has a negative number, which means that it is possible to whitewash the financial statements through fictitious transactions. Secondly, when its operating income, profit and gross margin have multiple growth in a short period of time, it needs to be noted that the company may have fraud in statements.

5. CONCLUSION

The whitewashing of financial statements by enterprises will damage the order of market economy, the interests of investors, the integrity of accounting industry and the long-term development of enterprises. At the same time, the accounting information provided by the false financial report cannot truly reflect the objective economic activities, which will also bring adverse effects on the decision-makers' relevant decisions. How to identify the whitewashing behavior of financial statements has always been a hot topic in the society. Through studying the status quo of the whitewashing of financial statements of Listed Companies in China, the author analyzes and summarizes the means and types of the whitewashing of financial statements, and summarizes the cases of the whitewashing of financial statements of listed companies in China in recent years, analyzes one by one, prescribes the right medicine, and finds out the methods to identify the whitewashing of financial statements. At the same time, the author also summarizes and compares the financial fraud identification models in recent years, and finds that the scientific use of data mining methods for data analysis can greatly improve the recognition accuracy. However, there are still some problems to be solved, such as:

5.1 At present, companies use financial statements to whitewash various means, and through more than one means to fraud, but at present, the research is only based on a certain means of identification, such as only for related parties to be eliminated, cannot effectively identify the combination of means.

5.2 There are many and miscellaneous fraud identification indicators, and there is no weight setting in the model, but for practical application, it is likely that some identification indicators are more or less important.

5.3 In the model, there is no final conclusion about the threshold limit of fraud companies and non-fraud companies, only rely on the conventional thinking to set artificially, which is not scientific.

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The Reform of English Classroom Teaching in Higher Vocational Education from The Perspective of Deep Learning

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Abstract: Deep learning has now become the theoretical basis of English classroom teaching reform in higher vocational colleges, with the characteristics of strengthening the basis, transfer and application of learning. Due to the lack of high-level thinking ability and key ability, as well as the low enthusiasm and initiative in learning, vocational college students need to conduct in-depth learning in English classroom teaching. We can improve students' learning and application ability of English knowledge, high-level thinking and learning ability, positive learning motivation and attitude, and make them fully participate in the middle of learning, so as to improve the effectiveness of English learning and speed up the reform of English classroom teaching in higher vocational education.

Keywords: Deep learning; Higher vocational colleges; English; teaching reform.

1. INTRODUCTION
Nowadays, the quality of vocational education has been improved, which makes the classroom teaching of vocational education have to be internalized and developed in depth. And the English classroom teaching in higher vocational education should also be considered, so as to find a new mode suitable for English Teaching in higher vocational education. Because in-depth learning can improve students' high-level thinking ability, active learning attitude and key learning ability, as well as make students fully participate in every aspect of learning, this paper, based on the theory of in-depth learning, finds a new teaching mode which is more suitable for English classroom in vocational colleges.

2. DETAILED IN-DEPTH LEARNING
2.1 Characteristics And Concepts Of Deep Learning
The characteristics of deep learning mainly include high-level thinking learning, learning based on positive motivation, learning of key abilities and learning oriented to all-round investment [1]. Deep learning is a process in which learners innovate, understand, transfer and apply new knowledge on the basis of known concepts, so as to improve their physical and mental quality. Compared with our traditional professionalism, deep learning is a new discovery of cognitive science. The difference between them is that the traditional professionalism keeps the related knowledge of procedure and statement in mind for the learners, while the deep learning needs the learners to establish the relevant connection between the new knowledge and experience and the old one, summarize the learned knowledge into the related concept system, discuss the rationality of the new ideas and new ideas, and at the same time conclude these ideas with the known conclusions. To make the learners master the spirit of critical questioning.

2.2 Theoretical Significance Of Deep Learning
The theory of deep learning is of practical significance to the cultivation of students' core quality and all-round development, and it is the distillation and concentration of excellent teaching practice experience in history. In the previous discussion about the position of teachers and students in teaching, it is basically a single bias center theory. Deep learning not only eliminates the disadvantages of shallow learning and mechanical learning, but also enables students to actively and actively learn. It also resolves the opposite pattern between teachers and students in the teaching position, so that teachers, students and teaching content can achieve a high degree of coordination, and finally make the teaching value of teaching content be realized, students' development become more comprehensive and teachers are also in Feeling the joy of teaching in teaching will help students get the core ability they need for future employment.

3. DEEP LEARNING IN ENGLISH CLASS OF HIGHER VOCATIONAL EDUCATION
3.1 Cultivate Students' High-Level Thinking Ability
The high-level thinking ability refers to students' decision-making ability, critical and reflective ability, problem analysis ability and innovation ability. The study of high-level thinking is the key to cultivate students' high-level thinking ability. A higher level of learning is not only the understanding and mastery of factual knowledge, but also the exploration of ideological, operational and innovative knowledge. It requires teachers to change their teaching methods and students' old habits, so that students can participate in a series of learning activities such as analysis, comparison, induction, practice and innovation.

3.1.1 Stimulate students' thinking ability. Before class, the teacher uses the method of Title reasoning or thinking storm to give the topic of learning, so that the students can have divergent thinking. The purpose of Title reasoning is to cultivate students' ability of questioning and judging, and to better understand the knowledge in textbooks.

3.1.2 Cultivate students' creativity. In class, use mind mapping or ask students questions. The mind map is illustrated with pictures and words, which can express each
German economist D. Mertens in 1972. He stressed that the key ability is a universal and transferable ability, which plays a key role in the process of personal growth and the ability to use [2].

In the process of English learning in vocational colleges, the teacher is responsible for the guide, organizer and implementer of teaching activities. In English classroom teaching, we should pay attention to three aspects.

3.2 Improve Students’ Key Abilities
The concept of “critical capability” was put forward by German economist D. Mertens in 1972. He stressed that the key ability is a universal and transferable ability, which plays a key role in the process of personal growth and the ability to use [2].

In the process of English learning in vocational colleges, the teacher is responsible for the guide, organizer and implementer of teaching activities. In English classroom teaching, we should pay attention to three aspects.

3.2.1 Cultivate the transfer ability from learning and absorbing classroom knowledge to participating in various extracurricular practical activities. The learning and absorption of classroom knowledge is a process in which teachers impart knowledge to students. Taking part in extracurricular practice activities can make students freer to learn and practice, thus cultivating students’ awareness of independent learning.

3.2.2 Cultivate students’ ability of independent learning. Learner's ability of autonomous learning is the process of making a strict learning plan, determining a feasible learning goal, choosing a suitable learning method and monitoring the learning effect of learners according to their learning state. In teaching activities, we should use the form of scenario creation and interactive dialogue, take learners as the center, use the form of interactive dialogue and scenario creation, give full play to students’ innovative spirit and subjectivity, make students actively participate in learning, and thus build their own knowledge system.

3.2.3 Cultivate students’ ability to use English knowledge. The teacher directed the students to give lessons to the students. In this process, you can consult excellent teachers to conduct on-site instruction. In the long run, it can not only improve students’ basic skills of writing, reading and listening, but also cultivate students’ ability to integrate into the real classroom, and provide students with the opportunity of English lectures.

3.3 Improve Students’ Motivation of Active Learning
Learning motivation is the power source to promote learning. It is the internal driving force to promote learners’ learning. The main factors that affect learning motivation are interest, need, emotion, values and so on [3].

3.3.1 Improve students’ interest in learning. In the teaching class, teachers can combine the knowledge with the social current affairs by quoting the current affairs when they talk about the knowledge in books, so as to stimulate the students' curiosity and curiosity. With the rapid development of science and technology, multimedia has entered almost every classroom. Teachers can use multimedia to demonstrate the background knowledge to students directly through film, television or music when giving lectures, so as to enrich the learning environment and stimulate students' strong interest in learning.

3.3.2 Change teaching methods. Active classroom atmosphere can make students study faster and more interesting, while serious atmosphere can make students feel bored and boring. Therefore, changing teaching methods, creating equal teacher-student relationship in the classroom, encouraging students to express their views, is more conducive to students' interest in the subject.

3.4 Enable students to participate in learning in an all-round way
There is a positive correlation between vocational maturity and learning input [4]. Similar to "investment", for students who spend more time and energy on learning, their academic performance and professional maturity will be better. And this "investment" is almost risk-free.

3.4.1 Focus students’ attention on learning. Teachers can take a circular and gradual approach to teaching, control the progress of teaching, not too fast, not too slow, to ensure the continuity of teaching. At the same time, pay attention to the participation of students. The homework assigned after class should not be too difficult. It can be done by students independently.

3.4.2 Strengthen students' emotional input. Teachers should pay attention to every student, take the students as the center, and use the layered education method to set proper learning goals for students. To enable students to participate in all aspects of learning, it is necessary to make English teachers not only have a high level of teaching, but also full of enthusiasm for students and teaching activities.

4. CONCLUSION
Through the transformation and development of English classroom teaching to deep learning, higher vocational colleges can master a new mode suitable for English classroom teaching. Under the guidance of teachers, students can improve their learning ability in all aspects. Therefore, the English classroom teaching in higher vocational colleges will go further on the basis of deep learning.

REFERENCE
Analysis and Path Selection of The Precise Poverty Alleviation Mode of Rural Finance in The Western Countryside

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Abstract: The economic development of the western rural areas is relatively backward, and under the guidance of the task of building a well-off society in an all-round way, it is an inevitable choice to carry out financial precision poverty alleviation in the corresponding areas. Based on this, this paper briefly analyzes the common mode of precision poverty alleviation in rural finance in the west at present, and puts forward the optimization path of breaking through the traditional mode, updating the rural financial service mode, and actively integrating the construction of the new urbanization to the precision poverty alleviation of the rural finance in the western countryside, aiming at realizing the precision poverty alleviation in the rural areas of the west.

Keywords: Western region; Rural finance; Targeted poverty alleviation

1. INTRODUCTION

Judging from the current situation of China's economic development, the development of the eastern, central and western regions is extremely unbalanced, especially in the western countryside, the economic development is extremely backward. Under such circumstances, it is very necessary to introduce financial precision poverty alleviation in the western rural areas, which not only provides support for the realization of China's precise poverty alleviation, but also promotes the better development of the new urbanization construction.

2. ANALYSIS OF COMMON PATTERNS OF PRECISION POVERTY ALLEVIATION IN RURAL FINANCE IN THE WEST

2.1 Government-Led Model Of Accurate Poverty Alleviation In Rural Finance

In this model, the government departments distribute special funds for poverty alleviation and coordinate various resources. At present, the model can be further refined into "government + enterprises + poor households" model, "government + banks + cooperatives" model, "government + banks + farmers + risk compensation" model, "government + financial institutions + farmers" model, "direct compensation" model.

2.2 Precision Poverty Alleviation Model For Rural Finance Led By Financial Institutions

In this model, financial institutions occupy the main position, mainly providing loans, guarantees and other financial services to farmers. At present, the model can be further refined into "credit + new urbanization" model, "financial institutions + mutual funds + poor farmers" model, "financial institutions + professional cooperatives + poor farmers" model, "large commercial financial institutions + micro financial institutions + poor farmers" model.

2.3 Industrial Finance Accurate Poverty Reduction Model

The development of characteristic industries and advantageous industries is the main way to achieve accurate poverty alleviation. In the industry-based financial targeted poverty alleviation model, it mainly relies on financial policies, fiscal and tax policies, etc., to support the development of local characteristic industries and advantageous industries. In particular, support the local leading enterprises by multiple means, so as to achieve the effect of increasing employment and promoting local economic development [1].

2.4 Policy-Oriented Financial Precision Poverty Alleviation Model

Relying on national credit, national regulations, combined with special financing methods and preferential deposit and loan interest rates, the financing behavior of the government is not perfect for the rural areas in western China, so it is necessary to use the policy financial precision poverty alleviation model in a short period of time.

2.5 Internet Finance Accurate Poverty Reduction Model

In this mode, multiple Internet financing platforms are the main body, relying on the "Online + offline" integration mode to achieve targeted poverty alleviation. Internet plus Finance + Internet plus Finance + Internet plus Finance + industry chain, Internet plus Finance + special agricultural products, Internet + Finance + characteristic tourism are the models that can be further refined into the current mode. For the western rural areas, they have the natural advantages of beautiful scenery, so tourism is an important industry to achieve accurate poverty alleviation.

3. THE PATH SELECTION OF THE PRECISE POVERTY ALLEVIATION OF THE WESTERN RURAL FINANCE

3.1 Breaking Through The Traditional Model

In the construction and development of western rural areas, extensive poverty alleviation model has been used for a long time, which is not conducive to the improvement of the efficiency of poverty alleviation. Based on this situation, we need to break through and update the traditional poverty alleviation model, actively respond to the national emphasis on the concept of targeted poverty alleviation, and improve the accuracy of financial poverty alleviation. In practice,
relevant departments can give full play to the advantages of big data technology, and accurately locate each poor household in combination with the file information of local low-income insurance households, poor households, families with special difficulties, etc. At the same time, we should actively change the traditional "blood transfusion" poverty alleviation mode, introduce the "hematopoiesis" poverty alleviation mode, mobilize the internal power of all the poverty alleviation households in the western rural areas, and promote the original idea of "passively asking me to get rid of poverty" to "actively asking me to get rid of poverty" [2].

3.2 Updating The Rural Financial Services Model
At present, the financial network institutions in western rural areas continue to develop. In order to further promote the efficiency of financial targeted poverty alleviation, it is necessary to update the existing rural financial service model to achieve service and keep pace with the times. In practice, we should focus on the following work: the climate conditions in the western region are changeable, so the uncertainty of the corresponding agricultural products is very high, leading to the financial institutions are not willing to accept the mortgage of agricultural products, so we should strengthen farmers' awareness of agricultural insurance, and innovate the management methods of financial risks. Focus on the promotion of Internet Finance and focus on the development of local characteristic industries. Relying on big data to complete the construction of rural financial credit system and reduce the financing (loan) cost of farmers in western rural areas.

3.3 Actively Integrate New Urbanization Construction
We should integrate the construction of new urbanization with the financial targeted poverty alleviation work. The main work includes: building a new countryside, developing characteristic industries and leading enterprises in the countryside, actively developing rural tourism, etc., so as to promote the economic growth of the countryside and realize the common prosperity of the urban and rural areas. Put the rural economic development and environmental protection in the same position, and promote the sustainable development of western rural poor areas. On the basis of maintaining the sufficient rural land in the area, the land may be requisitioned and compensation may be paid to the poverty-stricken areas.

In addition, we should further strengthen the infrastructure construction and public service system in western rural areas, and promote the development of agriculture in western rural areas to the direction of intelligence and modernization.

4. CONCLUSION
To sum up, it is very necessary to introduce financial targeted poverty alleviation in western rural areas, which provides support for the realization of targeted poverty alleviation in China. At present, the western rural financial targeted poverty alleviation model is extremely diverse, including the industrial financial targeted poverty alleviation model, the Internet Financial targeted poverty alleviation model, the policy financial targeted poverty alleviation model and so on, on the basis of selecting the appropriate poverty alleviation model. Through breaking through the traditional mode, updating the rural financial service mode and actively integrating the new urbanization construction, the economic development and sustainable development of the western rural areas have been promoted, and the precise poverty alleviation has been achieved.

REFERENCES
Investigation and Research on The Employment Psychology of Graduates in Higher Vocational Colleges: Taking Nanjing Institute of Industry Technology as An Example

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Abstract: Through the method of questionnaire survey, 400 graduates from Nanjing Polytechnic Institute of technology were investigated in terms of professional satisfaction, employment confidence and job intention. The results show that there is no significant difference in the employment confidence of graduates compared with the same period last year; the main factors of students' dissatisfaction with their majors are autonomy and competence, which are in front of economic confidence; students' intention to apply for jobs is not clear. The survey reflects the employment mentality of students, and provides the basis for grasping the employment trends of graduates, analyzing the reasons for not being employed, guiding college students to start their own businesses and correct their employment mentality. The employment guidance in Colleges and universities must combine the factors of paying attention to college students' employment psychology, job hunting motivation, specialty construction, market demand and key assistance.

Keywords: Graduates' Employment; Confidence; Economic confidence

1. INTRODUCTION
The novel coronavirus pneumonia NPC and CPPCC graduates have become one of the hottest topics since the opening of the 8 million 740 thousand sessions. This year, the number of university graduates has reached a new high of about 8 million. The objective economic environment and individual employment psychological factors will affect the employment of university students. The study shows that factors such as occupation values, personality characteristics and employment confidence will affect the employment behavior of college students. Among them, employment confidence has the most direct impact on employment behavior. The so-called employment confidence is a comprehensive judgment on the employment prospect made according to the current employment situation. It includes two aspects: the current situation of the employment situation and the expected judgment, reflecting the optimism of the job seekers on the future development of the employment situation. It is an important and urgent task for colleges and universities to understand the employment confidence level of college graduates, guide them to actively face the challenges of economic environment and establish employment confidence. This study aims to novel coronavirus pneumonia graduates' Employment Confidence status and explore ways to promote graduates' Employment under the current situation of new crown pneumonia.

2. OBJECT AND METHOD
The questionnaire of College Students' employment psychology, The content of the questionnaire includes college students' confidence in employment, their satisfaction with their major, their intention to apply for a job, and their motivation. The questionnaire adopts four levels of evaluation. The subjects are asked to evaluate the current situation, which are "no confidence", "let it be natural", "have some confidence" and "very clear" in terms of job intention and motivation, the investigation conducted interviews on the reasons for professional dissatisfaction and unclear job intention or motivation. In this study, randomly selected students from Nanjing Institute of Technology were asked to fill in the questionnaire according to their own actual situation. A total of 400 questionnaires were distributed, 389 were recovered, and the recovery rate was 97.25%. Among them, 375 questionnaires were valid, and the effective rate was 96.40%. There were 260 science and engineering students, 125 liberal arts students, 220 male students and 155 female students.

3. RESULTS
3.1 Comparison of Employment Confidence
Among the students surveyed, 31% said they did not have confidence in employment, 46% said it was natural, 13% said they had some confidence and 10% were full of confidence in employment. Compared with the survey data of the same period last year, 21% said they did not have confidence, 40% said they would let it go, 22% said they had some confidence and 17% were confident about employment. Although the data showed that the employment confidence of this year was not as good as that of last year, the statistical results showed that the difference was not significant. The reason may be related to the number of samples. Future research will expand the sample for further exploration.
3.2 Professional Satisfaction
The results show that 128 (34%) of 375 students are dissatisfied with their major, 38 (10%) are indifferent to their major, 161 (43%) are satisfied with their major, and 48
(13%) are very satisfied with their major. 56% of the students are satisfied with their major and are optimistic about the development of their major. The survey shows that there are three major reasons for dissatisfaction: because of the adjustment of the examination, I don't like the major I've studied; my major's academic performance is not good and it's difficult to meet the graduation requirements; and the prospect of professional employment is not optimistic.

3.3 Job Hunting Intention

The survey results show that 40% of the students choose to continue their studies and 20% of the students say that they will make double preparations for further study and employment, that is, 60% of the students will choose to transfer their courses, which is basically consistent with the proportion of students who have signed up for transfer. 15% of the students have unclear job hunting intention and weak motivation, while 25% of the students have clear intention and strong motivation for employment. They think that they should get employed earlier this year opportunity.

4. COUNTERMEASURE

4.1 Actively Adjust Students' Employment Mentality

Social and economic conditions will have a greater impact on College Students' Employment Confidence, but the career expectations and self-efficacy of college students are also the factors affecting employment confidence [5]. Students have high expectations for the future. In the face of the economic situation under the epidemic situation, their employment confidence will be weakened. This is the requirement of the student union to improve the popularity of the school and professional satisfaction, and this is also the performance of the decrease of self-efficacy. Therefore, the school should quickly grasp the real market of employment under the current economic state, actively adjust the employment psychology of college students, make the students' career expectations closer to the reality; dredge the anxiety, helplessness and hesitation of graduates, cultivate their willpower and frustration tolerance, improve the problem response efficiency, establish employment first and then choose a job, and master the short-term and long-term goals Relationship [6], stimulate the employment motivation of college students and formulate a reasonable life plan.

4.2 Specialty Construction Meets Market Demand

Colleges and universities should make clear the relationship between specialty construction and employment market demand, especially in vocational colleges, talent cultivation is guided by market and technical practice, and professional courses and internships should be guided by market demand. Each specialty should have post practice base and employment base. In professional teaching, professional counterpart employment market should be introduced to students in detail, so that students can have correct positioning for their future majors. The school combines career planning, employment guidance and entrepreneurship, and regularly holds experience exchange reports and symposiums, so that college students and graduated students have more opportunities to contact and exchange, so that students can improve their career decision-making and self-efficacy. Through the combination of professional construction and entrepreneurship guidance, students can be guided to form the correct perception of external environment and personal internal factors.

4.3 Combining Employment With All Aspects To Actively Help Poor College Students

In the survey, it is not difficult to find that many graduates have unclear job-hunting intention, indifferent professional attitude and weak motivation, but this will not affect their employment results, because they will be passive employment under the promotion of social resources. There are also studies that show that extroverts and initiative people are more likely to find jobs because they have more information and more interpersonal relationships. However, poor college students are relatively weak in employment resources. Some students have inferiority complex in their study and life. Their interpersonal communication is relatively closed, so information and interpersonal relationship are also relatively closed. They often adopt immature psychological defense mechanism to cope with the pressure of study life and employment [7]. In the work of employment guidance, we need to take the initiative to care about and understand the employment psychological state of poor college students, carry out targeted employment confidence education and stress and frustration training for students, help them find information and reasonable ways to solve difficulties, and help them establish a mature employment psychological defense mechanism.

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The Virtue of Sports-- Based on The Study of Sports Virtue in Nicomachean Ethics

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Abstract: Based on the virtue in Nicomachean Ethics, this paper discusses the issues related to sports ethics by means of literature review and logical analysis. The results show that the virtue in the book plays a guiding role in the development of sports. In the book, the intellectual virtue explains the purpose and significance of sports and sums up the reason of the intellectual virtue of sports, including the pursuit of noble quality and honor, the desire to know and control the body, and the desire to explore the limits of physical activity. Through the interpretation of the nicoracetam Ethics of bravery and temperance, the conclusion is drawn that courage is an important virtue to perfect the personality of sports, and sports is an important means to achieve temperance.

Keywords: Ethics; Sports; Intellectual virtue; Sports virtue

1.INTRODUCTION

"Nicomachean Ethics" (hereinafter referred to as "Ethics") is the ancient Greek philosopher Aristotle's classic, but also the cornerstone of Western philosophy or ethics, Aristotle in this book discussed about morality, life, life and other ethical issues. It logically expounds the virtue under the principle of the middle way and points out the end-result of ethics - happiness view. Ethics is not only a book discussing virtue, but also has ethical guiding significance for many subjects. As Aristotle attaches great importance to physical education, Aristotle's sports ethics can also be seen in this book. This has pointed out the direction and guidance for the construction of contemporary sports ethics and has inestimable value [1-3].

Aristotle's treatise on sports is more focused on his "Politics", but his ethical thoughts on the virtue of sports are based on "Ethics". In the first volume, Aristotle directly pointed out that "all techniques, all plans, and all practices and choices are aimed at some kind of good. In academics, physical education is often translated as physical education, or physical education [4-7]. The material; In accordance with the laws of nature. And the internal logical relationship of sports in the Western context is just like this: Firstly, sports is an educational activity related to the body; Secondly, the movement of the body belongs to physical movement; Finally, the body belongs to the category of matter, its growth and aging is in accordance with the laws of nature. By logical analysis of the above, we can clearly realize the sports as a set of technology (obtain) through education, planning (with regularity, planning), the practice (skills of physical activity belong to the category of practice) in the integration of disciplines must has a good value and purpose, and thus Aristotle summed up by "good" form and the meaning of "good" applies to sport.

2. THE GOODNESS AND VIRTUE OF SPORTS IN ETHICS

According to the ethics of the double meanings of "good", we can also see the meaning of sports kindness: when "good" as the purpose of sports, the meaning is the purpose of the education itself is in accordance with the teaching goal to achieve physical activity skill teaching and in accordance with social needs and growth rule to cultivate sports talents social needed; When physical education is a process, its "good" purpose is no longer education, but the process of "showing physical activity", which is controlled by the soul. Therefore, showing "physical activity" is the activity of showing the soul -- the combination of human nature and rationality.

The "good" in sports can also be divided according to the composition of "good": the good of the body, needless to say, one of the purposes of sports is the health of the body; The "good" in sports is not only a personal activity, but also a social one. Sports competition is the most obvious example. Athletes get the external "good" in the society through sports competitions, such as "honor", "wealth" and "praise". Intrinsic "goodness" in sports, according to Aristotle's logic reasoning, sports is subject to the soul of physical activity, prior to the soul and body, the body strong perfecting the nobility of the soul, on the contrary, the soul is more noble, the more able to adverse effect to the body, thus the body and soul are complementary to each other, in the real one, then the intrinsic "goodness" is in the sports people in the process of physical activity, the suggestion or show the "goodness" of the soul. To sum up, the "good" in Aristotle's ethical thoughts contains and interprets the purpose and significance of sports. Because of this, the ethics of Aristotle's "good" also applies to sports ethics. Moral virtue contains the specific purpose of virtue. They are the concrete framework of "good" in sports and the origin of sports ethics.

3. AN INQUIRY INTO INTELLECTUAL VIRTUE OF SPORTS

3.1 The Origin of Intellectual Virtue

"What desire motivates people to take part in sports" and "what thoughts people have about sports" are the key to
interpret the rational virtue in sports. Prior to explore the two problems we need to know a word "ἀριστεία", "ἀριστεία" is Greek, its English meaning for "agon", the meaning of this word first is "the ancient greeks to worship the gods and heroes of the event hosted by." In the Pre-Socratic period, the Worship of gods in Greece was not only spiritual, but also physical. As is known to all, the gods in Greek mythology system and ethics of human beings, but also contains the original animal, they are universal human emotions, courage, integrity, kindness, jealousy, selfishness, etc.), including "hercules". The legend is a direct expression of the ancient Greek body worship. As one of the main gods worshipped by the ancient Greeks in "agon", he was not only brave and upright, but also possessed an extremely powerful and perfect physique. In this way, the ancient Greeks also imitated themselves physically through worship in physical activities, so as to seek spiritual and be responsible to the people of Sri Lanka, We must therefore, the intellectual virtue of sports in Ethics can be summarized as: firstly, the pursuit of noble quality and honor; Secondly, the desire to know and control the body; Thirdly, the desire to explore the limits of physical activity. These three points also incorporate Aristotle's external goodness, bodily goodness and spiritual goodness. And the question of "what kind of thinking do people have about sports?" directly leads the intellectual virtue of sports to the moral virtue of sports.

4 AN INQUIRY INTO THE MORALITY AND VIRTUE OF SPORTS

4.1 Sport And The Middle Way

Moral virtue is an important part of the argument in Ethics, which is the composition of the "goodness" of the soul. It not only provides the concrete framework of ethical virtue in Ethics, but also points out the important practice way -- "moderatio" principle. Before studying the moral order concluded by Aristotle, it is necessary to understand the "moderatio" principle, for most of its theoretical support consists of the "moderatio" principle.

"Moderatio" is "moderate and middle", and its inner meaning is a well-known philosophical concept in Chinese -- the mean, which contemporary scholars prefer to call the "middle Way" to make distinctions. Aristotle points out that "the middle way is between the excess and the inferior, between the two evils. In both feeling and behavior there are less than and more than the due limit, virtue seeks and chooses the middle. The virtue, therefore, as far as substance is concerned, and as far as principle is concerned, is the middle, and the middle is the highest good and the most extreme beauty.

The principle of middle Way is often questioned in sports competition, which is considered to be contrary to the competition of sports competition. In fact, Aristotle already indicated the categories of its application in the above paragraph. First, the principle of tathagata category is feelings and behavior and physical activity in the sports competition is a means of comparison, and is ranked game win and lose as a result, there is no such thing as a middle value in winning or losing, while ranking mechanism is using the principle of the tathagata, make sports results more objective and fairer. Second, in the process of sports contest is there body behavior and feeling, sports competition itself and its results included in the external "good" (that is, the result of bricks) such as glory, honor and the spirit of "good" (in sports competition is often understood as a sporting spirit), but by "ethics", "goodness" of the soul is far higher than that of external "goodness", and more emphasis on Aristotle virtue (goodness) of the middle path. It can be seen that the middle way principle is more applicable to the category of sports ethics in sports competition, so the middle way principle is not inconsistent with the sports competition itself.

The application of the middle way principle not only exists in sports competitions, but also can be applied to various branches of the subject of physical education. The moral virtue based on the principle of the middle way also builds the ethical framework for sports itself. The moral virtue in this framework not only points out the moral norms for
people's behaviors in sports activities, but also establishes the ethical basis for the development of sports.

4.2 Bravery In Sport
Under the principle of the middle way, Aristotle places courage between rashness and cowardice, points out five "hypocrisies" that are close to bravery but not brave, and finally points out that "courage is how to deal with firmness and fear". The premise of the exploration of "courage" in sports should first be clear about what people fear in the process of sports activities and what they should be firm in the face of fear.

The first is the fear of physical pain. As Aristotle put it, "what boxers do, of course, is to be happy... Yet the blows experienced by the flesh and blood are unbearable, and all their training is painful... A brave man does not willingly accept death or injury; nevertheless, he persists because it is noble to persist.

It is human nature to seek advantages and avoid disadvantages. The "harm" defined in nature is more directly directed to the physical harm, while the physical activity in sports activities has different degrees of "harm" from any aspect of school sports, social sports and competitive sports according to the contemporary division of sports. Whether the "harm" of the exercise is beneficial or not depends on the meaning of the exercise itself. Aristotle explains it this way: "Too much and too little exercise, the same physical injury; Eating too much and too little can damage your health in the same way; Only moderation can produce, increase, and maintain physical strength and health." Schopenhauer in the Wisdom of Life more concise summary and summary of Aristotle's view is that "life lies in movement, the essence of life lies in movement." 

It can be seen that physical pain can indeed be called harm, but moderate "harm" for the exchange of physical health is a beneficial "harm". Therefore, the purpose of maintaining this moderate "pain" is to avoid greater physical pain such as diseases caused by the body or to exert greater athletic potential to achieve better performance in competitions.

Then there is the fear of nothingness. There are many meanings of nothingness, and the nothingness of soul represents the negation of one's own existence as an individual, which explains why people hate to lose or lose, because they deny to some extent what they insist on. This is especially evident in competitive sports, in which athletes often face numerous failures to succeed, and the self-doubt and denial generated by the failure will greatly shake the athletes, and the valuable thing of persistence is that it is the courage to maintain firm beliefs in the face of wavering and doubt. This is Sisyphus bravery, but also a demonstration of sportsmanship. As Plato said, "it takes great courage to conquer oneself, and the victory is the most glorious of all victories."

And finally, the fear of unknown death. The fear of death originates from the unknown. The purpose of physical activity is not to avoid death, but to know the body scientifically through physical activity, so as to know death. Aristotle pointed out that "the more virtue a person has, the more he feels the pain of death, because life is precious to such a person. It is brave of him to choose to be noble, knowing that he will lose something precious." The brave can be acquired through physical character, but not the unique virtue in sports, sports way of physical activity provided people acquire this brave way that "more than life, continuous movement", and brave backfire in sports activities, in which let people can more fully achieve the aim of all kinds of sports activities.

To sum up, the courage in sports morality is the moral motivation to promote the "goodness" of the body. Secondly, from the point of view of soul, it is one of the goals of the "good" of sports soul -- to achieve a noble personality; Finally, sports and brave virtue complement each other and interact with each other, which is an important link to improve the personality.

4.3 Temperance In Sport
In The Ethics, Aristotle places temperance in the middle of happiness, insensibility is inferior, otherwise is indulgence. He believed that temperance is the temperance of touch in physical activities, because the opposite direction of temperance is closer to indulgence, and the essence of indulgence is the pursuit of human desires. In sports, abstinence is not only a moral virtue, but also one of the aims of sports -- that is, to achieve abstinence by disciplining the body, so as to achieve the purpose of exercising the soul.

In sports, incontinence is often reflected in people's excessive pursuit of external "goodness" and physical indulgence. The use of "doping", for example, enables athletes to achieve better competition results, while violating the true-life principle of competition "to explore human control over the limits of the body through real comparisons". And in this act, what the athlete seeks is not the victory itself, but something else such as fame, wealth and honor that victory brings. However, physical indulgence means that athletes give up or violate the requirements of sports regulations in order to satisfy their physical desires. Aristotle pointed out that "an ignorant and ignorant man will never satisfy his desire for happiness, and he can do anything. Because the actual act of satisfying one's desires strengthens one's natural instincts and pushes one's reasoning powers to the point of extreme intensity." As Aquinas says, "Athletes and soldiers have to give up a lot of food in order to do their job." Therefore, athletes should not only control appetite, but also sexual and sexual desire.

Indulgence is the opposite of goodness because unbridled desire promotes the natural habits of man -- primitive and savage, disordered and disordered. There are three reasons why sports can be a means to achieve self-control. First, sports focus on the two-way cultivation of the body and soul. The nature of the indulgences produced by desire is that the human instinct is superior to the soul, and the body of indulgences is controlled by instinct, not by the soul's reason. Physical exercise is not only physical exercise, when people follow the steps and methods of physical exercise, it is also the training of the soul, so that it can form orderly and harmonious consciousness in the process of physical activity, namely the establishment of rational logic. Secondly,
physical discipline in sports is scientific and civilized, and it is cultivated step by step. Long-term physical exercise would help people form a good habit, used to produce by checks and balances instinct desire, which is why Aristotle attaches great importance to the cause of the early childhood physical exercise, as he put it, "a good education and constraint ability as a teacher for children guidance and constraint, desire of parts should also be in accordance with the rational life, a man of moderate desire what he should desire, should manner, should in time, which is a rational arrangement." Finally, sports activities are targeted practical activities. The goal of sports activities can make people have a positive attitude and motivation, no matter what the level of the goal can make athletes feel the value and significance of practice. The goal of movement can regulate the desire organically, while the process of practice is the process of self-restraint.

5. CONCLUSION
With the changes of The Times, today is not the same as the time before Christ, and the ecological environment and conditions of virtue are quite different. However, the beautiful and noble qualities of human beings explored in Ethics have never changed. The truth, goodness and beauty in Aristotle's ethical thoughts found the refuge of ethics for sports. It is just called "now people do not see the ancient moon, but this moon once shone on the ancients". Fortunately, he picked up the legacy of his ancestors and forged today's sports spirit.

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REFERENCE
Practice and Exploration of Art Curriculum Reform in Preschool Education Under the New Situation

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Abstract: As an important part of the teaching industry, the art course of preschool education in higher vocational colleges has been widely used to meet the needs of the current teaching reform of art major. It is of great significance for the sustainable development of preschool education to analyze the art teaching reform of preschool education in higher vocational colleges. This paper will elaborate the practice and exploration of art curriculum reform of preschool education under the new situation, hoping to provide reference for relevant staff.

Keywords: Preschool education major; Art curriculum; Curriculum reform; Diversification

1. DIVERSIFIED TEACHING METHODS

It is difficult to obtain good teaching effect only through the teacher's single language medium. Teachers should create a variety of teaching forms to stimulate students' learning enthusiasm. In art teaching, we should improve the single indoctrination teaching method and enrich the form of art teaching. We should take students as the main body of teaching, and should connect art knowledge with life reality, Stimulate students' learning enthusiasm. Teachers can carry out hierarchical teaching according to students' learning basis, assign different assignments for students, and mobilize students' subjective initiative in practice, so that students can give full play to their imagination and create unique art works. Diversified teaching methods can make students break through the shackles of thinking and enable them to study actively [1-3]. Teachers should also collect rich materials before teaching, so that students can choose materials to complete the task, so that students have a broader space for creation. When students draw, don't put the shackles of thought on the students. Let the students finish the painting independently according to their own ideas. They can answer the questions when the students ask questions, and try not to directly specify what the students should do. Through activities, students' participation can be mobilized, and good teaching effect can be achieved. By establishing art associations or art competitions in schools, teachers can create rich teaching situations, stimulate students' inner feelings for art, feel the charm of teaching together with students, excavate rich materials in textbooks, create interesting teaching situations, and closely connect with life, So as to obtain good teaching effect [4]. Take flexible and diverse teaching forms, such as handcraft, organizing painting programs, through games, stories, introducing courses, and adopt flexible teaching forms to enhance students' interest in art.

2. INCREASE SCHOOL-BASED ART COURSES WITH LOCAL CHARACTERISTICS

The development of art courses with local characteristics can cultivate students' fine arts skills and fine arts appreciation ability. In the past art teaching, some courses lacked the necessary vitality and vitality. Teachers mainly explained art knowledge in the classroom, involving more professional skills, and many profound theoretical knowledges were divorced from practice, which not only was difficult to mobilize students' interest has no great effect on the improvement of students' art level. The opening of school-based curriculum should improve the fine arts curriculum. We can further adjust the art curriculum based on the local culture. For example, we should integrate the art teaching resources inherited from the ancients into the teaching, and carry out the school-based art curriculum with the characteristics of the local natural landscape and human resources. The school and the local art experts can work together to develop curriculum resources. They can also use the school's resources to carry out art teaching activities, such as traveling and sketching outdoors, so that students can enjoy different scenery, discover the artistic inspiration of art learning.

3. INVESTMENT IN FINE ARTS EDUCATION FACILITIES

Students have a strong curiosity, like to pay attention to some different things, art has a great flexibility, involving a wide range of content, students are easy to be interested in painting, in recent years, more and more people into painting learning, enhance the competitiveness of the society, only by learning professional knowledge and skills, can they have a foothold in the society. Colleges and universities should speed up the construction of art education facilities, provide good material conditions for students, establish the necessary art exhibition hall for students in class, increase the necessary teaching objects, such as electronic whiteboard, physical projector, sketching supplies, teaching wall charts, painting pigments. It should also establish calligraphy and painting classroom, manual training classroom and other professional places, and establish a scientific teaching network channel Tao provides students with abundant network teaching resources and independent learning channels. To speed up the investment of
multimedia facilities, teachers can make use of multimedia teaching resources for teaching, or collect rich teaching resources on the network to provide students with rich painting materials.

4. INCREASE THE NUMBER OF PAINTING PRACTICE CLASS HOURS

In the process of learning fine arts, preschool education major needs to understand the development history of China's art education, know the theoretical knowledge related to children's psychology, be familiar with painting materials, master the painting and manual activity design of preschool education, etc. art course is a course combining theory with practice, in which theoretical knowledge involves a lot and a lot of practice. The content needs to be learned. For example, decorative painting, traditional Chinese painting, watercolor, these contents all need practice courses, and they all need a lot of practice courses to practice. However, there are few art courses for preschool education majors in Colleges and universities, so we should appropriately increase the practice courses. For the curriculum, we need to highlight the characteristics of preschool education. It should be in line with the needs of the times, set up professional basic courses, combine basic courses with practical courses, highlight the characteristics of early childhood education, and reflect the characteristics of preschool education by offering cartoon design, toy making, hand-made and other courses, and inspire students to arrange the environment, design blackboard and color matching from the aesthetic point of view, which can also be established in schools. Art clubs or art competitions can mobilize students' participation through rich activities and competitions, so as to achieve good art learning effect. The opening of kindergarten practice course can inspire students to think, let students connect with real life, let the content of today's study serve for future work.

5. INTEGRATING TEACHERS' MORAL CONSCIOUSNESS INTO ART CURRICULUM

It is necessary to cultivate fine arts teachers' good moral character, take moral education as a task, let teachers' moral consciousness run through art teaching, let students understand their future responsibilities, and integrate teachers' ethics into all disciplines, because students of preschool teaching will be engaged in teacher work in the near future. We should teach students to be human first, then teach students fine arts, and teach them in teaching Teachers' words and deeds will affect students. Teachers' exemplary role can influence students' behavior consciousness imperceptibly. Students majoring in preschool education need to form a good teacher's ethics and form their teaching professional ability. They love education and improve their sense of professional identity. Colleges and universities can hire excellent kindergarten teachers to carry out lectures on teacher's ethics education, or share practical experience in art teaching, so that students of preschool education can learn practical experience from different angles.

6. ESTABLISHING A SCIENTIFIC TEACHING EVALUATION SYSTEM

Based on the characteristics of art curriculum, there is no unified standard or regulation in the evaluation of art works. Teachers can organize students to evaluate each other and self-evaluation, enrich the form of teaching evaluation, establish a set of perfect evaluation system for extracurricular practice courses, and establish an evaluation system for students' practice outside the school, providing a clear evaluation standard. In order to strictly require students, let students get better learning results.

7. CONCLUSION

Teachers of preschool education should pay attention to the emotional factors in interpersonal communication in the teaching process, use good emotions to stimulate students' emotional reactions, and create a harmonious teaching atmosphere. Teachers can obtain good teaching effect if they teach with a kind attitude and a happy mood. In a word, preschool education is the key to the development of intelligence and the need of educational development in the new era. It is imperative to deepen the reform of preschool education.

REFERENCE

On the Role of Music in Dance

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Abstract: Dance and music are two different forms of expression, but there is a close relationship between them. In ancient China, dance and music were combined together, and the viewing effect was greatly improved. With the development of modern society, dance and music seem to be close sisters. This paper analyzes and studies the role of music in dance, and summarizes the important role of music in dance. Keywords: Music; Dance; Relationship

1. INTRODUCTION
Dance performance has a good ornamental, not only can improve the quality of life of the people, but also can make the artistic atmosphere sublimation. In dance performance, it is usually accompanied by the music melody. At this time, we will find that under the blessing of music melody, dance performance is more perfect and natural. Thus, music can enhance the effect of dance performance, so music and dance are like green leaves and flowers, and they are inseparable. As we all know, music has a strong form of expression, and can also reflect different scenarios through different melodies. For example, our national anthem uses a high and passionate form of expression, which reflects the people's yearning for new China and their determination to fight to the end of the anti-faction forces. Therefore, the integration of dance performance and music is an effective way to improve the performance effect.

2. THE RELATIONSHIP BETWEEN MUSIC AND DANCE
Dance performance involves a variety of knowledge, including aesthetics, mechanics and literature, and even some dance performances can show philosophical knowledge. In the dance performance, the most closely related should be music, because every dance performance is usually accompanied by a complementary music melody, so the relationship between music and dance is more like icing on the cake. Music and dance are both artistic forms, but there are obvious differences between them. Music requires the people to perceive with their hearing and to experience it with their heart. When facing a beautiful music, people can close their eyes to improve their perception of music, so as to create the feeling of being in the scene. As far as dance is concerned, we need to feel it visually. Because dance performance is shown in the form of images, people need to understand the meaning of dance according to the performers' body movements and expressions. In addition, dance performances can express different feelings in different environments. Just like reading Hamlet, there are 1000 hamlets per 1000 readers. It can be concluded from the above that there are great differences between music and dance, but in real life, dance and music are closely linked, often a music festival will be accompanied by the corresponding dance performance, and a beautiful dance performance, often accompanied by the corresponding music melody. Therefore, the relationship between music and dance is complementary. At the same time, the two promote and sublimate each other.

3. THE POSITION OF MUSIC IN DANCE PERFORMANCE
Dance performance is a visual impact on the people. When appreciating a dance, people will keep their eyes on the performers and listen to the music melody. In this process, we will find that whenever the dance performance enters a critical moment, the music will change accordingly. This perfect rhythm makes the dance performance more appealing. At the same time, the role of music in dance is not only reflected in increasing the appeal of performance, but also reflected in the choreography [2]. In the process of choreography, the author usually determines the background music first, and then arranges the dance movements according to the rhythm of the music. Therefore, there are many works in modern song and dance drama, because of the blessing of music, and become well-known excellent works. For example, China's 2005 Spring Festival Gala program "thousand hands Guanyin", which is performed by the deaf and dumb people, in the performance of the people experience a strong visual impact, and in line with the music melody, make the performer's action more powerful, thus improving The overall effect of the program. When the dance performance loses the assistance of music, it will make the performance fall into a dull rhythm, which makes the dance unable to show its own emotion. Without the connection of music melody, the dance lost its soul and vitality, thus reducing the appeal of dance art, so that people could not realize the significance of dance. In addition, music has a strong penetration and influence, music has different rhythm and melody, and in music performance, it can easily penetrate people's hearts and make people immersed in the surrounding of music. At the same time, the influence of music is irreplaceable by dance performance. Often a piece of music can directly hit the heart of listening, and at the same time, it will make the listener and the author resonate. For example, China's excellent Erhu performance work "Er Quan Ying Yue", which is played with the unique instrument erhu in China. Due to the characteristics of the instrument itself, plus the author's own experience, and the music melody of the work, the listener can bring the listener into the author's emotion, so that the listener can understand the author's consciousness and enter the author's heart Maybe this is the unique charm of music. In dance performance, we can also use the appeal of music melody to improve the quality of dance.

ACADEMIC PUBLISHING HOUSE
performance. For example, when the dance moves briskly and naturally, a more cheerful music melody can be used to show the artistic conception of dance.

4. THE ROLE OF MUSIC FOR DANCE PERFORMERS

Music can not only improve the quality of dance performance, but also has strong appeal, so music can effectively improve the sentiment of dance performers, so as to improve the understanding of dance movements [3]. In modern dance teaching, teachers generally combine beautiful music with beautiful dance movements to improve the accuracy of dance movements. In addition, if a dancer wants to master the essentials of movements, he usually carries out strict training. In order to make a dance move perfect, he will practice thousands of times. Therefore, the efforts made by dance performers cannot be ignored. In addition, after completing the basic dance step exercises, dance performers will always train many times with the accompaniment of music melody, so that the dance movements are consistent with the music rhythm. Therefore, for dance performers, music is the existence of good teachers and friends and an important way of self-improvement [4]. In addition, because music itself has a strong appeal, so when music and dance are combined, dance can have new vitality, thus enhancing the experience of the audience. In addition, dance performers in the usual rehearsal process, usually in the form of music accompaniment, and this training method into the music melody, can strengthen the memory of the dancer, so as to improve the accuracy of dance movements. And in the dance performance, music can also play a guiding role, so as to make the dancer's movements more fluent and perfect.

5. CONCLUSION

To sum up, music plays a key role in dance, which can not only improve the quality of dance performance, but also effectively promote the dance performance to be more fluent and perfect. In addition, in the dance movement practice, the dancer can also according to the music melody prompt, carries on the dance movement memory, thus enhances the dance training quality. In addition, since music and dance are both artistic expressions, and their existence mainly occurs at the same time, it can be seen that music and dance are inseparable. Therefore, in order to effectively improve the artistic quality of dance performance, it is necessary to arrange music in dance art.

REFERENCE
Opportunities and Challenges of English Teaching in Technical Colleges and Universities in The Context of the "One Belt, One Road" Strategy

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Abstract: If "one belt, one road" strategy thought want to land in real estate, we must speed up the training of English talents and further develop the diplomatic road. The development of "one belt, one road" brings new opportunities and challenges to English Teaching in mechanic colleges. Technical colleges and universities one should seize the opportunity one belt, one road and another, and be brave enough to face challenges, establish a perfect talent training system, and ensure that more high-quality and compound English Diplomatic talents are exported to society. Based on this, this paper analyzed "one belt, one road" strategy thought, and further expounds one belt, one road, the challenge and opportunity faced by the English Teaching in technical institutes, and puts forward effective ways for innovating teaching reform.

Keywords: Mechanic colleges; One belt, One road; Teaching reform; Cultural exchange.

1. INTRODUCTION
"One belt, one road" is China's long-term strategic decision. "One belt, one road" is an important prerequisite for the implementation of the "one belt and one road" strategy. As the exporter of English talents, technical colleges must speed up the cultivation of English Diplomatic talents. "One belt, one road" is developing continuously, which provides more feasibility for occupation education in mechanic colleges. Therefore, one belt, one road, the important thought strategy of Guangxi's mechanic colleges and universities, has been vigorously promoting the reform of teaching mode, and ensuring the quality of English foreign teachers' training.

2. "ONE BELT, ONE ROAD" STRATEGY
"One belt, one road" is the "economic belt of the Silk Road" and the "maritime Silk Road twenty-first Century". Using the historical symbols of the ancient Silk Road, China holds high the banner of peaceful development, and will continue to strengthen trade exchanges with many countries, establish good cooperative relations, ensure the building of a community of shared destiny, and promote the cultural inclusion of all countries. Based on the changing and developing international situation, only by following the spirit of openness and cooperation can we achieve a win-win situation in economic and trade exchanges between countries. "One belt, one road" strategy is in line with the fundamental interests of the international community and will provide positive energy for safeguarding world peace and development. Through the "one belt, one road" construction zone, we have established a cooperative relationship with many countries, effectively promoting the rapid development of all countries' economic, political, cultural and other aspects, and strengthening the interworking partnership with all the countries along the line. Including Vietnam, Thailand, Myanmar, Cambodia, Laos and other neighboring countries, to build a comprehensive, multi-level and composite economic belt, strengthen cross-cultural exchanges between countries, and present a balanced, diversified and sustainable development trend [1]. "One belt, one road" strategy has effectively excavated the potential of market development, promoted investment and consumption, increased more employment opportunities, provided new opportunities for the development of various industries in the country, enhanced cultural exchanges among peoples, and worked together to build a life of mutual trust, respect, harmony and prosperity.

As one belt, one road of coastal city, Guangxi, using its unique regional advantages, has accelerated the "Jiang" vitality and made full contributions under the guidance of the strategy of "one belt and one road". At the same time, Guangxi will ensure that it does a good job in opening up and development in an all-round way, build a comprehensive development pattern of North Alliance, East integration and West integration, and accelerate its development with Vietnam, Thailand, Myanmar, Cambodia and Laos. By building an ASEAN Expo platform, better service the China ASEAN Community of shared future and construction of "one belt, one road". With one belt, one road, Guangxi has paid more attention to cultural exchanges with neighboring countries. It has applied the principle of "sharing the same area" in the English Teaching of Guangxi Technical Institute. To ensure that more reform ideas are provided for the education and teaching of technical colleges, so as to better cultivate more professional talents in line with the cultural exchange of foreign teachers, and further promote the cross-cultural exchange between countries.

3. CHALLENGES AND OPPORTUNITIES FOR ENGLISH TEACHING IN TECHNICAL COLLEGES
3.2 Challenges
"One belt, one road" strategy, one of one belt, one road, is facing both opportunities and challenges. In the "one belt and one way" environment, it involves a variety of language exchanges and has a wide range of language features. However, in terms of personnel training mode, the technical colleges need to be further improved. The technical colleges themselves are not perfect in terms of teachers, students and facilities, which to some extent affects the transformation of personnel training mode. The quality standard of personnel is difficult to truly meet the development of international situation in the new era. Therefore, one belt, one road strategy should be actively changed in the English Teaching of technical colleges, so as to reduce the loss of talents and optimize the structure of human resources.

At the same time, technical colleges and universities are faced with the problem of insufficient basic ability of large-scale vocational skills training. In recent years, there are few technicians in technical colleges, so it is difficult to meet the requirements of large-scale skills training. Therefore, under one belt, one road strategy, the strategy needs to adjust the school running structure promptly, integrate the outstanding education and teaching resources, ensure that the "one belt and one way" thought guides, speeds up the personnel training way transformation.

4. AN EFFECTIVE WAY TO REFORM ENGLISH TEACHING IN TECHNICAL COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF "BELT AND ROAD" INNOVATION

4.1 Optimizing Curriculum Structure And Promoting The Integration Of Educational Resources
In order to better meet the requirements of the development of the new situation, it is necessary to optimize the course configuration and add more business English subjects in the English Teaching of technical colleges. In the practice of education, we should strengthen the infiltration of cultural knowledge, ensure the improvement of the comprehensive quality of technicians, and ensure that in the actual work scene, we can use English more flexibly for communication. Meanwhile, we should speed up the opening of online courses and promote online education development in the era of "Internet plus". Relevant documents such as the education informatization 2.0 action plan point out that the State encourages colleges and universities to develop online open courses, integrate all kinds of excellent education resources, accelerate the reform of education service mode and learning mode, promote collaborative innovation, and strive to solve the problem of joint efforts [3]. One belt, one road, one belt, one road, should be actively implemented in the technology colleges to speed up the construction of online teaching resources and achieve the sharing of quality courses. Students in mechanic colleges and universities can independently carry out the idea of "win-win" in online learning, and promote interaction and communication between talents and English learning. Through continuous improvement of their own shortcomings, and better to improve and adjust, it is conducive to optimize the education links of technical colleges and further improve the overall curriculum level.

4.2 Strengthen In-Depth Cooperation Between Schools And Enterprises
Under the "one belt, one road" export-oriented demand, the mechanic colleges and universities should actively promote the training mode of production, learning and research
cooperation. Technical colleges and universities should send more students to export enterprises for learning and practice. As both the school and the enterprise shoulder the responsibility of talent cultivation, as the supplier and demander of talents, the export enterprise can provide real working scenes of talents, so as to ensure better training of talents' oral English expression ability in the workplace environment. It has an important guiding significance for enriching the teaching resources of the University and accelerating the construction of talent system. Through cooperation with enterprises, the university provides more practical opportunities for students to ensure that they can better apply their knowledge in diplomatic work.

5. CONCLUSION

To sum up, in the context of economic globalization, China has entered the stage of comprehensively deepening reform and establishing friendly cooperative relations with other countries. Under the strategy of one belt, one road, the mechanic colleges and universities speed up the pace of personnel training, actively meet challenges, constantly optimize curriculum construction, and strengthen exchanges and cooperation with importing enterprises. One belt, one road for business English training, is established to ensure that the students in the technical colleges and universities provide practical learning scenarios, better meet their occupation development, promote more competent technicians and colleges, and enhance the training of high-quality personnel, so as to ensure the comprehensive implementation of the "one belt and one road" strategy.

REFERENCES

Research on the Correlation ship between Family Function and Adult Emotion Management

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Abstract: With the development of modern society, adults are facing more and more pressure. These pressures come from many aspects, such as work, life, interpersonal relationship, etc. If people can't deal with these pressures properly, they may easily get negative emotions, which will affect their life status. As the main place of individual growth, family has a vital impact on adult emotional management. Good family atmosphere can promote the development of adult physical and mental health, improve self-regulation ability, as well as help people manage their emotions effectively. This paper will focus on the impact of family function on adult emotional management, and explore the correlation between family function and adult emotional management, hoping to provide valuable reference for related researches.

Keywords: Family function; Adult; Emotion management; Relevance

1. INTRODUCTION
Emotional management has a great impact on individual development. Nowadays, people after adolescence feel social pressure increases sharply. If we can't maintain good emotional management, when the individual's emotional state does not adapt to the surrounding environment, there will be inappropriate emotional expression, which will affect the interpersonal communication and the development of physical and mental health. Good emotional management can help adults to alleviate negative emotions in society, properly express positive emotions, and promote the development of adult physical, mental health and interpersonal communication. According to some scholars' studies, family factors played a very important role in the cultivation of adult emotional management ability, which can affect individual development in many ways, and is the primary factor for adults to cultivate emotional management ability. The high level of family function can promote adults to form correct values, world outlook and outlook on life, and help adults to improve their self-regulation ability, so as to better master the emotional management.

2. OVERVIEW OF EMOTION MANAGEMENT
2.1 The Role Of Emotion Management
Emotion is a kind of psychological activity combined with feelings, thoughts and behaviors. It is usually divided into two categories: one is positive emotion, including happiness, joy, pride, etc.; the other is negative emotion, such as anger, sadness, shame, etc. As an important part of human thought, emotion plays an indispensable role during individual development. Both positive and negative emotions can lead to individual behavior motivation, so emotional management plays an important role. Emotional management is not to suppress negative emotions and develop positive emotions, but to express the appropriate emotional state in a specific environment by mastering the ability of emotional management, so as to promote interpersonal relationship and adapt to the needs of the environment.

2.2 Purpose Of Emotion Management
The purpose of emotional management is to prevent emotions from affecting their own development, help them achieve the goal of expressing appropriate emotions in specific situations, evaluate, analyze and improve them according to their own psychological state, timely adjust bad subjective emotions, help individuals maintain good emotional states, and achieve controllable emotional management objectives. Emotional management can help individuals to alleviate their negative emotions, increase positive emotions, and optimize negative emotions such as distress and anger. It is of great help for individuals to adapt to social development, meet the needs of life, and promote the development of interpersonal relationships and physical and mental health.

2.3 Significance of Emotion Management
Emotional management can improve the mental health of adults. Nowadays, the pressure of social competition is increasing. Only with good psychological quality can we adapt to the fierce social competition, establish a harmonious interpersonal relationship and promote our own development. Emotional management is helpful to improve one's social communication level. For example, when negative emotions generated due to disagreement with others in work, emotional management can be used to self-regulate, express good emotional state, transmit communication information of respect for others, and ensure the continuity of interpersonal relationships, which has a profound impact on the future development of individuals [1].

3. THE INFLUENCE OF FAMILY FUNCTION ON ADULT EMOTION MANAGEMENT
3.1 Family Function Affects The Direction Of Adult Emotional Development
Family factors are important factors that affect individual emotional development. Only when family functions play their own duty can they ensure the development of family
members' physical and mental health. The emotional expression mode, emotional intensity and emotional persistence of family members will affect the direction of adult emotional development. A good family environment helps to enhance the intimacy between family members and help them to improve the ability of emotional self-regulation. If family members do not deal with emotional, psychological and behavioral expressions properly, it will affect the children's emotional development, which is not conducive to the formation of good emotional management ability in their adulthood.

3.2 Family Function Affects Adults' Cognition Of Emotional Expression

Family members have an important impact on the cognition of adults' emotional expression. If they encounter life conflicts in the family environment, the adjustment and solution methods of family members will affect the values of adults. When evaluating their own emotional expression, adults will improve according to their emotional experience. When encountering similar contradictions, adults will imitate families' success experiences. The emotional experience of members was used to express emotions. Therefore, a good family environment is very important, and the family function has great guiding and instructive functions, which can help adults form correct values, improve emotional management ability, and play a certain role in promoting the development of adults' sound personality [2].

4. THE RELATIONSHIP BETWEEN FAMILY FUNCTION AND ADULT EMOTION MANAGEMENT

4.1 Emotional Attachment Among Family Members

According to research, the results of family function play and adult emotional management level is positive and negative correlation, high level of family function can effectively maintain good emotional management of adults, when family function does not play a basic role, adult emotional regulation level will also be adversely affected. The most important part of family relationship is parent-child relationship. If adults want to cultivate their children's self-control ability, they must provide a good family environment for their children. They can neither overindulge nor restrict their children. They need to explore appropriate rearing methods and actively guide their children to express their emotions and ideas. The way of expression and interaction between family members has a great impact on the development of individual emotions, especially the emotional attachment relationship between adults and children. If adults cannot take appropriate emotional management, it is easy to affect the play of family functions, thus forming a vicious circle and hindering the development of family members' physical and mental health [3-5].

4.2 Emotional Adjustment Through Family Function

Family is the main place of individual life. Through the emotional expression among family members, adults can realize the importance of emotional management in time and take appropriate measures to adjust according to their own emotional development. Family members generally have two choices when dealing with adult emotional expression, one is emotional guidance, the other is choice neglect. Family members who choose emotional guidance mostly come from good family environment and have certain cognition of the importance of adult emotional adjustment. Family members who choose to ignore often fail to realize the importance of emotional management and think that negative emotions should be suppressed. The results of these two different methods are different, and the positive guidance of family members can be achieved. In order to improve the enthusiasm of adults' emotions, it is conducive to the formation of good emotional management of adults.

5. CONCLUSION

As mentioned above, emotional management is to take appropriate ways to make individual emotions reach a balanced state, so as to better adapt to the changes of the situation. The level of emotional management affects the quality of life and interpersonal relationships of adults. Through the research, it is found that family function plays a very important role in forming good emotional management for people, which can help adults adjust their emotional state in time. So people should pay more attention on their family function and try their best to create a good family atmosphere for their children.

REFERENCE

Applied Strategies and Approaches of Chinese Language and Literature Major

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Abstract: As a traditional long-term humanity major, the practicality of Chinese language and literature has always been ignored. In the context of the new era, the Chinese language and literature major should develop in a dislocation way in the pattern of higher education. In addition to maintaining the theoretical orientation of the major in key universities, other colleges and universities should emphasize the applicability and highlight the practical links to meet the needs of social reality. According to the specialty characteristics, Chinese language and literature can explore the practicality of Chinese language and literature major from the aspects of application transformation, practice teaching mode selection and practice link construction, so as to cultivate qualified talents with unified knowledge and practice.

Keywords: Chinese language and literature; Professional transformation; Practicality.

1. INTRODUCTION
Chinese language and literature, as a long-term major and a representative specialty of humanities, has been regarded as a non-application specialty for a long time without experimental equipment and field investigation. Indeed, the professional accumulation is deep and stable. The teaching content is relatively fixed. For example, Peking University, as a representative of China's higher education sector, set up a Chinese major at the beginning of its establishment. After more than 100 years of development, the major has basically fixed in terms of teaching contents and methods. Since the specialty entered the list of specialties of the Ministry of education, the basic specifications and curriculum structure of the major have not changed significantly, and the major core courses have basically remained unchanged. There is a consensus in the industry that the Chinese major is the most profound one and the most stable one in the development of the whole university education system. Its advantages are maturity and massiveness, high degree of scientificity, standardization and standardization [1-3]. The disadvantage is that the content is too fixed to adapt to rapid changes. However, this does not mean that this major is decoupled from the application-oriented. Moreover, on March 5, 2015, the government work report of the 12th National People's Congress pointed out: we should guide local undergraduate colleges and universities to change to application-oriented. On November 17 of the same year, the Ministry of education, the national development and Reform Commission and the Ministry of Finance jointly issued the guiding opinions on guiding some local ordinary undergraduate colleges and universities to transform into application-oriented ones (Jiao Fa [2015] No.7), which opened a new era strategy for higher education. In addition to research-oriented universities, many local undergraduate colleges should highlight the application and look for ways of transformation, so that the Chinese language and literature major can not be the same. Instead, it is necessary to refine and develop its application factors to adapt to the general trend of higher education development at home and abroad [4-7]. Therefore, it is necessary to explore strategies and paths to improve the applicability of Chinese language and literature.

2. MARKET ORIENTED TRANSFORMATION OF APPLICABILITY AND OPTIMIZATION OF PROFESSIONAL KNOWLEDGE SYSTEM
There are three types of higher education in China: one is research university, which mainly trains leaders; the other is teaching and Research University, which pays equal attention to teaching and research and cultivates social backbone elites; the third is teaching university, which mainly trains applied talents. According to the historical precipitation of China's higher education development, in addition to the "double first-class universities" of the state and provinces, other colleges and universities should be mainly teaching type to cultivate applied talents. This type of dislocation development is in line with the law of higher education, but also in line with the actual needs of society. People's understanding of this is more and more clear. For example, for the same major of Chinese language and literature, can the general undergraduate colleges and universities and Peking University have the same positioning and requirements? Dislocation is inevitable and reasonable. This paper focuses on the application of the cultivation of Chinese language and literature professionals in Colleges and universities.

After determining the concept of dislocation development of different types of colleges and universities, market orientation is the wind vane of Chinese language and literature major in application-oriented universities. It is necessary to optimize and reform the professional system of Chinese language and literature with the guidance of market demand, adjust teaching objectives, update teaching contents, strengthen the connection with social needs, and strengthen the cultivation of students' practical ability. In the professional guidance of the Ministry of education, only the main core courses are stipulated for the courses to ensure the setting of elective courses.
Colleges and universities can optimize and reorganize the structure between compulsory courses and elective courses through the optimization of courses, strengthen and improve the knowledge system structure of students, improve the application ability of Chinese language and literature, and be able to do well in the changing society.

The course can be divided into three modules: first, professional basic courses, mainly modern Chinese, ancient Chinese, Chinese Pragmatics, ancient Chinese literature, modern and contemporary Chinese literature, and world literature; second, professional core courses, mainly including aesthetic principles, introduction to linguistics, introduction to literature, writing and communication, public relations and etiquette; Third, professional quality development courses (or elective courses), including classical poetry appreciation, classical opera and appreciation, ancient novel appreciation, Chinese new literature research, foreign literature research, folklore and other literature research series, focusing on the cultivation of the ability to appreciate and research classics; can have news gathering and writing, TV program editing and production, advertising copy writing, etc. Network literature and other new media series. There can be Secretarial Practice, archival science, administrative management and other management series. The three curriculum modules, closely around the training objectives of application-oriented talents, can be gradually explored and optimized to form a set of practical teaching mode for Chinese language and literature major: the spiral practice, which is based on the in school experiment (training) and supplemented by the practice (practice) outside the school, from shallow to deep, from simple to complex, from single to comprehensive, multi-level and multi angle staggered and promoted layer by layer. Practice teaching mode. Of course, the specific courses listed above are only a general framework. Schools can revise and improve the system with its own characteristics and strong applicability according to the specific situation. It is easy to put the local culture into practice.

3. TO IMPROVE THE QUALITY OF THE PURSUIT, HIGHLIGHTING THE PRACTICAL TEACHING METHODS

For the teaching work, classroom teaching is often the most important channel for students to learn knowledge. For the Chinese language and literature major, in the pursuit of practicality, we must pay attention to the optimization of teaching methods, in order to effectively improve the quality of teaching, and try to avoid the teaching mode of teaching according to the book, but actively apply the advanced teaching mode to achieve the teaching quality. To improve. The application-oriented key of Chinese language and literature major is to improve students' practical ability. Literature appreciation course should enable students to effectively appreciate literary works and give scientific voice to current literary trends and phenomena; language teaching should enable students to improve their language expression ability, standard Putonghua, faithfulness, elegant expression, etc.; writing and communication courses can effectively cultivate students' reality. The ability to communicate and communicate with writing and creative writing. Under such a goal, all teaching methods can be explored and used. For example, situational teaching method, question discussion method, flipped classroom and so on are the meanings of the questions. As the person in charge of the national writing society, when emphasizing the innovation of teaching methods, the author recommends "project teaching method of writing class" to the whole country, that is, taking the project as the starting point of teaching, doing work around this project, from planning, to specific organization, to summary and so on, all the styles of different contents in different stages should be operated from the planning book to the specific organization. You should be able to write in all styles. Through this teaching method, students can turn all the knowledge of writing style into practice, and get through all the styles. That is to say, the knowledge will be systematized, from knowledge to practice, so as to achieve the unity of knowledge and practice, and cultivate students' social work ability. In short, the exploration of innovative teaching mode and method is open, as long as it is conducive to the cultivation of students' practical ability, it is a useful method. Just as the ancients said, "there is law in grammar, but there is no fixed law in law."

4. SET UP SCIENTIFIC TRAINING LINK WITH THE AIM OF ABILITY TRAINING

In the practical teaching of Chinese language and literature major, we must pay more attention to the cultivation of students' practical language knowledge application ability. We should not only give full play to the theory, let the students know why, reflect the characteristics and level of the professional class, but also strengthen the practical training and promote the transformation of their knowledge and practice. We should adopt all the measures that can be adopted, such as optimizing the assessment method, not only taking the writing ability as the only law to assess the students' language knowledge ability, but also comprehensively and systematically evaluate the students' reading ability, language expression, writing and some practical applications, so as to promote the improvement of students' knowledge ability and the cultivation of their literary literacy.

4.1 Training (Testing) Link

Experiment (training) is composed of course practice, course experiment and comprehensive experiment. It is necessary to firmly grasp the application goal, carefully construct the practical training (Experiment) link, closely combine with the teaching process of professional courses, and run through the whole process of daily teaching. It includes three aspects: course training, course experiment and comprehensive experiment. First, course training. It mainly refers to the teaching process, according to the discipline characteristics, curriculum training objectives, curriculum content, talent training objectives, on the one hand, through theoretical teaching to consolidate the theoretical foundation of students majoring in Chinese language and literature, and to
improve students' humanistic quality; on the other hand, to train students around the core competence of Chinese talents - word processing ability, writing communication ability and public speaking ability. Raise and train. In the whole professional curriculum system, modern Chinese, ancient Chinese, writing and communication, ancient Chinese literature, Chinese modern and contemporary literature, foreign literature, Secretary practice, archival science, photography and camera technology foundation, Secretary public relations and etiquette, practical writing, TV program editing and production, novels Appreciation, poetry appreciation, opera appreciation, news interview and writing, advertising copy writing, advertising planning and other courses are quite practical, and some are even very prominent, which are better than some applied professional courses. For example, the training of speaking ability and writing ability can be flexibly interposed in the teaching of theoretical courses. The understanding of literature course can also be discussed, continued, adapted or performed at any time, so as to achieve the ideal teaching purpose in the classroom. Therefore, teachers should have clear thinking, keep the goal firmly, make full use of the time inside and outside class, and strengthen the corresponding practice content of the course. For example, the teaching of "writing and communication" is a highly practical course in itself. The teachers should speak and practice intensively, and the writing theory should be well taught and emphasized. More importantly, writing training should be conducted through various channels and ways. Based on the theory of each chapter, we can carry out individual writing training, such as observation ability, feeling ability, imagination ability, conception and conception ability, structure and expression ability. We can strengthen the written expression ability and oral expression ability with the help of practical activities in the teaching process. As mentioned above, the project teaching method, such as speech contest, original poetry music recitation competition and debate competition, is undertaken by students from the writing of planning book, task arrangement, personnel arrangement (selection of contestants and hosts, etc.), stage layout, process control, grading and awarding, etc., and teachers are mainly responsible for the supervision of the activity process. No matter the speech, or the original poetry reading, no matter which link, we should first write. It can not only train the students' ability of writing composition, the ability of consulting, sorting out materials and refining views, but also the ability of oral language expression, the ability of organizing and coordinating activities and the team spirit of division and cooperation. You can also read and write after class. Each student completes at least a certain number of written essays (diaries or reading notes) and other writing exercises every semester, which is checked once every two weeks, and encouraged and supervised in the form of usual scores. For example, the "double three one project" implemented by the school of Arts of Xinyang university requires students to read 100 Classics and write at least 100 reading notes, which are included in the assessment and linked with students' evaluation and graduation, so that students' practical ability training can be implemented.

The teaching of modern Chinese, as the main course of language ability training, also needs to focus on the cultivation and improvement of language application ability after the completion of the basic theoretical knowledge of Chinese. In the classroom, it mainly integrates monosyllabic and Bisyllabic exercises, article reading and speaking practice, so as to improve students' Putonghua level, speaking skills and reading skills, and improve students' comprehensive use of language. The ability of words. After class, students are encouraged to participate in the speech contest, recitation contest, debate competition, host competition and other activities held by the University, so as to further improve the students' comprehensive ability to use language in practice. Ancient Chinese literature, modern and contemporary literature and foreign literature have the same wide space for practical teaching. While completing the introduction of literature history knowledge and the study of article appreciation methods, we can carry out works reading, recitation, creation and appreciation exercises according to the knowledge and methods learned. The practice mode is not only homework, but can be rewritten, and can be converted into creation restoration Performance and so on, both lively and can cultivate students' practical ability.

For each course, the teacher should start from the characteristics of the course, according to the talent training objectives and the requirements of the application transformation, formulate the training (Experiment) scheme, which should be specifically implemented in the class hour plan of each course, with clear training objectives, training contents, training methods and expected training effects, etc., which should be supervised and inspected by the teaching and Research Office, and linked with the teacher's course teaching assessment.

Second, curriculum experiment. Many main courses of Chinese language and literature do not need laboratory, but quality development courses must be carried out in the laboratory. For example, excellent traditional culture inheritance needs to study and train in the inheritance base. The course experiment of media direction is also mainly carried out in the laboratory. The subjects are "Fundamentals of photography and video technology" and "TV program editing and production". The comprehensive experiment is carried out in the process of teaching and after the end of the course. In addition to image processing, audio-visual editing and film post-production in the laboratory, "Fundamentals of photography and camera technology" is arranged in the training link, such as the use of cameras and cameras, the measurement and processing of light, composition, the use of fixed lens and motion lens, picture scheduling, and seat arrangement. The laboratory mainly strengthens the use of picture software and non-linear editing system. The projects include the basic editing process of film and television editing, familiarity with Premiere interface and simple editing, practice the use of
project and storyboard window, collection, editing and importing management materials, the use of transition, the use of filter, key control technology and application, documentary or film and television works quality group technical and artistic analysis, etc. To cultivate students' ability of image processing, strengthen single operation skills, and lay a foundation for comprehensive practical operation. It is generally believed that the major of Chinese language and literature is "Wen". Teaching can be completed only with a mouth, a piece of chalk and a blackboard. It may be OK to despise tools in ancient society. However, in modern society, especially in the electronic information society, this concept is out of date. Electronic tools have penetrated into all aspects of information processing. Therefore, the major of Chinese language and literature is as follows If we still adhere to this outdated concept, we will be marginalized or even abandoned by the rapid development of society. Many university leaders are not aware of this. In the orientation of running a school, the Chinese language and literature major is run as a major with no input and high output to improve the economic efficiency of the University. The specific managers of the specialty construction are also indifferent to the world and run the major to death. According to the survey, many colleges and universities have not set up such courses. It is worth emphasizing that in the current media era, these have been fully incorporated into the talent specifications of language and literature major. Even if the Department has not built a special laboratory, it is necessary to make full use of the relevant laboratory of the university to set up similar courses. An obvious fact is that the traditional paper media has been rapidly disappearing today, or replaced by electronic media integrating text, video and audio. Are you isolated from the news industry? That is to say, as a traditional language worker, they must have the ability to produce video and audio, which is a broad sense of language ability, or it is the meaning of contemporary language ability.

Third, comprehensive experiment. It is of positive significance to set up media-oriented courses for Chinese language and literature majors and to train relevant abilities with modern technology. Mainly the shooting, editing and post production of film and television programs. The comprehensive experiment was conducted in groups with several people in each group. The tasks of the group included script creation, role selection, scene selection and arrangement, director guidance, actor performance, video editing, dubbing and writing. The group compiled and directed a micro TV and micro video. Each link reflects the students' creativity, unity and cooperation spirit. The comprehensive experiment mainly trains students' image processing ability, video editing ability and film post-processing ability. It is also a comprehensive processing ability of single exercise. Its subject content covers language, literature, aesthetics, film theory, photography, camera, sound, script creation and other related subjects. In many colleges and universities, Chinese language and literature and media majors are set up together, which is beneficial to enrich the practical experiments of Chinese language and literature majors.

4.2 Internship

Through extracurricular and off campus practice to make up for the lack of in class and in school training (Experiment), so that students can really enter the school, factory and other enterprises and institutions, and carry out real business training. The practice is mainly divided into three stages: cognitive practice, business practice and graduation practice, and the specific internship time is arranged according to the course training, course experiment and comprehensive practice of the practical training (experience) link. For example, the corresponding cognitive practice or business practice should be arranged at the same time of the course training and course experiment, and the graduation practice should be arranged after the comprehensive experiment of the course, so as to form a practice mode in which the in class and out of class, in and out of school, experiment and practice are interlaced and progressive.

Cognitive practice is a kind of single item practice in order to consolidate the knowledge in the process of learning related courses. The main methods are: article writing and appreciation, speech, debate, reading, hosting, camera, photography, news gathering and writing, newspaper editing, advertising investigation, file arrangement, etc. students can take part in various activities and competitions, and exercise the knowledge learned in class combined with extracurricular practice, so as to consolidate and improve the quality of individual professional items. Schools and departments provide a broad platform for students' cognitive practice. For example, the major activities of the school, the arrangement of the office files, the collection of school newspapers and official account, the solicitation of contributions, the review, the editing and the typesetting are all directly responsible for the students.

Business practice. Business practice is carried out after the students have completed the major courses. After finishing the major courses, students have basically mastered the basic theories and methods of Chinese language and literature major. On this basis, they can contact with themselves or recommend by the College (such as paid internship and practice base) and go into radio, television, newspaper, periodical, school and other enterprises and institutions for business practice, so as to cultivate students' theoretical knowledge and practical operation. On the basis of cognitive practice, they will further be proficient in word processing, file management, official document writing, Secretarial Practice, news gathering and writing, newspaper editing, photography, video editing and production, advertising investigation and planning and other businesses, so as to lay a solid foundation for future employment.

Graduation practice. Graduation practice is carried out before students graduate. It is often combined with the topic selection of graduation thesis and future employment direction for purposeful practice. Generally, students are arranged to practice in enterprises and institutions by means of centralized and decentralized arrangement. The main
practice includes education and teaching, copy processing, Secretarial Practice, news gathering and writing, newspaper editing, advertising investigation and planning, and Advertising Copywriting As for the contents of writing, photography, image editing and post production, the graduation internship period is long. On the basis of cognitive practice and business practice, we should continue to consolidate and improve, and combine single and comprehensive to create conditions for employment and accumulate practical experience.

Through extracurricular and off campus practice, students can have a comprehensive and in-depth understanding of the significance of learning language and literature, further deepen their professional knowledge, be familiar with various language related operational skills, have a more comprehensive and objective understanding of the Chinese language and literature major, and improve students’ ability to use knowledge, so as to lay a solid foundation for their future work.

4.3 Scientific Research Links
Scientific research is the deepening of the theory and practice of Chinese language and literature, and the systematic improvement of students' knowledge. It is usually carried out in the form of subject thesis, academic year thesis, graduation thesis, social practice report during holidays, social investigation report, advertisement (market) investigation report, practice report, etc. many colleges and universities adopt the form of teachers to cultivate students' scientific research consciousness and ability, which is a practical innovation. During the study visit in Taiwan, the author also saw that some universities in Taiwan specially designed for college students To calculate academic credits, we must participate in academic exchanges, engage in project research, cultivate students' ability to raise, analyze and solve problems, and improve their ability to integrate theory with practice. For example, Xinyang university has set up scientific research projects and research reward system, which have effectively improved the students' awareness and ability of scientific research. Research paper writing is to investigate the ability of Chinese language and literature majors to solve practical problems by using professional knowledge, and it is also the ability to systematize the knowledge learned in four years. Therefore, the purpose of scientific research paper writing is to understand the relationship between courses, and use the theory learned, according to the selected topic, in-depth research ability, involving topic selection, information possession, conception and composition, language expression, logical speculation, modification and embellishment and other comprehensive language application ability.

Through the scientific research link, students can do more in-depth and systematic research in the field of interest, improve professional theoretical and practical skills, so as to cultivate professionals with high theoretical literacy and strong application ability.

In the changing social development, we should seek the practical orientation of the traditional Chinese language and literature major, and develop it in a dislocation way with the major of key universities. We should explore the practical strategies and paths of the Chinese language and literature major from the practical orientation of the major, the choice of teaching mode and the creation of practical links. Through this series of practice strengthening process, students can master writing, appreciation and reading skillfully when they graduate the skills of speech, debate, hosting, office automation, file management, academic research, photography, photo editing and film editing have provided sufficient conditions for employment and entrepreneurship. As a result, the traditional ancient Chinese language and literature major is also lively and young. It can be used in the dislocation development of colleges and universities, participate in market competition, and cultivate the language and writing practical talents urgently needed for the society.

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This paper is one of the phased achievements in the construction of Chinese language and literature which is the key brand major of Henan Province.

REFERENCE
Film and Television Literature and The Revival of Chinese Traditional Culture

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Abstract: China's culture is extensive and profound. In many years of historical torrent, traditional culture has been passed down through different ways, which has deeply affected people's life and development. However, in the process of social diversification, film and television literature, as the main way of Chinese traditional culture transmission, has gradually encountered different impacts, which makes the road of cultural revival very difficult. In addition to the impact of various aspects of film and television literature, nowadays many works cannot correctly reflect the essence of traditional culture, and even have misunderstandings. This paper discusses the understanding of Chinese traditional culture under the inheritance and impact, the status quo of film and television literature, the impact of traditional culture renaissance and the use of film and television literature to revive Chinese traditional culture, and puts forward personal views on the path of film and television literature and the revival of Chinese traditional culture.

Keywords: Film and Television Literature; Revival; Traditional Culture

1. UNDERSTANDING OF CHINESE TRADITIONAL CULTURE UNDER THE INFLUENCE OF INHERITANCE AND IMPACT

In theory, Chinese traditional culture is a relatively abstract concept. Many people do not know it very well. At this time, because it is very different from western culture, from another level, Chinese traditional culture belongs to a kind of moral culture, while the west is a kind of intellectual culture. Generally speaking, Chinese traditional culture refers to the culture that can represent the national characteristics and reflect the social characteristics of that time, which has a very important impact on the society at that time. In spite of this, there are many disadvantages in traditional culture. Therefore, we cannot generalize while we inherit traditional culture. We must take the essence to discard the dross, so that we can continue to inherit the excellent points in traditional culture and discard some bad ideas in order to achieve positive effects. Since more than 5000 years of inheritance, China has accumulated a large number of excellent traditional culture, and with the development of the times, it is also constantly progressing, infiltrating in various places. With the development of social economy and science and technology, part of traditional culture exists in people's consciousness in the form of non-objects. It is not only a kind of spirit, but also the crystallization of Chinese people's labor and the driving force for development, which can meet the needs of people's humanistic spiritual value. Therefore, it is urgent to revive Chinese traditional culture, On the one hand, it can make up for the deficiencies in our modern society and promote national cohesion. However, with the deepening of economic globalization, it not only has a huge impact on China's economy, which is most seriously affected by foreign culture. In the new era, people seem to be focusing on foreign culture, which leads to the phenomenon of worshiping foreign countries and paying less attention to the local culture. In the cultural torrent, traditional culture is also disappearing, which is unfavorable to the future development of our country. This reflects the introduction of some foreign festivals, such as Christmas, Halloween and other festivals, so that most young people ignore local festivals and go to these foreign festivals. They are also very familiar with these festivals. Correspondingly, they are not willing to have traditional festivals again, which is very unfavorable to the revival of Chinese traditional culture. In today's social and economic development, people's material life has been basically satisfied, which is closely related to our living environment. However, in order to achieve sustainable development, traditional culture cannot be abandoned and must be inherited, and people gradually realize its importance [1].

2. THE PRESENT SITUATION OF FILM AND TELEVISION LITERATURE AND ITS INFLUENCE ON THE REVIVAL OF TRADITIONAL CULTURE

2.1 Development Status Of Film And Television Literature

Film and television literature is a general term of film and television unit literature, it can make the most real response to people's life, and through an art form to awaken people's thoughts, feelings and aesthetic views. In the early days of our country, some film and television works have highlighted the inheritance of traditional culture. Most of them have been remakes of these works. For example, in farewell my concubine, directed by Chen Kaige, it mainly talks about the love and hatred between two actors and a prostitute. However, the film highlights a very rich historical connotation of national culture. One of the most prominent characteristics of traditional culture is Beijing opera. People who have seen it once may not understand it. However, if you go to watch it with film reviews, you can see that in the late Qing Dynasty, people are still more attractive to Peking Opera in traditional culture, and the troupe's performance is at the height of the sun. However, when the concept of leaving the old and ushering in the new comes, the more people who are deeply influenced by the old culture will be affected Cheng Dieyi is an old-fashioned person. In my eyes, it is a
traditional Chinese opera, but it can not resist the update of the times. Duan Xiaolou is a person who can give up the old culture and choose a new period. In fact, this film is a reflection of the development of traditional culture, but some people are unwilling to live in the old culture When they come out, some people choose new culture but abandon old culture. Only some people integrate the two cultures. In fact, from the overall point of view, it is very in line with people's various needs to embody traditional culture with film and television literature. However, some people shoot some vulgar works for their own interests, which will not only not spread the connotation of traditional culture to people, but also mislead people [2].

2.2 The Influence Of The Misunderstandings Of Film And Television Literature On The Revival Of Traditional Culture
The value of works with traditional culture is not actors, investment costs and scripts, but the implication highlighted in them, which can bring enlightenment or positive effect to people's life. But at present, many works have brought a lot of adverse effects to people, and randomly modify the history or culture contained in them, the purpose is only to meet people's eyeballs and promote their own interests. For example, China's four famous works have been remade many times in recent years. In order to attract people's attention, the director changes the original works at will. Many contents have deviated far away, which will easily mislead the young groups and produce certain adverse effects. The most obvious thing here is a part of Chuanyue opera. Most of the content of the story is the story that someone accidentally crossed to an ancient dynasty and then happened. The plot in this story completely goes against history. There is very little content that young people can teach them when they watch it, and they are basically intriguing things [3].

3. USING FILM AND TELEVISION LITERATURE TO REVIVE CHINESE TRADITIONAL CULTURE
From the point of view of the film and television works, it has become a part of the people's favorite films, or has it been a part of the development of people's film and television The revival of traditional culture has a great role in promoting. For example, the directors of "Kangxi Dynasty" and "Emperor Hanwu" are greatly restoring history. Although there are small changes, they still perform around historical facts, giving people the most real impression. For example, documentaries such as "China on the tip of the tongue", "the Forbidden City" and other documentaries are also propaganda of China's traditional culture and play an important role in the development of culture.

4. CONCLUSION
To sum up, China's culture is extensive and profound, which has affected generations in the historical torrent. So far, its cultural connotation has played a positive role. In order to promote the development of our country, we need to use the film and television literature as a new communication technology to reflect the most authentic and effective side of traditional culture, so as to realize the cultural renaissance of our country.

REFERENCE
Cognitive Learning Theories and their Implications on Second Language Learning and Teaching

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Abstract: We not only briefly review two cognitive learning theories of Noam Chomsky and Jean Piaget, but also examine some L2 learning situations to see which theory can give us better insight into the L2 learning process. Comparison are conducted between the L1 acquisition of the child and the L2 learning of the adult in terms of physical, cognitive, affective and linguistic domains. We can see that Piaget’s theory can offer us more insights into the process of second language learning, and we can also draw useful implications from his theory to guide our language teaching and learning.

Keywords: Cognitive learning theories; Implications; Chomsky; Piaget

1. INTRODUCTION

Cognitive learning theories have come into fashion since 1960s. Is it possible to apply these theories to foreign language teaching and learning? In this paper we will review briefly the two cognitive learning theories of Noam Chomsky and Jean Piaget. We will also examine some L2 learning situations to see which theory can give us better insight into the L2 learning process. A very brief comparison will be conducted between the L1 acquisition of the child and the L2 learning of the adult in order to see what implications we can draw from the cognitive learning theories to foreign language learning and teaching [1-3].

2. CHOMSKY’S THEORY OF L1 ACQUISITION

According to Chomsky, language acquisition is innately determined and all children are born with a language acquisition device (LAD) that predisposes them to a systematic perception of the language around them, resulting in the construction of an internalized system of language. This innateness hypothesis gains support from several sides. From the biological point of view, language is a species-specific behaviour, i.e. only man is biologically adapted to speak language. Another factor that seems to support the innateness is that it is difficult to explain that fact that child’s mastery of his native language in such a short time despite the highly abstract nature of the rules of language if we do not resort to the LAD. In addition, it is also difficult to explain the fact that all children acquired their first language almost at the same time [4-7]. That is why Chomsky believes that language is universal and universally acquired in the same manner, and that the deep structure of language at its deepest level may be common to all languages. Another reason for forming the hypothesis of LAD is that Chomsky thinks that everyday speech to which children are exposed is full of irregularities and deficiencies. It appears to him that the universal way of language acquisition is that children are constantly forming hypotheses on the basis of the input they receive and then testing those hypotheses in their own speech and comprehension. As their language develops, those hypotheses get continually revised, reshaped, or sometimes abandoned.

3. PIAGET’S THEORY OF L1 ACQUISITION

Piaget, however, does not believe the innateness hypothesis. He believes that language is the product of intelligence and he proposes that in the child’s development, language followed thought and did not direct it. Piaget describes overall development as the result of the child’s interaction between the child’s developing perceptual cognitive capacities and his linguistic experience. What the child learns about language is determined by what the child already knows about the world. The child can fully understand only those utterances whose semantic interpretations fall within his cognitive capacity. Piaget regards language learning as sharing the general features characteristic of all learning. For him the central processes of learning include assimilation and accommodation. He defines assimilation as the integration of new object or new situations and events into previous schemes. Accommodation means that you have to find room in your previous schema for the new object or new situations and events. And combinations of schemata will become integrated into more complex schemata. In Piaget’s view, the child’s cognitive development will go through several stages until a stable stage is reached. He introduces into his theory the notion of equilibration which is related to the concept of equilibrium. By equilibration he means that cognition develops as a process of moving from states of doubt and uncertainty to states of resolution and certainty and then back to further doubt which is, in time also resolved and so the cycle continues. Piaget claimed that conceptual development is a process of progressively moving from states of doubt and uncertainty to states of resolution and certainty and then periods of doubt and uncertainty mark virtually all cognitive development up through 14 or 15 years of age when formal operations finally are firmly organized and the state of resolution and uncertainty (equilibrium) is reached [9-10].

In short, for Piaget, the learning process are those whereby the child is always interpreting the novel in terms of the
organized familiar and incorporating the novel in the organized familiar.

4.1.2 LEARNING SITUATIONS AND THE APPLICATION OF THE THEORIES

In the above sections we have reviewed very briefly the language acquisition theories of both Chomsky and Piaget. Now we will examine two language learning situations and then see which theory can be used to explain the process of L2 learning.

The first situation is that when a learner of English meets a word (e.g. miss) used with an unfamiliar meaning (to feel sorry or unhappy at the absence or loss of (sb. or sth.)) in his reading, what will he do? First, he will interpret it in the familiar meaning (fail to see, hear, hit, find, etc (sb. or sth.)), then he will find that it does not make sense in the context. Then, probably, he will guess the meaning from the context. If he cannot guess it right, he will either ask someone for explanation or consult a dictionary. After that he knows the word has another meaning. This situation may be regarded as falling within the semantic field. Here, it seems to us Chomsky’s hypotheses-testing theory does not prove to be very useful. On the other hand, Piaget’s theory can be used to account for the learning process. The word “miss” with an unfamiliar meaning is something new. The familiar meaning of it can be regarded as an organized schema in the learner’s mind. When he interprets the word in the familiar meaning and, when he fails, tries to guess the meaning from the context, we can say that he is trying to assimilate the meaning into his schemata. Yet, he cannot make sense of it, then he consults a dictionary or asks someone for explanation and he finds the new meaning. After that he will accommodate the new meaning into the schemas thus forming a larger and better schema than the previous one.

Now let’s see how a learner will deal with a syntactical problem. Take the problem of omission of relative pronouns for example: When the learner is told that the relative pronouns, when used as the object of the relative clause, can be omitted, he will probably produce a sentence like “He lost his watch, he bought only yesterday.” When he is told that the sentence is wrong, he will ask why it is wrong. Then he will be told that the rule of omission of relative pronouns cannot be applied in the unrestricted relative clause.

At first glance, it seems that Chomsky’s theory can be applied here: the learner is making a hypothesis when he produces the sentence and he wants to test whether the rule can be applied in unrestricted relative clause or not. But if we examine the example carefully, we will find, the learner is not making a hypothesis nor is he testing it. He made the mistake simply because the rule is not presented to him clearly, he was only told that relative pronouns can be omitted if they are used as object of relative clauses. He takes it for granted that this rule can also be applied to unrestricted relative clauses since an unrestricted relative clause is also a relative clause. He produced the sentence with confidence that it is right. Only when he is told that the sentence is wrong and why it is wrong does he realize the fact and accommodate this new information into the schema of the rule of omission of relative pronouns. In this case, Piaget’s theory also proves itself to be useful.

From these two examples we probably could say that Piaget’s cognitive learning theory will be more useful in accounting for the L2 learning process. This will not surprise us because Piaget’s theory is a learning theory and L2 learning is a kind of learning.

5. COMPARISON BETWEEN L1 ACQUISITION AND L2 LEARNING

In order to see what implications we can draw from Piaget’s cognitive learning theory for L2 learning and teaching, it will be necessary to compare briefly the L1 acquisition of a child with L2 learning of an adult. This comparison seems to be illogical because this involves trying to draw analogies not only between first and second language learning situations but also between children and adults. However, child L1 acquisition and adult L2 learning are common and important categories of learning to compare. It is reasonable, therefore, to view this comparison within a matrix of possible comparisons.

Here we want to make this comparison in four domains: the physical, cognitive, affective and linguistic domains. First, let’s compare L1 acquisition of the child with L2 learning of the adult in the physical domain. There is evidence in neurological research that as the human brain matures certain functions are assigned to the left hemisphere of the brain and certain other functions to the right hemisphere (Brown, 1980: 21-61). This process is called lateralization and the language functions appear to be controlled mainly in the left hemisphere. The difficulties for adult L2 learners to acquire a second language with native-like pronunciation may be due to the accomplishment of lateralization. Another area within the physical domain is the role of the coordination of speech muscles. Children before the age of puberty have neuromuscular plasticity while adults have not. And the difficulties in acquisition of a native-like pronunciation of a foreign language may have much to do with this mysterious plasticity.

In the cognitive domain, the area of greatest contrast is cognitive capacity. The child’s cognitive capacity develops, as Piaget has suggested, through various stages while the cognitive capacity of an adult L2 learner is fully developed. Therefore, adults learning a foreign language may profit from certain grammatical explanations and deductive thinking which obviously would be pointless for a child. Another factor which should be taken into consideration is Piaget’s notion of equilibration. Disequilibrium (doubt and uncertainty) may provide the key motivation for language acquisition: language interacts with cognition to achieve equilibration. It is quite possible that until the state of final equilibrium is reached, the child is cognitively ready and eager to acquire the language necessary for achieving the cognitive equilibrium of adulthood. Since the adult has already achieved the final equilibrium, this motivation for language learning may disappear. The final consideration in the cognitive domain is the distinction between rote and meaningful learning. As studies of child language show that children have a lot of practice and imitation in the process
of acquiring the language, and their practice and imitation is a very meaningful activity that is contextualized and purposeful. Yet, for an adult learner of foreign language, his practice and imitation is usually not so meaningful. Many rote-learning procedures and meaningless pattern drills are used in the language classroom. So the ruthless fact is that the child happens to be learning language meaningfully and the adult is not.

The third domain we are going to examine is the affective domain. Human beings are emotional creatures and all of us are influenced more or less by our emotions. There are many factors in the affective domain which may be relevant to L2 learning—empathy, self-esteem, extroversion, inhibition, anxiety, attitudes—and the list is far from exhausted. Take the role of egocentricity for example. The very young child is totally egocentric, he sees all events as focusing on himself. As the child grows older he becomes more aware of himself, more self-conscious as he seeks both to define and understand his self-identity. Yet the self-identity needs protecting. He therefore develops inhibitions about this self-identity, fearing to expose too much self-doubt. And the self-identity is inextricably bound up with the language one happens to speak, for it is in the communicative process that such identity are confirmed, shaped, and reshaped. That is why adults are usually unwilling to make a fool of themselves in the struggle of speaking and understanding a foreign language. Young children are not so frightened because they are less aware of language forms and the possibility of making mistakes on those forms.

Finally, we’d like to say a few words about the linguistic domain. In most cases, the native language is the only language a child has to acquire. That means there will be no other language to interfere with or facilitate his first language acquisition. The adults learning a foreign language usually have acquired one language or sometimes two languages as their native tongue. The native language, on the one hand, may be an interference factor in the L2 learning because adults appear to operate from solid foundation of the first language. On the other, it also can be a facilitating factor because the first language may be more readily used to bridge gaps that the adult learner cannot fill by generalization within the second language.

6. IMPLICATIONS ON L2 LEARNING AND TEACHING

So far we have examined the differences between L1 acquisition and L2 learning in terms of physical, cognitive, affective and linguistic domains. Now we’d like to discuss the possible implications which we can draw from Piaget’s cognitive learning theory for L2 learning.

6.1 According to Piaget, the learner plays a very active role in the learning process. His role is not a passive one waiting for the external agent to manipulate him. This implies that in foreign language teaching, the learner should be regarded as an active person, we should try to induce and utilize the learner’s active thinking, help him to assimilate and accommodate new things.

6.2 The adult learner differs from the child in that the cognitive capacity is fully developed. Therefore, we should make use of this advantage, use the deductive method in our teaching and explain the language rules to the learner.

6.3 Since our adult learner has already passed the critical age and he does not have the neuromuscular plasticity as the child does, it would be unreasonable to expect native-like pronunciation from the adult learner. We should not waste our precious time in requiring him to achieving a native-like pronunciation.

6.4 We know from the study of child language that children have a lot of meaningful imitation and practice, i.e. the imitation and practice are contextualized and purposeful. This implies that in the language classroom, meaningful activities should be designed to replace rote-learning activities. The adult learner should practice and imitate in meaningful contexts and should be equipped with a knowledge of discourse to achieve communicative competence. He should, as the child does, be learning the foreign language meaningfully.

6.5 For Piaget, social interaction is a significant consideration for the development of intelligence. Although he has often been criticized for underplaying the role of socialization experience as an influence in cognitive growth, he does make explicit the significance of social interaction. He says:

He says: The human being is immersed right from birth in a social environment which affects him just as much as his physical environment, society, even more, in a sense, than the physical environment, changes the very structure of the individual, because it not only compels him to recognize facts, but also provides him with a ready-made system of signs, which modify his thought; it presents him with new values and it imposes on him an infinite series of obligations. It is therefore quite evident that social life affects intelligence through the three media of language (signs), the content of interaction (intellectual values) and rules imposed on thought (collective logical or prelogical norms). (quoted by Sigel (1969))

According to Piaget, language learning is also a kind of learning. From this we can draw an important implication: it is very significant to introduce social life into the language classroom because effective learning is often social rather than individual. We should teach the learners not only the language and its rules but also the culture it represents and the sociallinguistic rules.

6.6 As we know the child can rely on sources other than syntax for making his interpretation and he is exposed to language far beyond his productive capacity (Clark, 1975). So it may be profitable for the adult learner to be exposed to language beyond his productive capacity. Do not hesitate to give the adult learner something to listen to or read which has some new words and unfamiliar structures.

6.7 The child makes a lot of errors in the process of L1 acquisition. This implies L2 learning, as a creative process of forming a system, inevitably involves the making of errors which are really necessary aspects of the learning process, and from which both the teacher and the learner can...

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gain further insight into perfecting knowledge of the target language.

6.8 Human beings are influenced by emotions. So affective factors like introversion, empathy, attitudes towards the target language, etc. should be taken into consideration in the foreign language teaching.

6.9 Adult learners of foreign languages have already acquired their native language. If our learners have the same language background, then we should take advantage of their native language. For example, we explain new words by giving them equivalent translations of the native language if the concepts of the words are really equivalent. For instance, the Chinese word “kan” has a larger semantic realm than the English word “see”. We can say “kan bao” which means “read newspaper” in English and say “kan dian shi” which means “watch TV.” in English. Only in “kan dian ying” can the word be translated into “see” (see a film). In short, we should use the L1 as a facilitating factor but not as an interference factor.

7. CONCLUSION

Although both Chomsky and Piaget take an cognitive approach to language acquisition, they have different points of view in their theories. Chomsky’s point of view holds that “the course of language development depends directly on the nature of the linguistic system and, more specifically, on the nature of those aspects of language that might be universal and represented in an innate, predetermined program for language learning” (Brown (1980:70-78) quoted from Lois Bloom), while Piaget’s theory emphasizes “the interaction of the child’s perceptual and cognitive development with linguistic and nonlinguistic events in his environment” (ibid). By examining the second language learning situations we can see that Piaget’s theory can offer us more insights into the process of second language learning, and we can draw useful implications from his theory to our language teaching and learning.

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REFERENCES

Research on Public English Classroom Teaching of Open Education Based on Network Environment

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Abstract: Under the new situation, the open education public English classroom teaching under the network environment needs to implement the path of hierarchical teaching on the basis of teaching students in accordance with their aptitude. Only in this way can we build a modern implementation basis, teach different teaching contents, implement different teaching methods and improve the quality of teaching on the basis of students’ differences. In the spiral progressive way, let students constantly have a fresh sense of English learning, avoid the situation of learning slack, and maintain good learning effect. On the basis of "characteristics", teaching optimization is achieved. Maintain a relatively strong enthusiasm and spirit of learning, constantly accept new challenges. Therefore, this paper first puts forward the need to explore the problem, combined with the status quo, to develop a scientific Open Education Public English classroom teaching path.

Keywords: Network environment; Open education; Public English

1. QUESTIONS RAISED
With the continuous extension of science and technology, the development of network has injected fresh "blood" into various fields. The field of education is no exception, but also in the network environment, has produced great changes. On the basis of open and distance education, we have seen the increasingly prosperous network environment [1]. However, the open education mode, while bringing good news to students, also brings great challenges. Open education open education mode, while bringing good news to tourism and other majors. Open English hierarchical teaching can not only meet the learning needs of students on the basis of people-oriented, but also develop personalized teaching methods according to different knowledge structure. Reduce the students' resistance psychology and meet the diverse learning requirements. It shows the teaching characteristics of distance education, expresses the learning enthusiasm of learners, and reflects the flexibility of teaching. Therefore, under the network environment, how to construct the open education public English teaching course? What are the principles of construction? It has become the focus of research under the current situation.

2. PUBLIC ENGLISH CLASSROOM TEACHING PATH IN OPEN EDUCATION UNDER THE NETWORK ENVIRONMENT
2.1 Implementation Principles of Hierarchical Teaching in Open Education English Teaching
First of all, we need to pay attention to students’ learning needs on the basis of people-oriented. Not only need to think about students' learning ability, but also need to help students improve their ability to solve problems and increase their corresponding knowledge and cultural needs according to teaching methods and means. Students as the center, emphasis on the level of students teaching, and reflect the personalized service plan, to achieve the realm of learning and using. Secondly, we need to meet the principle of gradual progress. That is to say, in the construction of Open Education Public English classroom teaching, we also need to combine the students' cognitive development, according to the principle of from the shallow to the deep, and impart the knowledge to the students in the subtle process. Students can also get effective development and progress according to their own learning situation [3]. Finally, the principle of teaching students in accordance with their aptitude is maintained. In other words, public English classroom teaching needs to analyze the specific content construction according to the individual differences between students. And according to the original knowledge, previous work experience and life experience, to meet the premise of hierarchical teaching, to achieve the ideal teaching effect.

2.2 Implementation Of Hierarchical Teaching In Open Education English Teaching
First, students in Open Education English teaching should be divided into different levels. At the beginning, it is necessary to understand the basic level of English teaching
combined with the actual situation of students, analyze students' career and English requirements, and combine with the actual situation to implement scientific grouping of students. Learners have certain social experience, and the personality is more mature, more comprehensive than the general students' cognition. In the implementation of organizational teaching, it is necessary to choose the appropriate level of learning according to different teaching objectives, and provide effective guidance combined with students' ability. Second, we can make different learning plans and determine different learning objectives for different levels of students. In the process of English hierarchical teaching, students with zero or low foundation need to use easy to understand network learning resources to stimulate students' interest in learning. In different professional needs, to maintain the level, to meet the "bottom line" of education.

Thirdly, it is necessary to provide teaching resources and teaching contents with different difficulties according to different levels of students. On the basis of distance teaching, it shows the characteristics of the subject. According to the basic level of students and the demand direction of English, the hierarchical teaching plan is made. For example: the pronunciation of phonetic symbols, practical sentence patterns, simple English articles in life can be effectively constructed when students are learning online courses. If the learners have not mastered the relevant knowledge of English, they can watch the video courseware again among the questions until they learn it. If they can't solve the problem, they can ask the teacher to come to solve it. Generally speaking, fluency level of online resources requires students to have a certain basic knowledge of English, but it cannot be used flexibly. In this way, we can use news knowledge, teaching content, detailed anatomy, film fragments and so on to assist. Professional level network resources need to meet the needs of different professional English. For example: Legal English, tourism English, foreign trade English, etc. Because this part of the students are professional, they can download and choose the module suitable for themselves [4].

Fourth, different levels of students, learning evaluation methods are not the same. Students need scientific evaluation in every different stage of learning. But for the students with different foundation, the way of evaluation is very different. So that each student can get different degrees of progress, and can also get a different sense of achievement.

3. CONCLUSION

Under the network environment, the open distance education of Public English classroom teaching needs to combine the students' education level, age characteristics, occupation needs, etc., to formulate scientific hierarchical development goals. Under the network environment, students' autonomous learning can increase the pertinence of teaching design on the basis of the original. To provide different levels of students with different levels of learning resources and teaching objectives. Students can also find suitable English teaching resources according to their own actual situation. In the process of imperceptible influence, interest in learning English is generated, which conforms to the development trend of open distance education and innovates the construction concept of Public English course in Open University.

REFERENCE
Summary of Students' Core Literacy

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Abstract: Through the analysis of the literature of students' core literacy, this paper sorts out the proposal of core literacy, the connotation of core literacy, and the development direction of core literacy. The growth of students is inseparable from the development of teachers, so the cultivation of teachers' core literacy has also become the focus of attention in today's society.

Keywords: Students; Core literacy; Students

1. INTRODUCTION
Students' core quality is the essential character and key ability for students to improve their ability and adapt to social development. The research on students' core literacy is not only to comply with the development direction of the world's education reform, but also a powerful measure to achieve moral cultivation, which is more conducive to improving the quality of education and cultivating all-round development of people.

2. PUTTING FORWARD THE CORE LITERACY
In 1997, the Research Report on the definition and selection of literacy: Theory and concept, a project funded by the organization for international economic cooperation and development (OECD), is described as a dynamic and integrated concept, which represents a set of knowledge, skills and attitudes, and is necessary for everyone to develop himself and be competent for his work. The Research Report of the project team puts forward the English "key competencies", which means "key", which is generally translated as "core literacy". [1]

Core literacy refers to the key ability and character that students should have and can adapt to social development and lifelong development.

Subsequently, the United States, Britain, Germany, Japan, France, Finland, Singapore and other countries have successively invested in the research and construction of the core literacy framework. The international definition of the connotation of core literacy can be roughly divided into the following three types: personal development-oriented core literacy, social value-oriented core literacy, and comprehensive development-oriented core literacy. The concept of comprehensive development-oriented core literacy training is to build the whole education system based on core literacy. With the development of the times, the composition of core literacy reflects the needs of individuals and social times.

The opinions of the Ministry of education on comprehensively deepening the curriculum reform and implementing the fundamental task of establishing morality and cultivating people was officially issued on March 30, 2014. The key word in this document is: core literacy.

The study puts forward that the development of students in all stages needs the core quality system, emphasizing personal cultivation, social care, family and country feelings, and paying more attention to independent development, cooperation and participation, innovation spirit and practical ability. Teachers' core literacy is an essential part of improving quality education, and it is the reproduction of the development of students' core literacy proposed by the Ministry of education.

3. THE CONNOTATION OF CORE LITERACY
The "21st century skills" in the United States mainly consists of three main components: life and vocational skills, learning and innovation skills, information, media and technical skills. It is supported by standards and evaluation, curriculum and teaching, professional development and learning environment to help the integration of core literacy and subject teaching.

The core quality structure of Japan's "21st century type ability" is concentric circle type: the core is the basic ability (language power, mathematical power, information power), the middle level is the thinking ability, and the outermost layer is the practical ability; [2] the three abilities are mutually supporting, guiding and interdependent.

Gu Mingyuan proposed that in order to develop students' core literacy, basic education schools should make three efforts in curriculum reform: first, put physical and mental health in the first place of curriculum objectives; second, curriculum teaching should cultivate students' lifelong learning ability; third, curriculum content and implementation should lay a foundation for students to go to society. Xin Tao et al. Analyzed the connotation of core literacy from two aspects of discipline attribute and function direction of core literacy, that is, the key ability, knowledge and skills, attitude and emotion that individuals should have in present and future society [3]. Chu Hongqi and others think that the 21st century core literacy can be divided into three categories: learning and innovation literacy, digital literacy, career and life skills. To cultivate students' core quality, we should start from the development of curriculum system, the improvement of teaching methods, the improvement of teachers' quality and the reform of evaluation.

Through research, Shao Chaoyou and others pointed out that there are two basic relations between students' core literacy and subject curriculum: one is that each subject course bears the responsibility of cultivating students' core literacy; the other is that different disciplines have different unique contributions to students' core literacy. The above scholars all take the cultivation of core literacy as the goal and put forward the development direction of curriculum reform. Zhu Xiaoman put forward three suggestions on the development of students' core literacy: protection and
respect are the basis of the development of core literacy; subject teaching and curriculum integration jointly promote the development of students' quality; there is no unique value yardstick for education reform, and the development of students is its core.

Zhong Qiquan put forward that the core literacy is directly related to the professional strength and the success of life, which covers the integrated ability of social skills, motivation and personality characteristics, and is the DNA of curriculum development.

4. DEVELOPMENT DIRECTION OF CORE LITERACY

In 2003, UNESCO emphasized that the cultivation of core literacy needs lifelong learning, and lifelong learning also needs core literacy. The five pillars of lifelong learning, namely literacy, are related to each other, and involve the whole life and various life fields: learning to seek knowledge, learn to do things, learn to coexist, learn to develop and learn to change.

The EU describes core literacy from three dimensions of knowledge, skills and attitude, and defines core literacy as a set of knowledge, skills and attitudes necessary for each person to develop himself, integrate into society and be competent for his work in a knowledge society. At the same time, eight core literacy systems have been formally proposed: mother tongue communication, foreign language communication, mathematical literacy and basic science and technology literacy, digital literacy, learning to learn, social and civic literacy, initiative and entrepreneurship, cultural awareness and expression.

Singapore's Ministry of education has proposed a new framework for students' core literacy in the 21st century, which aims to cultivate confident people, autonomous learners, active contributors and enthusiastic citizens.

Professor Fernando Reimers of the school of education at Harvard University believes that the core skills of the 21st century include self-skills, interpersonal skills and cognitive skills.

In September 2016, Beijing Normal University held a press conference on the research results of the core literacy of Chinese students' development, which made it clear that the content of core literacy development of Chinese students was divided into three aspects: cultural basis, independent development and social participation.

We believe that the cultivation of students' core literacy should be more comprehensive, personalized and diversified. The core literacy should not only be implemented in curriculum reform, teaching practice, but also in subject literacy, information literacy, knowledge and ability. At the same time, the development of students is inseparable from the teacher's education, so the cultivation of teachers' core literacy has become a social concern.

REFERENCE

Research on Mental Health Education of College Students in The Internet Plus Era

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Abstract: Under the new situation, with the continuous development of Internet technology, the mental health education curriculum under the traditional concept of our country has its own defects, and highlights to everyone's vision. It has been unable to meet the "heart" problem of the sustainable development of College Students' mental health. As a new media, the Internet is influencing the world with its unique charm. It can not only promote the further development and progress of economy, but also change people's psychological state. The Internet plus action plan has brought hitherto unknown challenges and opportunities to mental health education in universities. At this time, we need to uphold the main idea of Scientific Outlook on Development and improve the innovation and meet the development path of modernization on the basis of the Internet plus mental health education mode. Therefore, this paper first puts forward the problems that need to be explored, combines the needs of the subject, formulates scientific innovation path, and opens the "heart" era of network mental health education.

Keywords: Internet plus; college students; mental health education

1. QUESTIONS RAISED

To a certain extent, with the advent of the Internet era, fresh blood has been injected into all trades and professions. The education industry is no exception, and has also been effectively transformed under the influence of "Internet plus". At this time, we need to promote the timeliness of work, strengthen innovative education methods, and meet the development path of modernization. On the basis of innovation, we should promote the growth of mental health of college students? How to help college students solve their puzzles in time? How to innovate the guidance method of mental health and promote the scientific evaluation and management of College Students psychology and behavior. At this time, we need to enrich the inner experience of college students and enhance the teaching effect. It can promote the scientific evaluation and management of mental health education, and scientifically improves the corresponding education system.

First, the use of Internet plus has a positive impact on College Students' psychology and behavior. At this time, we need to enrich the inner experience of college students and constantly enhance their awareness on the basis of "Internet plus", and implement effective [2] improvement. In the world of anonymity, it provides a space for us to expose our character. In this way, college students can not only release the pressure of their life and reality, but also meet the corresponding psychological needs of health on the basis of big data.

Second, "Internet plus" embodies fashion and entertainment, and can show the real psychological state of college students. In other words, on the basis of wechat, microblog, QQ and other communication tools, we can improve the sensory functionality of college students [3]. When experiencing the satisfaction of psychological value, we can feel freedom and improve our recognition. On the basis of psychology and behavior, expose the real state and optimize the corresponding psychological state. Third, "Internet plus" meets the social and psychological needs of college students. In the Internet world, we can speak out actively, which promotes the teaching methods of mental health education. Through MOOC, micro video, micro animation and other forms, to master the mental health of college students to provide convenient conditions, to create an education platform that meets the psychological needs of students [4]. For example: online psychological learning competition.

Fourth, it promotes the interaction between teachers and students, which is conducive to the implementation of the concept of equality in education. It enriches the teaching content of mental health education and is conducive to improving the comprehensive quality of teachers. It enlarges the audience scope of mental health education in Colleges and universities and enhances the teaching effect. It promotes the scientific evaluation and management of mental health education, and scientifically improves the corresponding education system.

Fifth, from the perspective of practice, it provides a new path for college mental health education, breaks through the space-time limit of mental health education, provides a path of self-service of mental health education, and timely understands the status of students' mental problems.

2. CURRENT SITUATION OF MENTAL HEALTH EDUCATION FOR COLLEGE STUDENTS IN THE INTERNET PLUS ERA

2.1 Positive Change

In other words, on the basis of wechat, microblog, QQ and other communication tools, we can improve the sensory functionality of college students. In this way, college students can not only release the pressure of their life and reality, but also meet the corresponding psychological needs of health on the basis of big data.

2.2 Negative Change

First, the dependence on the Internet is extremely strengthened. Many times, as long as there is free time, it will be filled by network information, wechat, online games, QQ and other content. Once we can't find WiFi for a while, there will be a kind of anxiety. Many college students also began to rely heavily on the Internet, which promoted the effective measures of life interpersonal communication [5].

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Secondly, collaterals gradually make college students feel lost and tired.

Third, emotion is increasingly lacking in stability. In the process of Internet, because of the unstable emotion, many students are in a confused state in real life. In a long period of time, it will make college students' mood rise and fall into a state of emotional confusion. In the process of online communication, the mood has entered a state of depression or depression. In such a case, it will cause college students' emotional indifference and poverty. This will not only reduce the indifference between students and real friends, but also affect the communication in real life and learning.

Fourth, the network distorts the value system of college students. From another point of view, there is a large amount of information in the Internet, and it extends to the diversified reverse implementation, showing many wrong values. At this time, college students in the open network, once a little careless, will be in the pursuit of utilitarian state, shake the corresponding values, outlook on life and world outlook. Even many college students have embarked on the road of breaking the law and committing crimes. In addition, some students' consumption concepts have also changed. To a certain extent, it has affected the consumption concepts of college students, interfered with their distinguishing ability, increased their vanity psychology, and affected the shaping of the positive consumption concept [6].

Fifth, a large number of bad information has a serious impact on the challenges of traditional methods. From the perspective of modernization, a lot of bad Internet information has been presented to everyone's vision, increasing the difficulty of mental health. For many college students, the initiative is strong, learning pressure is large, self-control is strong, so the impact of the Internet is small. However, there are still some students who have little learning pressure and lack of self-control. They even put a lot of time into the game to form a lazy mind. There are also some students began to develop online love, in the lovelorn time, the psychological gap is large. Next, in the real life, there will be many problems of network telecommunication fraud. It is easy for students to be cheated, and there will be some psychological obstacles, even death. For example: in 2016, when the University started, a prospective college student in Shandong Province had no tuition fees to go to university due to the problem of telecommunication fraud, which finally led to the status quo of sudden death. Next, the development of the Internet has brought changes to students' consumption concept. Many schools have seen campus loans, even naked loans. The final result is insolvency, psychological problems and some serious consequences. Faced with these changes, the traditional psychological education method can no longer adapt to the development of modernization. It needs to eliminate students' psychological barriers under the guidance of Internet plus and create an educational mode suitable for students' mental health. Using big data to build warning signals, we can find students' psychological problems at the first time, and formulate scientific solutions.

3. INNOVATION PATH OF MENTAL HEALTH EDUCATION FOR COLLEGE STUDENTS IN THE INTERNET PLUS ERA

3.1 Construction Of Internet Plus Mental Health Education System

To a certain extent, in the perspective of "Internet plus", college students can get more contacts on the Internet, and these large capacity information resources are constantly affecting the life and learning of college students. In the process of interpersonal communication, almost every college student will use app to implement effective voice or video communication. But the way of communication is not deep. When college students lack self-control, they will have strong randomness. Then, in the process of College Students' mental health education, psychological teachers need to guide students to use app scientifically. In the process of identifying the network, they need to explore different communication objects to avoid negative problems. Besides, ideological educators also need to use the Internet plus to guide students to establish correct values and life goals [7]. Learn to identify network information and enhance the immunity of bad information. However, when intervening, it is not allowed to be excessive. It is necessary to guide people to play mobile phones and obtain high-quality and effective information when appropriate.

3.2 Training Students' Ability Of Screening Network Information

From another perspective, we need to build an effective platform for mental health in schools based on the Internet plus mental health education. In normal times, students can download the school's app by using their mobile phones, and implement effective management. In the process of all-round penetration, the perception of cross three-dimensional network. In addition, we can choose the right object and carry out scientific psychological guidance. And innovation of scientific ways and means, to the direction of diversification of the implementation of extension. On the basis of situational, participatory and interactive, meet the needs of modern experience.

3.3 Promoting Internet Plus Mental Health Course For College Students

At this time, ideological education teachers can build a new communication tool for students based on the Internet plus. Try to use the Internet plus education method to enable students to choose their love psychology courses in the special network of the school. For example, you can use campus app to implement learning, or QQ group to explore the assignments assigned by teachers on the network. In the "Internet plus", students can share and learn from each other, and enhance understanding and communication between teachers and parents. It can also keep the privacy problems, so as to promote the mental health of students. For example, when implementing mental health teaching, teachers can use the Internet plus technology to build diversified teaching methods, use learning software, or psychological health case analysis, psychological film analysis, team psychological counseling and other practical forms, combine theory with practice, in order to improve the quality of teaching and
meet the modern teaching path [8].

3.4 Opening Up New Positions And Channels For Internet Plus Mental Health Education
First, we can use the Internet plus to establish the mental health records of college students, and pay attention to the mental health of college students in the network under the warning mechanism. And on the basis of active and positive, it can effectively guide the students' psychology. Secondly, it is necessary to build a corresponding mental health website for college students. It is necessary to build a website of mental health education on the basis of learning guidance, personality optimization, interpersonal communication, career choice, etc. Finally, we can use campus APP or WeChat official account to carry out scientific mental health problems. On the basis of anonymity, we can also talk about the problems we encounter in our life and study, and find the best solution to complete the integrity of our personality. Establish a scientific sense of service, through the study of mental health knowledge, let the experience of university life, perceive the setbacks and problems encountered in life and learning process, and formulate scientific solutions according to these.

4. CONCLUSION
With the progress of society, "Internet plus" has been presented to everyone's vision and has had a greater impact. Internet plus is like a double-edged sword, which brings great gospel to college students, but also brings great challenge. As an ideological educator, we need to adhere to the main idea of the scientific outlook on development, use network tools well, and standardize the thoughts and behaviors of college students. Using big data to build risk early warning system, once we see the students with problems, we need to formulate scientific solutions in time. To avoid students addicted to the Internet, to prevent the problem of network fraud. Gradually grasp the initiative of students' psychology, extend education channels, cultivate healthy self-awareness, and guarantee the mental health of college students in the new era.

ACKNOWLEDGEMENTS
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REFERENCE
Practice Teaching Reform and Talent Cultivation of Accounting Major in Colleges and Universities

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Abstract: Accounting is a subject with high theoretical and practical requirements. Colleges and universities should pay close attention to the practical teaching of students in the training of accounting professionals. However, there are still some deficiencies in the practical teaching of students in accounting colleges and universities, which makes the teaching and training objectives of students cannot be completed, and the teaching effect is also general. Therefore, accounting colleges and universities need to continue to strengthen the practical teaching of accounting specialty. Only when the practical teaching received by students is in place, can the teaching objectives be better completed. This paper briefly introduces the problems existing in the practical teaching of accounting major and the reform ideas on how to solve the problems.

Keywords: Accounting major; Practice teaching; Teaching

1. INTRODUCTION
Excellent accounting talents need to be cultivated by scientific and reasonable teaching methods in accounting colleges and universities, and can reasonably arrange practical teaching for students, which will be of great help to the students of accounting major. Although the current epidemic situation has decreased. An accounting professional with strong knowledge reserve and better adaptability will be the most popular in the market, and how to cultivate such professionals is the most efficient accounting major at present. Therefore, practical teaching is essential.

2. PROBLEMS IN PRACTICE TEACHING IN ACCOUNTING COLLEGES AND UNIVERSITIES
2.1 The Ambiguity of Professional Definition Between Different Degrees and The Lack Of Practical Teaching Accounting major is divided into "specialized", "general", "pioneering" and "research oriented" according to their "professional", "undergraduate", "master's" and "research-based". Different educational background should be different in nature of work. But domestic colleges and universities in the accounting professional education should work in the field of special training consciousness is vague, cannot be scientific and effective for students to do targeted education. Another point is that the current accounting teaching does not pay enough attention to the students' moral and legal, management methods, innovation ability, etc., and the knowledge blindly pays attention to the students' assessment results in the learning process, which hinders the development of new accounting talents, and easily causes the students to be unable to contact with each other when they enter the society, and then causes the brain drain. In addition, the current accounting colleges and universities are not in place for the use of practical courses for students of this major, and even many colleges and universities only use practice teaching for some courses. The practice teaching of most courses is lack of pitiful, and only focuses on the part that students need to test in practice teaching, which seriously affects the students' comprehensive mastery of accounting skills, resulting in students' one-sided To learn professional skills from an angle is not conducive to the overall development goal of students [1].

2.2 Practice Teaching Mode Is Superficial
Accounting colleges and universities will install a modern operating system on Accounting ability training in the school. Such practice system can strengthen the training of students' knowledge. However, most colleges and universities rely too much on this system, which leads to the simulation of students' practical teaching, which makes the practice teaching of students less and less. Although this kind of teaching system has certain help to students, but over reliance on this system ignores students' off campus practice opportunities, which greatly hinders students' learning progress and makes students' understanding of accounting only stay in the literal meaning of textbooks. Moreover, the practical simulation system is not strict for the students' ability to do standard, resulting in the students can not form an effective self-regulation binding force in class, and has a bad impact on students' employment.

2.3 Lack Of Teachers' Educational Consciousness In Practical Teaching
The school has not been able to actively cultivate teachers who can lead students to practice teaching, which leads to the lack of practical consciousness of teachers for students in accounting teaching. Teachers not only need to have a wealth of relevant professional knowledge, but also should understand and have the professional content of practical teaching, so as to lead students to fully practice learning. If the accounting teachers only stay in the written education, it will lead to the students' practical ability can not be effectively improved, and then lack of practical ability, which greatly deviates from the overall development of students' education goal [2].
2.4 Practice Is Too Formal
The internship of students at graduation is a multi-directional test of students' professional knowledge and accounting practice. However, some schools do not have cooperative internship units, so students can only practice by looking for jobs by themselves. Students cannot get the leadership of the professional staff in charge of internship, which is of little significance to students' practical learning. Because the school can not effectively allocate high-quality internship units, the degree of professional skills intensive training of students in the process of practice is uneven, and it is easy to pick and choose when students are looking for jobs. Students hope to find a better job suitable for themselves, seriously delay the internship time, so that students can not get effective practice in this period of time. For the above situation, the school should focus on thinking, actively cooperate with enterprises, strive for internship opportunities, and lay a foundation for students' practical experience.

3. HOW TO INNOVATE ACCOUNTING PRACTICE TEACHING IN COLLEGES AND UNIVERSITIES
3.1 According To The Specific Situation, Customize The Training Strategy And Create Scientific Practice Teaching
Most accounting colleges and universities in China still maintain the traditional teaching concept in teaching, but in the information age of rapid economic discovery, such education has been far from meeting the requirements of the market for accounting talents. Colleges and universities need to customize practical education programs according to students' educational background and personal conditions to promote the cultivation of accounting talents. For the practice course of practical teaching, it is necessary to actively cooperate with the theoretical courses learned, carry out the teaching and training of students, and emphasize on the content of the practical course when the teacher talks about the content of the practical course. In addition, the teaching in the simulation environment is also very important. Through the network simulation of the problems that may be encountered in the practical operation, and then explain according to the courses learned, it is necessary to pay attention to teaching students' operation skills, so that students can deepen their memory of the knowledge and have a more comprehensive understanding of the actual operation. Colleges and universities in the selection of teaching materials for simulation practice also need to be selected according to the current general environment and the degree of students' professional mastery, so as to ensure that students can get good practical teaching in the simulation practice as far as possible, so that students can get started faster when they enter the enterprise when they graduate.

3.2 Off Campus Practice And Graduation Project
If the students' knowledge in the school can not be applied for the practical courses effectively, then no matter how much they learn, they will also be knowledgeable and theoretical talents. In this regard, the school should keep close contact with the accounting business circles, actively communicate with enterprises, and strive for internship opportunities for students as much as possible. This can not only help the practice teaching of the school to be improved, but also promote the selection of excellent talents in the employment units. Select the available talent [3]. Through the cooperation of the units to carry out practical learning, not only can effectively practice under the supervision of the accounting professional interns, but also can effectively ensure the students' own safety in the practice operation outside the school.

4. CONCLUSION
The reform of accounting practice teaching in Colleges and universities can create a better learning and practical environment for students, so that students can get rapid growth in practice teaching. Under the scientific practice teaching education, the school can also continuously transport accounting talents for the society, which is a benign development of accounting industry and can effectively stimulate the development of accounting teaching science.

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REFERENCE
Research on The Way of Information Construction of University Administration

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Abstract: With the advent of the digital era, the requirements for the level of administrative information in Colleges and universities are becoming higher and higher. However, at present, there are still many problems in the level of administrative information in Colleges and universities, such as insufficient sharing, delayed information dissemination, too many rules and so on. These problems have seriously affected the pace of the construction of administrative information in Colleges and universities.

Keywords: University Administration; Information Construction; Ways

1. INTRODUCTION
With the rapid development of economy, the speed of information development is also accelerating. Now, human beings have entered a comprehensive information age. The administrative department of colleges and universities is an important management and service department in the organizational structure of colleges and universities. With the rapid development of information technology, network technology and big data technology, the administrative management of colleges and universities must be reformed and innovated actively to realize the information construction. As an administrative department of colleges and universities, it is necessary to put forward higher requirements for traditional administrative concepts and methods, give full play to the advantages of information technology, promote the orderly development of administrative management, and provide high-quality services for the development of various work in Colleges and universities.

2. THE NECESSITY AND IMPORTANCE OF THE INFORMATION CONSTRUCTION OF UNIVERSITY ADMINISTRATION
The research shows that most colleges and universities in our country have established electronic school affairs system serving teaching, scientific research, management and life, but the ratio of establishing integrated and unified school level administrative management information platform is very small. The traditional management concept and thinking mode have seriously restricted the construction and development of university informatization. The essence of university administration informatization is a management reform with modern information technology as a tool. Therefore, it is not only a simple technical reform, but its real value lies in providing effective means and tools for the innovation and reform of management mode. The construction of administrative information is very important for the improvement of the management level of colleges and universities. Taking the office automation system as an example, the establishment of the office automation system can realize the high degree of network office and information sharing, and provide a personalized work platform for managers.

3. PROBLEMS IN THE CONSTRUCTION OF ADMINISTRATIVE INFORMATION IN COLLEGES AND UNIVERSITIES
3.1 Each administrative department "does its own work" and the integration of important administrative resources is poor. Basically, the most important departments, such as the state-owned assets office, the planning and finance office, the student office, the academic affairs office, the science and technology office and so on, have their own set of network office system. Most of the departments that can basically reach the full coverage are collaborative office systems, which only deal with some routine work. Due to the overemphasis on division of labor and insufficient cooperation among various departments, there is a phenomenon of prevarication and wrangle. However, the construction of the information system of each management department is independent. The lack of planning and coordination of information work seriously affects the selection, exchange and use of information.
3.2 There are many unnecessary rules and information processing is slow. Management becomes the purpose itself, which limits the enthusiasm, initiative and creativity of people. The manager becomes a mechanical document executor, unable to respond to the new events that are not specified in the documents, and passively waits for the instructions of the superior. At the same time, the transmission of information and instructions is from the top down to the bottom. Each department does not receive each other's instructions, and the information has experienced multiple transmissions. When the content of information is richer, the more departments are involved, the more information is transmitted, and the more time is consumed.
3.3 The information awareness of administrative personnel is relatively indifferent, and the software and hardware level of information construction is low. Even the most common and commonly used cooperative office system is to send and receive documents, notices, report some data, forms, etc. Some people can't handle the simple "meeting call" in the system.

The wireless network signal of many university buildings
has not been opened. Basically, the wireless network coverage of the administrative building can be opened. But for other departments and colleges that do not work in the administrative building, the coverage of the infinite network has become a big hardware problem.

4. SUGGESTIONS ON THE CONSTRUCTION OF ADMINISTRATIVE INFORMATION IN COLLEGES AND UNIVERSITIES

4.1 Improve Management Concept And Attach Importance To Coordination And Cooperation

The era of "Internet plus" has come to all walks of life. The functions undertaken by colleges and universities are more complicated than before, and the relevant requirements are more strictly controlled. Inevitably, a series of stricter requirements for the overall scientific and rational management of universities, especially administrative management, have been put forward. In the current overall environment, university managers should first strengthen the importance of information construction from the ideological point of view, focus on the construction of an integrated administrative data platform, and incorporate high-tech daily administrative business, such as personnel, student information management, etc. Through the unified information platform, the management efficiency can be improved, and the information query of teachers and students can be convenient.

4.2 Innovate and standardize management methods.

The use of network technology to innovate and standardize the way of administrative management in Colleges and universities cannot be regarded as a pure technical problem. The development of any application software or application system is not a simple copy of the existing working procedures. Therefore, in the process of management information construction, it is necessary to thoroughly summarize all kinds of administrative acts and administrative procedures, improve and innovate according to the new situation and requirements, truly standardize the work and procedures, and consolidate scientific and reasonable administrative procedures into application software and management application system.

4.3 Unified planning and resource integration.

It is necessary to build an integrated application mode and way of school integrated information management, apply information technology to school system, and improve work efficiency. The school has developed some management information systems, but these systems are mostly developed to solve the strategy of a certain department or a specific industry. When the same unit or even the same department carries out several work at the same time, the difficulty of information acquisition increases correspondingly, and the data between school organizations cannot be shared and exchanged. Therefore, unified planning and integration of resources provide necessary basic data and information for information construction.

5. CONCLUSION

To promote the sustainable development of information construction in Colleges and universities, to achieve a good information construction can strengthen the efficiency of teaching and office work, is conducive to the smooth development of administrative management in Colleges and universities, and is conducive to improving the level and efficiency of administrative management in Colleges and universities.

REFERENCE


Application of Case Teaching Method Combined with Problem-Based Learning in Clinical Teaching of Thoracic Surgery

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Abstract: Objective: To explore the application effect of clinical teaching combined with problem-based teaching mode in clinical teaching of thoracic surgery. Methods: 68 cases of thoracic surgery interns were selected from our hospital from February 2018 to May 2020. According to the different application of clinical teaching method, they were divided into groups to carry out the experiment. Among them, there are 34 interns in the control group who apply the traditional teaching mode, and 34 interns in the observation group who apply the case teaching method combined with the problem-based learning teaching mode. Results: from the comparison of the theory and skill examination results of the two groups, the corresponding score of the observation group was significantly higher than that of the other group, and the difference was statistically significant (P<0.05). Conclusion: the combination of case teaching method and problem-based learning method can stimulate the learning interest of thoracic surgery interns, change their learning from passive to active, master more clinical skills, continuously improve the professional level of interns, and achieve good teaching effect.

Keywords: Thoracic surgery; Case teaching method; Clinical teaching; Problem-based learning; Effect

1. INTRODUCTION
Thoracic surgery is a key department of the hospital. There are patients with lung, esophagus, chest wall and other parts of the disease. It covers the medical knowledge of multiple disciplines, such as oncology, Gastroenterology, imaging, etc. For thoracic surgery interns, if they want to master all kinds of operation skills and meet the requirements of their posts, we should carry out clinical teaching reasonably. According to the actual learning situation of the interns, we should adopt the appropriate clinical teaching mode to improve the interns' own level and professional quality, so that they can be competent for their jobs as soon as possible and become a qualified medical worker.

2. DATA AND METHODS
2.1 General Information
In this study, 68 cases of thoracic surgery interns in our hospital were divided into groups according to the different application of clinical teaching mode. Among them, there were 34 interns in the observation group, including 28 females and 6 males, with an average age of (25.62 ± 1.24) years old. There were 30 female and 4 male interns in the control group. The average age was (24.21 ± 1.03) years old, all of them were undergraduate students. There was no significant difference between the two groups in terms of age, gender and other basic data (P>0.05).

2.2 Method
The traditional clinical teaching mode was used in the control group. According to the syllabus, the teacher should arrange the class content reasonably. According to the theory knowledge of thoracic surgery, the teacher will explain it in class and complete the teaching centered on the teacher. In addition, under the guidance of teachers, interns are organized to learn ward rounds and clinical operation training.

The case teaching method combined with problem-based learning was used in the observation group. First of all, clinical teachers should make clear the content of the syllabus and arrange the teaching plan reasonably according to the requirements. In addition, the data of typical cases in thoracic surgery were sorted out and explained as cases in class. In order to improve the interns' interest in learning, under the application of case method, multimedia equipment is used to display the diagnosis and treatment process of the disease, the patient's past medical history, diagnostic images and other related information. Pictures and videos are used to improve the interns' attention, so that they can participate in the case study atmosphere, deepen the impression of knowledge and master more disease knowledge. In addition, under the application of the problem analysis teaching method, the clinical diagnosis workflow of the case is analyzed. After knowing all the disease data of the patients, the students are asked questions, and enough time is left for the students to explore the answers to the questions. During this period, students can use computer and other information equipment to search literature on the network, or consult relevant books. Under the guidance of teachers, students can find the answers to their own questions. Finally, leave enough time for the interns to discuss, share their learning experience, and grow and progress together. In addition, teachers should patiently answer the problems existing in the learning process of interns. In view of the controversial problems, the interns were organized to discuss in groups, and representatives of each group were sent to express their opinions. The contents answered by the students were
summarized to understand the students' mastery of knowledge. The misunderstandings of students were pointed out and corrected in time. In clinical practice, under the guidance of teachers, interns are organized to carry out ward rounds. During this period, the key points of ward round are explained to students in detail, and the specific operation methods are demonstrated to students. In addition, in the process of thoracentesis, stitching and other related operations, students should also patiently explain the detailed operation steps.

2.3 Observation Index
At the end of clinical teaching, the theory and practice of the two groups of interns were evaluated, and the total score was 100 points. The higher the score is, the better the intern's learning is.

2.4 Statistical Treatment
In this study, the data was sorted out by spss20.0 statistical software, $(x \pm s)$ was used as the measurement unit, and $t$ was used for test. When the difference between groups met the requirements of $P < 0.05$, it was regarded as statistically significant.

3. RESULTS
From the comparison of the theoretical and practical scores of the two groups, the corresponding score of the observation group was significantly higher than that of the other group, and the difference was statistically significant ($P < 0.05$). See Table 1 for detailed data.

| Table 1. Comparison of theoretical and practical scores between the two groups $(x \pm s)$ |
|---|---|---|
| group | Number of cases | Theoretical achievements | Practical achievements |
| Observation group | 34 | 85.62±4.52 | 86.78±5.64 |
| control group | 34 | 72.64±3.57 | 74.62±4.62 |
| $T$ value | | 8.524 | 7.254 |
| $P$ value | | <0.05 | <0.05 |

4. CONCLUSION
In recent years, with the rapid development of China's medical industry, the construction scale of major medical institutions continues to expand, and the demand for medical personnel is also increasing. In order to cultivate more medical talents, we should strengthen the development of clinical teaching, change the traditional teaching concept, try new teaching methods boldly, and explore a more perfect and reasonable clinical teaching system from the reality, provide good learning opportunities for interns, and further improve the professional level of interns [2]. Nowadays, with the continuous improvement of medical service level in China, the requirements for the quality of clinical work in thoracic surgery are more stringent. From the previous clinical teaching work, the traditional teaching method is relatively simple, lack of innovation, can not stimulate the enthusiasm of interns, clinical teaching efficiency is low, it is difficult to achieve good teaching effect. In order to make up for the shortcomings of traditional clinical teaching, case analysis and problem analysis have been widely used. The integration of modern multimedia technology, a more vivid and vivid display of clinical operation methods and the whole process of disease diagnosis and treatment to interns can deepen the impression of interns on knowledge, improve their learning enthusiasm, occupy an active position in learning, and make better progress.

In this study, the combination of case teaching method and problem-based teaching mode improved the learning initiative of the interns and had a strong desire for clinical knowledge. From the above description of the results, it can be seen that the performance of the observation group in both theoretical and practical aspects was significantly higher than that of the other group, the difference was statistically significant ($P < 0.05$). Thus, in the clinical teaching of thoracic surgery, the application value of case teaching method combined with problem-based teaching mode is higher, which is worthy of promotion and adoption [3].

REFERENCE
Study on The Influence of New Family Planning Policy on Economic Status and Development: Taking Ningxia As an Example

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Abstract: Since the founding of new China, China's fertility policy has been constantly adjusted with the development of society. The implementation of family planning policy has brought many adverse effects, such as aging population, insufficient labor force, imbalance of gender ratio, etc. Therefore, in 2013, the state implemented the single child policy, and from the beginning of 2016, continued to implement the comprehensive two child policy. From the perspective of investment rate, consumption rate, import and export growth rate and birth rate, this paper selects the annual data of Ningxia economic growth rate from 2000 to 2017 as samples to establish a regression model to study the impact of population on economic growth. The results show that the two-child policy has little impact on Ningxia's birth rate, and keeping the declining birth rate has a negative effect on economic growth. Finally, by analyzing the correlation between Ningxia's total population and the primary industry, the second industry and the third industry, it is concluded that the correlation between the total population and the primary industry is the highest. Through the establishment of the model of the total population's influence on the total agricultural output value, the total industrial output value, the total construction output value and the total retail sales volume of social consumer goods, the results show that the marginal impact of the total population on the total industrial output value is the largest, and that on agriculture is the greatest. The marginal impact of gross output value is the least, but the correlation with agricultural output value is the biggest.

Keywords: Two child policy; Birth rate; Economic growth

1. INTRODUCTION
China's population is the largest in the world, so China's fertility policy has always attracted the attention of all walks of life. In 1970, China's fertility rate and natural fertility rate were 33.43‰ and 25.83‰ respectively, and in 2013, they were 12.48‰ and 4.92‰ respectively. The policy has been implemented for 40 years. Over the years, China's population fertility rate and natural fertility rate have declined significantly, which has greatly changed the age structure of China's population. With the establishment and implementation of the family planning policy, great changes have taken place in China's population reproduction types. China's total fertility rate has experienced three changes, namely, 5.81 in 1970, 2.23 in 1980 and 2.1 in the early 1990s. Researchers found that China's labor force will decline for the first time in 2012, so many experts and scholars believe that the "demographic dividend" is about to disappear. In 2013, the state promulgated and implemented a two-child policy. However, according to the statistical data, in 2014, China's children's population and the elderly population were basically the same. In 2015, the total fertility rate of the national population was 1.4, which is very close to the "low fertility trap" standard 1.3 [3]. The above data show that the national neonatal birth rate is declining and the aging is serious, which will affect the change of China's population age structure. In June, the universal two child policy was first proposed at the Fifth Plenary Session of the 18th Central Committee of the Communist Party of China (CPC) in order to promote balanced population development, improve the population development strategy, fully implement the two child policy, and actively respond to the problem of population aging. At the beginning of 2016, the state implemented the comprehensive two child policy.

Ningxia is one of the northwest regions in China, and the level of economic development is relatively low. From Figure 1, the natural growth rate of population in Ningxia has been declining continuously. As far as the birth rate is concerned, the birth rate has been declining from 2000 to 2015, indicating that the influence of the policy of two children alone on the birth rate is very limited. There is a slight recovery in 2016 compared with 2015. However, in 20172018, the birth rate dropped to about 13.35%, and the effect of the two-child policy was fully released. In terms of population mortality, the change of population mortality data from 2000 to 2017 was relatively stable, which was about 4% - 5%. From the data of Ningxia, the adjustment of population policy had little effect.

Figure 1. Birth rate, mortality rate and natural growth rate in Ningxia Province
This paper empirically tests the relationship between population and economic growth in Ningxia before and after
the adjustment of population policy.

2. EMPIRICAL ANALYSIS

The data source of this paper is the statistical yearbook of Ningxia, and the data of economic growth rate, birth rate, consumption growth rate, fixed asset investment growth rate, export growth rate and import growth rate of Ningxia are selected as samples, which are respectively recorded as $x_1$, $x_2$, and $x_3$, and the growth rate of, and is calculated according to 2000 as the base period. The unit root test is carried out for each variable. Under the 90% confidence level, the logarithm of the time series is stable, and Johansen cointegration test is used to carry out regression analysis and get the model. 

\[ \ln(y) = 3.68 - 0.767\ln(x_1) + 0.242\ln(x_2) - 0.533\ln(x_3) + 0.0135 \]

LM Test of the model shows that the model does not have sequence correlation, while white test shows that there is heteroscedasticity. Then the model was regressed step by step to eliminate the insignificant variables, and the weighted least square method was used to improve the heteroscedasticity problem. 

\[ \ln(y) = 3.515 - 0.672\ln(x_1) + 0.231\ln(x_2) - 0.521\ln(x_3) \]

From the model relationship, the continuous decline of birth rate and natural growth rate has a relatively negative impact on the economy. Consumption continues to play a role in promoting economic growth. Supply side reform and expanding domestic demand can still be the main means to stimulate economic growth in Ningxia. In addition, the steady growth of investment has caused downward pressure on economic growth, which reflects a sharp decline in the rate of return on capital. Since this paper mainly discusses the relationship between population and economy, the issue of the decline of return on capital will not be further discussed.

Secondly, $y$, $x_1$, $x_2$, $x_3$, each variable is regarded as endogenous variable to establish VAR model, and the dynamic evolution relationship of each variable is analyzed by impulse response function.

(1) The short-term economic growth rate has a certain stimulating effect on the birth rate, but the long-term effect of this stimulation decreases to 0, which indicates that the effect of economic growth on the growth of birth rate is very limited. Secondly, the decreasing economic growth rate has little effect on the investment rate and consumption rate of fixed assets.

(2) The birth rate has a negative impact on the economy. Because the birth rate keeps a downward trend, it can be seen from the figure that the impact of the birth rate on the economy is negative and stable. It shows that the decrease of population at this stage has a blocking effect on the economy.

(3) Consumption can promote the economy, because it can promote the development of production, thus stimulating economic growth.

(4) Investment rate can promote the birth rate in the short term, but it will return to equilibrium in the long run.

Finally, according to the statistical yearbook of Ningxia, the relevant data of agriculture, industry, construction industry and total retail sales of social consumer goods are processed at constant prices, and then the total population of Ningxia is regressed.

**Figure 2.** Related data of total population, agriculture, industry, construction industry and total retail sales of social consumer goods in Ningxia

By establishing the linear regression model $q = C + TP$, this paper studies the influence of the total population (P) change on the total agricultural output value (Q1), total industrial output value (Q2), total construction output value (Q3) and total retail sales of consumer goods (Q4) in Ningxia in 2017.

\[ q_1 = -11275.286 + 23114.21p \]

\[ q_2 = -4891.747 + 87638.32p \]

\[ q_3 = -2077.141 + 36389.39p \]

\[ q_4 = -3048.735 + 55123.44p \]

It can be seen from the above that the marginal impact of the total population change on the total industrial output value is 87638.32, while the marginal total output of the agricultural output value is the smallest, which is 23114.21. The results show that the total population change has the greatest impact on industry, but has the highest correlation with agriculture. This means that the total population of Ningxia will be closely related to the increase of population.

3. CONCLUSION AND SUGGESTION

Under the implementation of single two child policy and comprehensive two child policy, there is no actual effect of the policy implementation in Ningxia. The birth rate of Ningxia basically keeps a downward trend, and the mortality rate remains basically unchanged. From the empirical test results, this trend is not conducive to the development of local economy, especially to local industry and agriculture development.

Through the analysis of the correlation between Ningxia's total population and the total output value of the three major industries, the results show that the correlation between the total population and the total agricultural output value is the greatest. Through the analysis of the impact of the total population on agriculture, industry, construction industry and the total retail sales of social consumer goods, the total population has the greatest impact on industry. It can be seen that in Ningxia agriculture, industry and population are closely related, so we should further develop industry and agriculture.

Generally speaking, the population adjustment policy has little effect. In order to further adjust the population, the government should start from improving the willingness of children and increase the policy adjustment. In order to implement the two-child policy, we should first reform and improve the management system of reproductive services, strengthen the services of maternal and child health institutions, provide convenience and save time and cost for
Due to the increase of elderly and high-risk pregnant women, the prevention of birth defects such as pregnancy examination should be strengthened. Secondly, the allocation of reproductive medical resources should be optimized, and the cost of diagnosis and treatment should be reduced, and the level of diagnosis and treatment in primary medical institutions should be improved. It is also necessary to further increase the tax reduction of parents with two children. If a family has two children, it will increase the household consumption expenditure in education, medical treatment, daily necessities, entertainment and so on. We can consider increasing the tax reduction and exemption of personal income tax for the two child family.

Faced with the high cost of education, the government should further promote the balanced development of compulsory education, improve the policy of child care, strengthen the supply of supporting facilities for education, reduce the cost of kindergartens, increase the number of public or inclusive kindergartens, and bring pre-school education into the compulsory education system or to a certain extent, so as to reduce the educational pressure and cost of two child families.

In addition, the government should further guide and supervise the companies and enterprises, and effectively protect the legitimate rights and interests of women employees by providing certain support to the employers. All units should not set up invisible provisions, and should not restrict the second child wish of female employees by restricting their maternity leave, salary and post adjustment.

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REFERENCE
The New Situation of American Cognition to China and China's Communication to America

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Abstract: As the largest developed country and developing country in the world, the relationship between the United States and China not only affects the development of the relationship between the two countries, but also relates to the trend of the world situation. The current new situation of the U.S. perception of China and the spread of many to the United States are the key contents of people's relationship. On this basis, this paper studies the new situation of American cognition to China and the current situation of Chinese communication to the United States, and puts forward the author's views through the analysis of the above issues.

Keywords: The United States; Cognitive new situation; China; Communication to the United States.

1. INTRODUCTION
In 2017, the United States released the first national security strategy report, in which the United States clearly regards China as its "No. 1 strategic competitor" in the world, and uses it to formulate relevant strategies for China. Since 2018, the United States has continuously initiated trade frictions against China, provoked conflicts against China, and bilateral relations are facing a severe test. Generally speaking, the U.S. strategically regards China as its biggest competitor in the world, and cognitively regards China as the main threat. Therefore, containment of China has become a top priority for the United States.

2. THE BASIC SITUATION OF AMERICAN COGNITION TO CHINA
The change of American policy towards China is mainly based on the result of its cognitive attitude towards China. At present, the United States has formed a kind of cognition that regards China as the main competitor.

In the US think tank, the "China Threat Theory" is greatly exaggerated. As a combination of American academia and politics, think tanks in the United States will have a greater impact on American decision-making departments. At the same time, the Asian society and the Hoover Institute also believe that China's penetration and influence in the United States has been reflected in schools, civil society and other aspects. American academic circles will also express their concerns about the rise of China. They have diversified voices in the study of China's issues. They believe that no matter what the development of China US relations is, we need to treat and maintain China US relations rationally. But since 2018 the voice has been silenced, with China's threat to the United States dominating. For example, the international organization, an American academic journal, has published a series of articles arguing that China's development has had an impact on the world order.

In this context, the trade friction between China and the United States is escalating. We believe that this is not only an economic competition, but also involves the competition in science and technology, system, military and other aspects. The international status of the United States is facing all-round challenges from China, so instead, it tries to fight against China [1].

3. COGNITIVE DILEMMA AND A NEW ROUND OF "CHINA THREAT THEORY" IN THE UNITED STATES
3.1 Understanding Deficits
The issue of deficit is one that needs to be considered in China's exchanges. Due to the differences in historical and cultural backgrounds and ideologies between China and the United States, especially in the context of the continuous rise of China, the United States pays more attention to the deficit of China, and enlarges the deficit of the United States to China. For example, from the perspective of China's system, China's junior high school "new authoritarian attention" uses bullying, oppression and subversion to exert influence on China. At the same time, the U.S. lack of awareness of the innovation ability of Chinese enterprises, that Chinese enterprises can only imitate. Moreover, it is difficult to understand China's current foreign policy and the concept of peaceful diplomacy, and even regards China's determination to safeguard national sovereignty as a kind of armed provocation. Generally speaking, these are judgments made by the United States based on its long-term advantages and logic. This understanding of China's deficit is not conducive to the development of China's relations.

3.2 Trust Deficit
Due to China's peaceful rise, China's voice and position in the world are constantly changing, which makes the United States Distrust China more and more. For trump administration in particular, China is constantly filling the vacuum and establishing a confrontational system against the United States. China one belt, one road, said China's one belt, one road development, seriously affected the US Geopolitics in the middle pressure, and made the United States withdraw from the periphery of Eurasia. The United States also poses a threat to "made in China 2025", believing that China is constantly strengthening the promotion of science and technology and manufacturing industry, seeking progress and development in the field of science and technology. In any case, these remarks believe that the rise
of China is contrary to the interests of the United States [2].

3.3 Confidence Deficit
With the continuous improvement of China's development momentum and the prediction that China will gradually catch up with the United States, the United States has doubts about whether it can continue to maintain its position as the world's largest. On the contrary, China's confidence is unprecedentedly high. China's road confidence, theoretical confidence, system and cultural confidence are all incisively and vividly displayed. Although it is unacceptable for the United States to be overtaken by China economically, is there any way for the United States to suppress China without conflict?

4. THE KEY POINTS OF CHINA'S COMMUNICATION WITH THE UNITED STATES
4.1 In Terms Of Communication Content, We Should Highlight The Greatest Common Divisor Of China Us Relations
First of all, we need to seek the greatest common denominator of bilateral exchanges from the common points of China and the United States. Although China and the United States have a large gap in history, culture, social system and economic development mode, there are still many common points. Especially with the continuous development of globalization, the common interests between China and the United States are also increasing, and the responsibilities of the two countries are also expanding. Although China's rise has continuously enhanced its influence in the world and intensified its competition with the United States, there is still a greater demand for strategic cooperation between the two sides. In this context, we need to constantly seek to find common goals, value orientation and interest intersection between China and the United States, constantly create a good atmosphere of public opinion between China and the United States, and find the greatest common denominator between the two countries.

4.2 In Terms Of Communication Concept, We Should Adhere To Inclusiveness And Objectivity
Secondly, we should advocate inclusiveness and objectivity in the concept of communication. With the rise of China and its rising voice in the world, China's actions and programs are constantly recognized around the world, which stimulate the nerves of the United States. At the same time, in the process of external communication, they have been promoting their own ideas. We also need to pay attention to the role of the goal and vision, and constantly express our determination and confidence. At present, China's inclusiveness and objectivity in the dissemination of the United States have been recognized by all countries in the world, which has played a greater role in the maintenance and development of China-U.S. relations.

4.3 In Terms Of Communication Mode, Diversified Participation And Moderate Progress Should Be Achieved
Finally, in the process of communication to the United States, we need to do step-by-step and diversified participation. As the leader and participant of China's external communication, the government needs to constantly pool external consensus, play a more active role, and constantly eliminate the impact of diversified voice on authenticity. We need to encourage all sectors of society to join us in a more diversified way. And considering the sensitive nerves of the United States, in this context, we cannot express our satisfaction in the communication to the United States, but also need to maintain appropriate communication strength, and cannot appear rash and arrogant behavior [3].

5. CONCLUSION
To sum up, in the current situation of the development of China US relations and the changing world pattern, the new situation of us cognition of China, as well as China's communication with the US, are all important contents affecting the development of bilateral relations and the trend of world economic and political pattern. While the United States regards China as its number one strategic competitor, we need to work hard to improve the communication to the United States, constantly create a good atmosphere of public opinion between China and the United States, and build a world situation conducive to China's development.

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REFERENCE
Analysis of Measures to Improve the Ability of Teachers and Teaching Team of Mechanical Specialty in Higher Vocational Colleges by Combination of School and Enterprise

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Abstract: With the deepening reform and development of higher vocational education, more and more attention has been paid to the mode of school enterprise combination. School enterprise cooperation can effectively cultivate the ability of Higher Vocational Mechanical professional teachers, and can greatly improve the teaching team ability of mechanical professional teachers. This paper simply analyzes the necessity of school enterprise combination to improve the ability of teachers and teaching team of mechanical specialty in higher vocational colleges, and puts forward a series of specific measures to improve the ability of teachers and teaching team of mechanical specialty in Higher Vocational Colleges under the mode of school enterprise combination.

Keywords: Combination of school and enterprise; Ability of teaching team; Ability of teaching team

1. INTRODUCTION

The mode of school enterprise combination is an important means for higher vocational schools to improve the ability of professional teachers and teaching teams, and is the inevitable requirement of the development of higher vocational education. In order to effectively improve the ability of Higher Vocational machinery professional teachers and cultivate teaching team ability, we need to face the importance of school enterprise combination for improving the ability of higher vocational teachers and teaching team, and take specific measures to use the mode of school enterprise combination to achieve the development goal of higher vocational education professional teachers.

2. NECESSITY STUDY

2.1 The Combination Of School And Enterprise Can Provide a Platform For Improving The Ability Of Higher Vocational Mechanical Teachers

Through the mode of school enterprise combination, there are mainly two aspects to cultivate the ability of Higher Vocational Mechanical professional teachers. On the one hand, it is very important for the teachers of mechanical specialty to have some practical experience. Higher vocational schools can let higher vocational teachers participate in the work of enterprises and carry out necessary practical training for higher vocational teachers. Through this way out of the classroom, vocational teachers can enrich their practical experience, be familiar with the operation skills related to machinery, combine theory with practice, lay a solid foundation for the future teaching of machinery specialty, and improve the professional knowledge and ability of higher vocational teachers; on the other hand, the combination of school and enterprise can also make enterprises participate With the teaching of mechanical professional teachers in higher vocational colleges, it can create a good atmosphere for the improvement of mechanical professional teachers' ability and level. For example, teachers in higher vocational colleges can continuously improve their teaching ability in the factory.

2.2 The Combination Of School And Enterprise Can Promote the Development Of Teaching Team Ability Of Higher Vocational Teachers

The combination of school and enterprise can strengthen the mastery of theoretical knowledge and promote the development of teaching team ability. In the practice of enterprises, higher vocational teachers can, on the one hand, have a deep understanding of the professional level of enterprise employees and the staff literacy required by the mechanical specialty; on the other hand, they can master the market dynamics of the machinery industry, understand the development trend of enterprises, and penetrate into the mechanical teaching activities in the future. The combination of school and enterprise can not only cultivate more high-quality talents suitable for the development of the industry, but also improve the development of teaching team ability of mechanical teachers to a great extent.

3. MEASURES

3.1 Strengthen the Practical Experience of Higher Vocational Teachers

In the actual higher vocational machinery professional teachers, there are still a lot of deficiencies in practical experience, some teachers cannot achieve the combination of theory and practice in teaching activities. Therefore, we should strengthen the practical ability of higher vocational teachers through the mode of school enterprise combination. On the one hand, it is necessary to make higher vocational teachers carry out practical training in batches in enterprises. For example, we can make use of the cold and summer heat to make it possible for higher vocational teachers to actively "recharge" learning in enterprises, so as to facilitate the development of teaching activities in the future; on the other
hand, after the training of higher vocational teachers is completed, higher vocational schools should assess the practical ability of higher vocational teachers so that they can in order to improve the ability of practical operation, and after the assessment results of higher vocational teachers reach the corresponding standards, the teaching of mechanical specialty can be carried out for students. In short, through the combination of school and enterprise, we should constantly improve the ability of teachers and teaching team of mechanical specialty in higher vocational colleges, so that the combination of school and enterprise can play an effective role.

3.2 Improve The Teaching Content And Teaching Equipment Of Machinery Appropriately
At present, in the mechanical teaching activities of higher vocational teachers, the teaching content knowledge of mechanical specialty is learning from the traditional content. With the development of the times and the update of knowledge, advanced technology and new knowledge have gradually appeared in the machinery industry in recent years. In this regard, mechanical teachers should learn new content through school-enterprise cooperation, improve the teaching content in a planned and purposeful way, so that the teaching content can meet the needs of students engaged in the development of mechanical industry, and lay a solid foundation for students to better employment in the future. In addition, it is necessary to update the mechanical teaching equipment. A large part of the students in higher vocational schools are generally lack of practical experience. Although they pay more attention to the theoretical knowledge of machinery, the backward mechanical equipment cannot meet the needs of students' learning, which makes it difficult for vocational students to be competent for the work of mechanical enterprises after graduation, which is not conducive to the development of the machinery industry. In this regard, higher vocational colleges and teachers should gradually introduce advanced mechanical teaching equipment, according to the characteristics of the development of the machinery industry and based on the actual situation of higher vocational colleges, so that higher vocational students can understand the advanced mechanical equipment knowledge, especially some modern intelligent artificial technology, automation knowledge and so on. In a word, the teachers of mechanical specialty in higher vocational colleges should constantly improve the basic skills of students' mechanical specialty, so that students in higher vocational colleges can quickly adapt to work after entering the enterprise.

3.3 Effectively Combine The Campus Teaching With The Actual Operation Of The Enterprise
The combination of mechanical teaching content in the school and the actual operation of enterprises can effectively improve the teaching quality and teaching effect of Higher Vocational Mechanical teachers, and further improve the teaching team ability of higher vocational teachers. In the actual teaching activities of mechanical teachers, if students cannot fully grasp the mechanical knowledge, it is difficult to understand in the following learning. Mechanical knowledge is easy to form a fault, which is not conducive to students' next step of mechanical knowledge learning. In this regard, the mechanical professional teachers explain the mechanical teaching content in stages. In order to make higher vocational students understand the difficulties and key points of mechanical knowledge, they can arrange the mechanical enterprises to practice after learning. On the one hand, it can make students deepen the grasp of mechanical knowledge and consolidate the learning of mechanical professional knowledge. On the other hand, it can exercise the practical ability and provide favorable preconditions for the following mechanical teaching. In short, mechanical teachers should complete part of the content of each study, and then arrange students to practice in a planned way, so that students can better verify the learning knowledge, absorb and transform into their own ability in practice, and give full play to the maximum effect of school enterprise integration [2].

4. CONCLUSION
In summary, the combination of school and enterprise is very important to improve the ability of teachers and teaching team of mechanical specialty in higher vocational colleges. In this regard, higher vocational colleges and higher vocational teachers should fully realize the importance of school enterprise combination. On the one hand, they should strengthen the practical ability of Higher Vocational Mechanical teachers, and they should constantly improve the teaching content and mechanical equipment. On the other hand, they should effectively combine the teaching content with the actual operation, play the effective role of mechanical teaching, and improve the overall level. The ability of teachers and teaching team of vocational machinery specialty.

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REFERENCE
Research on The Presentation and Market Transformation of Practical Training Works of Art Design Major Under the Background of Industry Education Integration

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Abstract: The Chongqing education work conference was held successfully, emphasizing the deepening of the implementation of the "combination of production and learning" as the development goal of colleges and universities, and the development direction of the integration of production and learning has been further supported by the policy. Under this policy background, our research group was approved as a school level key project of "Research on the presentation and market transformation of practical training works of art design major under the background of industry education integration". In view of the spirit of "integration of production and education", relying on the foundation and advantages of software and hardware of our college of art and design, the research group studies and analyzes the current situation and characteristics of basic courses and practical training courses of art design, and puts forward an exploration mode of further deepening the integration of production and education on campus. And initially formed the institutionalized and sustainable teaching management mode, so as to ensure that the research results can be effectively used.

Keywords: Integration of production and education; Ceramic art; Curriculum reform; Chongqing

1. INTRODUCTION
If "combination of production and learning" is the development goal, "integration of production and teaching" should become the direction of development and pursuit of application-oriented higher vocational and undergraduate colleges. This is also the important spirit of the Chongqing education work conference. In order to deepen and consolidate the theoretical knowledge of each specialty, enrich and expand the horizontal knowledge of each specialty, improve the employability and expand the employment scope of students, since its establishment in 2009, based on the characteristics of art and design majors, our college has set up more than 10 training rooms inside and outside the school, and opened more than 20 training room courses. However, due to the limitations of the teaching conditions inside the school and the scarcity and complexity of the off-campus training conditions and practical cases available, the practical teaching of art design majors in higher vocational colleges has always been lack of a relatively sustainable and relatively real three-dimensional "combination of production and learning" training teaching environment.

In terms of the form and scope of the practical training teaching of art related majors in our university, it is often limited to the case analysis and explanation or the simulated training level of the cases that have been completed in the market in the past, and then enter the internship link of enterprises and face graduation. Under the existing practical teaching conditions and personnel training scheme mechanism, students often lack of good practice and training environment and real case practice opportunities, and schools lack social resources and funds to create corresponding conditions. Social institutions with market resources are often hindered from docking with schools due to various variable factors. Finally, it makes the development of "integration of production and teaching" difficult to continue. In my opinion, this is also a common problem in the practical teaching of art and Design Majors in most vocational colleges in our city.

However, based on the characteristics and teaching needs of art and design major in our school, there are many precedents in the process of practical training in which teachers lead students to engage in relevant practical training links.

Our "private home maker factory" is not only the first batch of university innovation and entrepreneurship demonstration base in Chongqing, but also the pioneer of market-oriented teaching exploration. The project was completed in March 2015, relying on the relevant training rooms of design and Art College of Chongqing Vocational College of Architectural Science and Technology (formerly Chongqing real estate College), and directly managed by our college of art and design. The project carries out innovation and entrepreneurship activities for home related industrial chain. Specifically, the project is composed of six sub spaces, namely, mountain pottery, wood fun, marvelous craftsmanship, intelligent maker, beautiful painting and mortal manufacturing, with a construction area of 1000 square meters. This project not only provides support for the teachers and students of our college to carry out the "team cultivation" market practice activities, but also becomes the hardware basis and development research object of this topic.
In addition, in the process of practical teaching based on this platform, many works with market potential have emerged, which need to be integrated. In this kind of training courses, the exploration of case practice and social practice in the form of "integration of production and education" clearly shows the great potential of Art Majors in the in-depth development of training course market. This is also a very valuable software foundation and achievement in the process of this project. The research group has also made corresponding exploration and Research on the above conditions.

Through the observation and analysis of the three attributes of "student, college and society" in the process of production teaching integration under practical teaching, students will eventually integrate into the society after three to four years of college learning. In this process, schools need to create or introduce as many real social practice environments and cases as possible. Under the premise of systematically mastering the relevant professional theoretical knowledge, students should have as many opportunities and cases as possible to practice the knowledge learned in practice, so as to accumulate valuable practical experience before entering the corresponding professional posts.

School is a microcosmic society with community, environment and market. In addition to the sound of reading from the corridor, there should also be a campus environment full of humanistic care and artistic atmosphere. In addition to specialized studies, students can also gain valuable life experience here, learn how to get along with others, know themselves and improve themselves. In this small society, we should apply what we have learned to our advantage.

Therefore, based on such cognition, the project team draws lessons from the teaching theory of Bauhaus Institute of design, which is a famous design institute, "the harmonious unity of technology and art, the modeling display of design concept, and the division of labor of design team". After many discussions and demonstrations, the project team finally formed the following two specific curriculum reform plans.

On the one hand, it combines the advantages of "public art training room" with "public art training room". For example, in the first academic year of 2019, the ceramic training room plans to carry out the project of landscape ceramic art works with campus green space as the carrier. The project leader, Mr. Zhou Qing, designed the project. Under the leadership of the teacher, the course class made dozens of porcelain mushrooms with diameters of about 10-30 cm, scattered in height and shape, and installed in the central green space of the campus. To a large extent, it encourages students to "apply what they have learned", and at the same time, it achieves the purpose of beautifying the campus. As professionals who will beautify the society with their art specialty after entering the society in the future, under the leadership of relevant professional teachers, using the existing training equipment of the college, combining with the professional knowledge learned from the corresponding training courses, or beautifying the campus environment, or taking the college as the market to carry out market practice activities, will be a matter of course and more with one action. Through the professional knowledge learned in the school, students can beautify and cultivate their alma mater. Such campus social practice activities will also bring emotional sublimation beyond professional practice, which is conducive to the realization of students' Self-worth and the improvement of self-confidence, so as to establish the correct three outlooks.

On the other hand, the team integrated the results of relevant painting and product training courses, selected the site in the campus, and created a campus "self-service Gallery area" in the corridor outside the training room of art and Design College on the first floor of area C of Lide building. The project team selects appropriate regional space in the campus environment, and the project team undertakes the form of art and Design Institute. On the premise of not affecting the popularity and beauty, it has set up a normalized self-service Gallery area that can provide art and design works of appropriate scale for exhibition and sales. It is used to display and sell the artistic design works in the practical training courses for all teachers and students. Moreover, in this process, we advocate everyone to "view the exhibition in a civilized way and purchase by yourself". Teachers and students who are willing to display their works can simply place their works in an appropriate place in the area and paste their own "receipt QR code" next to the "description of works" for display. People who appreciate the work only need to scan the code and pay according to the price set by the creator to achieve the exhibition. The establishment of this mechanism will not only open up a new form of market practice in the teaching reform of art related practical training courses, but also become the touchstone of good moral quality of teachers and students in our school. It is even expected to become a distinctive reform achievement and publicity highlight in the practical teaching achievements of our college.

Finally, in the first mock exam of the practical and in-depth training and teaching reform, we have made a rational orientation, fully explored, revitalize resources, and guide the scientific management of the potential. The task team has initially implemented this model in the relevant courses.
of our college, for example, if a course has some plans related to the research contents, such as curriculum standards, The teaching plan and practical training guide book are added into the stage of achievement display and sales exhibition, and through this process, they are institutionalized and sustainable.

As the art major of the future application-oriented university, the direction of deepening the "integration of production and learning" in the field of practical teaching will be the exploration direction in the future development. As an application-oriented university, the teaching staff will try their best to explore more diversified and more efficient forms, which is also the research goal of each member of the research group.

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Discussion on The Construction of Virtual Simulation Teaching Platform for Tailings Pollution Site Restoration Project

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Abstract: In view of the problems existing in the practical teaching of tailing contaminated site remediation engineering, such as poison, inability to participate in the whole process, long experimental period, irreversibility, and experimental site, this paper puts forward the idea of building a virtual simulation teaching platform for tailing contaminated site remediation engineering. Through combing the existing training equipment, it forms perceptual knowledge → unit exercise → simulation production → complete working condition Training mode combination. Through three-dimensional modeling reduction of polluted site, three-dimensional scene of microorganism and plant inspection in laboratory and field, and description of the cause of pollution site and related data, the laboratory personnel can understand the cause of pollution site and its basic information, and complete the system assessment.

Keywords: Virtual simulation; Tailings; Site restoration; Teaching platform.

1. INTRODUCTION

As a large mining country of mineral resources, tailing pollution of industrial and mining enterprises has always been a key problem of environmental protection and ecological restoration. In view of the problems existing in the restoration project of tailings contaminated site, such as poison, inability to participate in the whole process, long experimental period, irreversibility, and experimental site, the virtual experimental project realizes the whole process of the restoration project of tailings contaminated site of industrial and mining enterprises in the virtual scene, so that students can independently complete the experimental teaching at multiple levels, such as design, research, implementation and whole process management in the virtual reality scene Content. It embodies the construction requirements of the combination of virtual and the real, the ability and the real, and the scientific research feedback teaching, improves the students' learning experience and enthusiasm, and promotes the integration of practice and theory to the greatest extent.

2. NECESSITY OF CONSTRUCTION

The remediation industry of contaminated sites is closely linked to the development pulse of "innovation, coordination, green, open and sharing" of the country, and has a broad prospect and market technology demand. In the next five years, the relevant market scale of site remediation will be nearly 600 billion yuan, and the scale and level of talent demand will also be improved year by year. The improvement of the relevant practical courses is very necessary for students to systematically master the whole process of pollution site investigation, scheme design and selection, project implementation and ecological risk assessment. It is also the necessary platform foundation for environmental majors to associate environmental chemistry, environmental monitoring, environmental microbiology, environmental toxicology and other courses and enhance their practical ability. However, it is not feasible to carry out the whole process offline experiment of site restoration in a long period of time. The long implementation cycle, site pollution risk and huge investment are all constraints. The construction of virtual experiment project can realize:

2.1 Improve the teaching effect: use the virtual technology to visualize the teaching scene that is difficult to understand, improve the participation of students, make the boring forms, numbers and procedures, operation processes, etc. vivid and interesting, and connect several knowledge points in series, so as to play a role of summary and systematization. The virtual teaching system can automatically record the experimental content and the quantitative assessment results of each link, which provides the basis for the comprehensive evaluation of students' learning and dynamic progress, and also improves the management level of experimental teaching.

2.2 Reduce the cost of experiment: if we want to completely set up the experimental equipment and the experimental site for the pollution remediation project of industrial and mining enterprises, we need a lot of funds. However, the combination of virtual reality technology provides a strong support for the experiment, which has low requirements for the site and funds. And it can simulate the real experiment conditions completely and can be reused. It improves the teaching efficiency and saves the cost of manpower and capital.

2.3 Avoid ecological risks caused by wrong operation: the restoration project of tailings pollution site is mainly aimed at the natural ecosystem near the tailings pond, such as microbial community, plant community, river, etc., or the social, economic and natural composite ecosystem. These ecological projects cannot be completed in the laboratory, nor can they become a complete training process in a limited time. Only one step can be completed, and there is
ecological risk, that is, the impact of uncertain accidents or disasters on the ecosystem and its components, resulting in damage to the structure and function of the ecosystem, thus endangering the safety and health of the ecosystem. Virtual teaching can let students understand the whole process and the possible impact of different human factors on the ecological environment in a short period of time, so as to solve the problem in a more scientific and reasonable way in the practical ecological restoration and ecological engineering, and avoid the ecological risk generated by the environment in practice.

3. DESIGN IDEAS AND OBJECTIVES
The virtual simulation experiment of the remediation project of industrial and mining enterprises is to build a three-dimensional virtual scene based on the typical tailings contaminated site, combined with the whole process simulation of the research, design, implementation, management and other steps of the remediation project. Students participate in the whole process and can independently design and participate in the implementation and management of the project. The whole system includes system scene design, that is to select a certain type of pollution site for three-dimensional modeling reduction of the pollution site, test laboratory, field investigation of microorganisms and plants three-dimensional scene and description of the causes of pollution site and related information, so that the laboratory personnel can understand the causes of pollution site and its basic information. In view of the various stages of contaminated site restoration (site investigation, technical scheme formulation, implementation management and maintenance), the knowledge points of learning are interspersed in the virtual simulation experiment to guide students to learn and master the relevant knowledge. Set up assessment module, students can assess related knowledge points online, and the system will automatically score.

Through the practice of virtual simulation, we can deepen our understanding of the relevant knowledge points of tailings pollution site remediation, systematically grasp the whole process of site remediation research, design, implementation, management and other links, grasp the relevant methods and implementation evaluation of ecological remediation, and students can participate in the whole process of tailings pollution site remediation project, stimulate their initiative, and strengthen their process innovation thinking. The purpose of training students' comprehensive ability to evaluate the cost, economic value, social benefit and ecological effectiveness of engineering projects.

REFERENCE
Empirical Study on The Relationship Between Agricultural Science and Technology Resources and Agricultural Economic Development

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Abstract: With the improvement of science and technology in China, China's agricultural economic strength has also been enhanced. As the key link of agricultural development, agricultural science and technology resources play an important role in agricultural development, which can provide support for the long-term and stable development of agricultural economy. This paper analyzes the reality of agricultural science and technology resources and agricultural economic development, demonstrates the relationship between the two, and puts forward some measures, hoping to make China's agricultural economy further develop, smoothly complete the transformation and upgrading, and become a modern agriculture.

Keywords: Agriculture; Science and technology resources; Economic development; Relationship; Demonstration

1. INTRODUCTION
Agriculture is the basic industry of our country, which plays a key role in people's life and diet. With the improvement of economic level, agriculture has also been a certain development, agricultural science and technology resources and agricultural economic development have a certain correlation. Science and technology resources can provide support for agricultural development. However, from the current situation to analyze, China's agricultural science and technology level needs to be further improved, the relevant departments must enhance the use efficiency of agricultural science and technology resources, so as to further develop the agricultural economy.

2. AGRICULTURAL SCIENCE AND TECHNOLOGY RESOURCES AND CURRENT SITUATION OF AGRICULTURAL ECONOMY
Agricultural science and technology resources play an important role in the development of agricultural economy. Agricultural science and technology resources mainly refer to human resources and scientific and technological resources. The impact on agricultural economy can be shown as follows: first, in the process of agricultural production, agricultural technicians are needed to operate, so that agricultural technology can be popularized and widely used. However, from the actual situation to analyze, the number of agricultural technical personnel in China is not much, and there are certain differences in professional level, comprehensive ability is weak. Second, in the process of agricultural production, the application of agricultural science and technology resources can make agriculture more automatic and intelligent. However, from the actual situation, China's agricultural technology level is relatively low, which can not meet the needs of further development of agriculture. Therefore, relevant departments must take measures to strengthen the research and development of agricultural technology and apply advanced technology to agriculture in production, it provides support for the improvement of agricultural economic level.

3. RELATIONSHIP BETWEEN AGRICULTURAL SCI-TECH RESOURCES AND ECONOMIC DEVELOPMENT
In the process of studying the relationship between agricultural science and technology resources and agricultural economic development, in order to make the results more accurate and reduce the probability of error occurrence, the relevant departments should clarify the variables, supervise the time sequence, and then carry out the next step of work after ensuring its stability.
First, the unit root is tested. In general, in the process of economic development analysis, we should start from the needs of the analysis of the object, reasonable choice of test methods. When testing the relationship between agricultural science and technology resources and agricultural economic development, we usually test the unit root. After the test, we can draw a conclusion that the time sequence of variables is significantly lower than the significant level about one tenth, which is relatively stable.
Second, the co-integration relationship is tested. By analyzing the test results, it can be found that the variable belongs to second order single integer variable. Therefore, measures should be taken to test the cointegration relationship. It should be noted that in the process of data selection, data should reflect a more obvious trend. After verification, it can be found that agricultural science and technology resources can determine the development level of agricultural economy to a certain extent, and relevant departments must pay attention to it [2].
Third, reduce the probability of error. According to the above test to carry out the analysis, we can find that although
the variables have co-integration relationship, but the error is not guaranteed. Therefore, we must take measures to control the error in a certain range and reduce the probability of error. It is found that agricultural technicians and agricultural science and technology level will have a certain impact on the development of agricultural economy, but this impact will not appear immediately, it will take a long time to be reflected, and the role of agricultural science and technology machinery can be shown in a relatively short period of time.

4. COUNTERMEASURES

4.1 Scientific And Reasonable Use Of Agricultural Science And Technology Resources

With the improvement of the level of science and technology in China, agricultural science and technology has also been a certain development, the relevant departments should recognize the importance of agricultural development, strengthen innovation, research and development of agricultural science and technology, so that agricultural science and technology can play a real role in the process of agricultural production. We should analyze the existing agricultural production situation, fully show the value of agricultural science and technology, make agricultural resources more scientific and reasonable application, and provide support for the improvement of agricultural economic level [3].

4.2 Improve The Conversion Rate Of Agricultural Science And Technology

From the analysis of the process of agricultural development, if we want to apply agricultural science and technology resources, we must strengthen publicity, let more people realize the advantages of agricultural science and technology resources, and improve the level of agricultural economy. The relevant departments should attach importance to the innovation of agricultural technology and increase the achievements of agricultural science and technology resources. In the process of agricultural economy development, we should consider the modern economic development, so that farmers have a more systematic and comprehensive understanding of agriculture, which, from a certain point of view, can improve the level of agricultural economy. In order to further develop the agricultural economy, the most important thing is that under the support of the government, enterprises and farmers work together. The government should issue relevant policies and ensure that they can be implemented, encourage enterprises and farmers to further tap agricultural resources, and bring more economic benefits to rural residents. In addition, the relevant departments should also publicize the relevant policies, let the farmers understand the policy, innovate agricultural resources, and apply advanced technology to agricultural development. Improve the conversion rate of agricultural science and technology, so that agricultural economy has a rapid development.

4.3 Improve The Level Of Agricultural Technical Personnel In China

From the current situation to analyze, China's agricultural technology talent is very short, agricultural production technology level is relatively low, which is not conducive to the improvement of agricultural economic level. Therefore, the relevant departments must pay attention to the cultivation of agricultural technical personnel. Agricultural departments can cooperate with education departments to encourage colleges and universities with agricultural majors to expand enrollment, and add Agricultural Majors in universities with fewer agricultural courses, so that more students can have a systematic and comprehensive understanding of agriculture through learning [4]. Agricultural scientific research institutions should organize staff to study at regular intervals, so that they can understand the latest agricultural knowledge, improve their own technical level, and encourage agricultural science and technology workers to be more serious and actively involved in agricultural learning, so as to ensure that agricultural science and technology resources can really play a role in the development of agricultural economy.

5. CONCLUSION

According to the above analysis, if agricultural economy wants to further develop, it must have agricultural science and technology resources as support. In the 21st century, China's economic strength and scientific and technological level have been enhanced. Relevant departments must seize the opportunity to apply more advanced technologies to agricultural development, improve the efficiency of agricultural science and technology resources, and maximize the role of agricultural science and technology resources in the development of agricultural economy, so as to provide support for the enhancement of China's agricultural economic strength and the development of agricultural modernization.

REFERENCE


On the Principle of Pot Therapy: China Beijing Quanjingtong Cupping Medical Technology Research Institute

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Abstract: According to the clinical experience of cupping therapy, the author points out that cupping therapy is essentially a kind of "cupping medicine", which embodies systematic, holistic and dialectical cupping therapy, and can become an independent discipline "cupping medicine". Four basic principles of pot therapy are put forward. At the same time, a brief comparison between cupping and acupuncture is made to further demonstrate the functional characteristics of cupping.

Keywords: Negative pressure medicine, Pot therapy, Principle, Unblocking.

1. INTRODUCTION
Cupping therapy has a history of more than 2000 years in China and is still popular. Based on the author's clinical verification, cupping therapy can become an independent discipline of external treatment technology of traditional Chinese medicine on the basis of systematic application.

2. NEGATIVE PRESSURE MEDICINE AND POT THERAPY
The internal organs and various physiological systems of human body are an internal circulation system with skin as its boundary. This internal system and the external natural environment of the body bear the balance of internal and external atmospheric pressure. Buckle an open can on the skin, and use the method of burning the oxygen in the can or directly extracting the air in the can to form a vacuum in the can. Due to the balanced atmospheric pressure inside and outside the human body, the skin, subcutaneous tissue and related organs of the corresponding specific parts of the can will be squeezed into the can, forming a negative pressure in the can, resulting in suction force. Cupping therapy is a traditional external treatment technology that uses negative pressure of cupping apparatus to achieve the purpose of health care and disease elimination. Cupping therapy is essentially a kind of "negative pressure medicine" [1-4].

Cupping therapy has a wide spectrum for the prevention and treatment of human diseases, especially for a variety of diseases caused by "exogenous six evils". Under certain circumstances, the external wind, cold, heat, humidity, dryness and fire will penetrate the tiny sweat pores on the skin and the "acupoints" on the skin (the invisible meridians system in the body - the invisible network connecting all the viscera, similar to the blood circulation system - the window connecting the external body), and invade the physiological tissues of the human body, such as the skin surface, muscles, tendons, blood microcirculation and meridians system. Form local "pathogenic factors", such as wind, cold, dampness, congestion, qi stagnation, etc. These invading pathogenic factors can penetrate into the viscera layer by layer, and can remain in the body for a long time, resulting in blockage of local microcirculation and meridians network, obstruction of related functions, and local symptoms such as acid, numbness, distention and pain. The primary focus was formed by local obstruction. It has a real originality. Most of the other lesions developed and accumulated on its basis. This kind of primary focus cannot be detected by modern medical detection methods (assay and radiography), but the human body has obvious self-conscious symptoms. (of course, there are many other factors that cause local blockage, such as diet, living habits, seven emotions internal injury, etc., which will not be analyzed here for the time being.)

Local siltation, microcirculation and meridians are blocked, and the corresponding functions are blocked. Using cupping therapy can solve this problem safely, quickly and effectively. Because the visible microcirculation system and the invisible meridians system are both connected inside and outside, so the dredging of the superficial layer under the skin can realize the gradual dredging of the deep layer. The cupping therapy has a high medical value for the problem of clogging the surface layer or the deep layer. If cupping therapy is applied systematically, dialectically, holistically and synthetically, it will be transformed into a unique medical technique with the core function of "dredging and Dredging". In terms of disease prevention, cupping can prevent the disease from "landing" and "rooting" in the body. For the treatment of diseases, the use of cupping therapy to clear the silt and dredge the blockage can "cut the bottom" and "cut the grass and root" of diseases, so that diseases lose the soil and internal environment for sustainable growth. If the medical value of cupping therapy can be brought into full play and applied systematically, it will become a unique external treatment technology discipline of traditional Chinese Medicine - "cupping therapy".

3. BASIC PRINCIPLES OF POT THERAPY
The principle of cupping therapy is an independent category in all kinds of external treatment techniques of traditional Chinese medicine. According to the author's 30 years of clinical experience, the basic principle of pot therapy can be summarized into four points.
First, negative pressure. The author uses a high-grade resin suction tank, which is easier to operate, non glass fire tank, but the principle is the same. The can is buckled on the skin, and the air in the can is extracted to form a vacuum. Due to the equal atmospheric pressure inside and outside the human body, the internal pressure will squeeze the local skin and the physiological tissue under the skin into the vacuum tank, forming a negative pressure in the tank, generating suction and extraction force. Because the internal and external pressure of the human body is balanced, the positive disturbance of the negative pressure on the human body is large-area and deep-seated, which has the effect of "pulling one hair and moving the whole body". Second, outward gathering. The negative pressure of the pot will suck out all kinds of pathological substances and "pathogenic factors" in the body and gather them to the superficial skin and subcutaneous layer. Due to different pathological substances in the body, different can marks will be formed on the skin surface. According to the color, hardness, temperature, pores and other characteristics of the can seal, accurate diagnosis of physical types and diseases can be made. Third, transdermal removal. The negative pressure of the pot will gather the pathological substances on the skin surface, and pull them out of the body through the sweat pores and acupoints on the skin, so as to achieve the purpose of disease prevention and treatment. There are three main aspects, one is to cause local subcutaneous hemolysis, and then enhance immunity. The second is to pull out stasis and phlegm (with the help of traditional skin needle shallow prick). The third is to remove the invisible "pathogenic factors", such as wind, cold, dryness, fire and another turbid Qi. In this process, all kinds of pathological substances in the interior will gradually flow outwards and outwards to the skin surface due to negative pressure. The function of cupping therapy is significant. Fourth, deep actuation. According to the direction of meridians circulation, the function of specific acupoints, the distribution of reflex points, and the judgment of the depth of disease and pathogenic factors, pot therapists actively choose different techniques, actively drive and activate the rise and fall of "Qi machine" of human body, actively drive and guide the flow of Qi and blood, achieve more effective and safe dredging and dredging, and achieve the goal of disease prevention and treatment. At this point, there are higher requirements for the medical skills of the pot therapists. There are also higher requirements for the systematistics, integrity, syndrome differentiation and comprehensiveness of tank therapy technology.

4. CUPPING AND ACUPUNCTURE

From the author's clinical experience, although "pot therapy" as an independent external treatment technology of traditional Chinese medicine needs to be improved and improved, its medical value and clinical effect can be compared with acupuncture (only needle acupuncture). They have their own characteristics and should be fully studied and carried forward. The common medical function of cupping therapy and acupuncture is "unblocking", which is to stimulate and arouse the self-healing ability of human body with the help of unblocking, and finally achieve the purpose of disease prevention and treatment. At the same time, they have their own characteristics. First, the core function of acupuncture is to dredge with acupuncture. But cupping is not only to dredge, first of all, to clear away the "Qi and blood" in the garbage toxins, all kinds of pathological substances. Dredging is the natural result of dredging. Secondly, acupuncture can only stimulate and dredge the meridian system. Cupping is to remove stasis and dredge the meridians and blood microcirculation at the same time. It has a wider scope and greater force. Third, the dredging effect of acupuncture does not directly remove the pathological substances in the body. Cupping is in the process of removing pathological substances directly to achieve unblocking, so it is more thorough, fundamental and lasting. Fourth, acupuncture uses different acupuncture methods to achieve tonifying deficiency, reducing excess and balancing yin and Yang. It requires high accuracy and depth of meridian and acupoint positioning. Cupping can also nourish, reduce and balance yin and Yang, but the accuracy of acupoint positioning is not very high. The range of cupping area is large, and two or three acupoints can be drawn at the same time. The manipulation in the reflex area can even ignore the meridians and collaterals. "No pain in general, no pain in general" is the principle of traditional Chinese medicine known to every Chinese. Cupping, like acupuncture, is the best external treatment technology of TCM in solving the problem of unblocking the internal circulation system of human body. It is safe, effective, convenient, easy to master and popular. It can also greatly reduce the government's expenditure on medical insurance, especially a specialized technology of external treatment of traditional Chinese medicine which is worth promoting.

REFERENCE

On the Principle of Translating English Emotion Metaphors from The Cognitive Perspective

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Abstract: According to cognitive theories, metaphor is a powerful cognitive tool to conceptualize emotion and emotional experience, so that human beings could understand some abstract concepts such as emotion in the surrounding world. Some cognitive linguists like Zoltán Kövecses and Anna Wierzbicka realize that it is important to combine the study of emotional metaphorical expressions with cultural factors. Kövecses and other cognitive linguists point out the cross-language and cross-culture universality or similarity in the conceptualization of emotion, and, on the other hand, the variations because of some distinctive cultural factors embodied in different languages, cultures and nations. In view of the variations, in this paper, the principle of translating English emotion metaphors is proposed, namely, to create cognitive convergence for Chinese readers with the source-language readers by constructing similar vehicles with the same metaphorical meaning with the original text in the Chinese translation version. To achieve this principle, some methods are suggested to translate English emotion metaphors into Chinese such as literal translation, flexible translation plus stressing, free translation plus notes, etc.

Keywords: Emotion metaphors; Cognition; Cognitive convergence; English-Chinese translation.

1. INTRODUCTION

According to Aristotle and the comparison view, metaphor is regarded only as a figure of speech. The cognitive linguists Lakoff and Johnson believe that metaphor is not simply a matter of words or linguistic expressions but of concepts, of thinking of one thing in terms of another. Therefore, metaphor is not just a phenomenon in language, but also a phenomenon in human’s conception. Conceptual metaphor is characterized by a set of systematic correspondences between the source and the target, namely mappings. Nevertheless, those metaphorical mappings are not at random but constrained by the so-called image-schema, which emerge from our bodily experience. Due to the fact that “the pervasiveness of image schema in our experience is well reflected in our language” (NingYu, 1998:25) and that all humans have the same conception mechanism, people of even different language communities may inevitably share similar experiences in the physical world and the common image-schema, such as CONTAINER schema, PART-WHOLE schema, UP-DOWN schema, LINK schema etc. So when conceptualizing some abstract ideas, people of different language and culture communities may utilize the same conceptual metaphors. This is also what Kövecses (2002) proposes that this cross language and culture universality or similarity in the conceptualization of emotion is in all probability attributable to similarities in the human body and its functioning in emotion. While, some distinctive cultural factors embodied in different languages, specifically the history, custom, religion, world view etc. in different cultures and nations, may have great influences on the process of the perception of the world of the language people. Cultural factors in term of cultural model can function and guide individual’s experience, and therefore can also be reflected in metaphor in language. That is why variations are pervasively existed in the conceptual metaphor across languages [1-5].

The comparison of emotion metaphors in both English and Chinese based on some cognitive theories reinforces some fundamental claims on metaphor or more precisely emotion metaphors from a cognitive perspective: conceptual emotion metaphor is characterized by cognitive universality and cultural relativity. “Translating consists in reproducing in the receptor language the closest natural equivalent of the source-language message, first in terms of meaning and secondly in terms of style”(Nida & Taber, 2004: 12). Therefore, the translation of emotion metaphors should reproduce both the message and the style of the original text as much as possible so that the target language readers while reading the translation version could have the same sense as the source language readers read the source text. In this paper, the author proposed the principle of translating English emotion metaphors, namely, to create cognitive convergence for Chinese readers with the source-language readers by constructing similar vehicles with the same metaphorical meaning with the original text in the Chinese translation version. To achieve this principle, some methods are suggested [6-9].

2. CONCEPTUALIZATION OF EMOTION METAPHORS IN ENGLISH AND CHINESE

2.1 The Conceptualization of Emotion Metaphors in English

According to Kövecses (2002), the conceptualization of emotion is in all probability attributable to similarities in the human body and its functioning in emotion. The similar conceptual mechanism existing in human beings forms their similar cognition and conceptualization of some emotion concepts, for instance, both English and Chinese share UP/DOWN, LIGHT/DARK and CONTAINER metaphors.
in their conceptualizations of happiness and anger. Besides that, the similar cultural values in English and Chinese based on the same physiological effects contribute to the same conceptual structure of emotions. However, the governing principles and key concepts will differ from culture to culture or from cultural group to cultural group. The same emotion may lead to different profiles depending on the situational variables within which the emotions are induced and totally different emotions may be associated with the same profiles in some instances. The fact that emotions are directly responsive to external stimuli makes it possible to occur consecutively with regard to the external sequential experiences in eliciting environment. Emotion expressions in metaphor are most available to be concerned with the physical environment in English.

In English we can find the concept of FIRE is quite a common source domain. This may reflect one of the world views in western countries, that is, fire is one of the basic elements that constitute the world. For most people, the related concepts of fire and heat are primarily associated with the metaphorical comprehension of emotions, such as anger, love, desire, and so on. Besides FIRE, because of the environment in England which is surrounded by water, FLUID is another source domain used by English people to conceptualize emotions such as anger, happiness, and so on.

### 2.2 The Conceptualization Of Emotion Metaphors In Chinese

Chinese language adopts UP/DOWN, LIGHT/DARK and CONTAINER metaphors in the conceptualizations of happiness and anger, too. Furthermore, there is the same conceptual structure of emotions in Chinese as in English.

However, in Chinese, more body-part words tend to be utilized in the conceptualization of emotion concepts like anger, happiness studied by Ning Yu (1998). This should derive from some fundamental theories of Chinese philosophy. These are the theory of yin-yang and the theory of five elements along with their application in Chinese medicine to account for the relationship between the internal organs inside the human body, between the internal organs and the external body parts, and the balance of circulation of qi inside body.

### Table 1. Five categories under the five elements.

<table>
<thead>
<tr>
<th>Elements</th>
<th>Wood</th>
<th>Fire</th>
<th>Earth</th>
<th>Metal</th>
<th>Water</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locations</td>
<td>East</td>
<td>South</td>
<td>Center</td>
<td>West</td>
<td>North</td>
</tr>
<tr>
<td>Seasons</td>
<td>Spring</td>
<td>Summer</td>
<td>Late summer</td>
<td>Autumn</td>
<td>Winter</td>
</tr>
<tr>
<td>Climates</td>
<td>Windy</td>
<td>Hot</td>
<td>Wet</td>
<td>Dry</td>
<td>Cold</td>
</tr>
<tr>
<td>Organs</td>
<td>Liver</td>
<td>Heart</td>
<td>Spleen</td>
<td>Lung</td>
<td>Kidney</td>
</tr>
<tr>
<td></td>
<td>Gall</td>
<td>Small intestine</td>
<td>Stomach</td>
<td>Large intestine</td>
<td>Bladder</td>
</tr>
<tr>
<td>Sense</td>
<td>Eyes</td>
<td>Tongue</td>
<td>Lips</td>
<td>Nose</td>
<td>Ears</td>
</tr>
<tr>
<td>Emotions</td>
<td>Anger</td>
<td>Happiness</td>
<td>Anxiety</td>
<td>Grief</td>
<td>Fright</td>
</tr>
</tbody>
</table>

Concerning physiology, each element is linked to the internal functional relationships of vital organs, which are...
3.1 Universality Of Emotion Metaphors Between English And Chinese

In Metaphors We Live By, Lakoff and Johnson (1980) claim that for one thing, some conceptual metaphors that are formed bodily and culturally may vary from culture to culture, even from subculture to subculture; for another thing, some conceptual metaphors tend to be more universal than others. These metaphors do not change from one place to another but are basic and fundamental to all human beings.

Orientational metaphors, for example, which are based on spatial experiences that derive from our bodily interaction with the outside environment, tend to be universal. Within this group of metaphors, the posture of our bodies and our perception of the orientations play an important role in our conceptualization. Because the source domain concepts that are emerging from our direct spatial orientations, such as up-down, in-out, front-back, and near-far, which are called image-schema as we have discussed in chapter two, are found to be universally applicable, the conceptual metaphors formed from them can also be assumed universally true.

Emotion metaphors such as HAPPY IS UP and SAD IS DOWN are examples to illustrate how human beings conceptualize emotions of happiness and sadness. The physical experience is that bent posture typically goes along with sadness and depression, while erect posture goes with a positive emotional state (Lakoff & Johnson, 1980: 15). This will be universal as it represents the natural human reactions to emotional effects: if we feel self-confident, well-being and happy, we show a tendency to keep our heads up high; if we feel despondent, unlucky and depressed, we often keep our heads lower or bend our necks downwards. Maybe some individuals in some circumstances will still keep their heads up even when they are sad, which seems to be contradictory to our assumption. But the fact is that this must be fulfilled consciously and intentionally. Conceptual metaphors, such as HAPPY IS UP, SAD IS DOWN, which are automatic and unconscious, still function in their thought. Kövecses (2002: 164) puts forward that UP is one of the three important concepts employed in the metaphors for conceptualizing happiness in English. The Chinese linguist Ning Yu, based on his study, found that these metaphors also exist in the conceptualization of happiness in Chinese.

HAPPY IS UP.

In English:
3.1.1 We had to cheer him up.
3.1.2 They were in high spirits.
3.1.3 Thinking about her always gives me a lift.

In Chinese:
3.1.4 Wo hen gao-xing.
3.1.5 Ta xing chongchong de.
3.1.6 Zhe-xia tiqi le wo-de xingzhi.

SAD IS DOWN.

In English:
3.1.7 He is really low these days.
3.1.8 I am feeling down.
3.1.9 He damps weight on the spirits.

In Chinese:
3.1.10 Ta xin-qing chen-thong.
3.1.11 Ta qingxu di-luo.
3.1.12 Na ge ren zongshi yizhi xiao-chen.

Some ontological metaphors can be universal, too. The CONTAINER metaphor can serve as an example. We are physical beings, bounded and set off from the rest of the world by the surface of our skins, thus our bodies are containers and have in-out orientations. Accordingly, we employ some concepts based on the image of a container like in-out and apply them to certain other concepts, even though those do not show boundaries as clear-cuts as those of our bodies.

The Chinese linguist Ning Yu, based on his study in Chinese, agrees with Kövecses that CONTAINER is another one of the three important concepts employed in the metaphors for conceptualizing happiness. In other words, both English and Chinese share CONTAINER metaphors in the conceptualization of happiness. Both English and Chinese have in common HAPPINESS/JOY IS A FLUID IN A CONTAINER.

HAPPINESS/JOY IS A FLUID IN A CONTAINER.

In English:
3.1.13 We were full of joy.
3.1.14 She couldn’t contain her joy any longer.
3.1.15 He was overflowing with joy.

In Chinese:
3.1.16 Ta xin-zhong chongman xiyue.
3.1.17 Ta man-xin huanxi.
3.1.18 Xiyue zhi qing ru quan-shui liu ru.

Besides conceptualizing happiness in English and Chinese, CONTAINER metaphors, specifically for instance, ANGER IS FIRE, are also applicable to conceptualize anger in the two languages.

The study conducted by Lakoff and Johnson and Kövecses demonstrates that Chinese shares the same generic-level
conceputal metaphor ANGER IS HEAT with English. When heat is applied to solids in this central metaphor, both English and Chinese use FIRE metaphors to conceptualize emotions such as anger. In English, according to Lakoff and Kövecses, the most general metaphor for anger: ANGER IS HEAT is based on the cultural model of physiological effects, especially the part that emphasizes HEAT. However, this central metaphor has two versions in English: one where heat is applied to solids; the other where it is applied to fluids. When ANGER IS HEAT is applied to solids, the version of metaphor is ANGER IS FIRE. ANGER IS FIRE IN THE CONTAINER/BODY.

For instance:
3.1.19 Those are inflammatory remarks.
3.1.20 She was doing a slow burn.
3.1.21 Smoke was pouring out his ears.

This kind of systematic conceptualization of emotion in metaphor terms is not specific to English; it is also true in Chinese. Ning Yu (1998: 52) finds that the generic-level conceptual metaphor ANGER IS HEAT is exactly applicable in Chinese, and it also yields two more specific versions. When ANGER IS HEAT is applicable to solid in Chinese, the same metaphorical mapping as ANGER IS FIRE could be obtained. For instance:

ANGER IS FIRE IN THE CONTAINER/BODY
3.1.22 Bie re wo fa-huo.
3.1.23 Ta zheng-zai huo tou shang.
3.1.24 Ni zai huo shang jia you.

In these metaphors, the body of the angry person is the container and there is a fire burning inside or the fire is burning outside the body, the container, heating it and raising the temperature inside.

As is shown above, happiness is conceptualized in English and Chinese in terms of upward orientation and ontology. Furthermore, HAPPINESS IS LIGHT and SADNESS IS DARK metaphors exist in both English and Chinese conceptual system too, due to the shared human biology. Light and darkness are also basic human experiences. The properties of light and darkness often appear as weather conditions when we speak and think metaphorically.

HAPPINESS IS LIGHT.

In English:
3.1.25 Nothing to worry about, brighten up.
3.1.26 When she heard the news, she lit up.
3.1.27 The child has a sunny smile.

In Chinese:
3.1.28 Da-jia rong-guang huanfa, xi-qi yangyang.
3.1.29 Ta xi xing yu se.
3.1.30 Wo men gege xing-gao cai-lie.

SADNESS IS DARK.

In English:
3.1.31 A dark mood
3.1.32 A cloud of suspicion
3.1.33 There was a cloud over their friendship.

In Chinese:
3.1.34 Qianjing andan
3.1.35 Yitou wushui

3.1.36 Heian de tongzhi
Both the English and Chinese expressions above are motivated by the experiential basis underlying them. When a person becomes happy, his or her complexion and eyes turn brighter. The brightness is then an assumed expressive response observed in happiness. The light appears to derive from the internal energy characteristic of a happy person. Likewise, when a person becomes unhappy or sad, his or her complexion and eyes turn darker. The darkness is then an assumed expressive response observed in unhappiness or darkness. The darkness appears to derive from the internal weakness characteristic of an unhappy person. So, both English and Chinese depict happiness in terms of LIGHT or BRIGHT and depict unhappiness or sadness in terms of DARK.

3.2 Cognitive variation of emotion metaphors between English and Chinese

Attention of linguists and some scholars interested in emotion and metaphor is not only focused on the universality of but also on the cultural variation in the conceptualization of emotion metaphors. As Kövecses proposes in Metaphor and Emotion, cross-cultural variation in emotion metaphors derives from the potential sources as in the following areas: (1) the content of prototypical cultural models of emotions; (2) the general content and specific key concepts of the broader cultural context; (3) the range of conceptual metaphors and conceptual metonymies; (4) the special elaborations of conceptual metaphors and metonymies; (5) emphasis on metaphor versus metonymy, or the other way around. These factors may have influences on the process of human perception of the world: the physical environment in which people live, their history, custom, religion, and world view etc. These differences can be reflected in language too, and this is why we can find there is variation in the conceptual metaphor across languages. Cultural model can function and guide individual’s experience, therefore be reflected in metaphor in language.

Kövecses (2002) uses emotion concepts to demonstrate cultural variation. Emotions constitute an area where a considerable amount of research has been done on cultural variation in cognitive linguistics. Some examples will be provided to show the cross-cultural variation of emotion metaphors between English and Chinese.

Range of Conceptual Metaphor

Differences may be possible in the range of conceptual metaphors that languages and cultures have available for the conceptualization of particular target domains. This is what commonly happens in the case of emotion concepts as targets. For example, English shares with English the basic metaphor source domains for happiness: UP, LIGHT, and FLUID IN A CONTAINER.

However, a metaphor that Chinese has, but English does not, is HAPPINESS IS FLOWERS IN THE HEART. For instance:
3.2.1 Cheng-gong de xi-yue shi wo-men xin-li le kai le hua.
3.2.2 Ta xin-hua nu-fang.
3.2.3 Ta gao-xing de lianshang xiao cheng le yi duo hua.

This metaphorical concept is rooted in the Chinese culture.
ANGER IS A FLUID IN A CONTAINER.

3.3 Elaborations Of Conceptual Metaphors

In other cases, two languages may share the same conceptual metaphor, but the metaphor will be elaborated differently in the two languages. For example, English has ANGER IS HOT FLUID IN A CONTAINER. One metaphorical elaboration of this metaphor in English is that the hot fluid produces steam in the container (cf. “He’s just blowing off steam”). ANGER IS A FLUID IN A CONTAINER.

3.3.1 You make my blood boil.
3.3.2 Simmer down.
3.3.3 Let me stew.

It is obvious when the hot fluid is producing too much steam in the closed container, the steam has to find or force its way out; otherwise it will cause explosion.

Chinese offers yet another version of the CONTAINER metaphor. The Chinese version makes use of and is based on the culturally significant notion of qi. Qi is energy that is conceptualized as a gas (or fluid) that flows through the body and that can increase and then produce an excess. This is the case when we have the emotion. (cf. the pent up anger qi in one’s breast finally explodes).

ANGER IS GAS IN A CONTAINER.

3.3.4 Ta pi-qi hen da.
3.3.5 Wo xin-qi bu shun.
3.3.6 Ta zuijin gan-qi yujie.

As the examples show, Chinese seems to use more body-part nouns than does English in its conceptualization of anger in terms of gas. Also, it is interesting to note that, when the GAS metaphor is used, the associated internal organs liver and heart are involved in the FIRE metaphor. A principled explanation of the differences between the two languages is then made on the basis of referring the theories of yin-yang and of the five elements of Chinese philosophy and medicine. It is suggested that these theories form cognitive or cultural models underlying the metaphorical conceptualization in Chinese.

4. PRINCIPLE OF TRANSLATING ENGLISH EMOTION METAPHORS INTO CHINESE

In recent years, there are some articles on the contrast of metaphors in English and Chinese and their translation, most of which focus on the contrastive study of cultural connotations and images in English and Chinese and on the transference of cultural connotations and images from English to Chinese or from Chinese to English in translation. While, it seems that the cognitive point of view is adopted more to the comparative study of English and Chinese metaphors but less to the translation of English and Chinese metaphors in most of these articles. This paper is confined to the comparative study of emotion metaphors in English and Chinese and proposes the principle of translating emotion metaphors into Chinese.

Emotion in cognitive point of view is most embodied in metaphor or conceptual metaphor. As the elusiveness of emotion is hard to grapple with, metaphor is used as a bridge to channel physiological consciousness out. This is because cognition plays an essential role in our metaphorical understanding of emotion. In the cognitive view, metaphor is defined as understanding one conceptual domain in terms of another conceptual domain based on a set of systematic correspondences, namely mappings, between the source and the target. The abstract concepts in the target domain are conceptualized; the concrete and physical materials or objects in the source domain of the metaphors are usually the conceptual materials; the familiar characteristics of the conceptual materials in the source domain of the metaphors are mapped onto the abstract concepts in the target domain, this process contributes to the understanding of the abstract concepts in the target domain. Thereby, it seems to be possible to infer that the conceptual material mapped from the various source domains of the metaphors to the target domain of emotion constitutes our commonsense understanding of emotion metaphors.

The understanding of emotion metaphors could be regarded as the basis of translating emotion metaphors. That is, only from a new perspective---cognitive perspective can the translation of emotion metaphors to a great degree reproduce not only the original message and style but also the cognitive approaches implied in the original text. In the process of translating English emotion metaphors into Chinese, the target domain of emotions in English emotion metaphors should be mostly constructed and transformed equivalently into that in Chinese both meaningfully and functionally so as to ensure the correspondence of the target domain in the translation version with the target domain in the original text and to activate the target readers’ consciousness of the original metaphorical devices, emotion and some relevant knowledge etc. in the original text. In the view of cognition, translation of metaphors should be aiming at reinforcing the cognition of target readers to the
source language and culture and promoting the integration of different cultures. In this paper, the author proposed the principle of translating English emotion metaphors, namely, to create cognitive convergence for Chinese readers with the source-language readers by constructing similar vehicles with the same metaphorical meaning with the original text in the Chinese translation version. Based on this principle, some methods are suggested to translate English emotion metaphors into Chinese.

5. METHODS OF TRANSLATING ENGLISH EMOTION METAPHORS INTO CHINESE TO ACHIEVE THE PRINCIPLE OF COGNITIVE CONVERGENCE

5.1 Literal Translation

From the comparison of English and Chinese emotion metaphors, we can see that both languages share CONTAINER metaphors in the conceptualization of happiness. For example, both English and Chinese have in common HAPPINESS/JOY IS A FLUID IN A CONTAINER. Besides conceptualizing happiness in English and Chinese, CONTAINER metaphors, specifically ANGER IS FIRE, are also applicable to conceptualize anger in the two languages. HAPPY IS UP and SAD IS DOWN are other examples to illustrate that the two languages share the same conceptualization of emotions. HAPPINESS IS LIGHT and SADNESS IS DARK metaphors exist in both English and Chinese conceptual system too, due to the shared human biology.

The similar approaches of conceptualizing emotions such as happiness, anger and sadness in English and Chinese lead to the identity of the cognitive approaches and the sameness of language forms in the two languages. Under this circumstance, the translation of some emotion metaphors, in this paper the translation of some English emotion metaphors, could adopt literal translation so as not only to reproduce the messages, to retain the cognitive approaches of the original metaphorical expressions but also to arouse the consciousness of the Chinese readers of the viewpoint that both English and Chinese share the same cognitive approaches to some emotion metaphors. For instance: HAPPY IS UP.

5.1.1 English: We had to cheer him up.
Chinese: Wo men bi xu shi ta gao xing q i la.

5.1.2 English: They were in high spirits.
Chinese: Ta men xing zhi gao zhang.

5.1.3 English: Thinking about her always gives me a lift.
Chinese: Xiang zhe ta zong shi rang wo hen gao xing.

5.1.4 English: He is really low these days.
Chinese: Ta zai ji tian zhen de qing xu di chen.

5.1.5 English: I am feeling down.
Chinese: Ta xin zhong chong man xi yue.

5.1.6 English: My heart is heavy.
Chinese: Wo xin qing chen zhong.

5.1.7 English: We were full of joy.
Chinese: Wo men bi xu shi ta gao xing qi la.

5.1.8 English: She couldn’t contain her joy any longer.
Chinese: Ta zai ye an nai bu xin zhong de xi yue zhi qing.

5.1.9 English: He was overflowing with joy.
Chinese: Ta xin zhong chong man xi yue.

5.1.10 English: It really burns me the way they treat us.
Chinese: Ta men na yang dui dai wo men, zhe yang wo nao huo.

5.1.11 English: He was breaking fire.
Chinese: Ta zai fa huo.

5.1.12 English: Your insincere apology just added fuel to the fire.
Chinese: ni na fan mei you cheng yi de dao qian zhen shi huo jiang jiao you.

5.2 Flexible translation plus stressing

Although the aspects of our shared embodiment coupled with the commonalities of our shared environments give rise to shared image schema and many shared conceptual metaphors, there is room within these general constraints for extensive cultural variation in the ways the meaning it extends and elaborates. Ortony et al. (1988) argue a theory that is culture-free and applies universally, but nevertheless allows for culturally defined variation in emotional experience, based on culturally universal principles. These principles are that the particular classes of emotions that exist in a culture depend on the ways in which members of a culture carve up their world. This paper attempts to put forward the idea that the influence of cultural variation on emotion metaphors could be divided into two circumstances: the uses of different images to imply the same sense; the culture-specific images. Again, the translation of English emotion metaphors will be concentrated in the following.

Although English and Chinese may share the same conceptual metaphor, the metaphor will be elaborated differently in some cases in the two languages. That is to say, different language forms may be used to convey the same or...
similar metaphorical meaning in the two languages. For example, English has ANGER IS HOT FLUID IN A CONTAINER. One metaphorical elaboration of this metaphor in English is that the hot fluid produces steam in the container. It is obvious when the hot fluid is producing too much steam in the closed container, the steam has to find or force its way out; otherwise, it will cause explosion. But, Chinese offers yet another version of the CONTAINER metaphor ANGER IS GAS IN A CONTAINER. The Chinese version makes use of and is based on the culturally significant notion of qi. Qi is energy that is conceptualized as a gas (or fluid) that flows through the body and that can increase and then produce an excess. As has been discussed in the previous chapter, the five elements and yin-yang theory provide a satisfying explanation to such English emotion metaphors. Flexible translation, specifically put forward in this paper, to replace the vehicle of the original metaphor with another vehicle with the same or similar metaphorical meaning in the target language and protrude the two vehicles in the source and target cultures conspicuously for emphasis, could be a more acceptable method. While translating the emotion metaphors, translators could protrude the two vehicles in the source and target cultures conspicuously for emphasis either by italicizing or by printing in bold type or by underlining the two vehicles in the source and target cultures or by using other marks for emphasis so as not only to convey the metaphorical meanings but also to arouse the Chinese readers’ consciousness of the cognitive and expressive differences between English and Chinese to use BEING HAPPY IS UP metaphor. For instance:

5.3.1 English: I’m six feet off the ground.
Chinese: wo gao xing de yi beng san chi gao.

5.3.2 English: After the exam, I was walking on air for days.
Chinese: kao wan shi hou, wo yang yang de yi le yi zhen zi.

5.3.3 English: We were in the clouds.
Chinese: wo men yang yang de yi le yi zhen zi.

Free translation plus notes, on the one hand, conveys the meanings of the English emotion metaphors mentioned above, on the other hand, it could arouse the Chinese readers’ consciousness that English language has a different description and cognition with Chinese language when BEING HAPPY IS UP metaphor is used.

6. CONCLUSION
As the understanding of emotion metaphors could be regarded as the basis of translating emotion metaphors, the author points out that only from a new perspective --- cognitive perspective can the translation of emotion metaphors to a great degree reproduce not only the original message and style but also the cognitive approaches implied in the original text. In the process of translating English emotion metaphors into Chinese, the target domain of emotions in English emotion metaphors should be mostly re-constructed and transformed equivalently into that in Chinese both meaningfully and functionally so as to create cognitive convergence for the SL readers with the TL readers and to activate the target readers’ consciousness of the original vehicles, emotion and some relevant knowledge etc. in the source text.

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The Exploration on Blended Learning in Vocational English Course

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Abstract: In order to further explore the characteristics and advantages of blended learning in Vocational English Course, this paper carries on the practical research based on the design of the teaching scheme and the implementation of the teaching process with online and offline teaching, and then the questionnaire survey and data analysis of the teaching effect. The conclusion shows that the blended learning has the obvious advantages which benefit from the combined characteristics of both traditional teaching and E-learning.

Keywords: Blended learning, Vocational English Course, Teaching process, Online and offline teaching

1. INTRODUCTION
With the popularization and development of Internet technology, the traditional college English classroom teaching is undergoing a profound transformation. Only the text content and multimedia demonstration cannot meet the need of students' knowledge intake and ability training. The combination of online and offline teaching achieves the best blended learning. English teaching is not isolated in the class atmosphere, it is closely connected with the design of teaching objectives, methods, content, evaluation and other factors in order to serve as a complete teaching ecological circle. This paper will take the vocational English teaching reform as an example and discuss the construction of blended learning in vocational college, in order to provide some ideas for English teaching in the new era.

2. STATUS OF RESEARCH
The blended learning, which is the combination of online and offline teaching, is a new teaching mode which makes full use of the Internet and information technology to combine the online learning and traditional classroom teaching. The research on Blended Learning by foreign scholars is relatively rich. British professor Philip Barker at Deconstructionism is the theoretical basis of blended learning. American scholars Barnum and Parmann put forward the four-segment model of Blended Learning, which are network-based transmission, face-to-face processing, forming certain products, collaborative learning. At present, in the United States, almost all schools have established wireless networks to enable students to obtain online courses, magazines and digital learning materials on the school web page. The online courses contain all subjects and majors, and most colleges and universities adopt the online and offline blended learning in the daily teaching.

In China, with the deepening reform in IT field, many schools and teachers begin to pay attention to the combination of multimedia teaching and traditional classroom teaching. Teachers believe that they should use blended learning to improve students' English level by cultivating comprehensive applying ability and cooperative learning ability in the network environment. Some teachers also emphasize that in the Internet era, the blended learning is the most active and influential new mode through creating a self-learning model and environment for students themselves.

Based on the above main research conclusions domestic and abroad, making full use of information technology and designing reasonable and effective teaching mode according to students' actual needs and learning behavior habits, is conducive to adapting to the change of educational under the new situation.

3. REFORM PROCESS
Computer-assisted Teaching Stage: By using the multimedia function of computer, teachers can solve some key points and difficulties in teaching easily. In this stage, teachers mainly rely on multimedia courseware as teaching resources.

Computer-assisted Learning: With network-assisted teaching platform, the class gradually changed from teaching-center to learning-center.

Initial Integration of Information Technology and Teaching: By developing series of high-quality online course and digital teaching resources, the information technology is initially integrating in teaching process as unimportant means. It helps teachers cultivate students’ information literacy and comprehensive ability, while teaching knowledge.

Deep Integration of Information Technology and Teaching: With the help of information technology, the teaching process has been taking place a series of changes, such as, the change in innovating teaching mode transforming teaching process. All the factors in the teaching (teaching resources, teachers, students, environment, methods, etc) are integrated, which forms a new teaching ecology. The blended learning starts its popular use in teaching.

4. BLENDED TEACHING DESIGN
4.1 Students Analysis
Public English Course is mainly offered for non-English major students, who have graduated from high school and passed the college entrance examination. They are able to organize and take part in the group study with other 5 to 7 students.

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4.2 Teaching Objectives
Besides the basic language information, Public English Course for colleges students should also focus in the practice of English in the situation just like job hunting. For example, students should master the necessary interview skills. In the English interview, students should be able to understand the frequent questions, introduce themselves in simple English and write English resumes in the correct letter format.

4.3 Teaching Design
On the basis of the online teaching platform, the teaching process of Vocational English Course is reorganized into three parts: pre-class, in-class and after-class, which explores new models of online and offline teaching in order to improve the teaching effect.

4.3.1 Pre-class Activities
Develop and integrate digital teaching resources, and upload to the curriculum space which provide teachers and students resources to share. Such teaching resources include syllabus, examination outline, electronic teaching plan, PPT courseware, micro video, audio and so on. Teachers propose the digital teaching resources to students through teachers’ account, and students can make self-preview before class through mobile phone. At the same time, according to the knowledge points of the unit, teachers send out learning tasks, preview self-test questions and related discussion topics in order to test the result of students’ preview. When students encounter problems in the preparation, they can sent to the teacher for advice at any time through class group or private message. Teachers timely feedback the problems to students, and summarize them to prepare for classroom teaching.

4.3.2 In-class Activities
In the class, the online learning APP serves as a good in-class teaching management tool. Different from the traditional classroom, which depends on roll call, the use of online learning APP, make the check-in an essential interact between students and teachers. Teachers can use QR codes or gestures to finish the sign in and know the attendance of students quickly. Teachers propose the digital teaching resources to students through teachers’ account, and students can make self-preview before class through mobile phone. At the same time, according to the knowledge points of the unit, teachers send out learning tasks, preview self-test questions and related discussion topics in order to test the result of students’ preview. When students encounter problems in the preparation, they can sent to the teacher for advice at any time through class group or private message. Teachers timely feedback the problems to students, and summarize them to prepare for classroom teaching.

5. DESIGN OF EVALUATION
The traditional evaluation generally is the teacher's summative evaluation, which evaluates the student's study level according to the student's final examination score. But the limitation of the appraisal subject and the content leads to the limitation of the evaluation. With the design of the online-offline evaluation, the diversity of evaluation content and subject is paid more attention. The mutual evaluation, improve the model of traditional evaluation, guiding teachers and students to judge the effect of English teaching and learning more scientifically and comprehensively. [2]

In view of the limitations of objectivity in the traditional summative evaluation, the study group designs the learning evaluation method based on the multi-facted performance in learning, which bases on the continuous observation and the dynamic data, so as to make an objective, fair and accurate evaluation of students' college English learning effect. The proportion of specific grade assessment is: unit assignment 10%, online discussion 30%, in-classroom training 20%, final examination 40%. The results of the online discussion section mainly depend on the students' participation and contribution on the line, and pay more attention to the comprehensive use of various evaluation methods to evaluate students' English use ability. The general design of evaluations is shown as following:

- Teachers' online and offline evaluation includes: setting up quantitative evaluation indicators in class, such as learning times, learning time, homework, etc., carrying out online process evaluation based on students' in-class performance, offline discussion, answering situation, etc.
- Students online and offline evaluation includes: online self-evaluation or mutual evaluation, offline completion of the study diary, the period self-test.

After the implementation of reform, the teaching group investigate the students' learning effect and satisfaction with
the following dimensions: overall curriculum satisfaction, course design and teaching level.[3]

6.EFFECTIVENESS OF THE REFORM

6.1 Result of the Survey

In order to master the effect of blended learning in the Vocational English Course, we conducted a questionnaire survey of 2000 students who participated in the course learning. The design of the questionnaire combined with the actual situation of blended learning, which includes four parts: teaching platform, evaluation of teaching mode, suggestion of blended learning and learning effect. The questionnaire was distributed to all students who completed the course in the last class, and 1896 valid questionnaires were finally collected. Through the SPSS21.0 and collation of the questionnaire data, the questionnaire data were counted according to the single sample test selected according to the survey objectives.

6.1.1 The results show that about 92% of the students think that the platform greatly promotes their learning of the course, because the platform is rich in digital teaching materials, which enables the learning content. 6% of students think that the online platform used in pre-class learning makes offline classroom teaching more efficient. The platform provides audio, video and other curriculum resources which helps to stimulate the enthusiasm of learning, so 75% of students think that the online platform is helpful to improve listening and speaking ability. The questionnaire also shows that 89% of the students are interested in learning Vocational English, with the online-offline blended learning mode.

6.1.2 With regard to the blended learning, 41% of the students put forward their own suggestions for the construction of audio and video materials on the teaching platform, 32% of the students suggest the design of the platform interface should be improved to get a better user experience; 14% of the students who use the mobile phone login platform suggest that the speed of the school's network should speed up to ensure the learning progress.

All in all, the result of the questionnaire improves that the blended learning of college English is showing the following dimensions: overall curriculum satisfaction, course design and teaching level.

6.2 Advantages of Blended Learning

Through teaching practice, the inherent advantages of blended teaching have been brought into play, which fully reflects the initiative, enthusiasm and creativity of students as learning subjects in the process of self-study.

6.2.1 It embodies the teaching principle of teaching students as learning subjects in the process of self-study. All in all, the result of the questionnaire improves that the blended learning of college English is showing the advantages of interaction and dynamic, so students express high acceptance and satisfaction.

6.2.2 The role of information technology in teaching has its limitations. According to the concept of blended learning, teaching under the information technology environment cannot replace the traditional classroom teaching. Teachers just have some more measures to present teaching content and improve teaching efficiency. Information technology has the characteristics of image, vividness and easy repetition in teaching, but it is difficult to develop and use software, which requires teachers' higher teaching design ability. If it cannot be used normally, it is a waste of resources and cannot achieve the ideal classroom effect.

6.2.3 The application of information technology to teaching and traditional teaching should have their own strong points which can complement each other. So we cannot ignore one another, therefore teachers must promote their teaching ability in course designing and organizing.

7. CONCLUSION

The Ministry of Education promote the "deep integration" of information technology and education the core of which is the innovation of learning mode and educational mode, and to explore the effective path to realize the individualized teaching goal. With the rapid development of information technology, make good use of network teaching platform, mobile equipment and other means to create conditions for students to learn anytime and anywhere, which has become an important way to change learning methods and teaching methods. These are also beneficial attempts and explorations in response to the national "Education Modernization 2035".

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Research on Practice Teaching of Leisure Sports

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Abstract: Under the new situation, with the further development of science and technology, leisure sports specialty also needs to adhere to the main idea of scientific development concept, on the basis of market demand, adhering to the teaching concept of "practical education". On the basis of the original, the practical teaching system with certain characteristics has been formed and extended to the training direction of comprehensive applied talents. Arrange the research of practical teaching reasonably and extend the organizational form of practical teaching. Therefore, this paper first put forward the problems that need to be explored, combined with the point of view of the subject, targeted to develop the "normal" path of leisure sports professional practice teaching.

Keywords: Leisure; Practical Teaching; Physical Education

1. QUESTIONS RAISED
With the continuous promotion of the spirit of the 19th national congress, the new era is calling for qualified leisure sports professionals. Applied talents not only highlight the market-oriented and social reality, but also introduce the concept of "normalization" on the basis of practicality and innovation. In the face of new contradictions, new goals and new journey in the new era, the new strategy of healthy China and education power has been presented to everyone's vision and given new responsibilities [1]. Ability standard activates "practical teaching system". On the one hand, we need to obtain the stimulation of the ability of applying knowledge; on the other hand, we need to improve the ability of innovation and entrepreneurship on the basis of "mass entrepreneurship and innovation", and cultivate the ability of keen insight and independent problem-solving. To meet the needs of modern social service ability and master the skills and methods of leisure sports service. In the process of practical learning, activate the practical teaching system [2]. In addition, from the perspective of talent demand, practice teaching "normalization" appears. The "normalization" practice teaching can not only maintain the continuity and regularity of the needs, but also meet the practical needs of application-oriented talents. Therefore, how to construct the practical teaching of leisure sports? It has become the focus of the current situation.

2. PRACTICAL TEACHING PATH OF LEISURE SPORTS
2.1 Clarify The Practical Teaching Objectives Of Leisure Sports
From the current situation, the practical teaching of leisure sports needs the basic goal of training applied talents. On the basis of vocational skills guidance, combined with professional knowledge and post needs, students' practical ability should be continuously enhanced. To build specific practical teaching objectives, enhance service literacy and meet the development path of modernization. For example: the practice teaching of leisure sports needs not only excellent professional knowledge, but also professional ability of promoting sports tourism and operating leisure sports entertainment places. In addition, we need to have the ability to obtain information, to innovate, and to solve problems in practice.

2.2 Establish The Operation Mechanism Of "Normalization" Practical Teaching
From the perspective of normalization, the practice of leisure sports needs to integrate the advantages of regional economy on the basis of normalization, and combine the objectives of talent training with the advantages of regional economy. Integrate resources inside and outside the school, improve innovation, and build a long-term mechanism [3]. First of all, we need to interpret each teaching goal from a holistic perspective. On the basis of theoretical and practical cognition, improve the applicability. Secondly, we need to extend the second class, improve the practical ability and meet the application of knowledge under the systematic planning. Finally, on the basis of practice flow, we can ensure the normalization of practice teaching and grasp the long-term mechanism development in combination with the actual needs.

2.3 Optimizing The Curriculum System Of Leisure Sports
From the perspective of curriculum system, it is necessary to combine theory with practice on the basis of students' quality and ability. On the basis of regional characteristics and market demand innovation, we should optimize the curriculum system and increase the construction of literacy capacity. Secondly, on the basis of the normalization of practical teaching, we need to combine the general physical education teaching with the practical course teaching. On the basis of relevance, we need to strengthen the cultivation of ability and enhance the self-identity effect. In the scientific cycle of theoretical knowledge - practical application - generating new learning motivation - learning theoretical knowledge, it meets the seamless docking of curriculum system [4]. On the basis of mutual penetration and integration, we should make overall development and keep pace with the times.

2.4 Set Up The Practice Teaching Platform Of Leisure Sports

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First of all, it is necessary to establish a professional laboratory or practice platform in the school practice base, as well as a warm base for entrepreneurship. From the perspective of simulation laboratory, the implementation of process management for leisure stadium not only includes the relevant management content, but also includes the main part of organization planning and emergency response. In this way, we can integrate theory and practice, and complete the plan of school enterprise cooperation in the process of practice. In the long run, we can realize the transformation of knowledge and improve the corresponding social service ability in the effective connection of production, learning and research. Next, we can also use skill competition to promote practical teaching, arouse students' enthusiasm for learning, and enhance their innovative thinking ability. In the open platform, strengthen skill training, narrow the distance between students and posts, and strengthen the shaping of professionalism. On the basis of industry university research cooperation, improve the practicality of teaching and serve the enterprise and society. Let students have the ability of sports industry operation and management in school. Next, we can further promote the high-level development of leisure sports specialty on the basis of the project through cooperation with sports industry. Improve the awareness of market expansion and meet the development needs of specialization.

2.5 Strengthen The Construction Of Teaching Staff
In the process of carrying out "normalization" of practical teaching, first of all, it is necessary to meet the needs of "national standard" and keep a strong pace with the times on the basis of innovation. Secondly, on the basis of practical teaching, it is necessary to meet the needs of market-oriented development and establish a "double teacher" teaching team. We can exercise in the name of enterprises, improve our practical ability and meet the professional qualification certification system. Finally, we need to improve the system of teacher evaluation and employment and establish a stable teaching staff in the effective practice docking platform. From the perspective of "management type" and "coach type" teachers, we should strengthen the teacher structure of new sports.

2.6 Improve The Teaching Quality Monitoring And Evaluation System
In the process of practical teaching of leisure sports, teachers need to make clear the operation needs of leisure sports. The development mechanism of practice teaching norms and monitoring methods, pre-school evaluation, monitoring in teaching and feedback after teaching should be implemented. In the irregular self-examination and investigation, it extends to the direction of diversification. In addition, we can also use the means of information technology, establish the student tracking feedback mechanism, combined with the results of feedback, timely develop scientific solutions and paths. Ensure the efficient development of normalization and improve the quality of practical teaching of leisure sports.

3. SUMMARY
With the progress of society, in the process of practical teaching of leisure sports, it is also necessary to face the needs of society and market under the guidance of scientific theory, clarify the professional quality and improve the practical application ability. From the perspective of "blessing" of practice system, the concept of "normalization" is embedded. Meet the development needs of the whole process and integration, and find new foothold. On the basis of market and society, we should strengthen the training objectives of leisure sports application talents and realize our common "Chinese dream".

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Tourism Souvenir Development in The Field of Tourism Culture

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Abstract: With the vigorous development of China's tourism industry, many tourist souvenirs in many tourist areas have been developed to a certain extent, which has a very good impact on the development of China's tourism industry, which makes Our country's tourism culture has also been widely publicized, in order to attract more tourists. This paper will give a brief overview of tourism culture and tourism souvenirs, and make an in-depth study of tourism souvenirs under the visual domain of tourism culture.

Keywords: Tourism culture; Travel souvenirs; Souvenir development

1. INTRODUCTION
At present, the people's economic level has been greatly improved, so the tourism industry has been very strong, and there are a lot of tourists, but the sales of tourist souvenirs have not been very good. This is because the price of tourist souvenirs is relatively expensive and souvenirs themselves are not enough to impress tourists. In this case, we should carry out corresponding innovation and development to achieve the maximum development of tourism.

2. OVERVIEW OF TOURISM CULTURE AND TOURISM SOUVENIRS
2.1 Overview of Tourism Culture
In each tourist area has its own tourism culture, in the actual situation, these tourism culture will be transformed into local customs and customs, which is also the key to tourists to broaden their horizons, for a tourist area, tourism culture has a very important position [1-2]. But absolutely cannot make up the tourism culture by fabricating the illusion, which is a great disrespect to tourists, but the real tourism culture can be perfected treatment, so as to better highlight the local tourism culture. Here's an overview of tourism culture.

2.2 Overview Of Tourist Souvenirs
Compared with tourism culture, tourism souvenirs are the fundamental development of tourism economy, and tourism souvenirs can meet the needs of tourists, so that tourists can recall tourism through related souvenirs, but the sale of tourist souvenirs is not very good, the main reason is that the current tourism souvenirs are difficult to impress tourists, whether it is souvenir design or materials, should have professional personnel through the local tourism characteristics to carry out the corresponding production. Only in this way can tourism souvenirs be used to promote the local tourism industry. On the other hand, tourism souvenirs should be in accordance with the local tourism characteristics and tourism culture to carry out related production, so as to more show the commemorative significance of souvenirs. Here's an overview of tourist souvenirs.

3. TOURISM SOUVENIR DEVELOPMENT UNDER THE VISUAL AREA OF TOURISM CULTURE
3.1 The Design Is in Line With The Characteristics of The Local Tourist Area
If you want to develop tourist souvenirs, you should make the design of souvenirs conform to the characteristics of the local tourist area. In the choice of color should avoid the choice of too bright colors, of course, individual tourist areas because of tourism characteristics and tourism culture can choose colorful colors. In the absence of the use of colorful colors, should be clever use of high-grade gray and other colors, should be the corresponding dolls and other souvenirs to reduce prices, and the more expensive souvenirs for a well-designed souvenir. Such machine souvenirs in the design must be in line with the characteristics of the local tourist area or tourism culture, and tourism souvenirs themselves should not be too much fancy in the design, give a simple aesthetic, should be designed beautiful and easy to carry, and the pattern and lines of souvenirs themselves should have some special meaning or metaphor, the use of souvenirs related to the design to expand the tourism culture. For example, in the seaside and other tourist areas for tourism souvenir design, should be more expensive souvenirs designed as a beautiful pendant, can be designed as a dolphin water image, and in the design of water flowers to add unique stripes, so that the shape of stripes and local tourism culture have a certain connection. Only such a beautiful design that is in line with the local tourism culture and characteristics can be loved by tourists. Therefore, in the development of tourism souvenirs under the tourism culture, design ingesting the characteristics of local tourist areas is one of the best strategies.

3.2 Add Design Elements That Fit The Tourist Area
To develop tourist souvenirs under the tourism culture, you should add design elements that are in line with the tourist area. In many cases, the local tourist areas have very good scenery and wonders, but there is not a lot of tourism culture, then this time can have the relevant designers to design the tourism culture. In this case, it is not tourism culture to promote the development of tourism souvenirs, but tourism souvenirs to promote the local tourism culture. In the design of such travel souvenirs, the image of souvenirs should be added to the image of the design of the tourist area, and the elements of the promotion of the elements. For example, the design of Fuwa in Beijing, China, the local tourism industry
should also add some elements to the local, design in line with the local image, and make this image into a statue placed in the tourist area, so that it becomes a symbol and symbol of the tourist area, in this case, naturally will drive the development of tourism souvenirs. In the specific design, in addition to the image of souvenirs, should also be the video and story of the souvenir, with the local tourist area in common with detailed design, only in this way can promote the local tourism culture. Therefore, in the development of tourism souvenirs under the tourism culture, it is very important to add design elements that conform to the tourist area.

3.3 Material Design of Travel Souvenirs

The design of souvenirs should be able to long-term preservation of materials, in addition to toys provided to children, try not to use clinker and other materials for the production of tourist souvenirs, because plastic in the long-term preservation of the situation will become brittle and discolored, so more use of iron for fine production. In addition to iron, there are many long-term preservations of materials and materials, designers should try to pay attention to this when selecting materials, as for more expensive souvenirs are not too much to pay attention to this point, such as the use of fragile jade-related souvenirs, or have a corresponding market.

3.4 Good Idea of Travel Souvenirs

In the design of tourist souvenirs should also pay attention to the use of creativity, good creativity can be very effective in promoting tourism souvenirs. But only on the basis of tourism souvenirs is very perfect to carry out creative design play, can not only focus on the creative aspect, if the tourist souvenir has very good creativity but lost the beauty, then there will not be many tourists to buy it, in the design of souvenirs creative, should start from several aspects, first of all, whether the souvenir simply through some organs to cause visual impact on tourists, on the other hand, is whether the souvenir can make a sound, in the sound. This aspect should be through the air flow to produce air flow and make a sound, and can not only use batteries and other items to make a sound, the former

more romantic, very in line with the mood of tourists, in the visual aspects of the design should also be very clever, in the design of such tourist souvenirs, must not lose due beauty, only in this way can effectively attract tourists. Therefore, in the development of tourism souvenirs under the tourism culture, tourism souvenirs should be provided with good ideas, which is one of the most effective development strategies.

4. CONCLUSION

To sum up, in the current tourism culture, souvenirs have not been properly developed, so at present many souvenirs have not reached the due standards, therefore, should be in the tourism culture under the field of view of tourism souvenirs to a certain extent of development, this article has analyzed the corresponding strategy, including the characteristics of the local tourist area.

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REFERENCE

Exploration on The Application of The New Concept of Information Design Teaching in The Teaching of Visual Communication Design

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Abstract: With the rapid development of China’s social economy and the continuous development of modern social media, the society has improved the requirements of visual communication design professionals. This paper briefly describes the teaching of visual communication design. In order to meet the requirements of national and social development, this paper mainly discusses the application of new ideas of information design teaching in the teaching of visual communication design in Colleges and universities, aiming to cultivate professional talents and meet the needs of society.

Keywords: Visual communication; Information design; Teaching philosophy

1. INTRODUCTION
At present, most colleges and universities in China have the major of visual communication design, and its curriculum requirements are that students will use graphic visual illustrations, symbols, words and related signs to express their ideas and transmit information to the recipients [1-2]. This major covers many fields. As a whole, it includes the design of enterprise image, advertisement, product packaging and printing. Therefore, colleges and universities should adapt to the social requirements and apply new ideas of information design teaching.

2. VISUAL COMMUNICATION DESIGN PROFESSIONAL TEACHING THINKING
Visual communication design used to be called "graphic design", and universities called "printing art design". With the gradual penetration of multimedia technology and digital technology, the content of design cannot meet the actual needs of modern information transmission media. Therefore, at present, many colleges and universities are aware of the social environment in the digital era of change, because of the continuous expansion of art design major, the emergence of visual communication design major. Visual communication design specialty was first developed in foreign countries. They have made some achievements in teaching mode and curriculum. However, the development time of visual communication design specialty in China is relatively short, teaching methods and teaching thinking are not perfect, and there are certain differences compared with the development level of foreign countries. On the whole, China has not yet unified the classification standard of visual communication design major. Some colleges and universities classify the major into "design category" when recruiting students of this major. Students will be classified according to their interests and hobbies after enrollment, and some colleges and universities will let candidates register according to "art design" major. Without a unified admission standard, the quality of students cannot be guaranteed, thus affecting the overall teaching quality of visual communication design major. In addition, domestic colleges and universities lack of innovative teaching mode when setting up visual communication design major, which does not meet the requirements of the current society for comprehensive talents. In a word, although the visual communication design major has a certain development in China, there are still many areas to be improved. In order to improve the comprehensive strength of visual communication design major, colleges and universities must keep pace with the times, integrate theory with practice, and strive for breakthroughs in teaching methods and teaching modes.

3. THE APPLICATION OF NEW IDEAS IN INFORMATION DESIGN TEACHING IN THE TEACHING OF VISUAL COMMUNICATION DESIGN
3.1 Change From Form To Content
The information design is integrated into the visual communication design specialty, and the new information communication form is gradually introduced into the teaching of visual communication design specialty. The popularity and emergence of new media has changed people's original way of information transmission, and changed the atomic image form and presentation mode of visual communication design specialty into bit. The major of visual communication design has changed from design form to design content. The courses offered by visual communication design major in many colleges and universities include: design principles, basic courses of composition system, multimedia design, illustration design, webpage design, decoration design, etc. On this basis, animation design, media design, chart design, media science and so on are newly opened, and the concept of information design is added to the course to analyze the specific application of information elements. In information design, information has different forms of expression. For media applications (virtual form, electronic), plane, space, three-dimensional, etc., the media conveyed include images, symbols, graphics, marks, etc., which can be effectively conveyed through UI design, map, interface and table. In the
teaching of professional courses, we should train
students to strengthen the practical application of
information elements, take information transmission as
a means, and cultivate students' all-round thinking
mode.

3.2 New Ideas Apply To Teaching Courses
The curriculum of visual communication design
includes two aspects: practical exploration and
theoretical knowledge. After integrating into the
teaching of information design, it is necessary to reflect
the new ideas of professional construction, highlight
the professional characteristics, and cultivate
professional talents based on the actual requirements of
social development, so as to achieve the fundamental
goal of visual communication design specialty.
First, we should pay attention to the practicality of
teaching. When setting up the course of visual
communication design, we should integrate the
practical activities, teaching contents and scientific
research activities, actively promote and popularize the
achievements of professional teaching, and show the
practical value. In addition, we should give full play to
the radiation effect of teaching, realize the integration
of production, teaching and research through various
channels, and enrich the curriculum system. In addition,
it is also necessary to strengthen school enterprise
cooperation, promote the communication and
exchange between production and academic, and show
the educational achievements to the market, so as to
meet the actual requirements of social development,
give full play to advantages and highlight
characteristics. The main methods include:
First, according to the current social development of
the industry, starting from the actual situation, make
full use of design practice and scientific research results
to promote the reform and innovation of curriculum
content. For example, "photography foundation"
course can be combined with "sketching" course
organically, so that students can have a comprehensive
understanding of the major. Holding practical activities
can improve students' artistic creation quality and fully
grasp the professional knowledge of visual design.
Second, we should not only let students practice more,
but also think frequently. We should fully apply the
theoretical knowledge of visual communication design
to social practice, and cultivate students' ability of
operation design, innovative thinking and hand-painted
design. We should not only emphasize the artistry, but
also highlight the practicability, and create according to the
requirements of professional design. Third, colleges
and universities can hold a creative exhibition of
graduates to improve their creative and practical ability.
Because the research center of art and design can
provide professional teachers for students, lead
students to participate in design competitions, help
students accumulate experience, and make their quality
and ability develop rapidly.
Second, optimize curriculum resources, combine
scientific research activities with curriculum content,
establish and perfect curriculum system, and strengthen
professional teaching. The teaching team specially assigned
personnel to manage the curriculum system of visual
communication design specialty and clarify the post
responsibilities. The main measures include:
First, according to the actual employment situation of
students and the requirements of social development, timely
improve and adjust the talent training plan, focusing on the
cultivation of high-quality comprehensive talents and
innovative talents. According to the actual needs of
professional development, we should set up key courses,
such as "visual communication design", "creative design",
etc.; on the basis of market demand, we should formulate the
teaching objectives of the course; gradually improve the
curriculum system, and cultivate comprehensive talents in
line with the needs of the society. The second is to apply
new ideas of information design teaching in visual
communication design specialty to improve teaching
construction. According to the core ability of the major, the
key courses are developed with the new ideas of information
design, and the quality training, basic courses and
experimental courses are regarded as auxiliary courses, and
the curriculum system of full integration of professional
design and artistic creativity is built. The overall planning of
teaching reform should include experimental activities,
professional basic knowledge and creative design ability.
Third, set up professional courses according to the
requirements of scientific research, gradually improve the
module design, strengthen the system construction of key
courses, improve the teaching level with scientific research,
fully integrate innovative design, basic theoretical
knowledge and professional skills, and set up basic
professional courses and theoretical courses. For example:
graphic creativity, visual communication design, art
introduction, advertising design, etc., pay attention to the
cultivation of students' professional ability.

3.3 Play a Leading Role In The Student Classroom
In the new ideas of information technology teaching,
teachers should play a leading role in teaching, let students
become the main body of the classroom, exercise students'
practical application ability, and strengthen students' innovativeness. In order to let students, play a
leading role in the classroom and highlight their practical
application ability in the classroom, the main teaching
methods include:
First, in the teaching process, we can use segmented
teaching method to let students integrate innovative features
into teaching resources based on mastering and
understanding professional knowledge, and lead students to
research and discuss teaching resources. According to the
individual differences between the students, the teachers let
the students practice the discussion according to the
individual differences between the students, and the teachers
give guidance when the students put forward the unsolvable
problems. The second is to set up more practical activities,
such as product promotion, CI design, etc., so that students
can understand the methods, creativity and materials used
while participating in the practical activities. At the same
time, according to the professional knowledge, a practical
topic is put forward, so that students can design works
through their professional knowledge, pay attention to

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adding information technology, maintain innovative ideas, and strengthen the sense of the times of the works. The third is to train students' ability of design and hand drawing. Design scheme and hand-painted ability is also the basic ability of design. It enables students to sum up and reflect on the content and design more artistic works. When students summarize and reflect, they can also produce innovative design elements to answer students' questions from different angles. Fourth, teachers should give students some practical characteristics of the content, strengthen students' practical ability, and help students analyze the advantages and disadvantages of the content. Encourage students to communicate with each other, at the same time under the guidance of teachers, reasonable application of professional knowledge, to avoid design problems.

4. CONCLUSION
To sum up, compared with other majors, the teaching characteristics of visual communication design specialty are obviously different. Therefore, visual communication design should take the market demand for talents as a guide, closely combine professional teaching and post application. The reform and optimization of visual communication design specialty from different aspects and angles, fully integrate the new ideas of information technology, combine with practice and keep pace with the times, so as to improve the social competitiveness and teaching quality of the major.

REFERENCE
Research On 5c English Teaching Mode in Higher Vocational Colleges Based on Students' Core Literacy

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Abstract: English teaching as a weak aspect in vocational college, may encounter many common problems such as the students being tired of learning, the atmosphere is not strong enough. The 5c teaching mode can provide significant support to our higher vocational college English teaching. Faced with the teaching situation, this paper will discuss how to apply the 5c teaching mode based on the theories of second language acquisition and core literacy of college students to the real English teaching, to stimulate the students' learning interest. Attitude towards the foreign language teaching has been shifted to focus on communication to cultivate students' real communicative competence and to learn the culture behind the language. It has become an inevitable trend to integrate 5C teaching concept.

Keywords: 5C; Higher Vocational; English Teaching; Teaching Mode; Core Literacy

1. INTRODUCTION OF CORE LITERACY 5C MODEL
The 5C model of core literacy in the 21st century has both international vision and Chinese characteristics. In recent decades, the research and evaluation of "core literacy" has attracted increasing attention around the world, and even become the basis for many countries or regions to formulate education policies and carry out education reform. The research report on core Literacy 5C Model in the 21st Century (Chinese version) released by the he Chinese Academy of Education Innovation, absorbs the research results of Chinese scholars in relevant fields. Based on the development needs of China's society, economy, science and technology, and education, it further asks what qualities should be possessed by those who "have a Chinese foundation and an international vision", puts forward the "5C model of core literacy in the 21st Century", sets up the framework and elaborates the connotation. "5C model of core Competency in the 21st century" includes all five qualities, including cultural understanding and inheritance, Critical Thinking, Confidence, Creativity, Communication and Collaboration, all of which have an initial letter of C, so they are called 5C model of core Competency, which is referred to as 5C Competency. "Cultural understanding and inheritance" is the core of literacy, which provide value guidance for other literacy. Each aspect of 5C literacy includes 3-4 secondary dimensions [1-4].

2. EXPLORATION OF APPLYING 5C TEACHING MODE IN HIGHER VOCATIONAL COLLEGE
We adopt the "People-oriented" teaching philosophy, and our curriculum involves the culture and history of foreign countries, and transmits the international education concept to broaden college student‟s global vision. Through interactive teaching methods, advanced multimedia facilities, their knowledge integration ability will be developed, and students are encouraged to take the initiative to learn, improve learning interest, develop their potential, master the correct learning methods. Abundant classroom activities and teamwork also potentially transfer 5C core competence to the students. As for the critical thinking, learning to ask questions is one of the great treasures of life. In our English class, students have the opportunity to think and participate in activities to solve problems. This way of thinking can train them to assume problems, try to make choices, and achieve educational goals. Speculative thinking is an increasingly important part of their learning and career.
Secondly, exchange words, and listen to ideas to make a difference in the world. Our classroom can produce a language environment in which students can have rich listening and feedback to stimulate communication. This constant stimulation of the communication concept can lay the foundation for confident communication. The goal of encouraging them to speak complete sentences is to establish complex logical relationships. Our learning curriculum is structured in many ways and can give students the opportunity present on stage, which is recorded in the form of a classroom video as an assessment of ability development.

Thirdly, instead of focusing on their wrong answers, we can give positive reinforcement to their progress. It builds confidence when the students successfully complete projects individually or as a group. The process of continuous efforts to achieve success can help them not be afraid of failure and dare to take challenges. Through positive reinforcement, we can help the students build a sense of accomplishment and pride for their learning!

3. CONCLUSION
Each lesson has 5C teaching objectives. We have to reverse design the teaching process around the teaching objectives, which gives me a lot of inspiration. The college entrance examination, college cet-4 and CET-6, all of them have the exam outline, but in each class, we usually describe it like this: master the usage of nouns in the text, understand the article center and the author's point of view. It can be seen that the description of the teaching objective of a class is relatively general, which leads many teachers to believe that there is not much difference between having one more class and having one less class. The comprehensive embodiment of 5C does not necessarily include all of them in a class. However, we must design the teaching process centering on the overall teaching goal and the goal of this class when designing the teaching process. These specific teaching objectives should be displayed to the students on the courseware or online teaching software. After class, they should be evaluated and checked. If they are not learned, the teacher must adjust the teaching methods. The assessment content is the comprehensive teaching objectives of a semester. The assessment method is the performance of each class, the performance of each assignment, and the examination at the end of the semester. Of course, the exam may be written, or it may be simulated conversation, but one thing remains the same: the students should be tested on anything they have been taught. When a teacher prepares a lesson and gets a theme, he or she should first determine what students should learn under the theme from these five aspects. Under the framework of these five goals, four skills of listening, speaking, reading and writing are cultivated. Different educational methods will result in different educational results. Most students perform well in exams, but have poor communication skills and lack interest in learning. If their language is communicative, the main harvest of several years' study is should be 5C in all aspects, such as communication, culture and knowledge of related subjects, then his interest will support him to become a proficient English speaker and even to learn English for his whole life. Each college sets different educational goals for the students, and the final educational results are also different. All education will be carried out around the original educational goals. Therefore, I suggest that our English college should set an overall goal for students' education when they go to the college.

REFERENCE
Discussion on Practical Teaching Content of Applied Psychology Major: Taking Sichuan University of Science and Engineering as an Example

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Abstract: The cultivation of applied psychology professionals cannot be divorced from the reality of life, and needs to be educated in practice. Taking Sichuan University of Light and Chemical Technology as an example, taking the ability that the students majoring in applied psychology should have as the starting point, this paper expounds the main problems existing in the practice of Applied Psychology and puts forward the corresponding countermeasures. On December 30, 2016, the national health and Family Planning Commission and the Propaganda Department of the Central Committee and other 22 ministries jointly issued the guidance on strengthening mental health services. In the sixth point: to strengthen the construction of mental health talents, it is clearly pointed out that it is necessary to strengthen the discipline construction of Applied Psychology and other related majors, build a batch of practical teaching bases, explore the talent training mode and teaching methods that meet the characteristics of our country, strengthen the theoretical teaching and practical skills training of psychology, and promote the overall improvement of students' theoretical literacy and practical skills. The vitality of psychology major lies in application. In order to increase employment competitiveness, students must "turn theory into method", which needs the support of practical teaching system. Practical teaching is a test ground for students to apply theory to practice, a classroom to cultivate students' comprehensive quality and ability, and a bridge to connect students and society.

Keywords: Psychology; Practical Teaching; Major

1. THE CURRENT SITUATION OF PSYCHOLOGY PRACTICE TEACHING AT HOME AND ABROAD

1.1 Current Situation Abroad
The theory of practical teaching originated in the 1970s. It was mentioned in the book "teaching mode" written by Bridge Bruce and will in the United States. Later, this kind of teaching mode has been paid more and more attention. It has gradually developed into a more perfect teaching system after in-depth analysis by universities in many countries. From the perspective of the famous foreign universities ranking higher in psychology at present, each school organically integrates the classic courses with the subject development courses, and at the same time combines its own development advantages to make the school's curriculum system and training mode have its own characteristics [1-5]. For example, during the internship process of British college students, the interns can fully participate in primary and secondary school life and independently take charge of various activities of the class. It is only necessary to exchange ideas with the guidance teachers of the internship school, but also to listen to the guidance of the university professors, so that the two aspects of ideas can be organically combined and integrated. At the same time, we pay special attention to the training of basic knowledge and research ability, strengthen the training of students' psychological literacy and basic skills by offering general courses, introductory courses and method courses of psychology, and provide a large number of psychological expanding courses and applied courses for students [6-12]. The most important thing is to be student-oriented and provide a vast variety of choices. Each school has set up courses that conform to students' learning laws and are available for selection. According to different learning stages of students, it provides different types and levels of learning courses and scientific research training, so that students' research ability can be fully exercised and cultivated.

1.2 Current Situation In China
As of October 2010, more than 250 colleges and universities across the country have opened psychology related majors, and more than 20 colleges and universities in Sichuan Province have opened psychology and applied psychology majors. According to the survey of "psychological trend and talent training in the 21st century", 40% of the experts are not satisfied with the professional training of psychological graduates, especially the training of basic professional skills. "In the current practice of training psychological professionals, the common problems are: lack of practice, lack of ability to deal with practical problems", and to a large extent, it restricts the quality of training psychological professionals. Due to the imbalance between theory and practice teaching, the imperfection of curriculum system, the unreasonable setting of internship time, and the disconnection between teaching and practical work, the
students’ professional application quality and professional skills are lacking [13-15]. Therefore, if psychology major wants to cultivate talents to meet the needs of the society, it is necessary to reform the training mode of talents and cultivate applied talents.

2. THE ABILITY OF STUDENTS MAJORING IN APPLIED PSYCHOLOGY

2.1 Systematically Master The Basic Knowledge And Theory Of Psychology;

2.2 Understand the development history, discipline frontier and development trend of psychology, the important position and role of psychology in the national social development;

2.3 Master the basic methods, means and skills of psychological research and experiment, and preliminarily have the ability to discover, propose, analyze and solve psychological and related problems;

2.4 Master the empirical research of psychology, relevant statistics and measurement techniques, the design and analysis methods of psychological experimental research, and the methods of consulting, understanding and writing professional literature;

2.5 Have relevant knowledge of humanities, social sciences and mathematics, physics, chemistry, information science, life science, especially brain neuroscience, neurobiology, genomics and other aspects related to psychology;

2.6 Master the necessary information technology, and be able to quickly acquire, process and apply the latest information in the field of international psychology and related fields;

In addition, it is also necessary to master a foreign language, with international vision and cross-cultural communication, competition and cooperation ability; have strong learning, expression, communication and coordination ability and team spirit; have a certain sense of innovation and critical thinking ability; initially have the ability of independent learning and self-development, and be able to adapt to scientific and economic and social development.

3.3 Teachers’ Practical Teaching Ability Needs To Be Improved

At present, the Local Application-oriented Undergraduate Colleges are basically transformed from the teaching or teaching research-oriented colleges in recent years. The source of teachers is relatively single. Most of the young teachers are graduate students from research-oriented colleges and universities. They lack the experience of grass-roots practice and lack of practical ability. As the saying goes, "beating iron needs to be hard", these teachers who are lack of practical ability cannot help themselves when they are engaged in practical teaching.

In addition, the traditional teaching methods of teachers are single, lack of flexibility, lack of training of thinking mode in the teaching process, the disconnection of psychological practice teaching and theory, and the imperfection of practical teaching evaluation system restrict the development and promotion of psychological practice teaching process.

4. MAIN SOLUTIONS

4.1 Increase the main practical teaching links

Realize the organic integration of theoretical teaching and practical teaching: in the process of theoretical knowledge teaching, attach importance to the combination with students’ practical activities, improve students’ theoretical literacy, exercise and develop students' practical ability. It mainly includes professional experiment, practice, graduation thesis (Design), scientific research training and practical training. It can take the form of independent experimental courses, teaching practice, social practice, scientific and technological training, comprehensive paper training, etc.

4.1.1 Experiment course: in addition to special experiment courses such as experiment psychology experiment and physiological psychology experiment, basic courses such as general psychology and professional courses such as development psychology shall be arranged with certain hours of experiment.

4.1.2 Practice: in management psychology, abnormal psychology, psychological consultation and treatment and other courses that focus on application skills training, a certain period of probation and practice should be arranged.

4.1.3 Social practice: carry out problem-oriented training and practice activities. Put forward clear requirements for topics, contents, student guidance, etc., topics should meet the requirements of the training objectives of the major, combine with practical problems, cultivate students’ spirit of cooperation and the ability to comprehensively apply the knowledge learned to solve practical problems.

4.2 Build a systematic practice management system

Combine experiment teaching, practice activity and scientific and technological innovation activity organically to build a systematic practice management system. Promote
the construction of laboratory, improve the level of laboratory management, improve the quality of experimental teaching, establish a diversified practical teaching mode, expand the channels of practical teaching, establish a solid practice teaching base, through school enterprise cooperation, school cooperation, cultivate the ability of students in the multi-channel and diversified learning ways.

4.3 Improve the formulation of experimental curriculum requirements
The proportion of practical courses in the total credits is not less than 25%, and the psychological experiment teaching is not less than 80 class hours. It pays attention to the cultivation of students' innovative consciousness and practical ability.

It is necessary to construct a multi-level experimental teaching system, which includes the basic experimental course of psychology, the teaching experiment of the core course of psychology, the internship and practice of applied psychology.

In addition to completing the basic content of experimental teaching, we should build
Complete practice (practical training) and innovative training system, determine relevant contents and requirements, and complete relevant teaching contents in multiple ways and forms. The major of applied psychology should improve the teaching requirements of practice (practical training), strengthen the teaching of practical training, and the major of normal university should strengthen the link of teaching practice, so as to improve the ability of students to adapt to the future work.

Through graduation thesis (Design) or college students' innovative experiment project, students form the preliminary ability to engage in scientific research or undertake specialized technical work. Graduation thesis (Design) shall be arranged in the 4th academic year, in principle, no less than 1 semester.

4.4 Configuration Of Psychology Teaching Laboratory
4.4.1 The number and function of psychology teaching laboratory shall meet the needs of experiment teaching plan, and the area of teaching laboratory used by students shall not be less than 2.5 square meters.

4.4.2 Ensure the experimental needs of students for the purpose of conducting extracurricular independent experiments and innovative project experiments.

4.4.3 The laboratory shall ensure good lighting, ventilation, room temperature and sound insulation (noise shall be generally controlled below 55 decibels); the layout of water, electricity and network wiring shall be safe and reasonable, with waterproof and flame-retardant performance; the fire safety conditions shall meet the national standards.

4.4.4 The laboratory shall establish complete rules and regulations. Experimental technicians can skillfully manage, configure, maintain and update the experimental equipment to ensure the scientific and effective use of the experimental environment.

4.4.5 The laboratory equipment maintenance fee (year) shall be more than 3% of the total value of teaching equipment.

4.4.6 Common instruments and equipment: the psychological experiment shall guarantee to have common traditional psychological experiment instruments and equipment, comprehensive psychological experiment platform and common psychological measurement tools, so as to meet the needs of the types and quantity of experimental courses. The intact rate of instruments and equipment shall be more than 95%.

4.4.7 Number of sets: traditional instruments and equipment commonly used in psychological experiment and comprehensive experimental platform shall meet one set (set) for every 3 people (except large-scale precision instruments and other demonstration experimental equipment).

4.4.8 Total fixed assets: the total fixed assets of instruments and equipment (excluding large-scale precision instruments) in the psychology teaching laboratory should be more than 1 million yuan, and the average student should be more than 5000 yuan.

4.5 Improve Teachers' Professional Practice Ability
Through the introduction and cultivation, a group of teachers with sound practical teaching concept, high academic and teaching level, and strong practical ability are cultivated. Strengthen the cooperation with school enterprises, and build a team of off campus practice guidance teachers with rich practical experience by employing school enterprise professionals.

ACKNOWLEDGEMENT
Discussion on practical Teaching Content of Applied Psychology major--Taking Sichuan University of Science&Engineering as an example.

REFERENCE

ACADEMIC PUBLISHING HOUSE
Exploration and Practice of Welding Training Base Construction in Higher Vocational Colleges

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Abstract: The country has repeatedly stressed that vocational education is the foundation of future industry, and higher vocational education is an important part of vocational education. In the teaching system of higher vocational education, according to the training of practical ability and professional quality of supporting engineering, following the law of education, integrating into the heavy industry, based on the needs of equipment manufacturing industry and heavy equipment base industry upgrading, the welding professional training base has implemented two core training ability requirements for welding skills and technology. At present, vocational education is becoming more and more important.

Keywords: Higher vocational education; Welding; Training base

1. INTRODUCTION
In order to meet the requirements of China's career development, vocational targeted teaching should be carried out for vocational college students who are going to enter the society. In order to meet the needs of socialist modernization construction, we should have strong professional skills and practical ability, and meet the requirements of production and management of the first line of work [1-3]. The welding training base mainly focuses on on-site technical training, develops a series of project training contents, forms standard training course, and trains manual welding, argon arc welding, gas shielded welding and other projects.

2. RESEARCH BACKGROUND AND SIGNIFICANCE OF TRAINING BASE CONSTRUCTION
2.1 Research Background
The training base is an important place for social practice, and also a bridge to the society, contact with the society, understand the society and serve the society. In recent years, the construction of training base is also constantly improving. Through the training in the base, higher vocational students have a certain improvement in dealing with people, expanding knowledge and training ability, which is the specific requirements of personnel training in the new era. It makes good use of the professional advantages of the base, and perfectly combines the complete teaching system in the school classroom with the practice of the production department to make students feel how to use the theoretical knowledge in the classroom in practical work is of great help to improve the quality of professional teaching [4-6].

2.2 Research Significance
The training base is based on professional ability, which provides vocational students with a certain professional environment and professional training conditions. It is the key link to cultivate the basic ability, basic skills and professional quality of the practical work of higher vocational students in the professional field. There are both vocational and technical training, and higher education training, which is an important part of the realization of Vocational and technical training.

2.3 Problems In The Construction Of Training Base
Our country's training base students' average share of teaching instruments and equipment is relatively low, and the equipment is relatively backward and obsolete. For the construction and development of training base, the school relying on government funding has a great demand for funds. For the lack of new technology and process equipment, intelligent and information-based equipment, vocational college students have no understanding of the operation of new equipment The content of high-tech content is very small, skill training and identification site is very narrow, the content of high-tech training is not well developed, teaching and management means are relatively backward, and the practice teaching framework of lifelong learning has not been formed completely.

3. CONSTRUCTION MODE OF TRAINING BASE
In order to implement the requirements of our country, taking the establishment of demonstration school as an opportunity, and adhering to the employment oriented, follow up the teaching reform and improve the teaching quality, it is necessary to speed up the training of technical talents and the construction of practical training base required by social development, innovate the concept of technical equipment, change the traditional practice training mode, expand the function of training base, and realize practical teaching, skill assessment and teachers And enterprise staff training, skills competition, education research and development services, recommend the development of education and teaching.

3.1 Top Level Design
For higher vocational schools, the top-level design is the blueprint for the future development of higher vocational colleges. Through the analysis and explanation of the basic content and realization ways of the top-level design of the construction of the training base, it is more complex with the requirements of scientific development, also in line with the
actual development of higher vocational schools and the need of deepening the reform of teaching, and has made a great contribution to the cultivation of talents and modernization.

3.2 Implementation Plan
Higher vocational schools can apply for the feasibility of training base construction and make use of the advantages of equipment and training site. The mechanism of the training base is not mature enough, the long-term cooperation mechanism between the training base and the enterprise also needs to be further strengthened. The teaching resources cannot fully meet the needs of teaching, and the satisfaction of teaching needs should be further constructed and strengthened. Teachers should also continuously enhance their training guidance ability and resource integration ability.

3.3 Construction Of Welding Training Base
There are mainly two kinds of welder training methods, one is pre job training, the other is on-the-job training, but these two traditional training time are very short, it is difficult to meet the requirements of the enterprise standards, for the requirements of the enterprise, it is necessary to build a training base, the completion of the training base will comprehensively improve the teaching effect Results, teaching quality, etc. to expand the influence of higher vocational schools, so that students better grasp welding technology and adapt to the development of society.

3.4 Welding Skill Training Center
The welding technology training base has 60 training stations and 65 training teaching equipment, which are used for students' practical operation training. Through the practical training, students can learn CO2 gas shielded welding, submerged arc welding, argon arc welding, electrode arc welding, flame cutting, etc. Higher vocational schools can undertake the production and processing enterprises outside, which can cultivate students' practical ability, the ability of integrating theory with practice and practical ability, so as to realize the cultivation of engineering quality.

3.5 Training Workshop Produced By Welding
Welding training workshop is for vocational students to learn Welding Major, and also undertake the professional skill appraisal of electric welder. There are professional practice instructors in the training workshop. The workshop has the training needs of electrode arc welding, CO2 gas shield, argon arc welding, automatic submerged arc welding, plasma cutting, mechanical processing and thermal processing, which can be improved through practical training the practical ability of vocational students has laid a solid foundation for their future social development and promoted their employment competitiveness.

3.6 Off Campus Training Base
The off-campus training base is formed by cooperation with industrial production enterprises. It can make students go out of the campus of higher vocational colleges, participate in teaching and training, exercise the working skills of higher vocational students, accumulate work experience, and improve students' knowledge, ability and quality. The off-campus training base can cultivate higher vocational students' entrepreneurial ability and comprehensive practical ability, and strengthen the school The joint school running mode of park and enterprise meets the needs of expanding vocational students' comprehensive vocational ability.

4. CONCLUSION
Practical training base is the foundation of vocational school and the main support of higher vocational colleges. The application of training bases closely linked to the training of College Students' compound talents, and opened up the practice field. It brought new ideas and new atmosphere to vocational schools. The training base of welding technology changed the single learning way of students, reflecting the advanced, productive, systematic and sustainable. It is the previous short-term enterprise training, cannot learn the detailed technology of welding technology very well. Let higher vocational students better exercise their ability, understand what kind of talents the society needs, can find their own shortcomings in the training, constantly improve themselves, the existence of the training base is more conducive to the cultivation of students' practical operation and professional spirit, accumulate practical experience and shorten the employment adaptation stage of Higher Vocational students.

REFERENCE
Research on The Training Path of Innovative Talents of Martial Arts and Traditional National Sports in The New Era

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Abstract: Under the new situation, martial arts and national traditional sports are the important carrier of Chinese cultural form inheritance. Only by constantly complying with the development needs of the times, through their own continuous reform, combining the historical process of development and modernization and the theme needs of the times development, can we meet the inheritance needs of talents and realize the sustainable development of society. However, there are some problems in the survival of Wushu and national traditional sports, such as the loss of school running characteristics and the lack of theoretical knowledge system of connotation construction. At this time, we need to break the "old" and establish the "new" on the basis of theory, practice and innovation, so as to build a diversified school running characteristic system. To connect with the society, improve the fitness and matching degree, and meet the ability of talent training and innovation needs.

Keywords: Wushu; National traditional sports; Innovative talents

1. QUESTIONS RAISED
With the continuous development of modern society, the Party Central Committee put forward the strategic decision of "innovation is the first power". Innovation is not only the soul of a nation or a country's progress, but also the power to keep pace with the times. Then, the cultivation of "innovation" and "innovative talents" has been widely concerned. Colleges and universities are the main places for high-quality personnel training. The cultivation of innovative talents is the need of the development of the times and the extension of modernization. And innovative talents not only have a strong sense of innovation, but also have a sense of dissatisfaction with the status quo. Based on the scientific spirit of seeking truth from facts, it is necessary to accumulate and explore the specialty, construct innovative spirit and innovative thinking, be good at communication from the perspective of individual independence, obtain more advanced thinking, and maintain the habit of keeping pace with the times. From the aspects of morality, thinking, physical education and practice, we can meet the construction needs of employment. However, there is a certain dilemma in the process of traditional sports and practice. In reality, the establishment of physical education teachers and social needs are in a saturated state, it is difficult to find a suitable position. In addition, sports leisure, sports medical, sports sales and other industries have begun to expand in the direction of diversification. However, many students are not professional in these aspects of employment. Therefore, in the face of the above problems, how to cultivate innovative talents in Wushu and traditional sports? How to improve the matching degree with the specialty and lay a good foundation for the development of innovation ability? It has become the focus of research under the current situation.

2. TRAINING PATH OF INNOVATIVE TALENTS IN WUSHU AND TRADITIONAL NATIONAL SPORTS IN THE NEW ERA
2.1 Strengthening the Application of Learning Is the Skill Core of Cultivating Innovative Talents
In the process of cultivating innovative talents of martial arts and traditional national sports, we need to strengthen the basic construction on the basis of the Trinity Teaching Mode of learning, training and practice, and organically combine theory and practice, so as to achieve the main realm of learning for application. In this process, students can not only develop the habit of independent thinking, but also improve the corresponding imagination and thinking innovation ability. And found the problem, according to the problem, explore the causes, timely develop effective solutions. At this time, we can strengthen the training and meet the development needs of modernization on the basis of the construction of practice platform. In addition, combined with the actual situation, the practice alliance base can be established, so that students can combine theoretical knowledge and practical knowledge in the simulation scene. In the process of learning practice relearning practice, it is suitable for the development needs of various industries [2]. Teachers can also expand the scale of the practice base, enhance the teaching quality of the practice base, and meet the needs of modern development.

2.2 Strengthening Education Is The Theoretical Basis For The Cultivation Of Innovation Ability
To a certain extent, the development of any industry needs theoretical basis as a cushion. At this time, the cultivation of innovative talents of martial arts and traditional sports also needs to achieve the main purpose of breaking the old and establishing the new on the basis of theory. At this time, we need to change the traditional teacher centered "cramming" education mode on the basis of people-oriented. It is necessary to pay more attention to the accumulation of students' basic knowledge, as well as the
construction of interdisciplinary disciplines, such as mathematical knowledge, psychological knowledge, biomechanical knowledge, etc. From the proportion of martial arts and traditional sports courses, the public elective courses are low, which limits the students' horizontal development. For example: XX Institute of Physical Education martial arts and national traditional sports, combined with the needs of reality, developed a student-oriented innovative talent training program. The courses of writing and appreciation of literary works are added to cultivate students' imagination and lay a good foundation for the cultivation of innovation ability.

2.3 To Improve the Training Of Scientific Research Ability Is An Important Point Of Cultivating Innovative Talents

From the perspective of modernization, Wushu and traditional national sports also need to change the original assessment methods on the basis of strategy. On the basis of professional training and professional skills training, it is necessary to ensure the time for students to exercise [4]. In addition, we also need to pay attention to practical teaching results and innovative assessment from the perspective of peacetime, theory, skills and practical training. Next, we need to build a diversified knowledge system of this major to lay a good foundation for scientific research and innovation. Learn subject knowledge, improve the ability of cognitive problems, learn to analyze problems, according to the problems, solve problems. In other words, not only students need to master the corresponding professional skills, but also need to form a systematic theoretical system on the basis of knowledge system. After that, we can combine theory with practice to improve the innovation and extension of knowledge. Finally, martial arts and national traditional sports can provide students with good conditions for scientific research activities and guarantee the foundation for scientific research innovation. In the process of construction, it is not only necessary to guarantee the basic funds, but also need to innovate the foundation in a diversified vision, combine theory with practice, join the scientific research group, expand the vision, absorb new knowledge, and cultivate students' ability of further independent thinking. In addition, in the process of cultivating innovative talents, it is also necessary to combine local characteristics, conform to the needs of the times, take the needs of social development as the guidance, and combine their own professional characteristics to build a development path of "combination of production and learning". To maintain effective comprehensiveness, increase infrastructure construction, and build its own characteristic specialty. Narrow the distance between students' knowledge learning and employment, so that students can get employment and find their own orientation after graduation [5].

3. CONCLUSION

With the progress of the society, the National Traditional Sports bear the important and valuable cultural content of the Chinese nation. The main purpose of cultivating innovative talents of martial arts and traditional national sports is to meet the needs of social development and meet the needs of sports development for high-quality talents. At this time, martial arts and national traditional sports major needs to comprehensively implement the curriculum model reform from the perspectives of theory, practice, evaluation and scientific research, so as to meet the development path of modernization, and examine the national traditional physical education from the perspective of national and national development. On the basis of social service and cultural innovation, we should solve the problem of narrow professional caliber, so as to integrate with the society and serve the society. Finally, lay a good foundation for the development of innovative talents and realize the common "China dream".

REFERENCE
Research on The Strategy of Scientific and Technological Innovation and Achievement Transformation of Collaborative Enterprises in Higher Vocational Colleges

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Abstract: With the gradual improvement of social requirements for talents, the transformation of scientific and technological achievements in Higher Vocational Colleges in China also needs to be updated, especially under the mode of school enterprise cooperation. In this paper, combined with the current situation of scientific research work carried out by higher vocational colleges and enterprises, this paper discusses the functional positioning of both sides in the transformation of scientific and technological achievements, and discusses the path of promoting the transformation of scientific and technological achievements by cooperation between Higher Vocational Colleges and enterprises.

Keywords: Collaborative innovation; Higher vocational colleges; School enterprise cooperation

1. INTRODUCTION
Our country's higher vocational colleges shoulder the responsibility of delivering talents for the society, and at the same time, they should also be responsible for the enterprises. They should not only create a high-quality talent integrating theory and practice, but also cultivate the ability of relevant scientific and technological achievements. For a long time, the cultivation of students by both the school and the enterprise mainly focuses on the efficiency and quality, and the school also formulates the relevant training plan for the development of the enterprise, so the purpose of employment is strong. However, the importance of scientific and technological innovation achievements mentioned in this paper is not high, so it is natural that scientific and technological achievements are rare. Although in recent years, the national funding support in this field has also achieved certain results, but the results are still far from enough. According to statistics, China's science and technology conversion rate is within 20%, and the industrialization rate is within 5%, which is quite different from that of developed countries. Therefore, in view of the above reasons, the state has put forward new requirements for higher vocational education, and has also issued the "2011 collaborative innovation center construction and development plan" and "innovation ability improvement plan of colleges and universities", etc., which clearly put forward the requirements of scientific and technological innovation and achievement transformation of higher vocational colleges.

2. THE CURRENT SITUATION OF COLLABORATIVE RESEARCH BETWEEN HIGHER VOCATIONAL COLLEGES AND ENTERPRISES
2.1 The Awareness Of Coordination Is Gradually Improved, But The Overall Strength Is Weak
In recent years, with the concept of "strengthening the school through scientific research" and "establishing a school through scientific research", colleges and universities have begun to attach importance to scientific research achievements. As a base for training high-quality skilled talents, they should cooperate closely with enterprises to provide guarantee for the development of students. However, the economic market also changes with the progress of the times. Colleges and universities gradually realize that the development of scientific research achievements also needs to be tested through the market with the help of enterprises. At the same time, enterprises also see the importance of scientific research achievements in the market competition. Only by finding high-quality cooperation between colleges and universities can we win-win situation. According to the annual report of higher vocational colleges, more than 60% of the funds are spent on scientific research achievements, and public services such as related technical services, technical consultation and technology transfer have also been developed. It can also be seen that the awareness of coordination is gradually improved, and the level of the school is also increasing. However, the disadvantages are uneven distribution in these situations, which are all in some backbone colleges and universities, and the overall strength is weak [2].

2.2 The Reserves Of Scientific And Technological Achievements That Can Be Transformed Are Different
Universities and enterprises jointly carry out scientific research work, which can greatly enhance the talent knowledge reserve of colleges and universities, and can provide talent training for enterprises. For a long time, the concept of traditional education is "teaching first, scientific research is auxiliary". The cooperation with enterprises is only on the surface, let alone scientific research. Therefore, the lack of enthusiasm and initiative has led to the scarcity of scientific research achievements. In addition, scientific
research in Colleges and universities is also relatively closed, and "scientific research for the sake of scientific research" has once led to the current situation. If we do not actively cooperate with enterprises, we only know that we have to work hard and deviate from the track of the market. In addition, the mechanism of school enterprise cooperation also needs to be improved, such as the establishment of a platform for some scientific research achievements, so as to facilitate discussion at any time and timely transform the transformable parts [3].

2.3 Achievement Transformation Focuses On Index Evaluation And Ignores Policy Incentive
With the status of scientific research and innovation achievements becoming more and more important in the society, it has become the key point of the evaluation of various indicators in Colleges and universities, especially the ability of social service, which has been paid attention to by colleges and universities. For a long time, the state has also paid extensive attention to the transformation of scientific research achievements, such as government support, policy release, funding, etc., while colleges and universities also shoulder the responsibility and try to make up for the lack of current stage. However, there are cases in which the transformation of achievements focuses on index evaluation and ignores policy incentives. The general enterprises are the biggest beneficiaries, with more than half of the capital enterprises received, which is also an indirect setback. It hurt the information and enthusiasm of scientific and technological personnel, so we need to shift the focus to the scientific research personnel, to "keep a bowl of water level". In view of the above situation, the state has also issued a lot of regulations, such as the law on promoting the transformation of scientific and technological achievements, the action plan for promoting the transfer of scientific and technological achievements, etc., which provide guidance for schools and enterprises, and also put forward opinions for the transformation of scientific research achievements. However, the relevant departments have not fully implemented them, and there is still a phenomenon of neglecting policies.

3. THE FUNCTION ORIENTATION OF BOTH SIDES IN THE TRANSFORMATION OF SCIENTIFIC AND TECHNOLOGICAL ACHIEVEMENTS
3.1 Function Orientation Of Higher Vocational Colleges In Collaborative Transformation
The high-speed line is in the main position in the school enterprise cooperation, so it has more tasks. It can actively understand the development trend of the market, build an information exchange platform, so as to facilitate the later contact and achieve mutual exchange. Moreover, it should go deep into the front line of the enterprise, so as to fully understand the degree of scientific research. To ensure the transformation of scientific research achievements.

3.2 Function Orientation Of Cooperative Enterprises In Collaborative Transformation
Enterprises should achieve real-time assistance in school enterprise cooperation, and reach the concept of mutual benefit, reasonable and win-win cooperation with the school, so as to further carry out the work. For example, when the school formulates the teaching curriculum, it should understand the requirements of the enterprise, as well as the factors of the school and society. At this time, the enterprise can help the practice base of the school and communicate with the school more. In addition, in the transformation of scientific research achievements, enterprises should actively understand the requirements of the demander, and then convey them to the school. In the later work, they can also provide technical and site support. In addition, the enterprise has set up relevant departments, timely docking with the school, so that the work can be better carried out.

4. THE PATH FOR HIGHER VOCATIONAL COLLEGES AND ENTERPRISES TO PROMOTE THE TRANSFORMATION OF SCIENTIFIC AND TECHNOLOGICAL ACHIEVEMENTS
4.1 Taking Achievements as Transformation Resources And Implementing Quality Improvement Path Innovation
The quality of scientific and technological achievements is the key to the success of transformation. In the past, when universities applied for achievements, the quality was not paid attention to, which would lead to failure. Therefore, we should learn from the past experience and earnestly implement the quality of achievements. First of all, we should establish a professional, high-level and R & D team. In addition, we should invite teachers in the school to study in the professional scientific research team. Then we can understand the concept of the enterprise and get double guarantee. In addition, teachers with higher attainments should be employed for tutoring and learning in order to improve the quality.

4.2 Take The Policy Environment As The "Catalyst" For Transformation And Implement The Guarantee Mechanism Innovation
Taking policy environment as the "catalyst" of transformation, the implementation of guarantee mechanism innovation is very important. As mentioned above, at present, China attaches importance to index evaluation and ignores policy incentives in the transformation of achievements. Therefore, the state should issue relevant regulations to improve the enthusiasm of scientific research personnel. First of all, we should improve the internal incentive mechanism to provide sufficient funds for the scientific research team. In addition, schools should also improve the supplement of technology, specialty and theory, so as to provide knowledge guarantee for work.

5. CONCLUSION
To sum up, it is a strategic study on the scientific and technological innovation and achievement transformation of Higher Vocational Colleges' collaborative enterprises. After analysis, the disadvantages at this stage are also exposed. Therefore, we should carry out the reform according to the suggestions mentioned in the paper, complete the reform as soon as possible in the context of the times, and contribute to the country. Although we are far from the developed countries, we believe that we will make up for the vacancy
through efforts [4].

REFERENCE
The Exploration of The Innovation of The Teaching Mode of Ideological and Political Education of College Students Under the Background of Diversification

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Abstract: The innovation and development of teaching mode of Ideological and political education course in modern colleges and universities further promotes the teaching effect of Ideological and political education course in China, and plays an important role in improving and promoting. This paper takes the innovative teaching of Ideological and political education of college students as the main research object, based on the current diversified teaching background, combined with the author's teaching experience for many years, puts forward a teaching mode with certain innovative measures. This paper is for reference only.

Keywords: Ideological and political education; Diverse background; Theoretical teaching

1. INTRODUCTION
With the advent of the trend of rich, efficient and diversified teaching forms, the traditional teaching mode has been unable to meet the current teaching needs of colleges and universities and conform to the development of the times. This paper mainly absorbs new teaching methods, which has become an important development direction of Ideological and political education courses in Colleges and universities, and causes the thinking and exploration of practitioners.

2. TAMING THEORETICAL TEACHING AND INNOVATING TEACHING THINKING
The course of Ideological and political education is not only an important guarantee for college students to establish a good ideological consciousness, but also the application basis of College Teaching in China. The ideological and political education curriculum has a vital impact on the students' Three Outlooks and life planning. Therefore, the teaching and development of Ideological and political education course plays an important and decisive role in the healthy growth of students. In view of the importance of Ideological and political education courses, combined with the current application mode of theoretical teaching in Colleges and universities, the new mode of Ideological and political education course teaching in modern colleges and universities has become an important choice for college teachers [1-4]. The most important task of teaching strategy is to constantly consolidate students' theoretical knowledge, so as to lay a good learning foundation for the implementation of diversified teaching methods. In addition, in view of the single problem of traditional teaching mode, guided by diversified teaching strategies, the help of various forms of teaching strategies, students can effectively master the relevant knowledge.

First of all, as an ideological and policy course, strengthening theoretical teaching is one of the important contents of the course teaching. The core theoretical content is the entry brick for students to master the ideological and political education course, and is also an important link to truly understand China's political thought. As related teachers, we can use a variety of teaching forms, such as flipped classroom, push-pull theory, group teaching and other forms to promote the effective teaching of Ideological and political education classroom. On the one hand, further enrich the teaching content of students, so as to consolidate and strengthen the theoretical knowledge. On the other hand, with the help of diversified teaching strategies, we can create new teaching thinking and improve students' understanding of Ideological and political education courses. As college students, their ideology is in an important stage of life development, especially for students based on theoretical knowledge, their thinking mode needs scientific guidance to ensure the healthy growth of students. It can be seen that the education mode of Ideological and political education curriculum needs to further innovate the theoretical teaching method, help students to further master and understand the relevant content, create new teaching concepts, help students expand more diverse ideological and political education content, and help students gradually establish personal Three Outlooks concept, and become the pillar of the current national development.

3. STRENGTHEN PRACTICAL EXPERIENCE, PAY ATTENTION TO LEARNING TO USE
"Practice is the only standard to test the truth". The innovative education of Ideological and political education curriculum needs to be closely linked with the practice content. On the one hand, with the help of practical content, it helps students to further understand the content of Ideological and political education curriculum, deepen the understanding of the original intention and development direction of the current ideological and political education course in China, and help students establish a sound...
ideological and political education system with the development and extension of ideological and political related content in Colleges and universities, and help students further carry out ideological and political education with practical content as the orientation. The perfection and strengthening of knowledge. On the other hand, based on the development foundation of traditional ideological and political education curriculum, constantly enrich students' teaching resources, carry out practical teaching activities, further deepen and enhance the practical content of ideological and political education based on the principle of seeking truth from facts, combine knowledge theory with practical activities, and constantly innovate the essence of ideological and political education curriculum. At the same time, let students combine the content of theory with daily life, and develop effective teaching strategies with the help of diversified era background.

For example, the modern teaching mode further improves the requirements and standards of learning for application. Therefore, in the course of ideological and political education, we should develop students' innovative consciousness and explore the forms and standards of practical teaching of ideological and political education courses with the help of multimedia, interactive whiteboard, video materials and other aspects. Further change the students' inherent understanding of the ideological and political education curriculum, with dynamic, scientific and practical teaching strategies, to help students understand the current development situation of China's ideological and political field, as well as the current development opportunities of China in the world stage. Especially for the understanding and understanding of the international outlook, we should take the fact as the guidance and combine with the current teaching content to further study and master. In the relevant practical courses, students can further understand the current international phenomenon and problems with the help of relevant teaching knowledge. At the same time, for China's current difficulties and challenges, deepen the understanding and views of the world, so as to constantly improve their ideological level, help students to establish a higher pattern consciousness.

4. WITH THE HELP OF NETWORK CHANNELS, ABSORB INNOVATIVE IDEAS

Under the background of diversified teaching, the innovation and development of ideological and political education courses in Colleges and universities can adopt various teaching methods, among which network channel is one of the best places for students to absorb frontier political and ideological education. First of all, although the network channel information is complex, it is undeniable that the timeliness of the information of the network channel is the most obvious, which can help students to understand the current national events in time, and further deepen the study of relevant ideological and political education. The development of network channel teaching mode can make students understand the content of national strategy being implemented in time, help students establish correct national concept, and constantly influence students' learning and development from the perspective of national strategy. At the same time, with the help of the relevant content of the network channel, gradually establish a clear understanding of the development and promotion of the relevant national political work, so that students can have a more systematic understanding of the core and original intention of ideological and political education, and then realize their healthy growth.

The ideological and political education courses in Colleges and universities, with the help of the effective application of network channels, can not only make students have a certain interest and desire for ideological and political courses, but also can make use of the sudden nature of the relevant content of the network channel, so that students and teachers can be closely linked, which can deepen the understanding and understanding of ideological and political education. At the same time, it can also deepen the understanding and understanding of the relevant ideological and political work based on the national facts, gradually explore the differences of their own thinking, and understand the controversial issues, which is conducive to the establishment and cultivation of students' personal consciousness. Ideological and political courses, with the help of diversified innovation mode, help students to create ideological and political ideas, help students cultivate and build political ideals.

5. CONCLUSION

To sum up, based on the diversified education concept, the innovation and development of ideological and political education curriculum in Colleges and universities. First of all, the theoretical knowledge of the teaching content needs to be further strengthened. Secondly, combined with the teaching practice course, the teaching significance of learning for application is realized. Finally, with the help of various channels of the Internet, carry out ideological and political education courses with innovative consciousness to help students learn and master the ideological and political content.

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ACADEMIC PUBLISHING HOUSE
Literature Review on Earnings Management and Political Cost

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Abstract: According to the hypothesis of political cost, the higher the political cost the company faces without changing other preconditions, the more likely it is for its management authorities to postpone the disclosure of earnings in the current period to subsequent periods through earnings management. For some companies with high profits and large scale, they will face a variety of government regulations while being concerned by more investors and consumers. For example, in order to achieve the purposes of anti-monopoly supervision, tax control, industry supervision and so on, such companies will increase the degree of Taxation, introduce more regulations to make them bear the corresponding social responsibility, resulting in the increase of their political costs. Therefore, managers are motivated to manipulate earnings under political pressure or in order to cater to the public and government's wishes and reduce the attention they receive.

Keywords: Political cost; Earning management; Literature review

1. REVIEW OF FOREIGN LITERATURE
From foreign literature, it has been proved that political cost can induce earnings management behavior. For example, when enterprises are faced with supervision from regulatory authorities (such as anti-monopoly supervision, industry regulation, charge regulation, etc.), they will carry out downward earnings management to avoid supervision and even to enjoy corresponding preferential policies or subsidies by presenting low profitability (Wong, 1988; Jones, 1991; Cahan, 1992; Hall, 1993; key, 1997etc). Early empirical studies focused more on how to select alternative variables of political cost, such as the size of corporate assets, and concluded that the larger the size of the company, the greater the political cost. W & Z (1978) found that large-scale companies are more willing to accept the GPLA (general price level adjusted) than small companies because of the significant reduction of profits after adjustment. Zmijewski & Hagerman (1981) also conducted an empirical study to test this, and found that there are accounting procedures for large-scale companies to choose which will reduce profits. Daley & Vigeland (1983) studied the issue of political cost from the perspective of cost manipulation, and found that high-income companies usually expended R & D expenditure in order to reduce their earnings, but it only occurred in smaller companies. In addition, many studies also regard corporate tax rates an important alternative variable to measure political cost. It is found that the tax rate of companies with low degree of political protection is relatively high, and companies with higher profits are relatively high because they are easily concerned by the government. These enterprises will have the motivation to reduce the current earnings tax avoidance. Boynton et al. (1992) studied the impact of the provisions of the tax reform act of 1986 on the behavior of earnings management of enterprises, and also confirmed that enterprises would use earnings management to avoid taxes [1-6]. Wong (1988) believed that the study of political cost should pay more attention to specific events, and many previous studies did not meet this requirement. Therefore, the subsequent research on political cost and earnings management is more about the specific political system background and specific events. For example, some industries that are prone to strict supervision and high political cost have strong motivation to avoid negative earnings management. During the introduction of ITC import restriction program, Jones (1991) investigated 23 companies affected by the policy, and found that the company's managers reduced the surplus through the manipulation of corresponding items. Cahan (1992) conducted a similar test on the companies subject to anti-monopoly investigation, and found that the company would significantly reduce the accrued profits during the period under investigation. Cahan et al. (1997) chose the new environmental regulations proposed by the U. S. Congress as the research period, and found that in order to avoid the passage of the regulations, companies in related industries would reduce their earnings level, so as to avoid the adverse impact of political costs on them. Under the background of high oil price, oil smelting enterprises will reduce their profit level in order to avoid political cost, but they have not found the earnings management behavior of oil mining enterprises (Han & Wang, 1998). Monem (2003) conducted a study on the Australian government's collection of income tax on the gold mining industry and found that gold mining companies would reduce their surplus figures during the government's policy formulation and deliberation to avoid more income tax [7-10].

In the period of economic expansion, in order to reduce the political cost caused by public concern, the company will also choose to reduce the surplus; however, in the period of economic recession, the company does not carry out earnings management upward (Makar and alam, 1998). Baker (1999) found that in order to avoid the increase of political cost caused by the excessive remuneration of
managers, the management would avoid the political cost by minimizing the discount of stock options. It can be concluded that listed companies will choose to reduce their earnings when they are faced with political costs, which will not only reduce social attention and avoid political costs, but also strive for a favorable external environment for their own development.

2. DOMESTIC LITERATURE REVIEW

In contrast, the domestic academic research on the avoidance of political cost of companies started late, with few achievements, and the research conclusions are inconsistent. Some scholars come to the same conclusion with foreign scholars based on the "scale hypothesis", while others think that the political cost hypothesis is not applicable in China. Some scholars regard enterprise scale as one of the alternative indicators of enterprise political cost. The research finds that the larger the company is, the higher the proportion of bad debt provision will be (Shen Zhenyu et al., 2004). The larger the reduction of reported surplus (Gao Yan, 2008), the greater the possibility of expensing intangible assets R & D expenditure (Zong Wenlong et al., 2009), the more inclined it is to carry out earnings management of reducing profits (Shen Huihui, 2010). However, some scholars have come to the opposite conclusion. Wu Donghui (2001) found that compared with small companies, large companies are more likely to exaggerate their earnings. Lei Guangyong and Liu Huilong (2006) also believed that large-scale companies would increase earnings management, and the larger the company scale, the greater the degree of earnings management. Li Zengquan (2001) shows that the larger the enterprise is, the higher the reported earnings will be by reducing the asset impairment ratio and the proportion of provision for impairment in the current period. Zhang Ran et al. (2007) when measuring the degree of earnings management by the amount of reversal of impairment provision, the coefficient of scale variable measured by the natural logarithm of total assets is significantly negative, which does not conform to the "scale hypothesis". Hu Zhilei (2012) studies that in order to avoid public concern, large-scale enterprises have no motivation to carry out real earnings management.

Some scholars also focus on specific industries or events and find that during the period of high oil price, companies in the petrochemical industry do conduct earnings management, reduce profits to avoid political costs, so as to obtain favorable external development environment (Zhang Xiaodong, 2008). Ye Qing (2012) conducted an empirical study on the specific situation that the actual controllers of listed companies were listed on the "Hurun rich list" for the first time, and found that the rising political cost of listed companies would significantly reduce the quality of accounting information of enterprises. Some scholars think that the "political cost hypothesis" put forward by W & Z is not applicable under the special institutional background of China. Tian Feng and Zhou Hong (2000) studied the earnings management behavior of Listed Companies in China's newsprint industry during the anti-dumping investigation, and found no corresponding earnings management in order to obtain favorable conditions. Qiao Yongbo et al. (2005) took the listed companies in Shanghai and Shenzhen in 2003 as the research sample, measured the level of accrued earnings management by the accounting policy choice behavior of the valuation method of inventory issue and the amortization method of low value consumables. The research results did not find the relationship between enterprise scale and earnings management. Wang Bin et al. (2011) also pointed out that there was no corresponding evidence to support the applicability of the political cost hypothesis in China. He believes that there are significant differences between listed companies in China's transitional economy and those in the western market economy in terms of earnings management motivation, the nature of actual controllers, and the background of social and economic systems. In particular, the proportion of state-owned enterprises in China is very large, which is different from the reality that the majority of private enterprises in the West, these are the important reasons why the political cost hypothesis is not suitable for Chinese listed companies.

Looking at the research on political cost and earnings management at home and abroad, there are few studies on avoiding political cost and implementing real earnings management. Most scholars focus on the manipulation of accrual earnings management. When testing the political cost hypothesis, Chinese accounting scholars almost use the natural logarithm of current total assets or lagging total assets to measure the size of the enterprise as a political cost alternative variable, but they do not get consistent verification results. Due to the "Chinese characteristics", scholars should pay more attention to the industry characteristics and the political sensitivity of different forms of ownership when studying this issue.

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Development and Evaluation of Community Health Nursing Practice Course for Nursing Undergraduate Students

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Abstract: Objective: Development and implement a community health nursing practice program, and evaluation of the student ability after the course. Method: This is a descriptive study, with a quantitative approach, obtaining data from 295 undergraduate students from 3 grade of nursing school of Yanbian university in China. Results: The undergraduate nursing students was highly appraised the community health nursing practice program which collaborate the school and community setting to let them to obtain a wealth of community health nursing experience, and the students’ abilities also improved after the practice program. Conclusion: It’s important to let nursing students get more community health nursing experience in school and community, so that improve the quality of community nursing service and cultivate community nursing staff.

Keyword: Undergraduate; Students; Community health nursing; Program evaluation

1. INTRODUCTION
With the aging of Chinese population, and the disease spectrum and people’s health concept, which changed the people’s demand for the utilization of community medical resources is increasing day by day. As an important part of community health service, community health nursing has gradually expanded from hospital to family, community and society. Therefore, community health nursing has attracted more and more attention, and community health nursing education has also become a hot topic(Wang, Pang, Li, Wang, & Wang, 2020). Especially, Community health nursing practice teaching is an important way to train Community health nursing talents to meet the needs of society at present and to ensure the quality of Community health nursing talents [1-3].

Community health nursing is a comprehensive subject with high integration of theoretical knowledge and practical application. It requires nursing students to have the ability to engage in nursing work in the field of community medical and health service through study, which is one of the objectives of nursing professionals training. In order to make nursing students have rich experience in Community health nursing practice, it is necessary to provide a Community health nursing practice platform close to the community(McClure, Ziegler, & Christenbery, 2020), so as to provide students with the opportunity to transform theoretical knowledge into practice and improve students’ comprehensive quality and ability to analyze and solve the health problems of different service objects such as community individuals, families, group organizations and the whole community(Mohammad, Vertejee, Gulzar, Shehzad, & Sachwani, 2019). This study aims to verify the effect of Community health nursing practice program and to provide reference for further improvement of Community health nursing practice teaching by establishing teaching mode with combining task-driven teaching method [4-10].

1. 1 Development of Community Health Nursing Practice Program
Based on the "student-centered" teaching concept and according to the "golden course" standard in China, the original curriculum construction the teaching content, methods and evaluation has been improved and optimized. We had constructing school-community linkage in Community health nursing practice teaching. Community health nursing practisest program is an independent school-based curriculum for nursing undergraduates, which adopts the teaching-learning-doing model(Zhang, Luo, Wang, & Kong, 2015), on the basis that students have accepted the course of "Community health nursing", students can learn independently and cooperatively by setting the teaching goal of Community health nursing practice, guide students to participate in Community health nursing practice activities such as inter-class practice, practice both in school and community settings. We pay attention to cultivating students' understanding of the community environment and the health needs of the community population, and improve students' awareness and skills of Community health nursing service, promote them to transform theoretical knowledge into practical process and effectively carry out nursing practice activities for different clients in the community(Betony & Yarwood, 2013).

In the design of the Community health nursing practice teaching content, the emphasis is on giving students the experience of multiple Community health nursing task for different clients in the community, such as individuals, families, group organizations and the whole community. At the same time, in order to effectively improve the comprehensive ability and quality of students, including community resident’s health records, community health assessment, community health education, community home visits and other teaching projects. Moreover, it emphasizes...
the reasonable connection between the practice projects, the mutual penetration of the teaching contents, the gradual increase of practical difficulty, and the improvement of students' comprehensive quality and ability [10-14].

1. 2 Task-Driven Approach and Teamwork Among Study
During the experiment instruction, 4-6 students are explicitly required to form a group, which will continue through the whole experiment implementation process, and promote students to cooperate with other students to learn and communicate with each other.

Task-driven teaching method based on theory is a multi-dimensional interactive teaching, which takes solving problems and completing tasks as the main content, and urges students to explore, practice, think, use and solve problems in a proactive learning state (Li, 2020). Set the practice teaching goal reasonably for each experimental project, make the students realize the goal that each experimental task needs to achieve, create the corresponding experimental teaching situation, so that each student or team can learn and practice in the exploration with real tasks (Zandee, Bossenbroek, Friesen, Blech, & Engbers, 2010). Students get a sense of achievement by completing each practicing task, stimulate students’ desire for knowledge, and enhance students’ motivation and self-confidence to complete the next project. Experimental tasks for specific experimental items, see Table 1.

Table 1 Teaching Objectives and Tasks of Community health nursing Experiment

<table>
<thead>
<tr>
<th>Practicing projects</th>
<th>Practicing objectives</th>
<th>Practicing tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community residents' health records</td>
<td>Students can explain the community filing process, and also can explain the key points of residents' health file management.</td>
<td>Writing a community health records internship report</td>
</tr>
<tr>
<td>Community health assessment</td>
<td>Students can able to collect community health information, analyse community health data, and infer community health problems.</td>
<td>Community health data analysis; Sharing and Discussion</td>
</tr>
<tr>
<td>Community home visits</td>
<td>Students can able to assess community health education needs, and develop community health education plans, also can implement health education for the community residents.</td>
<td>Planning community health education; Simulation Exercise and Implementation</td>
</tr>
</tbody>
</table>

1. 3 Improve Community Health Nursing Practice Teaching Evaluation System
In order to accurately evaluate each student's achievement of knowledge, ability and quality goals through the study of this course, it is divided into formative evaluation and summative evaluation, which account for 60% and 40% of the total score, respectively. Each experiment project has established the corresponding evaluation standard, the evaluation main body includes the teacher, the group self-evaluation, the group other appraisal and the service object and so on multi-party participation. In particular, pay attention to the process assessment, the assessment content according to each experimental project and the content of the experiment to adjust reasonably, mainly attendance, group work, experimental reports, simulation exercises and so on.

Table 2. Experimental evaluation index of Community health nursing practice program

<table>
<thead>
<tr>
<th>Teaching projects</th>
<th>Formative evaluation indicators</th>
<th>Final evaluation indicators</th>
<th>Evaluation subjects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community residents' health records</td>
<td>Attendance</td>
<td>Experimental report</td>
<td>Teachers</td>
</tr>
<tr>
<td>Community health assessment</td>
<td>Attendance, group tasks</td>
<td>Experimental report</td>
<td>Teachers, Between groups</td>
</tr>
<tr>
<td>Community home visits</td>
<td>Attendance, group assignments, Simulation exercise, experimental report</td>
<td>Full course video</td>
<td>Teachers, groups, Within group, client</td>
</tr>
<tr>
<td>Community health education</td>
<td>Attendance, group assignments, Simulation exercise, experimental report</td>
<td>Full course video</td>
<td>Teachers, Between groups, Within group, client</td>
</tr>
</tbody>
</table>

2. EFFECT OF COMMUNITY HEALTH NURSING PRACTICE PROGRAM
In order to verify the effectiveness and the feasibility of sustainable development of the course of community health nursing practice, totally 295 of undergraduate nursing students from 2015 to 2017 were evaluated after the end of the course.

The survey found that most students think that Community health nursing practice in schools and communities is necessary, and students especially think that Community health nursing practice in communities plays a vital role in their future nursing career development. Moreover, nearly 90% of the students expressed satisfaction with the teaching contents and methods of Community health nursing practice. In addition, in the subjective evaluation of Community health nursing practice, the students hope to extend the practice time, and increase the teaching content of vaccination and postpartum visiting.

According to the evaluation results of Community health nursing practice teaching, all the students agreed that the course of "Community health nursing Practice" improved their abilities in Community health nursing practice, nursing operation, communication, critical thinking, scientific research, organization and management.

3. DISCUSSION
Community health nursing practice is a compulsory course in nursing education in China, but there is no systematic research on practical teaching (Li, Xiong, He et al., 2018). Based on the national promotion of the transformation of
applied colleges and universities, this study redesigned the teaching content and teaching methods of the “Community health nursing practice” course, and evaluated the implementation effect of the course through the questionnaire survey of the three grades of students.

3. 1 Community-based Practice Teaching Program Which Students Gain Rich Experience In Community Health Nursing

The ratio of “Community health nursing” theory course and “Community health nursing Experiment” course is 1:5:1. The contents of the practical teaching relate to the current social situation in China, and include the nursing activities of primary prevention, such as the implementation of health lectures for the healthy people in the community and the health management of the community and the family for the elderly with chronic diseases(Li, Xiong, He, Cheng, & Lei, 2019).

In order to support students to carry out community health nursing practice, provide blood pressure meter, blood sugar meter and other related materials, and contact the community base to ensure the environment for students to carry out community health nursing practice.

In community care services, the mutual cooperation between nurses and patients, family members and other relevant personnel, especially the mutual communication and effective cooperation between nurses and patients, is emphasized to achieve positive results(Thompson & Feeney, 2004). Therefore, it is of great significance to cultivate the team cooperation ability and cooperation spirit of nursing students for their future nursing career development(Yang, Woomer, & Matthews, 2012). This course is a task-driven teaching method in the form of teamwork, which can help to cultivate students’ spirit of teamwork. At the same time, in the process of completing various practical tasks, students can gain full play to their personal strengths, learn from each other’s strengths and show their abilities.

3. 2 Effective Improvement Of Students' Comprehensive Quality And Ability In Community-Based Practice

Through the survey results of three nursing students who have participated in Community health nursing practice teaching, the students highly recognized the necessity of Community health nursing practice teaching combined with community base, and expressed satisfaction in the design of practical teaching content and teaching methods(Reilly et al., 2012). Moreover, it is generally believed that the practice teaching of Community health nursing can effectively improve the ability of Community health nursing service and consolidate the nursing ability. Through obtaining the practical experience of nursing for different clients in the community, it can greatly improve the students' comprehensive ability of organization and management, health education, interpersonal communication and so on(E. M. Pijl-Zieber, S. Barton, O. A. Awosoga, & J. Konkin, 2015), and also strengthen the students' professional qualities such as scientific research, critical thinking and analysis and problem solving. In addition, through completing the tasks of Community health nursing practice teaching, students realize the health needs of different service objects in the community(E. M. Pijl-Zieber, S. Barton, O. Awosoga, & J. Konkin, 2015), enhance students' self-efficacy of care service and mission to different groups of people in the community(Babenko-Mould, Ferguson, Riddell, Hancock, & Atthill, 2015), and strengthen the establishment of correct nursing professional values.

Finally, the students recognized the Community health nursing practice teaching mode of school-land linkage, and obtained satisfactory Community health nursing practice effect. But in the teaching content also needs to develop the more realistic Community health nursing practice project, enriches the practice teaching content. In organizing and managing Community health nursing practice teaching, it is necessary to further strengthen the combination of universities and practice bases, and it is necessary to develop the cooperation of many different community practice institutions, such as kindergartens and nursing homes. Moreover, it is necessary to strengthen the training and connection of teachers in colleges and community practice bases, establish and perfect the long-term mechanism of Community health nursing practice teaching, and train the social needs of applied Community health nursing professionals at the present stage.

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REFERENCE


Research on Coordinated Development Mechanism Between Urban Food Cold Chain Logistics and Economy

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Abstract: In recent years, more and more cold food has been poured into the market, and the food circulation process is more complicated. People pay more attention to the quality of cold food. In the logistics industry, food cold chain management occupies an important position, and people attach great importance to it. This paper summarizes the coordinated development of cold chain logistics and economy, analyzes the development strategy of food cold chain logistics, studies the mechanism of economic coordinated development, and hopes to help the relevant people.

Keywords: Food cold chain; Third-party logistics; Economic development mechanism

1. INTRODUCTION
For food cold chain logistics, low temperature technology is mainly used to ensure food quality. Compared with the general logistics system, the food cold chain logistics has the following characteristics: the scale of the cold chain system is larger, the investment cost is larger, and the technology involved is more complex; the cost control has a great relationship with the food cold chain.

2. OVERVIEW OF COLD CHAIN LOGISTICS
Food is a more special commodity, human consumption of goods, with a series of characteristics, such as quality and perishability, to a large extent, food quality can directly affect people's health. With the continuous development of the economy, people's quality of life has been improved, in food consumption, the concept has been changed, is gradually moving towards diversification. Nowadays, people demand that the food variety is complete, the speed of food distribution should be rapid, the quality of food should be guaranteed, the food should be free of pollution, to achieve a certain degree of freshness, food safety [1-2]. For the food industry, in order to reduce the pressure of the industry, enhance the competitiveness of the industry, to ensure food safety, fresh, in order to better meet people's needs, in this case, food cold chain logistics to develop. What is the food cold chain, mainly refers to the purchase of food from the origin, after a series of processes, such as processing, as well as transportation and distribution, and then food delivery to people's hands, in order to ensure the quality of food, reduce the degree of food damage, food in a certain temperature, to avoid the supply chain system pollution.

3. MEANING OF COORDINATED ECONOMIC DEVELOPMENT
What is coordinated economic development mainly refers to the opening up of regions to each other, increasing the degree of economic exchanges, and reasonably carrying out regional division of labor. Through coordinated economic development, it is conducive to healthy and stable economic development. In addition, to a certain extent, it can narrow the economic gap between regions and promote the economic competition between regions more benign within the established scope. In the process of coordinated economic development, more attention should be paid to the real form, and the regional economy has been greatly improved, at the same time, the degree of openness has been significantly improved. The economic gap between regions is obviously reduced, and economic exchanges are more frequent, which are the powerful embodiment of coordinated economic development.

4. FOOD COLD CHAIN LOGISTICS DEVELOPMENT STRATEGY
Integrated resources, the development of third-party cold chain logistics: for the cold chain logistics industry, standing in the industry's development trend point of view, and combined with the needs of enterprise development, in the future market competition, third-party logistics enterprises occupy the main position. Because of the unique characteristics of cold products, logistics and distribution has a higher requirements, to achieve access to distribution, not only unrealistic, but also need to invest huge costs, at the same time, if you want to achieve national transportation of products, we must rely on third-party logistics, on this basis, to help enterprises better development, and, to a certain extent, can effectively make up for the existence of frozen logistics. In the logistics industry, third-party logistics has a more advanced model, can be independent of both supply and demand, in the process of modern logistics development, is an inevitable trend. Give full play to the role of government supervision, strengthen standard construction: for cold chain standards, can be fully reflected in two aspects, one is technical, the other is management. Technically, such as clarity of food temperature, and management, such as the implementation of the division of cold chain logistics. Giving full play to the role of government supervision can play a positive role in promoting the long-term development of the food cold chain.

Increase the planning of food cold chain: comprehensive consideration of the food consumption market, and combined with the characteristics of cold chain development,
based on the government, enterprises and industry organizations, to build a linkage mechanism between the three. In the linkage mechanism, for the government, the main formulation of relevant laws and regulations and standards, and implementation, for food safety, collect relevant data and analysis, the use of laws and regulations to restrain the behavior of enterprises, to ensure the balanced development of the food consumption market; To regulate the operation, develop food quality assurance system, training staff and so on. In addition, for consumers, in food safety, to continuously improve awareness, increase the supervision of food safety issues, consumer demand to timely reflect to enterprises and the government.

5. THE ESTABLISHMENT OF A MECHANISM FOR THE COORDINATED DEVELOPMENT OF THE ECONOMY

Optimize the market competition mechanism. From the perspective of regional economy, the improvement of market competition mechanism is conducive to the rational allocation of economic factors. To a certain extent, it can promote the effective distribution of regional economy. In terms of field and scale economy, the competitiveness of factor arrangement can be fully reflected. From the perspective of regional economic relations, when optimizing the market mechanism, we should break through the political boundaries between regional governments, according to the principle of comparative advantage, and with the help of the price system, to configure the regional economy and create a good competitive environment. It should be noted that in the process of building regional economic relations, attention should be paid to the proximity relationship and the market competition mechanism should be fully integrated. Regional position is an important factor in the factors that cause the economic gap between regions. After optimizing the market competition mechanism, regional resources can be integrated, and then the market work can be clarified. The regional structure can be improved, the construction of public facilities can be increased, and regional industries can be planned to make the regional economy more scientific and reasonable. On this basis, the role of regional location factors can be strengthened and weakened, which will help to shorten the economic gap between regions. In different regions, the advantages of resources are different. The establishment of economic coordinated development mechanism can make full use of regional resources, which is fully reflected in the western provinces of China. After optimizing the market mechanism, it can reduce the pressure of the industry, meet the requirements of sustainable development, and help economic growth. In view of ecological protection and resource development, we should formulate scientific and reasonable input mechanism and supply mechanism, increase the constraint on resource development behavior, and promote resource development in a reasonable range.

6. CONCLUSION

Through the above analysis, we can know that with the help of third-party logistics, enterprises can develop better and realize the national transportation of products. To a certain extent, it can effectively make up for the shortcomings of frozen logistics; giving full play to the role of government supervision can play a positive role in promoting the long-term development of food cold chain. In order to ensure the quality of food and reduce the degree of food damage, it is necessary to put the food under a certain temperature to avoid contamination of the supply chain system; after the optimization of the market mechanism, it can reduce the pressure of the industry, meet the requirements of sustainable development, and contribute to economic growth. In the process of building regional economic relations, we should pay attention to the proximity relationship and fully integrate the market competition mechanism.

REFERENCE

The Cultivation Strategy of Students' Values in Mathematics Teaching

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Abstract: Students' correct values are not only the needs of cultivating a qualified citizen, but also the needs of mathematics curriculum objectives. At the same time, it is also the need of students' healthy growth. On the basis of introducing the characteristics and characteristics of values, this paper puts forward the cultivation of students' correct values, and then analyzes the problems and causes of students' values. Finally, it puts forward the principles and methods of cultivating students' teaching values in mathematics teaching. And through the data, it points out that the students' values from high to low are utilitarian value, aesthetic value, academic value, moral value and truth value. In view of this ranking, this paper analyzes the current situation of each dimension of students, and studies how to cultivate students' correct value orientation in mathematical problems.

Keywords: Values; Mathematics education; Mathematics learning; Mathematics value

1. INTRODUCTION

1.1 The Premise of Teaching Mathematics Well Is the Correct Understanding of Mathematics Value

The formation of mathematical values is a process of gradually recognizing things. Mathematics emphasizes practical application and educational value in teaching, which means that students feel the value of mathematics through mathematics education and teaching activities, and cultivate students' habit of logical thinking and rigorous work. In teaching, we should not only pay attention to students' mastery of mathematical knowledge, but also pay more attention to the cultivation of students' thinking, emotional attitude and virtue, so as to cultivate students' rigorous attitude and interest in discovering beauty. Therefore, the cultivation of junior middle school students' mathematics values has become the ultimate teaching goal of education.

1.2 The Important Aspect of Values Cultivation Is the Cultivation Of Mathematical Values

Nowadays, the three-dimensional teaching objectives of China's education show the unity of value based and knowledge-based, and emphasize the important role of emotional attitude and values cultivation. In mathematics, the training objectives of mathematics are also constantly completed and improved. The cultivation of mathematical values should be based on the premise of rational cognition of mathematics, in order to cultivate all-round development of human core value goal, change students' cognitive attitude towards mathematics, and then change the cognitive understanding of social development and personal behavior choice.

1.3 Mathematical Values Are An Important Part Of Mathematical Culture Research

Mathematics and culture are intertwined and inseparable. The essence of culture is humanization, and the important function of mathematics education is to cultivate people who meet the needs of social development. Therefore, it is necessary to explore the educational function of mathematical culture in mathematics teaching objectives. In theory, the direction and thinking of mathematical culture research are guided by correct mathematical values. Teachers' understanding of mathematical culture is also affected by mathematical values, which changes the influence and infiltration of teachers' culture on students in education and teaching, which indirectly affects junior high school students' understanding and perception of mathematical culture.

2. THE MAIN PROBLEMS OF STUDENTS' VALUES

2.1 The Conflict of Value Subject

With the development of globalization, western culture is constantly infiltrating into eastern culture, and Chinese and Western cultures are in collision. On the one hand, the teachers should see the gap between China and other countries. On the other hand, students should see the conflict and influence of western culture on Chinese junior high school students' values. At the same time, students should see the cultural spirit of junior high school students' values, which has formed the trend of healthy development of students' values.

2.2 Confusion of Value Choice

Students' own development is not mature enough and lack of scientific understanding of themselves, so they are easily affected by bad factors in society. There are great uncertainties in realization: first, they have extreme ideas, some students have weak collectivism and strong individualism; second, they are over pursuit of material. The thinking that everything is linked with money affects the correct belief of junior high school students; the third is the confusion of values, unable to understand the social phenomenon ideally, acting blindly and lacking purpose. When junior high school students face the value choice, they often feel very confused.

2.3 The Collision of Value Orientation

The physical and psychological development of students is not mature and stable, especially in the new community of socialist modernization construction. Students are troubled by the contradictions between hope and disappointment, ideal and reality, and lack of accurate knowledge and self-orientation. This contradiction is reflected in blindness and confusion in personal value orientation.
traditional values have been broken, but new values have not yet taken shape. People's values are in a confused and fuzzy state. The anomic behavior caused by various social problems leads to the students' amorphous state in the value orientation. Therefore, in the specific mathematics teaching, it is particularly important to guide and stimulate the students to establish the value orientation in line with the social development.

3. METHODS OF CULTIVATING STUDENTS' TEACHING VALUES IN MATHEMATICS TEACHING

3.1 Analysis Of Utilitarian Value Dimension
In teaching, teachers should stimulate students' interest in reading textbooks, make rational use of and excavate textbooks, and teach students the sceptical and thoughtfulness of teaching materials. At the same time, let students know that the significance of mathematics learning is not only to deal with exams, but also to let students know the world and nature. Teachers not only want students to know this nature, but also give some examples in life, such as bicycles and roof beams, so that students can know that mathematics can be combined with real life, not a subject separated from reality, and teach students the consciousness of the combination of mathematics and life, so that students can understand the world through mathematical knowledge. It is to use the knowledge of mathematics to understand the world.

3.2 Analysis Of Aesthetic Value
Aesthetic values are the second in the questionnaire survey results, which shows that the cultivation of students' aesthetic education is not ideal. Quality education requires teachers to cultivate students' awareness of beauty, love beauty and be able to create beauty in the teaching process. For example, when teaching symmetrical graphics, butterfly specimens and maple leaves of red Dan can be displayed before class, asking students: are these specimens and leaves good-looking? What are the common features of their shapes? Next, show some paper-cut patterns and ask: what are the characteristics of these graphics? Is it beautiful? Then we begin to learn symmetrical graphics, study its characteristics and application, learn how to draw beautiful patterns. In the application, we continue to consolidate the knowledge learned, further stimulate the enthusiasm and creativity of learning, and cultivate the sentiment of beauty.

3.3 Analysis Of Academic Value
In the teaching process, teachers should try their best to use spiral teaching, pay attention to the overall structure of knowledge, combine the learned knowledge with the new knowledge to let students not only learn new knowledge, but also combine the old and new knowledge. Teachers can compare with the whole concept, so as not only to learn new concepts, but also to consolidate the old concepts, and the knowledge structure is more clear. When explaining the proof of formula, we should clarify the origin and context of the formula, and gradually analyze the ideas of each step. We should not only deal with the examination, but also do not explain if the examination is not conducted.

3.4 Analysis Of Moral Value
Students are in the critical stage of personality formation and quality cultivation, so teachers must seize this critical stage, not only to teach students knowledge, but also to pay attention to the cultivation of morality. In the process of education and teaching, teachers can try to explain the story of mathematicians. In order to solve a conjecture, mathematicians simplify a definition and perfect a concept, which exhausts their whole life's efforts. Their lifelong spirit of striving for the cause of mathematics brings not only the precious wealth of mathematics, but also the quality worth learning. When the teacher explains the collection and collation of data, the teacher can enumerate the distribution of water resources in various places, so that students can understand the serious lack of water resources in China, and guide students to have the awareness of saving water and protecting soil and water resources, This is also a good way to cultivate students' moral quality.

3.5 Analysis Of Truth Value
The channel for students to learn mathematics is relatively simple. They only study mathematics in class and in books. That is to say, their mathematics is calculated by calculation, not by personal operation and practice. Looking back at the long history of mathematics development, three mathematical crises and the advent of non-Euclidean geometry, all show that mathematics is constantly advancing and developing. Therefore, in mathematics teaching, teachers should permeate this idea and convey it to students. For example, when it comes to the circumference problem, they can leave Aristotle's wheel paradox for students to think about and tell Aristotle's story to students. Although people believe in Aristotle's mechanical principle for hundreds of years, it is still overthrown after hundreds of years. It shows that knowledge is not unchangeable, but may be overthrown.

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Oilfield Sewage Treatment Technology and Improvement Countermeasures

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Abstract: With the gradual improvement of China's oil industry production capacity, it provides great convenience for the business development of enterprises and people's daily life. A large number of sewages produced in the process of oil resources exploitation has a great impact on the overall ecological environment of our country. The improvement of oilfield sewage treatment capacity not only follows the economic principle of sustainable development, but also is an important means to speed up the development of the oil industry. Based on the importance of improving sewage treatment technology in oilfield production, combined with the current oilfield sewage treatment technology, through the use status and common problems of oilfield sewage treatment process, this paper discusses the improvement countermeasures of oilfield sewage treatment process.

Keywords: Oilfield sewage; Treatment technology; Improvement measures

1. INTRODUCTION

In the production process of oil industry, not only need to consume a lot of water resources to enhance oil recovery, but also produce more oilfield sewage, which makes the subsequent treatment work face great challenges. The main principle of sewage treatment technology is to improve the efficiency of sewage treatment through in-depth analysis of sewage components, so that sewage resources can be reused and significantly reduce the impact on the ecological environment. With the continuous development of the oil industry, the disadvantages of traditional technology have become increasingly prominent, which has been unable to meet the actual needs of sewage treatment. The improvement and innovation of oilfield sewage treatment process has become an important measure to improve the oilfield sewage treatment capacity, and is also an important problem to be solved in the development of China's oil industry.

2. THE IMPORTANCE OF IMPROVING SEWAGE TREATMENT PROCESS IN OILFIELD PRODUCTION

2.1 Reduce Environmental Pollution

In the process of oil resource exploitation, professional technical means are usually used to separate oil and water, which will lay a solid foundation for further oil processing. In the work of oil-water separation, a large number of oily sewage will be produced. The main components of oilfield sewage are sulfide, heavy metal ions, oil and organic matter. If the oily sewage is directly discharged into the external environment without any treatment, it will cause great pollution to the surrounding soil and water source, and seriously hinder the growth and development of animals and plants. Moreover, the oil field sewage has a large proportion of combustible components, which is very easy to cause fire accidents, which poses a great threat to people's life safety, and is not conducive to the harmonious and orderly development of society [1].

2.2 Extend Mechanical Life

There are many heavy metal ions in oily wastewater, and the mechanical equipment used in sewage treatment is often made of various metals. The long-term contact between oily sewage and mechanical equipment will easily lead to external corrosion, which will not only greatly reduce the overall performance of mechanical equipment, but also shorten the service life of mechanical equipment, which will make the economic cost of oilfield sewage treatment rise linearly [2]. Through the improvement and innovation of oily wastewater treatment process, we can achieve a good and effective treatment of oily wastewater through a variety of methods. It not only enhances the treatment capacity of oily wastewater, but also reduces the contact time between oily sewage and mechanical equipment, which greatly reduces the economic expenditure of oilfield sewage treatment [3].

2.3 Reduce Resource Waste

After the oilfield sewage is treated by related technology, the common outlet is reinjection, reuse and discharge. Reinjection refers to injecting the treated oilfield sewage into some processes of oilfield production instead of clean water. It improves the utilization rate of water resources and reduces the economic cost of oilfield exploitation. Reuse refers to the use of treated oilfield sewage as feed water for thermal recovery boiler. Its purpose is similar to that of reinjection, and can also save costs and improve resource utilization rate [4]. It can greatly reduce the impact on the surrounding ecological environment and make a good and effective circulation of water resources, and make great contributions to the protection of ecological environment in China. Through the improvement of oilfield sewage treatment process, the treatment efficiency of oily wastewater can be greatly improved, the effect of reinjection, reuse and discharge is more significant, and the sustainable development of China's oil industry is promoted [5].

3. CURRENT OILFIELD WASTEWATER TREATMENT TECHNOLOGY

3.1 Physical Method

At present, there are three kinds of oil field wastewater treatment technologies in China, including physical method,
The physical method is relatively simple, and the effect after use is more significant. According to the different process flow, the physical method can be divided into evaporation, filtration, air flotation separation, centrifugal separation, membrane separation and gravity separation. Evaporation is mainly through the different boiling points of components in oilfield sewage, heating treatment. This process is suitable for a small amount of oilfield sewage treatment, although the operation process is very simple, the overall operation time is relatively long, and the economic cost is relatively high; while the filtration process mainly uses the adsorption characteristics of fiber materials to make multiple filters and place them in appropriate positions to filter and adsorb various components in oilfield sewage. When using filtration process to treat oilfield wastewater, on the one hand, we should pay attention to the selection of filter materials, on the other hand, we should strictly control the accuracy and efficiency of the filter. Moreover, when the filter is put into use, the staff need to clean and replace it regularly to prevent the reduction of filtration effect due to excessive adsorption of particulate matter. In the application of air flotation separation process, it is necessary to use flotation agent or coagulant to make the oily sewage produce micro bubbles, and make the suspended particles in the oily sewage adsorbed in the bubbles, so as to achieve the effect of water purification. In the use of air flotation separation process for oilfield wastewater treatment, it is necessary to focus on reducing the bubble size and floating speed, so that the stagnation time of bubbles in oilfield sewage is greatly prolonged, and the treatment efficiency of this process is significantly and effectively improved. The principle of centrifugal separation process is derived from the centrifugal force in physics. With the close combination of centrifuge and water flow, various particles are separated from water under high-speed operation, so as to achieve the effect of oilfield sewage treatment. Centrifugal separation process has the advantages of safety, reliability and high treatment efficiency, and is widely used in the treatment of oilfield sewage; the operation principle of gravity separation process is mainly through gravity sedimentation tank and oil separator, and the specific gravity difference between oil and water is used for rapid and effective separation. When gravity separation process is used, the treatment efficiency of oilfield sewage is closely related to the sedimentation time. The longer the sedimentation time of various components is, the higher the sewage treatment efficiency is. In addition, membrane separation process has been widely concerned in oilfield sewage treatment due to its advantages of high treatment precision and no secondary pollution; the operation principle of membrane separation process is similar to that of filtration process, which mainly uses a specially made membrane with selective permeability to separate substances under external force. It can not only adjust the pore size of membrane micropores appropriately according to the size of particles, realize selective filtration of some components in oily wastewater, but also play a good reverse osmosis effect, play a huge role in the separation of particles, and provide a larger and more accurate selection space for oilfield sewage treatment work. Although the advantages of membrane separation process are very significant, the disadvantages of this process are also obvious. In the process of using membrane separation process, the membrane should be cleaned and treated regularly to keep the membrane micropores unobstructed. Moreover, the investment cost of membrane separation process is relatively high, and the economic expenditure in the operation process is also very large, which limits the popularization and promotion of the process in oilfield sewage treatment to a certain extent, which makes many mining units flinch.

### 3.2 Chemical Method

The working principle of chemical treatment of oilfield wastewater is mainly to remove the harmful substances in Oilfield Sewage by adding chemical agents or electrochemical methods, so that the overall water quality can be significantly and effectively improved. According to the different operation processes, chemical methods can be divided into flocculation technology, corrosion inhibition technology, scale inhibition technology, sterilization technology, electric stripping technology and oxygen explosion technology. In order to treat oilfield wastewater by flocculation technology, it is necessary for staff to add appropriate flocculant to the wastewater, so that the chemical reaction occurs between the agent and the components in the wastewater, resulting in precipitation. Through flocculation technology to improve the quality of water, not only can remove the suspended solids and colloidal particles in oilfield wastewater, but also can play a good bactericidal effect. According to the different flocculants, they can be divided into inorganic, organic and biological flocculants. According to the specific composition of oilfield sewage, the staff should choose the appropriate flocculant, not only to improve the quality of sewage treatment, but also to avoid secondary pollution. Excessive use will increase the economic cost, but too little dosage can not achieve good treatment effect. Therefore, when using flocculation technology to carry out oilfield sewage treatment work, the staff need to integrate the total amount of oilfield sewage and the use effect of relevant flocculants, strictly control the use amount of flocculant, so that flocculation technology can play a greater role in oilfield sewage treatment. Corrosion inhibition technology is usually used together with other sewage treatment processes. The application principle of corrosion inhibition technology is mainly through organic amines, quaternary ammonium salts and imidazolines to inhibit the corrosion degree of oilfield sewage to mechanical equipment, make the overall performance of mechanical equipment more stable and reliable, greatly improve the service life of mechanical equipment, and lay a solid foundation for oilfield sewage treatment. Good and solid foundation. Using scale inhibition technology to treat oilfield wastewater is
mainly through the chemical reaction between scale inhibitor and heavy metal ions in sewage to slow down the formation rate of various calcium salts, carbonate and sulfate, so as to achieve the effect of improving water quality. All kinds of bacteria in oilfield sewage will not only cause formation plugging, but also cause corrosion of mechanical equipment. The application principle of sterilization technology is mainly through in-depth analysis of all kinds of bacteria in oilfield sewage. By selecting the corresponding bactericide, the growth and reproduction of bacteria are inhibited, and the number of bacteria in oilfield sewage is greatly killed, so that the efficiency of oilfield sewage treatment is effectively improved. The practical application of electrodeposition technology depends on the external current. Through electrochemical treatment method, heavy metal ions in oilfield wastewater will undergo redox reaction, and the water quality will be significantly improved. The application principle of oxygen explosion technology is similar to that of electric desalting technology. It mainly injects a large amount of oxygen into oilfield sewage through oxygen explosion equipment to make it undergo oxidation-reduction reaction, so as to remove harmful reducing substances.

3.3 Biological Method
There are three kinds of biological methods for oilfield wastewater treatment: activated sludge process, biofilm separation process and oxidation pond process. Among them, biofilm separation process is a kind of membrane separation process, which mainly uses microorganisms fixed on the surface of solid medium to purify sewage. In the application of this process, we need to focus on the selection of microbial species, and adjust the distribution density of microorganisms according to the total amount of oilfield sewage, so as to achieve good oilfield sewage treatment effect; the activated sludge process is to cultivate active microorganisms with dissolved organic matter as food, reduce the overall content of organic matter in oilfield sewage, and make the water quality significantly clean. The principle of oxidation pond process is somewhat similar to that of oxygen explosion process. It is mainly through the establishment of large shallow pool and the cultivation of a large number of microorganisms and algae in the pond, and the use of photosynthesis to produce more oxygen, so that the heavy metal elements in oilfield sewage can undergo redox reaction, so as to achieve the role of water purification. When using the oxidation pond process, the staff should adjust the stagnation time of oilfield sewage in the oxidation pond according to the temperature change and weather climate, so that the oxidation pond process can play a greater role in the oilfield sewage treatment.

4. IMPROVEMENT MEASURES OF OILFIELD SEWAGE TREATMENT PROCESS
Although China's oilfield sewage treatment capacity has been improved, there are still many problems in the actual application process. With the continuous increase of oilfield production, the total amount of sewage has been greatly improved, which puts forward a great test on the efficiency of sewage treatment. Moreover, due to the different geological environment in each region, the composition of oilfield sewage has become increasingly complex, which hinders the selection and application of treatment technology. In addition, due to the influence of human factors and objective conditions, many oil field treatment processes in the past can not meet the requirements of today, resulting in the water quality not up to standard, resulting in the occurrence of secondary pollution, making the overall quality of oilfield sewage treatment work greatly reduced. In order to make the oilfield sewage treatment process get greater application and promotion, relevant personnel should optimize and innovate the technical means, enhance the treatment capacity of oilfield sewage from the root, improve the utilization rate of water resources significantly and effectively, and avoid secondary pollution, so as to make a good contribution to the protection of ecological environment in China. In the process of optimizing the technical means, not only scientific and reasonable innovation should be carried out for the chemicals and equipment used in various processes, but also the integration of different processes should be carried out according to the characteristics of various treatment processes, so as to make them play a "1 + 1 > 2" effect. For example, the combination of flocculation process, sterilization process and corrosion inhibition process can not only reduce the number of bacteria in oilfield sewage, reduce the content of heavy metal elements, but also play a good role in protecting mechanical equipment and greatly extend the service life of mechanical equipment. With the rapid development of big data technology in China, the analysis speed and accuracy of data information have been significantly improved. The integration of big data technology into oilfield sewage treatment can realize more comprehensive and rapid analysis and prediction of various components in sewage, and provide good and solid technical support for the implementation and application of various treatment processes. In addition, through the optimization and adjustment of water injection system, the number of bacteria can be reduced from the source, the total amount of oilfield sewage is greatly reduced, and the workload of oilfield sewage treatment is greatly reduced. The capacity of oilfield sewage can be expanded by using the method of reforming the accident pool, so that its volume can meet the needs of sewage treatment, and provide a good and favorable place for the application of oilfield sewage treatment technology.

5. CONCLUSION
Through the in-depth understanding of the current oilfield sewage treatment process in China, we can find that in the working process, we should not only operate according to the relevant process, but also pay attention to the details of the operation, as well as the selection and use of chemicals. For the improvement of oilfield sewage treatment process, we need to start from the actual work, scientifically and reasonably optimize various kinds of agents and operation process, and combine various processes to make it play a greater role. Using advanced technical means to make oilfield sewage treatment work more convenient, and
provide good help for the orderly development of China's oil industry.

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Connotation and Construction of College Football Culture Under the Background of Campus Football Reform

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Abstract: With more and more attention paid to the physical health and physical education of teenagers in China, football courses are generally set up on campus in Colleges and universities. As an important part of campus football, college football has been deeply influenced under the background of campus football reform. Under the background of the reform, colleges and universities pay more and more attention to the connotation of the development of campus football culture, and the construction process of campus football culture is also more and more perfect, which is of great significance to promote the development of college students. This paper analyzes the connotation and construction of college football culture under the background of campus football reform, hoping to provide some feasible suggestions for the development of campus football culture.

Keywords: College football culture; Campus football reform; Connotation; Construction

1. AN OVERVIEW OF FOOTBALL CULTURE ON CAMPUS

Campus football culture is produced in the process of teaching practice and development of football. Campus football culture contains many aspects, such as the cultivation of students' ability, the cultivation of students' core quality and the development planning of campus football. It is not only of great significance for students' learning and healthy growth, but also for the long-term development of campus football. Development is also important. In the process of its development, colleges and universities should fully understand the importance of developing football culture. Through the development of the connotation of football culture and the construction of the system, it can give full play to the role of education, help students improve their football cultural literacy, shape a sound personality and establish correct values [1-4]. Football is a collective sport. In football, if students want to achieve better results, they must learn to communicate and cooperate effectively. Only by relying on their own ability and collective strength can they win the victory. In this sport teaching, we can effectively cultivate and improve students' communication ability, cooperation ability, coordination ability, etc. The antagonistic nature of the ball game can also cultivate students' spirit of fearing hardship, perseverance, courage, and the ability to resist pressure and setback. The cultivation of these comprehensive abilities and core literacy can make students better adapt to the society and become excellent talents in the future.

2. THE CONNOTATION OF COLLEGE FOOTBALL CULTURE UNDER THE BACKGROUND OF CAMPUS FOOTBALL REFORM

2.1 The Central Idea Of "People Oriented"

With the continuous promotion of quality education and under the background of campus football reform, "people-oriented" teaching center idea has been implemented and implemented. In the teaching of campus football, colleges and universities not only pay attention to improve students' professional knowledge and skills, but also pay more attention to the cultivation and improvement of students' comprehensive ability and core quality, so that the talents trained can quickly adapt to the society, with high level and high quality. Different from traditional education, football teaching in Colleges and Universities under the background of campus football reform fully respects the dominant position of students, pays attention to improving students' physical quality and other comprehensive qualities while teaching students basic skills, and also devotes itself to cultivating students' comprehensive ability and sports spirit, so as to promote the overall development of students [2].

2.2 Basic Points Of "Material, System And Spirit"

Under the background of campus football reform, the basic points of "material, system, spirit" should be adhered to in college football teaching. Material is the basis of the development of football culture, including infrastructure, teachers and so on. It is with material support that football teaching can be stable and long-term development. In the reform of campus football, more attention has been paid to the material basis of campus football development. Therefore, colleges and universities have increased capital investment to provide more sufficient teachers and other material guarantee for the development of football teaching activities. In addition, colleges and universities are constantly improving the relevant system of football teaching to guide the effective development of football teaching, which is conducive to promoting the improvement of football teaching quality [3].

3. THE CONSTRUCTION OF COLLEGE FOOTBALL CULTURE UNDER THE BACKGROUND OF CAMPUS FOOTBALL REFORM

3.1 Constantly Improve the Football Teaching System in Colleges and Universities

In the traditional college football teaching, colleges and
universities do not pay attention to the construction of the football teaching system. In the teaching process, they only teach according to the content of the teaching materials, and the training activities mainly focus on passing, dribbling and basic games, which makes the teaching more blind and aimless, and cannot effectively improve students' football level and comprehensive ability, which not only affects the development of students. It also affects the development of college football, so in this case, teachers should constantly adjust the teaching content and teaching mode to improve the football teaching system. Teachers can adjust football curriculum according to teaching tasks, teaching objectives and the requirements of campus football reform, increase the proportion of football courses in the total teaching courses, so as to arouse students' attention and lay a solid foundation for students' football learning through the increased courses. In addition, we can continue to enrich the form of courses, such as setting up online courses, so that students can learn football knowledge anytime and anywhere through live broadcast or playback, and influence students imperceptibly to stimulate their interest. In addition, teachers should also actively change the traditional indoctrination teaching method, not just let students listen or practice, this will only make students feel boring, teachers can intersperse football games, football knowledge competition and other relatively new ways in the teaching process to carry out football teaching, reasonable design of teaching content, step-by-step training of students' skills, in order to stimulate students' skills. The love of football and make students keep learning enthusiasm.

3.2 Continuously Improve The Level Of Football Teaching In Colleges And Universities

Football is a sport based on practice, so teachers should actively organize football competitions for students in the daily teaching process, such as the football league match between colleges and universities, and constantly improve students' football level in the competition. Then, in order to enable students to win in the competition, enhance their self-confidence in learning football and better spread and develop college football Culture, teachers should take effective measures to improve the level of college football. First of all, in view of the situation that football is boys, teachers can appropriately join some girls in the football team, which is more conducive to the development of football culture; secondly, teachers can select some students with better football level to strengthen their training and constantly develop new players to build a high-level football team; finally, in addition to organizing football competition activities, teachers can We can also organize football culture photography competition, football slogan collection and other activities to improve students' love of football and expand the influence of football culture [4].

3.3 Strengthen the Propaganda Of Football Culture

Colleges and universities should fully realize that football culture does not only exist in football courses, but also widely exists in campus culture. Therefore, colleges and universities should widely spread football culture on campus, so that football culture can give full play to its subtle educational role and create a positive football culture atmosphere for students. First of all, colleges and universities can spread football knowledge to students by posting football posters on campus and playing football videos on public TV; secondly, schools can set up public football courses, and use multimedia to broadcast football matches for students, so that students can have free discussion and express their opinions, so as to improve students' professionalism in learning football; finally, schools can invite some majors Football coaches, football players and so on to teach students, in order to better stimulate the enthusiasm of students, better dissemination of football culture.

4. CONCLUSION

To sum up, the campus football reform promotes the reform of college football curriculum and the development of football culture, which makes colleges, teachers and students pay more and more attention to football culture, which is not only conducive to promoting the overall development of students, but also conducive to improving the quality of football teaching, and further promoting the good construction and development of football culture.

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Exploration on The Application of Micro Party Course in The Party Construction in Colleges and Universities

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Abstract: Due to the rise of the third information revolution, Internet technology has been developed rapidly, and has set off a wave in all walks of life. With the convenience and efficiency of information transmission, the Internet makes social development rapidly enter the era of information explosion. In this case, micro party class, as a derivative of Internet technology, has a great impact on the party building work in Colleges and universities. Micro party class is a bold innovation and improvement of the traditional mode of Party building in Colleges and universities. It is a fundamental change in the traditional concept of Party building in Colleges and universities. It can effectively improve the work efficiency and quality of Party building in Colleges and universities, We should strengthen ideological and moral education for the educated group, so that the educated can fully recognize the advanced nature and superiority of Party building in Colleges and universities. In addition, the micro party class also meets the interest needs of the educated under the background of information technology in the new era, guides the learning interest of the educated in the learning life, stimulates the enthusiasm of the educated for learning life, and fully mobilizes the subjective initiative of the educated for learning, so that the educated can participate in the learning life with a positive attitude To improve the learning quality and efficiency of the educated for the party building work in Colleges and universities [1].

1.1 Micro Party Class Is The Innovation And Improvement Of The Traditional Teaching Mode Of Party Construction In Colleges And Universities

In the process of carrying out the traditional party building work in Colleges and universities, due to the influence of the traditional educational thinking mode, the dominant position of educators is highlighted in the teaching activities. In the teaching mode, educators are given priority to unilateral and high-intensity knowledge indoctrination, and the educated are in a passive position in teaching activities, which seriously strikes the educates' influence on the party building work in Colleges and universities. Learning interest reduces the enthusiasm and initiative of the educated for the party building work in Colleges and universities. Learning interest reduces the enthusiasm and initiative of the educated for the party building work in Colleges and universities. The micro party class is a bold innovation and improvement of the traditional university party building work mode, and is a fundamental change of the traditional university party construction work mode. In the micro party class, the teaching subject is transferred from the educator to the educated, and a new education mode in which both the educator and the educated are the teaching subject is constructed, so that the educated can have Effective participation in educational activities can improve the participation of the educated, enhance their sense of identity and belonging to the party building work in Colleges and universities, and guide the educatees' interest in learning life, and fully mobilize their subjective initiative for learning, so that they can Take part in the study life with a positive attitude, and improve the learning quality and efficiency of the educated for the party construction work in Colleges and universities. In addition, as the micro party class enhances the communication and communication between the educators and the educated, the educators can have a more clear understanding and understanding of the learning.

Keywords: Micro party class; Party building in Colleges and universities; Application exploration

1. THE ADVANTAGES OF MICRO PARTY CLASS IN THE PARTY CONSTRUCTION IN COLLEGES AND UNIVERSITIES

In essence, micro party class is a new form of education relying on modern information technology on the Internet platform through short videos. It is a bold innovation and improvement of the traditional college party building work mode. It is a fundamental reform of the traditional university party building work mode. It can effectively improve the work efficiency and quality of the party building work in Colleges and universities, We should strengthen ideological and moral education for the educated group, so that the educated can fully recognize the advanced nature and superiority of Party building in Colleges and universities. In addition, the micro party class also meets the interest needs of the educated under the background of information technology in the new era, guides the learning interest of the educated in the learning life, stimulates the enthusiasm of the educated for learning life, and fully mobilizes the subjective initiative of the educated for learning, so that the educated can participate in the learning life with a positive attitude To improve the learning quality and efficiency of the educated for the party building work in Colleges and universities [1].
progress of the educated, carry out targeted education activities, and effectively improve the work efficiency and quality of the party construction work in Colleges and universities; it can also make the educated recognize in the learning communication their own deficiencies in the learning process, and then targeted to make up for the missing, to achieve the secondary consolidation of the learning content, can effectively improve the mastery of the content of education [2].

1.2 Micro Party Class Is the Innovation and Improvement of The Content of Party Building Education in Colleges And Universities

In the process of traditional party building in Colleges and universities, the teaching contents of Party building in Colleges and universities are mainly the historical process and significance of China's Communist Party, China's advanced nature and superiority as well as the responsibilities and missions of Party members. This kind of teaching content is generally carried out in a unified way, which cannot take into account the differences between the educated and the educated, which makes the teaching content unable to meet the learning needs of each educated person perfectly, and cannot stimulate the sufficient learning enthusiasm of the educated, which makes the educated have insufficient learning motivation for the party construction work in Colleges and universities. The learning effect and learning quality of the construction work cannot be effectively guaranteed. As a derivative product of Internet technology, micro party course has all the efficiency and quickness of information and knowledge transmission on the Internet. At the same time, it can rely on the huge information and knowledge resources on the Internet, constantly absorb nutrients to enrich the teaching content of Party building work in Colleges and universities, complete the innovation and improvement of the teaching content of Party building work in Colleges and universities, and make the party construction work in Colleges and universities. The rich and colorful teaching content can effectively guide the learning interest of the educated in the learning life, stimulate the enthusiasm of the educated for the learning life, fully mobilize the subjective initiative of the educated for learning, enable the educated to participate in the learning life with a positive attitude, and effectively improve the learning quality of the educated for the party construction work in Colleges and universities. Quantity and learning efficiency. In addition, through the teaching form of micro party course, we can also combine the teaching content with the local traditional culture, improve the cordiality of the educated for the party building work in Colleges and universities, and make the educated more easily accept the education of Party building work in Colleges and universities [3].

1.3 Micro Party Class Can Effectively Expand the Education Scope of Party Construction in Colleges And Universities

As a derivative product of Internet technology, micro party class has the efficiency and quickness of Internet for information and knowledge transfer. It breaks through the limitation of teaching time and teaching place under the traditional teaching mode of Party Construction in Colleges and universities. It can make the educated more flexible in arranging the time and place of receiving party construction education in Colleges and universities, and can accept Party Construction in Colleges and universities anytime and anywhere. The education of work provides the greatest convenience for the educated to accept the education of the party building work in Colleges and universities, and can effectively improve the learning efficiency and quality of the educated for the party construction work in Colleges and universities. In addition, the micro party lectures can also help us to infiltrate the ideological field of the people through the Internet platform, and strengthen the publicity of Party building in Colleges and universities, so that more people will realize the advanced nature and superiority of China's Communist Party system, expand the communication atmosphere of Party building in Colleges and universities, and strengthen the participation of China's Communist Party in the Internet. [4]

2. EFFECTIVE MEASURES FOR THE APPLICATION OF MICRO PARTY COURSE IN THE PARTY CONSTRUCTION OF COLLEGES AND UNIVERSITIES

Although the micro party class has great advanced and superiority for the party building in Colleges and universities, it can effectively inspire the enthusiasm and initiative of the educated to the party building work in Colleges and universities. However, in the concrete practice of the party building in Colleges and universities, it often fails to achieve the expected goals. It is manifested in the following aspects: the first aspect is the education of the university students. To the influence of the traditional education mode of thinking, think that the micro party class this new education model does not have too strong educational potential, for the promotion and application of micro party class in the party building work in Colleges and universities, there is a psychological neglect; the second aspect is that there are a lot of bad information and harmful knowledge on the Internet, which is easy to be mixed into the teaching content of the micro party class, making education. The third aspect is that the management of the micro party class is not perfect, and the content of the micro party class is not satisfactory, which reduces the expectations of the educated for the micro party class [5].

2.1 Educators' Choice Of Micro Party Class

No matter what kind of teaching mode and teaching philosophy, educators are an indispensable part of teaching activities, which plays an extremely important key role and influence on teaching activities. As an organic combination of modern information technology and Party building work in Colleges and universities, micro party course puts forward more strict requirements for educators' personal ability and comprehensive quality. It not only requires educators to have the necessary teaching skills and professional knowledge, but also requires educators to have a deep cognition and understanding of modern information technology, which can be carried out in the party construction work in Colleges and universities.
process of flexible use of relevant modern information technology. In the process of micro party course development, educators must design the content of micro party course rich and colorful, and the teaching method should also be able to effectively stimulate the learning interest and enthusiasm of the educated for the party building work in Colleges and universities, so as to comprehensively improve the enthusiasm and initiative of the educated for the party building work in Colleges and universities [6].

2.2 Teaching Content Of Micro Party Course

Although the derivative product of Internet technology of micro party course is a bold innovation and improvement of the traditional mode of Party building in Colleges and universities, and a fundamental change in the working mode of Party building in Colleges and Universities Based on the traditional concept of Party building work in Colleges and universities. It is necessary to make the teaching content rich and interesting, and shoulder the mission of improving students' interest and enthusiasm for Party building in Colleges and universities In the practical practice of Party building work, due to the seriousness of the party building work in Colleges and universities, the interest of micro party class must be limited to a certain extent, so as to avoid the development of Party building work in Colleges and universities towards entertainment, and to avoid reducing the solemnity and sanctity of Party building work in Colleges and universities in the eyes of the educated. In the specific practice process of micro party class, we must pay attention to the combination of interest and seriousness of the teaching content, so as to attract the learning interest of the educated, and maintain the seriousness and sanctity of the party construction work in Colleges and universities [7].

2.3 Teaching Methods Of Micro Party Course

Due to the influence of traditional educational thinking mode, educators unilaterally carry out unilateral and high-intensity knowledge indoctrination activities in teaching activities in order to achieve the teaching objectives of Party building work in Colleges and universities, which highlights the dominant position of educators in the process of educational activities, and the passive acceptance of education in teaching activities, which seriously hit the receiving of education The educator's interest in learning the party building work in Colleges and universities reduces the enthusiasm and initiative of the educated for the study of the party building work in Colleges and universities, which makes it impossible to guarantee the learning quality and learning efficiency of the educated for the party building work in Colleges and universities. The micro party class is a bold innovation and improvement of the traditional university party building work mode, and is a fundamental change of the traditional university party construction work mode. In the micro party class, the teaching subject is transferred from the educator to the educated, and a new education mode in which both the educator and the educated are the teaching subject is constructed, so that the educated can have Effective participation in educational activities can improve the participation of the educated, enhance their sense of identity and belonging to the party building work in Colleges and universities, and guide the educated's interest in learning and life, stimulate their enthusiasm for learning life, and fully mobilize their subjective initiative for learning, so that they can Take part in the study life with a positive attitude, and improve the learning quality and efficiency of the educated for the party construction work in Colleges and universities. In addition, as the micro party class enhances the communication and communication between the educators and the educated, the educators can have a more clear understanding and understanding of the learning progress of the educated, carry out targeted education activities, and effectively improve the work efficiency and quality of the party construction work in Colleges and universities; it can also make the educated recognize in the learning communication Their own deficiencies in the learning process, and then targeted to make up for the missing, to achieve the secondary consolidation of the learning content, can make educators have a further in-depth understanding of the content.

2.4 Teaching Time Of Micro Party Class

Although the micro party class relies on modern information technology, it can make the educated learn about the party construction work in Colleges and universities anytime and anywhere. However, in order to ensure the learning quality and efficiency of the educated and strengthen the learning effect of the educated, we can carry out the micro party class learning activities at a specific time, such as on September 18, national day and martyrs' Memorial Day Enhancing the time of China's Communist Party's value in Party building in Colleges and universities, strengthening the patriotic spirit of the educated by using the micro party class, strengthening the cognition and understanding of the advanced nature and superiority of China's Communist Party, and Comprehensively Strengthening the effect of Party building in Colleges and universities. In addition, we can also arrange different micro party course teaching contents according to the degree of cognition and understanding of the party building work in Colleges and universities, so that the teaching content of micro party class can meet the actual learning needs of the educated, so that the educated can get the maximum learning effect and avoid unnecessary waste of educational resources and teaching time [8].

3. CONCLUSION

Under the special background of the new era, the party building work in Colleges and universities is facing new challenges and new problems. The traditional mode of Party building in Colleges and universities cannot keep pace with the pace of social development, and there are some mistakes and problems in the process of carrying out the work of Party Building in Colleges and universities. Due to the rise of the third information revolution, Internet technology has been developed rapidly, and has set off a wave in all walks of life. With the convenience and efficiency of information transmission, the Internet makes social development rapidly enter the era of information explosion. In this case, micro
party class, as a derivative of Internet technology, has a great impact on the party building work in Colleges and universities. Micro party class is a bold innovation and improvement of the traditional mode of Party building in Colleges and universities. It is a fundamental change in the traditional concept of Party building in Colleges and universities. It can effectively improve the work efficiency and quality of Party building in Colleges and universities, strengthening ideological and moral education for the educated group, making the educated fully aware of the advanced nature and superiority of the party building in Colleges and universities, and making the party building work in Colleges and universities play a more powerful role and influence.

ACKNOWLEDGEMENTS
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REFERENCE
Passion fruit is an economic fruit crop with high economic value in China. The main planting areas of passion fruit in Guizhou are distributed in the eastern Guizhou karst mountainous area. This paper studies the fertilizer requirements of passion fruit in different growth stages based on the fertilizer requirement characteristics of passion fruit in the Guizhou karst mountainous area, and proposes specific fertilization measures and matters needing attention to improve the yield and quality of passion fruit. The study area is the guilin karst mountainous area in Guizhou, which is characterized by karst topography and intensive tourism development. The area is mainly composed of yellow soil and red soil, with thin soil, low nutrient content, and weak alkalinity. The fertilizer requirement characteristics of passion fruit in the study area are analyzed through field experiments and scientific fertilization technology research. The results showed that the fertilizer requirements of passion fruit in different growth stages were significantly different. The demand for nitrogen was the highest in the fruiting stage, followed by the flowering stage, and the demand for phosphorus and potassium was the lowest. Therefore, the appropriate fertilization measures are as follows: nitrogen fertilizer should be applied in large amounts in the fruiting stage, while phosphorus and potassium fertilizers should be applied in moderate amounts. The results of this study provide a technical reference for the scientific fertilization of passion fruit in different growth stages in the guilin karst mountainous area, and promote the sustainable development of the passion fruit industry in the study area.
consumption was more; phosphorus, boron, magnesium and other elements were increased at flowering stage; potassium and calcium should be supplemented when fruit expanding and coloring.

4. FERTILIZATION TECHNOLOGY OF PASSION FRUIT IN KARST MOUNTAIN AREA

4.1 Base Fertilizer Configuration and Application Method

Base fertilizer can make up for nutrient deficiency and improve soil physical and chemical properties, especially for the whole growth period of passion fruit. In general, 20 kg farm manure or 5 kg commercial organic fertilizer, 0.5 kg balanced compound fertilizer and 0.5 kg calcium magnesium phosphate fertilizer were applied to each plant, which was fully mixed with the surface soil and covered with soil more than 10 cm. In yellow soil and red soil areas, it is necessary to increase the amount of nitrogen fertilizer in this base, while in calcareous soil, potassium should be added appropriately, and excessive or partial application of nitrogen fertilizer should be avoided.  

4.2 Fertilizer At Seedling Stage

The main function of fertilizer at seedling stage is to promote the growth of root system and aboveground part. At this stage, nitrogen fertilizer was the main method to promote plant growth, and amino acid, humic acid and protein were applied to promote root growth. The results showed that foliar fertilizer could be sprayed 3-4 days after planting to strengthen seedlings and prevent withering; the time of root topdressing was 10 days after planting, and the effect of applying foliar fertilizer and root fertilizer at the same time was better.

4.3 Fertilizer At Flowering Stage

The main function of flowering fertilizer is to promote flowers, improve flower quality and fruit setting rate, and topdressing once for each batch of flowering [3]. At this stage, a large amount of elements are mainly phosphorus and potassium fertilizer to promote flower bud differentiation [4]. About 250g potassium sulfate type multi-element compound fertilizer with high potassium, medium phosphorus and low nitrogen is applied to each plant. In addition, potassium dihydrogen phosphate and brassinolide can also be sprayed to promote flower growth and increase fruit setting rate.

4.4 Fruit Stage Fertilizer

The application time of fertilizer in fruit stage is from the first batch of flower to young fruit stage, and its main function is to strengthen fruit and improve fruit quality. A large number of elements are mainly phosphorus and potassium fertilizer. 250g potassium sulfate compound fertilizer + 50g potassium fertilizer are applied to plants in the open parallel ditch, and medium and trace element fertilizers such as boron, zinc, iron, magnesium and calcium are applied. In fruit stage, high potassium fertilizer was the main fertilizer, combined with medium and trace element fertilizer. Spraying available potassium and rare earth amino acids on the leaves during the fruit expanding period can promote the fruit to expand, color and sugar, increase fruit yield and improve fruit quality.

4.5 Notes on Fertilization in Guizhou Karst Mountainous Area

4.5.1 In Guizhou karst mountainous area, the terrain is broken and the M degree is large. Fertilization should be applied to the side near the top of slope to reduce the loss and increase the utilization rate;

4.5.2 In Guizhou karst mountainous area, the soil gravel content is high, the soil structure is poor, and the capillary pores are small. Organic fertilizer and compound fertilizer are mainly used to prevent nutrient loss;

4.5.3 Because of the poor soil structure in Guizhou karst mountainous area, some probiotics should be added properly to improve the transformation and absorption of soil nutrients.

4.5.4 The fertilization position should not be too close to the trunk, but should be applied far away, which is more conducive to root growth;

4.5.5 When root fertilizer and foliar fertilizer are used at the same time, the effect is better; when foliar fertilizer is applied, the front and back of leaves should be sprayed, and the time is better in the morning and evening or cloudy days, and the solution can be absorbed more than 3 hours on the leaf surface;

4.5.6 Choose quick acting fertilizer as far as possible, shorten the time of absorption and utilization, and reduce the loss;

4.5.7 The nutrient characteristics of different soil types in Guizhou karst mountainous area are obviously different, and the fertilization scheme should be adjusted according to the actual situation.

5. CONCLUSION

Passion fruit is a tropical fruit with high nutritional and health value and economic benefits, which requires higher planting technology and growth conditions. The growth characteristics and fertilizer requirement of passion fruit must be mastered. Scientific planting method according to fruit tree habit is the guarantee of high yield. Based on the study of typical soil types and nutrient characteristics of passion fruit planting area in Guizhou karst mountain area, this paper summarizes the fertilizer requirement law of thymus in different stages, and puts forward fertilization measures and matters needing attention in different growth stages of passion fruit, so as to provide technical reference for one kind of passion fruit every year.

ACKNOWLEDGEMENT


REFERENCE


An Empirical Analysis of The Relationship Between County Economic Growth and Financial Development in Guangxi

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Guangxi Science & Technology Normal University, Laibin, Guangxi, China

Abstract: This paper takes Cenxi County of Guangxi Province as an example to analyze the relationship between county economic growth and financial development. The county financial development can be judged by indirect financing if, external financing EF, and economic growth mode eg, including growth rate, growth quantity and growth quality. Comprehensive index accounting, stationarity test, Granger causality test and variance decomposition are conducted. Through the empirical research, we can see that there is no match between the county economic growth and the county financial development in Cenxi County, Guangxi Province. The county economic development and financial development have not achieved good mutual promotion effect, and the financing channel is relatively single, which requires continuous optimization of county financial development and promotion of County economic growth.

Keywords: County economic growth; Financial development; Empirical analysis; Financing channels

1. INTRODUCTION  
The development of county economy is an important component of China's economic development, which is closely related to the life of the majority of grass-roots people. County finance plays an important role in supporting and promoting county economic growth. This paper takes Guangxi county as an example for empirical study.

2. EMPIRICAL ANALYSIS OF THE RELATIONSHIP BETWEEN COUNTY ECONOMIC GROWTH AND FINANCIAL DEVELOPMENT IN GUANGXI  
2.1 Variable Selection  
In the county financial analysis of Guangxi Province, we choose the indirect financing mode (if) of loan balance / deposit balance and loan increment / GDP, and select the actual utilization of foreign capital, that is, capital verification caliber, as external financing (EF). Analysis shows that county financial development can be promoted from two aspects: indirect financing (if) and external financing (EF). The judging indicators of county economic growth mode (eg) include growth rate, growth quantity and growth quality. The growth rate is selected as GDP growth rate, the growth quantity is judged by GDP, and the growth quality index is selected from rural residents' per capita disposable income and urban residents' per capita disposable income [1-3].

2.2 Comprehensive Index Accounting  
This paper studies the quarterly financial development and economic growth of Cenxi County in Guangxi from 2014 to 2018. The selected values include indirect financing index (if), economic growth index (eg), financial development index (FD) and external financing index (EF). Combined with the actual situation of county economy and financial progress, combined with the availability of specific data, this paper analyzes the county finance from two aspects of indirect finance and external finance, and refines the indicators. Through the collection and analysis, we can see that the overall economic growth and financial development of Cenxi county is in a state of gradual growth. In the first quarter of 2014, the financial development index was 0.26, the indirect financing index was 0.32, the external financing index was 0.19, and the economic growth index was 0.40. In the fourth quarter of 2018, the financial development index was 0.37, the indirect financing index was 0.37, the external financing index was 0.38, and the economic growth index was 0.70 42%, indirect financing index increased by 16%, external financing index increased by 100%, and economic growth index increased by 75% [4-8].

By analyzing the changes of different values, the average value of external financing index is 0.32 from 2014 to 2016, which is relatively stable on the whole, with the lowest value and the highest value being 0.1 and 0.9 respectively, and the extreme value difference is 0.8, while other values remain relatively stable. The change of financial development index and indirect financing index shows a certain change law. Through numerical analysis, it can be seen that the main way of investment in Cenxi county is indirect financing, and the development of capital market in this city is deficient.

2.3 Stability Test  
There are certain requirements for data in VAR model application. ADF statistics can be used to test the stationarity of sample series. See Table 1. According to the above table, the four variables of lnfd, lnif, lneg and lnef at 1% significance level all negate the original hypothesis. It can be seen that the four-time series keep relatively stable operation state. Through the stability analysis, it can be seen that there is a long-term convergence between county financial development and economic growth in Guangxi Province.

2.4 Granger Causality Test  
Granger causality means, Indirect financing (lnif), financial development (lnfd) and external financing (lnef)And
economic growth (lneg), The Granger causality test can be carried out accordingly, See Table 2.

It can be seen from the above analysis that there is a one-way Granger causality between lneg and lnif. The economic development of Cenxi county mainly relies on indirect financing. The local financial development has gradually increased the support for fluorine chemical industry, coal chemical industry, flowers and seedlings, photovoltaic industry and other related industries. However, there is a serious diversion phenomenon in the development of bank funds, which has a certain impact on the indirect financing channels under the pressure of economic downturn. There is no Granger causality between lneg and lnif, which is mainly due to the lack of mutual promotion between county economic growth and external financing. The main reason is that the total economic volume of Guangxi county is small, and the market environment is weak, so its attraction to external investors is limited.

Table 3. LNEG variable variance decomposition results

<table>
<thead>
<tr>
<th>Period</th>
<th>LNEG</th>
<th>S.E.</th>
<th>LNFD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>100.00000</td>
<td>0.22630</td>
<td>0.00000</td>
</tr>
<tr>
<td>2</td>
<td>99.89602</td>
<td>0.24772</td>
<td>0.10396</td>
</tr>
<tr>
<td>3</td>
<td>80.09038</td>
<td>0.27677</td>
<td>19.90960</td>
</tr>
<tr>
<td>4</td>
<td>74.30007</td>
<td>0.28920</td>
<td>25.69993</td>
</tr>
<tr>
<td>5</td>
<td>75.68804</td>
<td>0.29737</td>
<td>24.31194</td>
</tr>
<tr>
<td>6</td>
<td>76.02538</td>
<td>0.29977</td>
<td>23.97460</td>
</tr>
<tr>
<td>7</td>
<td>74.75707</td>
<td>0.30234</td>
<td>25.24291</td>
</tr>
<tr>
<td>8</td>
<td>74.20359</td>
<td>0.30381</td>
<td>24.52141</td>
</tr>
<tr>
<td>9</td>
<td>74.34005</td>
<td>0.30469</td>
<td>25.79609</td>
</tr>
<tr>
<td>10</td>
<td>74.37500</td>
<td>0.30503</td>
<td>25.65987</td>
</tr>
<tr>
<td>11</td>
<td>25.47742</td>
<td>0.28369</td>
<td>74.52526</td>
</tr>
</tbody>
</table>

Table 2. Granger causality test results

<table>
<thead>
<tr>
<th>Lag order</th>
<th>Original hypothesis</th>
<th>F value</th>
<th>P value</th>
<th>conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Granger cause of LNEG non LNFD</td>
<td>3.66</td>
<td>0.042</td>
<td>refuse</td>
</tr>
<tr>
<td>2</td>
<td>Granger cause of LNEG non LNIF</td>
<td>1.15</td>
<td>0.331</td>
<td>accept</td>
</tr>
<tr>
<td>2</td>
<td>Granger cause of LNFD not LNEG</td>
<td>5.93</td>
<td>0.009</td>
<td>refuse</td>
</tr>
<tr>
<td>2</td>
<td>Granger cause of LNIF not LNEG</td>
<td>9.06</td>
<td>0.001</td>
<td>refuse</td>
</tr>
<tr>
<td>2</td>
<td>Granger cause of LNEG non LNFD</td>
<td>1.29</td>
<td>0.293</td>
<td>accept</td>
</tr>
</tbody>
</table>

2.5 Avariance Decomposition Analysis

In the analysis of county economy and finance in Guangxi, variance decomposition analysis method is constructed to analyze the variance decomposition of county financial development and economic growth in fluctuations such as random disturbance. See Tables 3 and 4.

Table 3. LNEG variable variance decomposition results

<table>
<thead>
<tr>
<th>Period</th>
<th>LNEG</th>
<th>S.E.</th>
<th>LNFD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>100.00000</td>
<td>0.22630</td>
<td>0.00000</td>
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<td>2</td>
<td>99.89602</td>
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<td>5</td>
<td>75.68804</td>
<td>0.29737</td>
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<tr>
<td>6</td>
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<td>0.29977</td>
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<tr>
<td>8</td>
<td>74.20359</td>
<td>0.30381</td>
<td>24.52141</td>
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<tr>
<td>9</td>
<td>74.34005</td>
<td>0.30469</td>
<td>25.79609</td>
</tr>
<tr>
<td>10</td>
<td>74.37500</td>
<td>0.30503</td>
<td>25.65987</td>
</tr>
<tr>
<td>11</td>
<td>25.47742</td>
<td>0.28369</td>
<td>74.52526</td>
</tr>
</tbody>
</table>

Through the analysis of the above table, it can be seen that in the initial stage, the county's economic growth changes are affected by its own index up to 100%. After the second period, the contribution rate of financial development is gradually reflected, and this effect is gradually increased, and gradually stabilized at 25% in the seventh period. The 25% value of the county's economic growth forecast variance is mainly caused by the change of financial development level. In the initial stage of economic growth, the contribution rate of county finance reached 5.53%, which gradually increased in the second and third stages, and gradually stabilized and remained about 25% after the seventh period. Therefore, the 25% value of the forecast variance of the county financial development in Guangxi is mainly the result of economic growth. Through the cover analysis, it can be seen that there is no obvious interaction between county financial development and economic development in Guangxi. The change of county economic growth and financial development value is mainly due to the impact of their own information. It can be seen that the interaction mechanism between county economy and county finance in Guangxi is weak.

Table 4. Variance decomposition results of LNFD variables

<table>
<thead>
<tr>
<th>Period</th>
<th>LNFD</th>
<th>S.E.</th>
<th>LNFD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5.52320</td>
<td>0.23102</td>
<td>94.47670</td>
</tr>
<tr>
<td>2</td>
<td>13.95168</td>
<td>0.24600</td>
<td>86.04830</td>
</tr>
<tr>
<td>3</td>
<td>25.35467</td>
<td>0.26928</td>
<td>74.64530</td>
</tr>
<tr>
<td>4</td>
<td>25.34428</td>
<td>0.27109</td>
<td>74.65573</td>
</tr>
<tr>
<td>5</td>
<td>24.08491</td>
<td>0.27882</td>
<td>75.91509</td>
</tr>
<tr>
<td>6</td>
<td>24.59204</td>
<td>0.28051</td>
<td>75.40795</td>
</tr>
<tr>
<td>7</td>
<td>25.52615</td>
<td>0.28246</td>
<td>74.47344</td>
</tr>
<tr>
<td>8</td>
<td>25.55327</td>
<td>0.28274</td>
<td>74.44671</td>
</tr>
<tr>
<td>9</td>
<td>25.42338</td>
<td>0.28345</td>
<td>74.57662</td>
</tr>
</tbody>
</table>

3. EMPIRICAL ANALYSIS

3.1 Establish Regression Model

Combined with the numerical value between county economic growth and county finance, this paper studies the relationship between them and constructs a linear regression model.

In the formula of $FIRT = C1 + C2 * avgdpt + \mu T$, the influence coefficient of County Finance on county economic growth is C2, the constant term is expressed by C1, and the
Based on the empirical analysis of the economic growth value and financial related data of Guangxi county, the regression test is carried out to obtain the following Table 5.

Table 5. Regression test

<table>
<thead>
<tr>
<th>Independent variable</th>
<th>Coefficient</th>
<th>t statistic</th>
<th>Standard deviation</th>
<th>Probability</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVGDP</td>
<td>0.000217</td>
<td>16.08361</td>
<td>1.35E-05</td>
<td>0.0000</td>
</tr>
<tr>
<td>C</td>
<td>1.157968</td>
<td>23.02579</td>
<td>0.050289</td>
<td>0.0000</td>
</tr>
<tr>
<td>Modified goodness of fit sum</td>
<td>0.934707</td>
<td>Standard deviation of dependent variable</td>
<td>0.482367</td>
<td></td>
</tr>
<tr>
<td>Goodness of quasi sum</td>
<td>0.938335</td>
<td>Schwarz criterion</td>
<td>-1.150384</td>
<td></td>
</tr>
<tr>
<td>Regression standard error</td>
<td>0.123255</td>
<td>Concomitant probability</td>
<td>0.000000</td>
<td></td>
</tr>
<tr>
<td>Sum of squares of residuals</td>
<td>0.258265</td>
<td>Mean value of dependent variable</td>
<td>1.863324</td>
<td></td>
</tr>
<tr>
<td>DW statistic</td>
<td>0.123255</td>
<td>Akaike info criterion</td>
<td>-1.865595</td>
<td></td>
</tr>
<tr>
<td>Log likelihood ratio</td>
<td>13.87307</td>
<td>F Test statistics</td>
<td>231.9862</td>
<td></td>
</tr>
</tbody>
</table>

The regression equation model is calculated by the combined estimation equation:

\[ \text{FIR}_t = 0.38330194 + 0.0000742569117 + \text{AVGDP} + 0.698752782 \times \text{FIR}_{t-1} \]

\[ t = 11.6 \]

\[ \text{D.W} = 2.01 \]

\[ R^2 = 0.91 \]

From the above table, we can see that there is no sequence correlation in the above model, and the goodness of fit is 97%. In the empirical analysis, the F test and t test of the model show that the county economic growth has a certain impact on the county financial development, and the economic growth also has a higher impact on the financial development. However, the current development of county finance cannot effectively adapt to the development requirements of the current county economy.

4. CONCLUSION AND ANALYSIS

At present, there is a mismatch between the county economic growth and the county financial development in Guangxi Province, and the two are in a negative correlation relationship. There is no good matching relationship between the economic development and the growth of the loan amount and the county economic growth.

Through the empirical analysis, we can see that the county economic development and financial development do not achieve a good mutual promotion effect, and there is no single causal relationship.

In the county financial development of Guangxi Province, the main financial institutions are postal savings bank, Agricultural Bank of China, rural credit cooperatives, agricultural development bank, etc., which are mainly agricultural financial institutions. The support for county economy is insufficient. The banks that can lend mainly include agricultural development bank, state-owned commercial bank and rural credit cooperatives. Under the background of the reform of state-owned commercial banks, China, agriculture, industry, construction and other banks have established a centralized management mode, which inclines their work focus to large and medium-sized cities, resulting in insufficient bank loan support and single financing channel in county economic development.

One of the important reasons is that the county financial construction system is not perfect, and it is difficult for county economic entities to finance in the market. The important reason for its emergence lies in the long-standing dual financial structure in China. Therefore, in the development of county economy, it is required to break the dual financial structure, carry out necessary county financial system reform, and combine with the current needs of county economic growth to create a variety of financing methods for county economic entities.

The main direction of Agricultural Development Bank's loans is agricultural and sideline products. With the deepening development of agricultural and sideline products marketization and the operation of e-commerce, the current policy financial support space for agricultural products is gradually narrowing, so the loan business of agricultural development bank is also gradually reduced. The main service object of rural credit cooperatives is small-scale peasant economy, and the main financial products are small-scale farmers' loans. There are administrative intervention, unclear property rights and insufficient governance system construction in the operation of rural credit cooperatives. It can be seen that in the development process of Guangxi Province, the development of county financial institutions has failed to keep up with the growth rate of county economy, and the overall economic development of Guangxi still has a large space for improvement, which requires continuous optimization of county financial development, so as to provide assistance for economic growth.

ACKNOWLEDGEMENT


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The Influence of Internet Plus on China's New Competitive Advantage in Foreign Trade and Its Countermeasures

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Abstract: The first mock exam is that the development of information technology and its extensive application have pushed the whole society into the era of "Internet plus". This trend has also had a certain impact on China's foreign trade, and has changed the traditional mode of foreign trade to a certain extent, which has made this model innovative, thus promoting the development of foreign trade, and promoting it. China's economic level has been improved. Therefore, the relevant enterprises should realize the importance of the "Internet plus" era and its own positive effects, and apply it effectively to the development of foreign trade, thereby promoting the long-term development of the economy.

Keywords: Internet plus; foreign trade; New competitive advantages; Countermeasures

1. INTRODUCTION
The effective application of Internet information technology in various industries has promoted the long-term development of these industries. With the continuous development of economic globalization, the competitive environment in the market is becoming more and more fierce. In this case, China's foreign trade will be greatly affected, especially the traditional trading mode, which will not meet the current trade demand, and ultimately affect the development of foreign trade. Based on this, the relevant industries need to adopt effective countermeasures, apply Internet technology to foreign trade, and reasonably improve its traditional trading mode, so as to improve the competitiveness of foreign trade.

2. INTERNET PLUS IMPACT ON CHINA'S NEW COMPETITIVE ADVANTAGE IN FOREIGN TRADE

2.1 Enhance China's International Discourse Advantage
In the era of Internet plus, China can get more accurate information resources about international trade by means of information technology, so that it can achieve real-time mastery of relevant market dynamics, and can also combine this information to scientifically analyze and predict future market development trends. In addition, the development of Internet plus has made the international payment online settlement develop greatly, and the related payment business norms and technical standards have also been greatly improved. This has also prompted the third-party payment agency industry to rise and develop rapidly in this process, and has played a greater role in the whole international trade, and has gained international support for our country. The priority of payment and settlement is extremely advantageous. In addition, the development of Internet plus has promoted the development of cross-border e-commerce. This has also made the business modules of all sectors of our foreign trade improved, thus promoting its own development. Under such circumstances, China will have more dominant and voice power in the process of participating in international trade [1].

2.2 Makes The Development Of Marketing Network Obtain Certain Advantages
According to the data released by relevant departments, cross-border e-commerce has a contribution rate of more than 12% in the whole foreign trade industrial system of China, and with the development of the last two years, its contribution rate will even exceed 20%. The organic combination of e-commerce and social network can enable foreign consumers to obtain all kinds of information of related products through social network, which can more directly and quickly improve the external visibility of China's relevant enterprises. With this way of enterprise operation, can promote enterprises to obtain more data information, according to these data information to understand the current market demand and preference, so as to make reasonable adjustments to their own product structure, so as to produce products that can meet the market demand and provide better services, so as to achieve accurate marketing.

2.3 To Effectively Optimize The Advantages Of The Industrial Chain
With the gradual deepening of Internet plus, China's foreign trade has gradually changed its position in the international industrial chain, and has begun to develop from low end to middle and high end. At present, related equipment manufacturing, new energy and new materials and other related industries are constantly integrating Internet elements into their own industries, which to a large extent promotes the rapid development of medium and high-end manufacturing industry. In addition, through the application of the Internet, related enterprises can fully grasp the actual needs of consumers, so as to meet the diversified and personalized needs of consumers. Moreover, with the support of the Internet, the relevant manufacturing enterprises can direct their products overseas, so as to improve their market share, play their brand profits, and win more economic benefits for enterprises [2].
3. EFFECTIVE MEASURES TO ENHANCE CHINA'S FOREIGN TRADE ADVANTAGE THROUGH THE INTERNET PLUS

3.1 With The Help Of Internet Plus, We Will Make a Scientific Transformation Of Traditional Foreign Trade Manufacturing Industry.

If China wants to enhance its new advantages in foreign trade through the Internet plus, it needs to grasp the opportunities brought by "Internet plus", so as to promote the scientific reform and upgrading of foreign trade manufacturing industry, so as to realize the development goal of intelligent and green manufacturing. In addition, China should adopt reasonable methods to transform the crowdsourcing and crowdfunding mode of traditional industries, and use Internet technology to carry out scientific innovation on its manufacturing mode, such as innovative outstanding package design, personalized customization, cloud manufacturing and other industrial operation modes. This mode is mainly from the perspective of consumers, which is more conducive to promoting the production and R & D of manufacturing enterprises And trade development. In addition, China's relevant departments should also encourage foreign trade enterprises to develop and utilize information technology in a timely manner, so as to realize the modernization of industry, and promote China's foreign trade to gradually form an information-based collaborative innovation development platform.

3.2 Strengthening Cooperation Between The "Internet Plus" Region

In the face of international e-commerce and other related trade activities, China's relevant enterprises need to actively participate in it, and to conduct in-depth research and participate in the formulation of relevant trade treaties and rules, and thus to build a good international electrical business cooperation mechanism. In the process of regional cooperation, relevant enterprises need to put the relevant provisions that can promote the development of the Internet economy in the cooperative agreement. At the same time, we need to allocate the financial resources of the Silk Road and foreign aid funds, and build a solid economic cooperation mechanism with other cooperative countries on the basis of "Internet plus", so as to promote the cross-strait cooperation. The long-term development of cross-border e-commerce can realize the economic development goal of exempting tariff from both sides.

3.3 Build a Good Ecological and Market Environment Through The Internet Plus.

The relevant foreign trade industry needs to have a comprehensive understanding and understanding of "Internet plus", and at the same time, it should form a unified concept of green and sustainable development, and relevant departments in China should also improve the relevant laws and regulations, and formulate corresponding support policies, and formulate plans for the development of foreign trade according to the actual situation. In addition, China's relevant government departments need to upgrade their own management level, improve the registration, approval and tax related processes, so as to promote the effective development of e-government. For "Internet plus" entrepreneurship and competition order, we must strictly regulate the market monopoly, expand the scope of information technology and enhance its openness. This will also help attract foreign investment and achieve the long-term development of Internet plus foreign trade.

4. CONCLUSION

Through the above analysis, if the foreign trade under the Internet plus era can help to enhance its competitive advantage by using this technology, it will not only promote itself to develop well, but also promote the development of China's social and economic level. Therefore, the relevant foreign trade industry needs to actively enhance its competitive edge, and combine the actual situation with the appropriate method to achieve the effective integration of Internet plus foreign trade.

REFERENCE
Research on The Practical System of English Education and Teaching in Higher Vocational Colleges Based On "Curriculum Ideological and Political"

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Abstract: With the continuous development of the world economy, globalization is gradually realized, and English has become the world's common language. Higher vocational colleges, as the logistics base for the continuous delivery of professional and technical talents to the society, in the English education and teaching of higher vocational colleges, constantly adding the teaching ideas of Ideological and political courses can better help the development of students. Starting from the significance of curriculum ideological and political education, this paper analyzes the practice of Ideological and political education in higher vocational colleges.

Keywords: Curriculum thinking and politics; Higher vocational colleges; English education and teaching; Practice

1. INTRODUCTION
In today's economic globalization, China continues to develop diplomacy and foreign trade. Naturally, the International English is also the national education series for students' learning focus, and constantly add some modern elements to help student's better development. Among them, the educational thought of "curriculum ideological and political" has been added to the English Teaching in higher vocational colleges. Therefore, it is necessary to analyze the current situation and practice of "curriculum ideological and political" in English Teaching in higher vocational colleges.

2. THE SIGNIFICANCE OF CURRICULUM IDEOLOGICAL AND POLITICAL EDUCATION
2.1 The Meaning of Curriculum Ideological and Political Education
In the ideological and political work conference of China's colleges and universities, it was clearly pointed out that: "all courses in Colleges and universities in China should keep a good section of the beam and plant a good responsibility field. All kinds of courses should be developed synchronously with the ideological and political theory courses to form a synergistic effect". The meeting stressed that the focus of school teaching is "classroom education". "Curriculum ideological and political education" is a new teaching concept of classroom education, which refers to: in the education classroom of national colleges and universities, the ideological and political education work should be integrated into every corner of the classroom, so as to comprehensively improve students' awareness of ideological education. Therefore, teachers need to add elements of Ideological and political education in teaching knowledge, integrate the methods of Ideological and political education in teaching experience, and reflect the results of Ideological and political education in the application of students' skills [1-2]. Therefore, "curriculum ideological and political" is not a single teaching direction, but pays attention to the mastery of students' knowledge and the cultivation of Ideological and political education.

2.2 The Purpose Of Curriculum Ideological And Political Education
Higher vocational college is the abbreviation of Higher Vocational College. Higher vocational colleges are the places to cultivate professional and skilled talents in the higher education system. Therefore, the education of higher vocational colleges should also have the content of Ideological and political education for students, and set "curriculum ideological and political" as one of the teaching objectives. While cultivating students' Ideological and political education literacy, we should also improve teachers' professional quality, and ultimately achieve the goal that everyone can get ideological and political education.

3. STATUS QUO
3.1 English Textbooks Lack Ideological and Political Content.
Nowadays, there are many problems in English Teaching in many colleges and universities. First of all, the education method of English teaching is too exam oriented. Teachers pour all the knowledge into the students. Students can deal with the examination by mastering these knowledge. Because the acceptance ability of each society is different, the students' scores are unstable and the scores are generally low. The education mode of higher vocational colleges should also change to quality education. While teaching students English knowledge, they should pay attention to students' receptive ability and grasp the situation, help them solve difficulties in time and realize their all-round development. Secondly, the content of Ideological and political education is not very much in the English teaching textbooks of higher vocational colleges, and even some
vocational colleges do not teach ideological and political education, and feel that this kind of education is too boring for students to understand and absorb. Teaching material is the carrier of teaching knowledge in a school. Through teaching material, the society can learn advanced knowledge and master advanced skills. Therefore, we need to add ideological and political education to the textbook, and change the idea of teaching knowledge only for students to deal with the examination.

3.2 The Lack Of Curriculum Ideology And Politics Research Of Teachers.

In higher vocational colleges, a large part of the teachers are just graduated from young college students and secondary school teachers full-time, in the teaching of the degree is not rich enough. Therefore, ideological and political education is the "weak point" of the team of teachers. Teachers themselves lack of awareness of Ideological and political education, so it is more impossible to teach ideological and political education to students. Therefore, higher vocational colleges should first popularize and Research ideological and political education in the classroom team, so that the teacher team can clearly understand the importance of ideological education. And can continue to explore and discover the application of Ideological and political education in English teaching, thinking how to teach ideological and political education in the way students accept is imperative.

3.3 Lack of Educational Atmosphere in English Teaching

Vocational colleges have always focused on the cognition and mastery of English knowledge, and seldom explain the content of Ideological and political education for students in English class. The most important thing in class is the recitation of words and the mastery and application of grammar knowledge. The ideological and political education is gradually "passed by" or abandoned.

4. PRACTICE ENGLISH CURRICULUM REFORM IN HIGHER VOCATIONAL COLLEGES.

4.1 Find Out The Ideological And Political Elements Of Teaching Materials Before Class

Teachers in higher vocational colleges can carefully study the content of this lesson in the textbook before preparing for daily lessons. Explore some related contents of Ideological and political education, analyze and think about how to expand these contents, add the factors of Ideological and political education, and realize the integration of textbook knowledge and ideological and political education. For example, the teaching content of one course of Higher Vocational English course is: career planning for college students. Teachers can explore the elements of Ideological and political education, which can be development planning. Teachers can ask questions and ask each student about their career development plan in class. After the students answer, the teacher can explain the planning and development separately, and establish the students' correct outlook on life and values. It is very successful for students to understand their future development direction and establish their correct outlook on life while accepting English professional knowledge.

4.2 Improve the Accumulation Of Teachers' Knowledge.

Teachers in higher vocational colleges also need to constantly learn the content of Ideological and political education, explore how to better combine ideological and political education with daily English teaching, how to teach students in accordance with their aptitude, so that students can better master English knowledge.

4.3 Create An Educational Atmosphere.

4.3.1 Teaching with integration of elements: most of the teaching contents in English class are told by real stories. Teachers can not only search for elements of Ideological and political education in textbooks, but also extend the contents of textbooks. For example, when the title of the teaching content is "thank you! Thank you very much! Peacekeeping forces"). Then, when teachers join the elements of Ideological and political education, they should not be limited to peace keeping force, but should explain the importance of patriotism and the maintenance of world peace, and pass the idea of "gratitude" to students. We should let students learn to be grateful, keep a grateful heart to face their parents and the soldiers who have made silent contributions, and establish correct values. Then students can absorb and master the educational significance and ideological and political education of this course. Therefore, in the actual English teaching, teachers need to think about divergent thinking.

4.3.2 Teaching according to students' aptitude is very important. If an association does not even master the basic vocabulary of English, then the teacher teaches him more difficult vocabulary, and the students can not master it. Therefore, we should properly guide the application of English to life, establish students' correct Chinese thinking, and do not let western culture distort students' three outlooks.

4.3.3 Course Ideological and political assessment: in the final examination and assessment of students, ideological and political education is added to test the students' mastery. For example, teachers can add ideological and political education related articles to reading comprehension to test students' understanding. Through the score of students to study the degree of mastery, and the students for guidance and education.

5. CONCLUSION

In a word, "classroom ideological and political" has not been well applied in Vocational College English teaching. It is necessary for higher vocational colleges to pay more attention to it, integrate "Ideological and political" into the daily teaching class as soon as possible, and cultivate and establish the correct concept of students as soon as possible. Therefore, it is imperative for teachers to make joint efforts to "plant a good responsibility field" and "classroom ideological and political education" into English education and teaching in higher vocational colleges.

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ACADEMIC PUBLISHING HOUSE
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Study on The Relationship Between Personnel Management and Ideological and Political Work in Colleges and Universities

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Abstract: In order to better adapt to the development of society, the personnel management of colleges and universities has also undergone great changes, and its connection with ideological and political work has become more and more close, so how to better show the relevance of personnel management and ideological and political work in colleges and universities has also become an area of concern. This paper briefly expounds how to embody the control direction, stability, perfect rules and regulations and resolve contradictions between personnel management and ideological and political work in colleges and universities, so as to help the development of personnel management in colleges and universities.

Keywords: Personnel Management; Colleges; Universities

1.INTRODUCTION
As a result of the continuous progress of society, the personnel management of colleges and universities has undergone a great change, and the relationship with ideological and political work has become increasingly close. Because through the combination of personnel management and ideological and political work in colleges and universities can effectively improve the personnel management of traditional colleges and universities, improve work efficiency and quality. It can be seen that there is an inextricable relationship between the two, how to reflect the relevance of personnel management and ideological and political work in colleges and universities in practice is also an aspect that should be paid attention to [1-2].

2.PERSONNEL MANAGEMENT IS CONTROLLED BYIDEOLOGICAL AND POLITICAL WORK
The contents of personnel management in colleges and universities are relatively numerous, and they are closely related to the teaching staff, and if they fail to combine effectively with ideological and political work in practice, it is very easy to have the problem of blindness in the actual work of the relevant personnel, which will not only affect the work efficiency, but also cause serious work mistakes. The main reason for this problem is that it has long been influenced by the traditional personnel management mode and thinking, that is, the traditional personnel management mode is mainly based on the actual work content and lacks the attention to people. However, with the continuous progress of society, people's thinking has also undergone a very big change, pay more attention to the management of people. This phenomenon can be highly in line with ideological and political work, because “people-oriented” is the core content of ideological and political work, through the combination of personnel management, can effectively change the mode and thinking of personnel management, to achieve the management of people as the main direction of practical work, so as to better improve the enthusiasm of staff, to avoid the negative impact of blind work, but also for the vital interests of university staff to provide a guarantee. At the same time, ideological and political work can also reflect its own guiding role in the process of combining with the personnel management of colleges and universities, that is, through ideological and political work can guide the staff to carry out the relevant work correctly, solve the difficulties in the actual work, and better improve work efficiency.

3.THE STABILITY OF PERSONNEL MANAGEMENT DEPENDS ON IDEOLOGICAL AND POLITICAL WORK
In the actual process of personnel management in colleges and universities, there are often many problems, which make it difficult to maintain good stability in personnel management, such as the changes caused by salary treatment, job adjustment and so on, resulting in greater changes in the psychology and attitude of faculty and staff. These problems are likely to lead to large personnel changes. In order to avoid the large-scale impact caused by such situations, it is necessary to integrate ideological and political work in personnel management, to effectively stabilize personnel management, that is, to demonstrate the concept of people-oriented through ideological and political work, to give more attention to faculty and staff through various means, such as the use of in-depth conversation, visits and other ways to understand their real ideas, so as to effectively identify their real needs, and then give the necessary support and help, only to ensure that the worries can be eliminated.

In order to enable teachers to return to normal working conditions, but also to better improve their enthusiasm for work, fundamentally for the stability of personnel management to ensure, but also to retain more keen on education faculty and staff. At the same time, the good stability of personnel management in colleges and universities not only reflects the professional quality of the

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staff, but also shows the good ideological and political literacy of the university staff, after all, they only have the ability to do so, in order to give college students full education and influence in their work.

4. IDEOLOGICAL AND POLITICAL WORK TO IMPROVE PERSONNEL MANAGEMENT RULES AND REGULATIONS

Because all aspects of personnel management in colleges and universities are closely related to faculty and staff, must be better perfected in order to play its real value and role, after all, college staff are responsible for the training of talents, if they can get reasonable treatment, work enthusiasm is naturally guaranteed, otherwise, it is easy to personnel management work to bring it a lot of negative impact. Therefore, if we want to solve such problems completely, we should integrate ideological and political work into the personnel management work of colleges and universities, improve the rules and regulations of personnel management through ideological and political work, and ensure that every faculty member can get the treatment he deserves. For example, teachers who perform well in the teaching process should be given adequate incentives so that they can maintain good working conditions for a long time and teach more high-quality college talents. As for the ability to work in general, the performance is not outstanding many faculty members can also be rewarded, can be used as encouragement, but also as the most basic treatment, after all, college staff in the work of education after the results also need to get a corresponding return. At the same time, the use of ideological and political work in college personnel management can be achieved with faculty and staff as the core, through positive communication, let them clear the reasons and key contents of personnel management, know its role in personnel management, help adjust the mentality of the problem, so as to ensure the self-interest of faculty and staff under the premise of better accept the corresponding arrangements, effectively resolve the various contradictions in personnel management, to ensure that personnel management of colleges and universities have a good working atmosphere.

6. CONCLUSION

To sum up, the acceleration of the pace of social development has led to higher and higher requirements for personnel management in Colleges and Universities. As the main source of talents to the society, if we want to cultivate more talents who can meet the social requirements, we should pay attention to the relationship between personnel management and ideological and political work in Colleges and universities, so as to ensure that the ideological and political work can be used to continuously improve the personnel management work To provide sufficient convenience for the teaching staff in Colleges and universities.

REFERENCE

The Concept and Practice of Lifelong Physical Education in Higher Vocational Colleges

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Abstract: Education has always been the top priority in China's development. For higher vocational colleges, in the process of implementing the teaching goal of cultivating high-quality skilled talents with all-round development, lifelong physical education in physical education teaching is also attached great importance to, which can effectively improve the physical function and quality of students, and cultivate their tough quality and values, so as to meet the future needs of social professional physical fitness and quality, and better promote social development Exhibition. However, there are still some deficiencies in the current higher vocational colleges based on the concept of lifelong physical education. Based on this, this paper makes a simple discussion on the concept and practice of lifelong physical education in Higher Vocational Colleges for reference.

Keywords: Higher vocational colleges; Physical education; Lifelong sports concept; Practice

1. OVERVIEW AND SIGNIFICANCE OF LIFELONG PHYSICAL EDUCATION CONCEPT IN PHYSICAL EDUCATION TEACHING OF HIGHER VOCATIONAL COLLEGES

As the name implies, the concept of lifelong physical education refers to the idea and activities of physical education penetrate into the various stages of students' growth and development, making it an important part of individual survival and development, so as to cultivate students' concept of lifelong physical exercise. And on this basis, to help students develop healthy living habits, as well as correct and positive sports awareness, so as to maintain a healthy, energetic and positive mental outlook of life, for the society to transport more high-quality professional application-oriented talents [1-3].

2. PROBLEMS EXISTING IN PHYSICAL EDUCATION TEACHING IN HIGHER VOCATIONAL COLLEGES

2.1 The Teaching Concept Is Relatively Backward

Due to the influence of the traditional examination-oriented education concept, the concept of lifelong physical education in higher vocational colleges is still relatively backward, and the physical education curriculum in higher vocational colleges is not paid enough attention to. It is considered that professional course teaching is the key problem that should be paid attention to. This leads to the fact that in the actual process of physical education, teachers' teaching enthusiasm is not high, teaching quality is not ideal, and due to the lack of attention, it also makes higher vocational college physical education work superficial and superficial, let alone establish the concept of lifelong physical education. In addition, most of the students in higher vocational colleges cannot realize the importance of physical education curriculum for their own growth and development. They usually pay more attention to the study of professional culture courses. They think that physical education courses are not important enough and cannot provide help for the improvement of professional skills. Therefore, the lack of enthusiasm for learning, enthusiasm is not high, so that the actual quality of learning and the cultivation of lifelong sports concept are seriously affected.

2.2 The Teaching Facilities Need To Be Improved

According to the current situation, the deficiency of the concept of lifelong physical education in higher vocational colleges is also reflected in the imperfect hardware facilities. There are relevant data show that more than half of the higher vocational colleges have not even established football field, and the sports facilities and places related to most colleges are relatively single and backward, which has caused great obstacles for the actual teaching of higher vocational physical education. In addition, due to the lack of diversified teaching facilities, the interest of physical education courses is greatly reduced, which also reduces the enthusiasm of students to participate in sports courses to a certain extent. In the long run, it will continue to consume the enthusiasm of students and produce a psychological conflict with physical exercise, so it is difficult to implement the guidance of the concept of Lifelong Physical Education [2].

2.3 The Course Arrangement Is Not Reasonable Enough

For most of the higher vocational colleges, the basic curriculum arrangement is still based on professional culture courses, the arrangement of physical education courses is very few, and most of the course teaching process, are using very boring teaching methods, and the teaching process is too mechanized, just blindly encourage students to exercise, and did not pass on to the students for their own health The concept of responsibility. In addition, the professional level of physical education teachers cannot meet the guidance of the development of the times to establish the concept of lifelong physical education, but according to the syllabus of boring teaching, greatly reducing the quality of teaching.

3. STRATEGIES TO STRENGTHEN THE PRACTICE OF LIFELONG PHYSICAL EDUCATION CONCEPT IN PHYSICAL EDUCATION TEACHING OF HIGHER VOCATIONAL COLLEGES

3.1 Arouse Students’ Interest and Cultivate the Concept of
Lifelong Physical Education
Teachers are the main leaders and executors of physical education in higher vocational colleges. In order to improve the teaching quality and help students establish the concept of life-long physical education, it is necessary to change the concept of higher vocational physical education teachers, strengthen the importance of physical education activities, and constantly transmit the concept of Lifelong Physical Education to students in daily teaching, so that they can be affected imperceptibly Sound, gradually formed lifelong sports learning thinking. In addition, school leaders also need to base on the concept of lifelong physical education, formulate reasonable physical education teaching plan, and constantly improve the school physical education work. We can also use relevant policies to promote the development of physical education in higher vocational colleges, and point out the direction of lifelong physical education in Physical Education in Higher Vocational Colleges from the superstructure, so as to better improve the actual teaching quality.

3.2 Adjust Curriculum Structure And Enrich Physical Education Teaching Content
On the one hand, in order to implement the guidance of the concept of lifelong physical education, vocational colleges should consider the actual needs of students and teaching situation, and adjust the proportion of courses appropriately, so as to ensure the rationality of physical education curriculum arrangement. On the other hand, teachers should also pay attention to the improvement of their own teaching level, abandon mechanical teaching, strengthen communication with students, and understand the personalized characteristics of students, so as to constantly enrich the content and form of the course, enhance the interest of classroom teaching, and stimulate students' learning enthusiasm And promote the continuous progress of physical education teaching.

For example, when the basketball related knowledge is explained, teachers in the teaching process of basic theoretical knowledge can also appropriately combine with the basketball cultural background to introduce a series of benefits of basketball for human health to students in the form of storytelling, so as to deepen students' understanding of basketball. Or combined with the stories of some popular basketball players to create a good learning atmosphere for students, so as to mobilize their enthusiasm. In addition, in the practice course, after the explanation and demonstration of basketball essentials, students can be organized to practice in groups, and competitions can be carried out at an appropriate time, and some reasonable competition rewards can be set up, so that students can continuously enhance their sports self-confidence and sense of achievement, cultivate their love for sports, and constantly strengthen the awareness of lifelong sports learning [3].

3.3 Strengthen Infrastructure Construction And Lay a Foundation For Lifelong Education
In order to better meet the needs of lifelong physical education concept in higher vocational physical education teaching, the school should also pay attention to the construction of infrastructure, and increase the investment in sports equipment, equipment, place and other aspects according to the students' professional physical fitness demand and personalized characteristics, so as to promote the development of sports facilities integrity and three-dimensional. And with the help of diversified and interesting sports, we can fully mobilize students' subjective initiative, strengthen the study of sports and curriculum, so as to lay a solid foundation for the concept of lifelong physical education and promote the future learning and development.

4.CONCLUSION
To sum up, the concept of lifelong physical education in higher vocational physical education teaching has important practical significance for students' life and social development. In order to achieve the goal of cultivating students' lifelong physical exercise concept and helping them form good and healthy living habits, physical education teachers in higher vocational colleges should take effective strategies to carry out practical physical education teaching, and constantly pay attention to the improvement of their teaching ability, so as to effectively stimulate students' interest and enthusiasm in sports learning, improve the actual teaching quality and promote their comprehensive development Exhibition.

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REFERENCE
Teaching Strategies for Developing Interest in Mathematics

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Abstract: Mathematics is a kind of more abstract science. For some students, they have never experienced the fun of learning mathematics so that they regard learning math as a painful business. The existence of this phenomenon is related to the improper teaching methods of mathematics teachers to some extent. Interest is the best teacher. Teachers should not only be satisfied with teaching students how much math knowledge, but also pay attention to cultivate and stimulate their interest in learning math knowledge. The author has been engaged in mathematics teaching in higher vocational colleges for many years and has actively explored the cultivation of students' interest in mathematics learning. Based on this topic, this article carries on the discussion for seeking the advice from the colleague.

Keywords: Mathematics; Interest; Teaching

1. PAY ATTENTION TO MATHEMATICS CULTURE EDUCATION AND STIMULATE STUDENTS' INTEREST IN LEARNING

The mathematics teachers should not only strengthen professional knowledge learning and teaching skills, but also should pay attention to students’ accumulation of mathematical cultural knowledge timely such as the explanation of the development history of mathematics, the story of mathematicians, mathematics anecdotes, which aims to help students understand mathematical culture breadth and spirit, and appreciate the charm and beauty of mathematics as a big garden, as well as stimulate their own interest in learning mathematics [1-3]. At ordinary times, I like reading articles and books on mathematics knowledge. I have a wide range of knowledge, such as the generation and development of calculus, geometry, algebra and other knowledge, the origin of mathematical symbols, interesting mathematical problems and so on. I pay attention to the retained data, take notes, and write about feelings. As time goes by, the accumulated knowledge becomes richer and richer, which can be easily picked up during teaching time so that students can learn mathematical knowledge at the same time and accept the edification of mathematical culture. Besides, I am used to spending after-class time in holding meaningful lectures on mathematical culture knowledge. In this way, the students will no longer feel the boredom of math class, and gradually like math.

2. ENHANCE TEACHERS' PERSONAL CHARM AND HELP STUDENTS "LOVE ME AND LOVE MY DOG"

It is widely known that a student who likes math mainly because he likes the math teacher, or who hates math for his dislike on the math teacher. To be popular with students, a math teacher should meet these following requirements. Firstly, teachers should possess the profound professional knowledge. They should not only master the basic knowledge and theoretical system of mathematics, but also be familiar with the history, current situation and development trend of mathematics, as well as the knowledge of other disciplines related to mathematics. Secondly, teachers should be qualified with rich knowledge of pedagogy, psychology and teaching method so that they can be able to adopt the suitable teaching approaches for students in accordance with their aptitude and individual differences. Finally, they are expected to have deep and meaningful cultural accomplishment. Mathematics teachers should constantly enlarge their knowledge and expand their interests and hobbies, meanwhile they are supposed to constantly meet students' thirst for knowledge by their own rich cultural accomplishment. In addition, Mathematics teachers should constantly improve themselves in classroom language art and blackboard writing quality, so as to achieve solid and proficient classroom teaching basic skills.

3. ADOPT FLEXIBLE AND DIVERSE TEACHING METHODS AND HELP STUDENTS FEEL THE FUN OF MATHEMATICS DURING RELAXED EXPERIENCE

Mr. Chen Xingshen, a math master, once wrote down three words "Math is fun" for young math lovers. There is no doubt that the abstract thinking, logical reasoning, boring proof and tedious operation of mathematics make students feel like a headache and puzzled. It is bound to increase the students' boredom and tiredness if the teacher blindly adopts the traditional rigid teaching methods. In order to make students feel the fun of mathematics and be willing to get close to mathematics, understand mathematics, like mathematics, and take the initiative to learn mathematics finally, the teachers need to pay more attention to the choice of teaching methods to make the teaching and learning full of vitality. In addition to the traditional teaching method, reading guidance method, question-and-answer communication method, classroom discussion method and guided discovery method can be appropriately adopted, and some modern educational technologies, such as multimedia teaching, computer and network assisted teaching, can be introduced to enhance the teaching effect. All in all, new and flexible teaching methods can greatly arouse students' interest in learning. Moreover, it is also a good choice to try
to add a little game element to the teaching. I myself often try to swap roles with students, guiding students as teachers and the teachers as listeners. After accepting challenging tasks, students will devote themselves to the preparation work including self-study, consulting, lesson preparation, trial lecture, etc. They tend to excel and perform great potential. In this way, students not only learn knowledge and exercise their ability, but also cultivate their passion for mathematics.

4. ATTACH IMPORTANCE TO APPLIED TEACHING OF MATHEMATICS AND MAKE MATHEMATICS CLOSER TO LIFE
Many students feel mathematics boring and with no practical application value, which is caused by the neglect of applied teaching by mathematics teachers. Many teachers only pay attention to the teaching of abstract mathematical concepts, formulas and theorems, rarely introduce students to the practical application of the knowledge, and even omit the meagre applied subject in the textbook. Over time, students will view math as just numbers, letters and symbols-built castles in the air, which is far away from real life. In fact, mathematics is the foundation of all sciences. Only when it is integrated into real life can it be visualized and concrete, and can it attract students more and stimulate their interest in learning. Therefore, teachers should pay attention to the applied teaching of mathematics knowledge, not only emphasize and teach the applied mathematics knowledge and applied problems in textbooks, but also collect cases extensively to introduce the practical application of mathematics knowledge to students as much as possible.

5. STRENGTHEN EMOTIONAL COMMUNICATION AND GUIDE STUDENTS TO APPROACH MATHEMATICS IN LOVE AND CARE
A good teacher-student relationship not only makes students want to be close to teachers, but also to mathematics. Math teachers should often close to students, listen to their hearts, care about their study and life, and act as their mentors. Only through intimate communication can teachers understand the individual differences of different students and their different demands for teachers' teaching methods, which can not only harmonize the relationship between teachers and students, but also be conducive to the improvement of teaching work.

6. GUIDE STUDENTS TO SET LOFTY GOALS AND STIMULATE THE INTERNAL MOTIVATION OF LEARNING
With a goal in mind, the man will be motivated to move forward. If students do not know why to learn, do not know the meaning of learning mathematics, they will inevitably lack initiative and hard work, cannot experience the joy of learning in the muddle-headed, and cannot really learn mathematics actually. Therefore, mathematics teachers should guide students to establish the lofty life goal consciously.
Every year when I teach freshmen my first math class, I spend at least one class talking heart to heart with the students. I will elaborate and prepare in advance to talk to the students about the necessity of personal lifelong learning, the importance of math learning, and also talk to them about life and dreams. My sincerity often moves students so much that they involuntarily open their hearts to me, and confide their plans and even shortcomings to me in writing. I will teach every student according to his/her actual situation, and communicate with each other in stages and groups. Under my encouragement and guidance, many students put down their feeling of inferiority and concerns, set up their life goals, and work hard in their future studies to advance towards the preset goals.

REFERENCES
Abstract: Music is a way of entertainment for people. Diversified music brings people auditory stimulation and spiritual comfort. Music education is a way for students to understand and contact art life, and it is also a way to learn music skills and music literacy. Wind music is one of the most suitable musical instruments to cultivate musical expertise. Compared with piano and other instruments, it has the characteristics of low price, easy to learn and many kinds of repertoire that can be performed. It is a more suitable instrument for basic music education. Orchestra has a variety of forms, and it is easy to express in music teaching.

Keywords: Music and art education; Orchestra; Quality education

1. INTRODUCTION
Quality education is of great significance in China's education and an effective way to realize the rejuvenation of the country through science and education. Facing all the students, we should promote the all-round development of the students through the pentathlon education of morality, intelligence, physique, beauty and labor. Art education, including music, dance, art and other forms, is to cultivate students' aesthetic ability. Through the study of art works, let students have good aesthetic ability and creative ability. This paper mainly discusses the far-reaching influence of the establishment of orchestra in music education on students' quality education and campus comprehensive civilization construction.

2. THE ROLE OF ORCHESTRA IN IMPROVING STUDENTS' COMPREHENSIVE QUALITY
Wind music teaching is one of the most important teaching methods in school music education at present. 2.1 Enhance Aesthetic And Professional Ability And Cultivate Sentiment
People have been learning music, painting, dancing and other artistic ways to improve their aesthetic ability. Learning all kinds of art can make students have the understanding of beauty, cultivate their mind and cultivate their moral character. The orchestra is a team that can let students perceive, appreciate, create and show their aesthetic appreciation. They can understand the cultural background and enlighten their minds by appreciating the beautiful melody. The students of the orchestra show the beautiful melody to the audience, and the audience can also feel the charm of the works, which not only strengthens their own skills, but also spreads the beautiful art. In ancient times, people began to pursue art and pay attention to artistic cultivation. Ancient emperors and officials asked women to be proficient in all kinds of music, chess, calligraphy and painting, and men were both literate and martial arts. All these were the desire and pursuit of beauty. Music can express people's feelings. For different music, people are affected by the external environment and mood, and easily resonate with it, so as to enjoy the music and comfort the soul. Wind instruments, namely "tube type" instruments, are the sound produced by the resonance of the air flow through the hole of the pipe cavity. The wind band is the exhibition of artistic and cultural activities. In the process of learning wind instruments, practicing together and reporting performances, students have learned the knowledge of musical instruments, cultivated the ability of teamwork, increased the performance knowledge and enriched the stage experience. Orchestras can be implemented in primary and secondary schools, so that students at each stage can have the ability to perceive beauty. 2.2 Enhance The Sense Of Teamwork And Enhance Students' Feelings
As the name suggests, a wind orchestra is an art activity group. Students play different instruments in the team. Only when each student has a clear cooperation, division of labor and constant running in and practice can a perfect work be displayed. The purpose of the orchestra students is clear, in order to achieve the goal of common progress, enhance the friendship between the orchestra students, but also cultivate the students' ability to appreciate the characteristics of different musical instruments. In order to cultivate students of Wind Orchestra, students must master the integrity of works and the integrity of each voice part performance. They should master the ability of sensitive discrimination. They can perform perfectly in cooperation with other students and pay more attention to team cooperation than individual performance. Wind Orchestra is a group composed of many students who love wind instruments. They help each other in the learning process and study wind music knowledge in time. In this learning process, the skills and knowledge of each student can be improved, and the team consciousness of students is strengthened. 2.3 Comprehensive Improvement of Daily Life and Learning Skills
Students can develop their comprehensive ability in the study of orchestra. When playing a piece of music, students should cooperate wholeheartedly, observe the score with eyes, make the instrument sound with hands and mouth, and distinguish the performance of other instruments by ears. For the whole body's collaborative activities play a good role, at the same time greatly stimulate the operation of the brain, the development of students' thinking ability. If this kind of
thinking ability is applied to life, students' physical cooperation ability, perception and memory will have unlimited development space, which will create more choices for students in the future social development.

2.4 Face Up To Their Own Values And Maintain An Open-Minded Attitude Towards Life

Music is a kind of invisible nutrition that can accompany people all their lives. From the whispers heard in the arms of mothers when they are crying for food, and the inspirational and vigorous spirit in the process of growing up, music not only accompanies and nourishes people's hearts, but also enlightens people's minds. The melody of pipe music works is relatively high and the sense of rhythm is strong. Students can easily be attracted by the melody rhythm in the learning process, and produce sensory and emotional stimulation, so that students' physical and mental health can achieve the best development, and maintain an optimistic and positive attitude. Wind music learning can see the effect in a short time, so students have a strong interest in music learning through short-term skill improvement, and maintain an optimistic attitude towards life while cultivating interest in music [2].

3. THE SIGNIFICANCE OF WIND BAND TO THE COMPREHENSIVE CULTURAL CONSTRUCTION OF COLLEGES AND UNIVERSITIES

The innovation of the new curriculum reflects the importance of education in China, and the goal of cultivating students' comprehensive quality is clearer. Art education is an important part of quality education. The Ministry of education clearly points out that students must master one or more artistic skills. There are not too many restrictions on the establishment of orchestra, and it also plays an effective role in improving students' abilities in all aspects in quality education. Therefore, the orchestra plays a good role in promoting the construction of campus comprehensive civilization.

3.1 Orchestra Is the Implementation Way of Quality Education

All colleges and universities in China can set up wind orchestras, which have a comprehensive coverage and far-reaching influence. Orchestra is a team work, to carry out art education for students and in collective learning can improve students' appreciation level. When students train and play in this group activity, they can show themselves perfectly and cooperate with others. Through the cooperation between students, students can cultivate their cooperation spirit and improve their practical ability. Therefore, the significance of orchestra for students' emotional education is significant, and it is an effective way of quality education.

3.2 Orchestra Enriches Campus Culture

The Ministry of education points out that the important component of socialist advanced culture is campus culture. We should focus on strengthening the school art education, and the establishment of the orchestra is the main factor that can comprehensively carry forward the campus culture. The orchestra can improve the students' professional skills, improve the students' appreciation ability, and enhance the cooperation consciousness among the students. It has a certain guiding role for the students' innovative spirit, and effectively promotes the campus culture in the process of improving the students' comprehensive ability Comprehensive development [3].

4. CONCLUSION

To sum up, the orchestra can improve the students' aesthetic ability, team cooperation ability and self-innovation ability to a certain extent. At the same time, it can make students face themselves better and maintain an optimistic attitude. Quality education plays an important role in the education of our country. The comprehensive ability of students can be improved through quality education. The development of orchestra in music teaching is of great help to art education. At present, the wind band in Colleges and universities has formed a certain scale. The school should do a good job in the management of the wind band, improve the various facilities of the wind band, promote the normalization of the wind band, and make the wind band more glorious in the quality education.

REFERENCE

The Application of Educational Psychology in Teacher Education Under the New Curriculum Reform

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Abstract: Educational psychology can provide strong knowledge support for teachers to carry out teaching work. With the implementation of the new curriculum reform, teachers also need to adapt to the needs of the development of the times to change the teaching concept, and use the relevant content of educational psychology to master the psychological dynamics of students, and adjust the teaching mode accordingly, so as to effectively stimulate students' enthusiasm for learning, improve teaching efficiency and quality. This paper studies and analyzes the practical application value of educational psychology in teaching work at this stage, and puts forward corresponding improvement measures as follows.

Keywords: New curriculum reform; Educational psychology; Practical application; Improvement measures

1. THE PRACTICAL APPLICATION OF EDUCATIONAL PSYCHOLOGY IN THE CONTEXT OF THE NEW CURRICULUM REFORM

1.1 Using Teaching Psychology Can Effectively Arouse Students' Enthusiasm

When carrying out teaching work, teachers can find out students' psychological characteristics and practical ideas through psychology, and make appropriate teaching methods according to students' actual situation and development needs, so as to create a relaxed and pleasant classroom atmosphere for them. As a bridge between teachers and students, interaction, compared with the traditional teaching mode, can more highlight the main position of students in the classroom. However, as an important guide, teachers plan development routes for students, so that students can promote the classroom [1]. On this basis, a mutually beneficial relationship is gradually formed between students and teachers. At the same time, teachers should attach importance to the communication with students and strengthen the interaction between them. This teaching method can not only stimulate students' enthusiasm for learning, but also effectively improve the efficiency and quality of teaching. However, it should be noted that teachers should reasonably use their education mind at the right time. Science to adjust the overall rhythm of the classroom, and always pay attention to students' dynamic and digestion of knowledge points.

1.2 Students' Subjective Initiative Can Be Brought Into Play

The role of educators in the teaching process is not only the imparter of knowledge, but also the leader in the development of students. Reasonable teaching methods can play an incentive role for students, make students have interest in learning, make them keep full of enthusiasm for learning, and play their own initiative in learning. According to the content of educational psychology, because of the characteristics of students' personality, there will be great differences, and their psychological needs are various. Therefore, teachers should aim at this feature, respect students' psychology, and stimulate students to realize their all-round development [2]. In addition, each class has its own advantages and disadvantages because of its performance. For the students with better performance, they have the will to take the initiative to learn, and the teachers only need to encourage them, which can meet their sense of achievement. But for the students with relatively poor performance, because their own learning initiative is relatively low, and there is a certain sense of inferiority, so teachers should make use of it. Educational psychology can eliminate students' self-abasement, give full play to their leading role, encourage students effectively by using their speech and behavior, so as to play a positive role in students' learning and life, and lay a solid foundation for students' future development while improving their learning efficiency and quality.

1.3 Strengthen Communication with Students and Stimulate Students' Interest in Learning

Based on the background of the new curriculum reform, the education department pays more and more attention to the overall development of students' comprehensive literacy. Therefore, teachers should also change the teaching concept, adjust the teaching methods appropriately, and transform the students' main position in classroom learning. On the other hand, when carrying out the relevant teaching work, teachers should strengthen the communication with students, understand the ideas of students, and carry out targeted ideological exchange education according to the changes of students' psychological state. And teachers can use educational psychology to analyze students' psychological ideas, follow students' ideas to make teaching plans, listen to students' suggestions, and improve the corresponding improvement measures. Secondly, because every student is eager to get the attention of teachers, teachers should use the content of educational psychology reasonably to stimulate students' interest in learning.

2. THE IMPROVEMENT OF TEACHING WITH

ACADEMIC PUBLISHING HOUSE
EDUCATIONAL PSYCHOLOGY

2.1 Integrate the Teaching Content and Optimize the Curriculum System

When teachers carry out teaching work, due to the limitation of time, it will affect the role of educational psychology in it. Therefore, teachers should reasonably integrate the teaching content, try to choose the psychological content that is consistent with the actual situation of teaching, so that it can play the real value to the greatest extent. Educational psychology is mainly a discipline that studies the psychological laws of "teaching" and "learning". Whether it is the theory of "the latest development zone" of wigowski or the theory of learning transfer, it can play an auxiliary role in promoting the development of education in China. Therefore, educators should reasonably use this knowledge point in practical teaching work, optimize the classroom teaching system, make students realize the importance of the current stage of school, and solve the problems that are easy to appear in the teaching process for teachers, so as to reflect the true significance value of educational psychology [3].

2.2 Adapt To The Characteristics Of The Times And Change Teaching Methods

With the further implementation of the current new curriculum reform, teachers are also changing the previous teaching methods according to the corresponding standards and the actual development needs of students, and using the relevant knowledge points of educational psychology to reform the teaching in the new situation. First, the experiential teaching method, which is mainly to integrate the actual life in the teaching process, so that students have a strong sense of bringing in, and can reasonably apply the knowledge learned in the classroom to the actual life process, teachers can improve the teaching form according to the experience expressed by students, so as to bring better services to students. Second, the main way of the trial teaching method is to exchange the roles of students and teachers, in which teachers only play an auxiliary role, let students start corresponding discussions after learning knowledge, and promote the development of the curriculum, which can make students' subjective initiative play the greatest effect [4].

Third, the situational case introduction method, teachers can use the case teaching method according to the relevant theoretical knowledge points in psychology, when carrying out the teaching work, according to the actual content of the course, to create the appropriate situation, and guide students to discuss it, and then can improve the learning efficiency of students. The application of these methods accords with the concept of the new curriculum reform, and can reduce the students' negative psychology and improve their enthusiasm for learning.

2.3 Improve the Teaching Evaluation Mechanism

According to the survey, most schools in our country are influenced by the idea of exam-oriented education, and the focus of teaching is too biased towards the students' achievements, and will make corresponding evaluation according to the students' achievements. However, the former evaluation method is relatively simple, and only based on the score theory. This practice will hit students' enthusiasm for learning, which is not conducive to the overall development of students' physical and mental health. In the context of the new curriculum reform, teachers should change the way of teaching evaluation, not only make judgments based on the results, but also attach importance to the whole learning process of students, make multi-dimensional evaluation of students' learning attitude, learning habits, psychological quality, and ensure that the evaluation content can play an effective incentive role for students [5]. At the same time, teachers also need to evaluate the advantages of students, and give corresponding encouragement, so as to stimulate the potential of students.

3. CONCLUSION

To sum up, under the background of the new curriculum reform, how to use educational psychology reasonably and improve the efficiency and quality of teaching is a problem that teachers need to solve. Because the teaching activity itself is a step-by-step process, so educators should adjust the teaching methods according to the content of educational psychology to arouse students' enthusiasm for learning. Teachers should also strengthen their own psychological knowledge according to the development needs of the times, so as to promote the effective improvement of teaching level.

REFERENCE


The Professional Development of College English Teachers Based on Reflection and Cooperation

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Abstract: This paper comprehensively expounds the professional development of College English teachers and its shortcomings, analyzes the conceptual model formed by reflection and cooperative construction, and explores the feasibility of this new model for College English teachers' professional development. The integration of "reflection" and "cooperative construction" is helpful to the professional development of College English teachers.

Keywords: Reflection; Cooperative Construction; Professional Development of Teachers

1. INTRODUCTION

In recent years, with the deepening of education reform, China has made good achievements in teaching ideas and methods. However, in English teaching, teachers' professional development needs to be strengthened, teaching ideas and practical teaching activities are out of touch, and teachers' teaching level is hesitant.

1.1 Professional development of English teachers.
From the perspective of pedagogy, English teachers themselves and their internalized professional competence are important factors in optimizing teaching activities. The teacher's professional development is the growth process of individual teachers, with the help of long-term training, mastering the relevant professional theoretical content and skills, achieving the effect of professional autonomy, having professional ethics, and gradually improving the individual's teaching quality, so as to become an excellent education staff [1-2]. The professional development of English teachers in Colleges and universities should be realized with the support of external forces and the internalization of teachers, so as to promote the professional and teaching level of teachers effectively. In this process, long-term training and learning are needed to promote the dynamic development of English teachers' profession.

1.2 Inadequate professional development of teachers.
Under the background of the reform, the degree of professional development of English teachers has become the key to whether the educational reform can achieve the expected effect in these fields. In recent years, some experts in education and language have carried out research on the professional development of such teachers, and found that the overall professional development is not optimistic. The reason for this phenomenon is that teachers' daily workload is too much, and the orientation of professional and English courses is not clear, the corresponding teaching and research ability is weak, and the teachers are not active in professional development, some colleges and universities have loopholes in the management mode of teachers, teachers in the professional development of the channel is insufficient. In this regard, English teachers need to increase the importance of personal professional development, from the main body of development to form a correct understanding, so as to ensure the enthusiasm of professional development, to meet the expectations of professional development standards.

2. REFLECTION AND COOPERATIVE CONSTRUCTION OF THE CONCEPTUAL MODEL

Reflection and cooperative construction are of great value to the professional development of English teachers. If teachers want to achieve self-construction, they need to be based on reflection. The process of reflection is teachers' self-examination and evaluation, while cooperative construction is coordination, integration and formation. The main content of College English teachers' professional development is to have the awareness of practical teaching, and to transform it into the internal strength and prerequisite to promote their individual development. The construction model of reflection and cooperation takes the improvement of teachers' ability in teaching, teaching research and reflection as the operation goal. Teachers in the actual teaching and research encountered during the difficulties as the center, explore and reflect on the value orientation and overall direction of teaching practice, in order to form a practical and optimized professional cognitive system, teaching behavior planning, team cooperation consciousness. After reasonable integration and reconstruction of the system and planning can be applied to specific teaching activities and teaching and research activities. The process of self-examination helps to improve English teachers' language ability, teaching level and logical thinking. In order to achieve the ideal teaching effect and promote the effective development of English teachers' profession, English teachers should always have the consciousness of reflecting on teaching process, content and behavior, share teachers' personal opinions and cognition by means of cooperative communication, find out the problems in teaching in time, and optimize the teaching mode, so as to achieve the ideal teaching effect and promote the effective development of English teachers' profession.

Specifically speaking, in the practical teaching activities, teachers sum up their personal teaching experience, which...
includes teaching action research and scientific research experience. The latter includes reading relevant literature, writing papers and scientific research projects. At the same time, through the analysis and structure of practical teaching activities, teaching reflection is carried out, and the reflection evaluation of teachers is obtained, including expert feedback, communication between teachers and professional training. Through the cognitive construction of the whole knowledge and the reconstruction of the professional knowledge. The above contents can promote the realization of English teachers' professional development goals, including reflection, teaching, research and cooperation.

3. REFLECTION AND COOPERATION TO CONSTRUCT THE FEASIBILITY OF APPLICATION IN THE PROFESSIONAL DEVELOPMENT OF ENGLISH TEACHERS IN COLLEGES AND UNIVERSITIES

This kind of teacher training mode has a substantial role in promoting the professional development of College English teachers, and can obtain the actual development effect.

First of all, some colleges and universities employ English teachers, the age ratio is unbalanced, most of them are young teachers, and this part of the teachers with the new development model to improve the effect is the most obvious. When some teachers find problems during teaching, they can solve them in a variety of ways, for example, through independent thinking, and communicate with other teachers to share teaching experience, learning, discussion, observation, etc., to strengthen the teacher's sense of learning. After the theoretical study of professional knowledge, gradually enrich the theoretical framework of teaching, in order to optimize the practical teaching links, and realize that the goal of English teaching in colleges and universities should meet the requirements of the society and related markets for students, pay attention to the training of students in English communication level, humanistic literacy, dialectical thinking consciousness and rational innovation ability as the actual development goals. Thus, the actual teaching methods are adjusted rationally, so as to strengthen the teaching ability of English teachers and promote the effective development of professional ability.

Secondly, in the English teachers in all aspects of professional development into this model, stimulate teachers to reflect on the cognition, thus providing the basic conditions for teachers' professional development. If teachers have a critical sense of reflection, they will constantly reflect on themselves in the actual teaching process. Teachers are the goal of learning for students, so teachers should do a good role as models. In the actual English teaching period, we need to examine their English expression level, whether they can meet the standard of demonstration, whether they can help students' language learning, and whether we can maintain the consciousness of lifelong learning in order to continuously supplement and update professional knowledge. When examining values and professional outlook, teachers need to reflect on whether they have good professionalism and professional ethics. Teachers are the organizers and managers of English classrooms, and they need to examine their own planning rationality in the classroom teaching links, content and teaching atmosphere. From the point of view of teaching practitioners, English teachers should reflect on whether they realize the effective integration of teaching concepts and practices, complete teaching tasks, and present the ideal teaching effect. Finally, under the construction of cooperation, the formation of professional community of teachers is the only way for its professional development. English teachers cooperate with each other and have been more objective, open and diversified in their self-evaluation. Teachers should not form independent fighting and mutually competitive awareness, the English teachers formed into a mutual promotion, common progress of the whole, and effectively play the sense of teamwork. This can promote the formation of effective communication between teachers, information sharing, expand research content, and continue to inject new ideas, help to ease the pressure of teaching and long-term repetitive work-tired mentality. At the same time, the cooperation and observation of English teachers is conducive to expanding the content capacity of English teachers' communication, and to put forward more targeted topics to mobilize teachers' enthusiasm for professional development.

4. CONCLUSION

Teachers' professional development is gradually formed in teaching activities. The conceptual model formed by reflection and cooperation construction points out that professional development is the result of practical reflection and the integration and remodeling of previous practice results. This kind of cultivation mode urges teachers to carry out self-reflection and criticism, so as to realize self-development.

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REFERENCES


Research on The Curriculum of Physical Education Games for Children Under the Core Literacy Field of View

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Abstract: The continuous implementation of China's core quality education makes the cause of early childhood education flourish, brings great opportunities and will bring great challenges to early childhood education workers, how to make early childhood education in the new era with Chinese characteristics of the education and school-running policy is a problem that needs to be considered. Based on the core quality view, this paper discusses the curriculum of children's physical education, and carries on the quality education training for students for the students' innovative practical ability and self-control ability, hoping to bring about the transformation under the new era of the Chinese children's physical education classroom.

Keywords: Core Literacy Field; Children's Physical Games; Curriculum Research

1. INTRODUCTION
It is part of the common teaching methods in preschool education industry to adopt game teaching in preschool education. Therefore, more attention should be given to the training of students' quality and ability. In the new era, there are also recent changes in the cause of preschool education. Teachers should start more from the perspective of students, practice the quality-oriented education policy stipulated by the state, go deep into the teaching objectives and goals of the sports game course, practically change preschool education into people's livelihood education, and do a good job in the post responsibilities of preschool education.

1.1 Incorporating flexible thinking into sports game
Children's age is small and their physical development is not complete, so teachers should try to avoid high-intensity exercise in children's sports game courses, and strengthen the cultivation of students' flexible thinking, so that they can have a relatively smooth and flexible behavior in the growth of children. In this part of the teaching, we should pay attention to make the children's thinking ability fully divergent, have many independent and flexible ideas, and avoid teaching every student into a thousand articles in the same way, which is not conducive to the later development of students' thinking habits, and easy to cause the appearance of thinking patterns. For the cultivation of students' flexible thinking, the mode of unified teaching aids and toys can be used in the game teaching, so that students can give full play to their imagination under the unified items, and can use the same items more flexibly to create different game effects.

1.2 Incorporating original thinking into sports game
The cultivation of children's original thinking has an important enlightening effect on the cultivation of different personalities in the future. Because children's thinking has not been finalized, teachers should fully guide students to develop their own unique character in the stage of sports game, and introduce the original thinking into the process of game. The understanding of creative thinking is to be able to have their own unique ideas different from others, and new, rare, innovative ideas or behaviors can make students have different solutions when dealing with problems in the future. For example, in the game, let students consider how to set up a pen? Students can find ways to use their own unique approaches to achieve the results by providing various teaching aids. Some students use the way of support. Some students use the way of processing pens. Teachers should confirm the completion of each student, so that not only students' original thinking will be exercised, but also students' subjective initiative will be greatly improved.

1.3 Incorporating fine thinking into the game of sport
Children's attention is easy to be attracted by external things, so there is often slipped in the classroom. In view of the situation that student’s attention is easy to be distracted, teachers should strengthen the cultivation of students' delicate thinking in game teaching, so that students can develop the ability to observe things carefully. The embodiment of refined thinking is derived from the demonstration of students' life experience, so that students can improve their perception of things in unusual situations, and better achieve the interactive teaching goal of classroom effect. For example, in the game phase, students can describe a generic object in life. Teachers can make students understand things more clearly through question and answer, and promote the establishment of students' initial three views. the question stage, you can use "this item (Apple) looks delicious, but I don't know what it is, which child can tell me what it looks like". Through the way of asking for...
help, students' help psychology can be cultivated together, so that students can improve delicate thinking ability [1].

2. STUDY ON SELF-CONTROL ABILITY IN CHILDREN'S PHYSICAL GAME CURRICULUM UNDER THE CORE LITERACY FIELD OF VIEW

2.1 Incorporating self-thinking into sports game
Let the young child have a certain sense of rules, which are also a great help to the growth stage of young children, teachers can be through the game of regular awareness training students' self-thinking ability to improve. Students in the growth of the rule consciousness has a clear understanding, the embodiment of independent thinking is able to do the event without the supervision of the outside world according to certain rules, in the children's sports game curriculum is reflected in the basic rules of the game to respect, do not violate the rules of the situation even than in the group competition to win the promotion of students, because the former can enable students to establish independent thinking for the future more challenges to prepare, The latter reinforces the sense of victory that may lead students to win by any means.

2.2 Incorporating persistent thinking into the sport game
Students need to be able to distinguish between process oriented and result oriented, which is a reflection of teachers' integration of persistent thinking into sports games. Teachers should let students form the correct concept of honor and disgrace, gain and loss in early childhood, to avoid the weak self-confidence of children because of the mad competition in the game activities. Sticking to think refers to the process of transforming the traditional "sticking to the end" thinking in game activities into "doing what you can" thinking in the new era. For instance, when running in the playground, set the goal of 100m as the final goal, plus the segmented goals of 50m and 80m. Before running training, students should be told to choose the goal based on their peculiar physical conditions, not the goal that will hurt them and beyond their own physical acceptance. In the process of selection, students can fully realize the advantages and disadvantages of process oriented and result oriented, so as to transmit the persistent thinking of students [2].

2.3 Incorporating self-control thinking into sports game
The ability of self-control is an essential manifestation of children's self-consciousness. In the process of making and not making decisions, let children develop self-control thinking, and effectively avoid impulsive work in the later teaching of sport game, so that students can resist temptation and prevent unsafe events outside school. The concrete embodiment of self-control thinking is to carry out targeted impulse suppression training according to a personal situation. The types of impulses can be structured in several levels. In the face of different situations, choose different levels of impulsive performance. What can't be done to be fully self-control. What doesn't need to be done to be considered self-control? What must be done doesn't need self-control. Of course, the ability of self-control should be based on the teacher's good judgment ability, so we should pay particular attention to the specific performance of self-control ability.

3.CONCLUSION
In conclusion, we can draw a conclusion from the research of children's sport game curriculum in the perspective of core literacy. Children's sport teaching will be fully focused on the integration of the game link, which is convenient for class management. Through the integration of flexible thinking, original thinking and refined thinking into sports games, students' inventive practice ability will be improved. Through the integration of independent thinking, persistent thinking and self-control thinking into sports games, the ability of self-control of students can be improved. Therefore, teachers should give attention to the influence of game teaching on students' quality training in future teaching.

REFERENCES
Green Marketing of Pu'er Tea

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Abstract: As a natural product, Pu'er tea has its own characteristics of green and natural. Therefore, in the concept of modern consumers, the more prominent the green embodiment of Pu'er tea, the better. Under this condition, in order to promote the development of Pu'er tea industry and improve the success rate of marketing, we should pay attention to the theme of "green" in the marketing activities of Pu'er tea. How to reflect this theme is a problem that relevant enterprises should think about. In this paper, green marketing strategy of Pu'er tea will be put forward from three aspects of "sales", "packaging" and "after-sales".

Keywords: Green; Pu'er Tea; Marketing Strategy

1. INTRODUCTION
Modern Pu'er tea enterprises attach great importance to the theme of "green", which they want to embody in all aspects. However, from the current situation, most enterprises have a one-sided reflection of the theme, that is, they only reflect the theme in a certain marketing link. This kind of embodiment is obviously not deep enough to let consumers experience "green" in the whole marketing process, so it is necessary to analyze the green marketing strategy of Pu'er tea. Under this condition, the significance of this paper is to cover the theme of "green" with all links of Pu'er tea marketing, and improve the marketing quality of Pu'er tea with the help of theme guidance.

2. GREEN MARKETING STRATEGY FOR PU’ER TEA "SALES" LINK
2.1 Promoting marketing strategies
Publicity is the first step in the sales process, but also the first step to contact consumers, so in this link to reflect the "green" theme, so as to attract consumers. In general, because modern consumers for ordinary publicity information there is a subconscious resistance, so the "green" theme in the propaganda steps must have a prominent dominant position, such as "WeChat public number" and other self-media publicity, the title of publicity will be awakened, so that consumers can keep attention to publicity information, while in the promotion content to reflect the more in-depth theme, can use graphic combination of the way to achieve the goal, that is, to take Pictures of Pu'er tea, display the local natural scenery, and add the text of the propaganda, and the text of the propaganda. It is worth noting that any form of publicity should pay attention to frequency, otherwise it will cause "spiritual pollution" to consumers, this problem in the "green" theme of publicity to attract [1] attention.

2.2 Communication marketing strategy
When consumers generate consumer desire through publicity, they actively communicate with marketers, who also need to organize communication language around the "green" theme in order to generate a deal so as to achieve results. First of all, because the biggest problem of consumers in the communication process is the quality of the product, so the marketer should be through the language to convey the Pu'er tea production environment, so that consumers on the product quality of the basic concept. Secondly, it can help consumers to distinguish the difference between the non-natural production of Pu'er tea and the natural production of Pu'er tea, so that consumers can judge the quality of Pu'er tea. In this way, in the whole communication process, consumers will recognize Pu'er tea as a green product, indicating that the "green" theme has been successfully passed to consumers' minds and left a deep impression on them [2].

3. GREEN MARKETING STRATEGY FOR PU’ER TEA "PACKAGING" LINK
Modern Pu'er tea and other natural crop enterprises believe that product packaging not only has the function of protecting products from being damaged, but also has the function of transmitting marketing themes. This recognition is correct, that is to say, the goal of consumers' first review after getting the product is packaging. If the packaging theme is clear, it can bring good experience to consumers, so in the "green" marketing of Pu'er tea, it is necessary to pay attention to the packaging link.

3.1 Packaging Design Form Marketing Strategy
Packaging design form refers to the shape of Pu'er tea packaging, its "green" theme of the display is more intuitive, so it needs attention. However, in view of the status quo, many modern Pu'er teas enterprises use the packaging design form is very simple, that is, the use of cartons and tape to package, this form cannot reflect the "green" theme, and will bring consumers a bad perception. In response to this, it is recommended that Pu'er tea enterprises adopt simple design techniques, through simple shapes, colors to show the "green" theme, with the embodiment of the sense of design art to attract consumers, for its good visual experience.

3.2 Packaging Design Culture Marketing Strategy
In addition to the "green" theme in the form of Pu'er tea packaging, the design can also be incorporated into some Pu'er tea culture-related cases to deepen the theme, so that the theme more distinct. For example, a Pu'er tea enterprise in the design of the use of the "Yu's tea house" cultural deeds to reflect the "green" theme, that is, "Yu's tea house" rich group tea, its tea was selected by Pu'er Government as a tribute, when the tea house staff in order to protect the quality of gong tea, in addition to strictly in accordance with
the "five choice eight abandoned" requirements for tea picking. Also attaches great importance to the origin of Pu'er tea, the pursuit of wild Pu'er tea cultivation.

4. GREEN MARKETING STRATEGY FOR PU’ER TEA "AFTER-SALES" LINK

Many Pu'er tea enterprises in green marketing will ignore the "after-sales" link, but in fact, the link on the "green" theme is very important, is the key point to build a green marketing cycle mechanism, so it is necessary to analyze the green marketing strategy of the link.

4.1 After-sales Communication Remarketing Strategy

After-sales service not only asking about the user experience, but also to carry out re-marketing work, so that Pu'er tea development has a long-term guarantee. And in order to ensure the success rate of remarketing work, after-sales service personnel should also grasp the "green" theme, adjust communication language, such as asking consumers after tasting Pu'er tea feeling, whether there is a feeling of close to nature, so as to deepen Pu'er tea in the minds of consumers impression.

4.2 After-sales service activity strategy

In order to train more "return customers", in the after-sales service can be "green" theme as the core, to introduce a series of service activities to consumers. Such as a Pu'er tea enterprise in the after-sales service launched the "Pu'er tea origin tourism experience" activities, this activity will be from all consumers to draw a number of people to Pu'er tea origin tourism, so that consumers experience the local natural customs, and the information of the event can be used for the next publicity.

5. CONCLUSION

To sum up, green theme is of great help to Pu'er tea marketing, and if the green theme is reflected, it is a problem that Pu'er tea enterprises need to think about. In this paper, green marketing strategies of Pu'er tea are put forward from three aspects. Each strategy comprehensively improves the marketing process of Pu'er tea, and can achieve marketing objectives with the help of green themes.

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REFERENCES

Explore the High-Quality Development Path of The Logistics Industry in Guangdong, Hong Kong And Macao

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Abstract: The 19th National Congress of the Communist Party of China put forward the concept of high-quality development for the first time. The quality problems involved in logistics industry include work quality and service quality. Based on this, this paper studies the development status of logistics industry in Guangdong, Hong Kong and Macao, and further discusses the effective path of high-quality development of logistics industry in Guangdong, Hong Kong and Macao. From the infrastructure, network system, resource integration, logistics cost four aspects to summarize, for reference.

Keywords: logistics; infrastructure; integration of resources.

1. INTRODUCTION
At present, China's economy is transiting from high-speed development stage to high-quality development. It is one-sided to pursue high-speed development too much. High-quality development puts forward higher requirements for logistics industry. The development of logistics industry is related to the foundation of national economy, and it is a kind of composite service industry, which integrates transportation, warehouse storage, information communication business, and has both production and life [1-2].

In the whole of 2018, the operation of logistics industry in Guangdong Province has increased steadily. The total turnover of social logistics is 23.93 trillion-yuan, accounting for 9.18% of the national total. In 2018, the total cost of social logistics accounted for 14.2% of GDP, with a year-on-year decrease of 0.3%. The scale growth of logistics costs slowed down. The effect of improving quality and efficiency and reducing cost and efficiency of logistics industry has begun to appear. The operation quality of logistics industry has also begun to improve. The structure of logistics industry is optimized, and the development momentum is transformed, so that the logistics activities can be smoothly promoted. At present, the problems in the development of logistics industry are that the service level is relatively low, the logistics cost is relatively high, but the production efficiency is relatively low, the economic benefits cannot reach the expected level, and there are serious pollution and waste problems. The development of Guangdong, Hong Kong and Macao Bay area has been attached great importance by the national government and local government. A series of plans, policies, measures and action plans have been issued for Guangdong, Hong Kong and Macao. In 2017, the national ministries and commissions launched 10 relevant documents, among which the development planning outline of Guangdong, Hong Kong and Macao Bay area has played a strong role in promoting the development of logistics industry in Guangdong, Hong Kong and Macao. The planning outline makes unified planning for strategic positioning, development goals and spatial layout, which promotes the development of the bay area with high quality and good coordination among various parts. One belt, one road, has been promoting the construction of infrastructure and building an international aviation hub, which has made significant progress in the construction of world-class port groups. The trains now open include central Europe and Central Asia.

2. EFFECTIVE PATH FOR HIGH QUALITY DEVELOPMENT OF LOGISTICS INDUSTRY IN GUANGDONG, HONG KONG AND MACAO
2.1 Strengthen the construction of the corresponding infrastructure conditions
To complete the whole logistics process, cannot be separated from the support of the corresponding infrastructure conditions, from the development of recent years, China's logistics infrastructure construction has been achieved in the progress of all, but there are still imperfections, still far from the requirements of high-quality development of logistics. The Pearl River Delta, Yangtze River Delta, Bohai Rim and Beijing-Tianjin regions are regions with good conditions of logistics facilities in China, and there is a great gap between the development of logistics in the western and eastern regions. In order to realize the high-quality development of the logistics industry in Guangdong, Hong Kong and Macao, we should speed up the layout of logistics network nodes. The established logistics park should fully reflect the characteristics of platform, network and wisdom, so as to create a "transmission network" “that can cover the whole country. The establishment of the "card line world” “hub, the joint network operation of the logistics park, successfully established an interconnected service platform, increase investment in logistics real estate, continue to sink service outlets, strengthen the construction of urban and rural integration service network. The state attaches great importance to the related matters related to the reduction of cost-effectiveness in logistics, combines the two tasks of annual inspection and annual review, approves the transportation network for large parts of logistics, regulates...
highway law enforcement measures, reduces logistics costs, and clarifies logistics tax. The transportation sector plays an effective role in enabling the road freight industry to develop smoothly and healthily, so as to realize the vehicle off-site annual review and driver off-site assessment planning program.

2.2 Reasonable planning of the logistics industry network system

In order to achieve the stable operation of the logistics industry, it is necessary to establish a perfect network system, which is a prerequisite for the high-quality development of the logistics industry. High-quality development of logistics industry, the basic network facilities are water conservancy, railways, roads, water transport, aviation, pipelines, electricity, communications. At present, logistics facilities have become the infrastructure of society, logistics and existing infrastructure network to link to form a large network. To improve the logistics infrastructure, we should make good use of the existing resources, in order to effectively prevent duplication of construction, to save resources. In the work of laying out the network layout of national logistics facilities, we should be market-oriented and targeted to build incremental facilities resources. To make up for the deficiency is the focus of construction, strengthen the construction of integrated logistics hub facilities, play a strong supporting role for regional economic development, rational planning of the logistics industry network system, should effectively improve the logistics infrastructure between the supporting and compatibility, so as to build an integrated logistics and transportation network, with high operating efficiency, smooth access and fast and convenient advantages.

2.3 Integrate logistics resources to improve utilization

For a long time, the implementation of the planned economic system, the development of logistics industry by the division of departments and compartmentalization of the impact, in this social context, China's traditional logistics resources in the hands of enterprises in all walks of life, most of the logistics resources only for the enterprise itself to provide services, at this time the use of logistics resources is relatively low efficiency, resulting in a large number of waste of logistics resources. Therefore, effective measures should be taken to overcome this kind of institutional obstacles, effective integration of social logistics resources, to achieve full utilization. Nowadays, social development embodies the concept of sharing economy and realizes the high-quality development of logistics industry, and should also use the Internet, big data, cloud computing, Internet of Things technology, so as to realize the comprehensive and deep development of social logistics, build a new model of logistics development, and effectively enhance the utilization rate of China's logistics resources. Enterpises with integration advantages are mainly manufacturing or brand chain main enterprises, such as fast-pedahijie, Nishun, Ande, Angie, on time, the appropriate integration method is logistics capacity traction chain traction, with strong penetration capability is vertical supply chain integration, extension and evolution of the supply chain needs to be carried out upstream. Enterprises with the advantages of horizontal integration are mainly platform chain enterprises, such as rookie, JD.com logistics, Suning logistics, Anxun logistics. The applicable integration methods are logistics capacity traction and supply chain traction.

2.4 Optimize the operation method to reduce logistics costs

At present, the development of logistics industry in Guangdong, Hong Kong and Macao Bay Area has the problem of high logistics costs, in order to effectively reduce logistics costs should be optimized, and the use of advanced science and technology, so that the level of logistics technology can be effectively improved. With the continuous development and progress of science and technology, China's logistics enterprises have the conditions to adopt more advanced transportation technology, in addition to advanced warehousing technology, handling technology and information technology, and strongly promote the high-quality development of the logistics industry. Logistics and transportation activities should use the appropriate mode of operation, which can also play a role in reducing the cost of logistics operations. For example, a logistics company's mode of transport to road transport, railway, water transport as a supplement, of which the transport cost is relatively low is waterway and railway, which can be seen in order to effectively reduce logistics costs, should strengthen the construction of waterway transport and railway transport. Government departments should give full play to the role of macro-control, so that the logistics industry segmentation and logistics services division of the situation to improve the use of advanced operation methods, such as multimodal transport and joint distribution, which will effectively improve China's logistics and transportation efficiency. Efficient distribution can reduce the number of logistics and transportation, improve the loading rate of transport tools, adjust the vehicle distribution plan, choose the most reasonable means of transportation, apply modern information systems, in order to achieve the optimal control of all links, but also to achieve efficient processing of logistics operations.

3.CONCLUSION

To sum up, the logistics of Guangdong, Hong Kong and Macao Bay area has achieved remarkable results after a period of development. In order to achieve high-quality development, we should strengthen the construction of corresponding infrastructure conditions, reasonably plan the logistics network system, integrate logistics resources, improve the utilization rate, and optimize the operation mode to reduce the logistics cost.

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Discussion on the Planning and Design Principles of Rural Ecotourism Landscape in Eastern Hubei

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Abstract: Eastern Hubei is rich in rural resources. Under the modern concept, besides agricultural production, it can also be used for eco-tourism landscape project development. However, the development of such projects should not be blind, otherwise, there will be insufficient project controllability. At this time, some design principles must be followed in the relevant planning work to ensure that the project can be fully implemented and show its due role. This paper will carry out relevant analysis, expound the necessity of rural eco-tourism landscape project development in Eastern Hubei, and put forward the design principles to be followed in the project development planning.  

Keywords: Eastern Hubei; rural ecotourism landscape; design principles

1. INTRODUCTION

Modern China is carrying out the policy of "pillar industry integration", aiming to integrate surrounding industries into pillar industries on the basis of a pillar industry, so as to form a mutually beneficial relationship and help each other forward. Under this condition, as one of the pillar industries in China, tourism industry can be the basis of policy implementation. Therefore, in the rural areas of Eastern Hubei, rural ecological resources (such as environmental resources, agricultural resources, etc.) can be integrated into the tourism industry of Eastern Hubei. The research on the construction of rural ecotourism landscape project has practical significance to promote the economic development of various industries in the region.

1.1 Drive the economic development of weak industries

Weak industry is the industry with weak economic capacity, which generally refers to traditional industry, and agriculture is one of them. In modern development, although China's agriculture as a whole still has a good economic capacity, but from a local point of view, the development of agricultural economy in many areas is not as strong as before. This phenomenon is very common in Eastern Hubei, and when the region's agriculture and tourism industry are integrated, it means that agriculture can reach more user groups (namely tourists) through the tourism industry. In this way, as a weak industry, the market consumers of agriculture have increased significantly, which shows that its economy has gained greater development momentum, and can eliminate the problem of economic development decline in the current situation. Therefore, Eastern Hubei should focus on the policy of "pillar industry integration" and vigorously develop rural eco-tourism landscape projects [1].

1.2 Reinventing the tourism industry

Tourism industry is a pillar industry in China, which has the characteristics of huge scale and outstanding economic development ability. But in the current development, the industry also has its own "confusion", that is, the tourism industry needs to provide tourists with tourism sites and services, and the tourism sites are difficult to change. After each tour, the freshness of the site will decrease, which is not conducive to the subsequent economic development. At the same time, under the long-term development of tourism service, it has basically reached the "acme" that tourism industry can achieve. From the perspective of industry alone, there is no further innovation, so the tourism industry is facing the phenomenon of insufficient development momentum in the future. When tourism industry and rural resources are integrated, rural environment and agricultural activities can solve this problem. For example, set up agricultural experience base in the process of tourism, guide tourists to experience agricultural life and ecological environment in the base. This kind of project is not available in the tourism industry in the past, which can bring fresh feeling to tourists, and the plasticity of this kind of project is stronger. It can innovate the tourism industry for a long time and promote its forward development for a long time. Therefore, it is necessary to develop rural ecotourism landscape projects in Eastern Hubei.

2. PLANNING AND DESIGN PRINCIPLES OF RURAL ECOTOURISM LANDSCAPE PROJECTS

2.1 Principles of Efficiency

Benefit principle is the most basic principle in the development and planning of rural ecotourism landscape. That is to say, if the project development planning cannot produce benefits or guarantee the balance of interests of both parties, it means that the project development is meaningless, and the party whose benefits are damaged is unwilling to participate in the project development planning. Therefore, the benefit principle must be followed in the project planning. In order to realize the principle of benefit, both parties of integration must negotiate before signing the contract, and set the primary and secondary relationship and the way of benefit distribution. For example, in general, it is based on tourism industry. At this time, the way of interest
distribution needs to be based on tourism industry, but it can not damage the benefits of the other party (farmers, owners of environmental resources, etc.). At this time, we can use the way of "draw + subsidy" to distribute benefits, that is, the tourism industry should spare no effort to provide market resources for the other party. The other side uses these resources to generate more benefits, and the tourism industry practitioners can draw a part of the total income according to the appropriate proportion, while giving the other side certain subsidies to protect the income of the grassroots personnel. This kind of interest distribution method is more reasonable in the rural eco-tourism landscape project planning with the tourism industry as the main part, and the interests of both sides are guaranteed. Therefore, this method should be used in the development planning of such projects in Eastern Hubei Province [2].

2.2 Principle of Full Participation
After the rural eco-tourism landscape development planning starts, it must follow the principle of full participation to maintain the operation of the project. If a subject within the planning scope does not participate in the project operation, it must be "kicked out" of the project, otherwise, the project operation will be inconsistent, and the internal operation power will be asymmetric. The principle of full participation is to develop the functions of all subjects in the project so that they can play their due roles in the operation of the project, refine the internal structure of the project and provide good experience for tourists. For example, in the development of rural eco-tourism landscape in Eastern Hubei, farmers can serve as local guides to guide tourists to visit the eco-tourism landscape or experience rural life, or as product sellers to introduce local specialties to tourists. The implementation of this principle represents that the project planning can be fully invested in the economic output activities to maximize the economic capacity of the project, so it must be paid attention to by relevant personnel.

2.3 Service first principle
After the completion of rural eco-tourism landscape development planning, the project will enter the formal operation stage. In this stage, both the tourism practitioners and the surrounding industry practitioners should realize that they are the "service providers" to support the operation of the project, and must change themselves from the previous "operators" to "service providers". As a service provider, we must adhere to the principle of service first. In the process of contact with tourists, we should try our best to provide all kinds of services for tourists and understand their service needs. Therefore, in the development of the project, it is necessary to provide innovation and maintain the vitality of the project, which is also the principle to be followed in the development and planning of rural eco-tourism landscape in Eastern Hubei. To implement this principle, it is necessary to train the service awareness, service level and service skills of relevant personnel, and build various service facilities within the project. For example, "Ezhou Liangzi Lake crab" characteristic catering service, characteristic cultural accommodation service, etc. in Eastern Hubei, so as to facilitate the development of service work and implement the principle of service first.

2.4 Principles of Order
In some rural eco-tourism landscape development and planning work, the order principle is often ignored, resulting in "chaos" after the project enters the formal operation stage, which brings bad experience to tourists, and then the project is removed or rectified in a short period of time. Therefore, the principle of order must attract the attention of the relevant personnel in Eastern Hubei. Before the operation of the project, it is necessary to do a good job in order standard design, order management team construction and other work, comprehensively manage the bad behavior in the project environment, and ensure the stability of the project order. In the traditional rural eco-tourism landscape development planning, the common bad behaviors are "disorderly stall", "loud noise", and even "forced solicitation". In view of this phenomenon, the relevant personnel in Eastern Hubei must set up stall area during project planning, and prohibit the behaviors of "loud noise" and "forced solicitation". Once it is found that the relevant personnel should be punished, if there is a dispute, it should be dealt with as soon as possible. In addition, the principle of order is not only aimed at the internal personnel of the project, but also to control the behavior of tourists. For example, infrastructure such as "garbage can" should be set up in the planning, requiring tourists to put garbage into the garbage can. If they are discarded randomly, they shall be required to deal with them correctly, and those with serious circumstances need to be punished or dealt with by public security organs.

3. CONCLUSION
In conclusion, through the analysis of this paper, we can know that the rural eco-tourism landscape project has outstanding functions, good economic benefits and economic development impetus, so it is necessary to develop. In the project development planning, we must follow the four principles to carry out the work, to ensure the smooth implementation and reasonable operation of the project. Through the development and planning work, we can give full play to the role of rural eco-tourism landscape projects and promote the economic development of Eastern Hubei.

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REFERENCES
Research on the Innovation Path of University Management Accounting Based on Big Data

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Abstract: In the era of big data, university management accounting should be innovated properly. Systematic management accounting can ensure the orderly operation of the financial affairs of colleges and universities. This paper first introduces the significance of applying big data technology to college management accounting, then analyzes the problems existing in college management accounting, and finally summarizes the strategies of using big data technology in college management accounting.

Keywords: Big Data; Colleges and Universities; Management Accounting

1. INTRODUCTION
At present, China's rapid development of information technology, and gradually penetrated into all areas of social management. Big data technology has a huge information base, which can fully integrate the existing information and provide technical support for the development of all walks of life. Therefore, colleges and universities should adapt to the needs of the development of the times, use big data technology to reform the mode of management accounting, and improve the financial management ability of colleges and universities [1-2].

Big data technology can make university management accounting system more reasonable. First, it can improve the accuracy of accounting budget. For example, the school's financial staff uses big data technology to compare the actual expenditure of each department in each semester with the budget table at the beginning of the year, and make the corresponding template, which can intuitively display the feasibility of the budget and provide the blueprint for the next work. Second, ensure the transparency of financial information. For example, in the past, to query the financial information of a certain period of time, it is necessary to recheck and calculate many times. Now big data technology is used to make it more convenient to obtain data and make financial information more clear.

2. THE PROBLEMS EXISTING IN THE CURRENT MANAGEMENT ACCOUNTING OF COLLEGES AND UNIVERSITIES
2.1 Low level of information
At present, many university management accountants have realized the importance of big data technology, but because the computer information technology and management accounting are not fully integrated, the effect is not high. In the work of accounting management, computers only play the role of storing data, and their efficient and accurate calculation and statistical advantages are not used. In terms of bill accounting, manual calculation mode is still adopted, which wastes a lot of manpower and material resources and reduces the efficiency of work.

2.2 The use of consciousness is not strong
As an important base for cultivating talents, colleges and universities should establish the concept of innovation and actively learn advanced scientific concepts. However, the financial managers in Colleges and universities lack the awareness of using big data. From the perspective of talent quality, the ability of accounting managers to use technology is different, and their own learning ability is insufficient, which makes them abandon the use of big data technology. From the perspective of university management, the university does not provide corresponding training, lack of financial and technical support.

2.3 The disconnect between theory and practice
Our country has fully mobilized the existing information resources, combined with foreign advanced technology, and formed a set of systematic theoretical knowledge, but lack of corresponding practice. At present, the lack of implementation of accounting management in Colleges and universities leads to the disconnection between theory and practice.

3. STRATEGIES FOR THE USE OF BIG DATA TECHNOLOGY IN COLLEGE MANAGEMENT ACCOUNTING
3.1 Building an information management accounting platform
If colleges and universities want to give full play to the role of big data technology in management accounting, they should allocate the corresponding intelligent infrastructure construction according to the information technology level of schools. [1] We should build an information-based management accounting platform, integrate different computing software, and achieve the purpose of resource data sharing. Improve the connectivity between the management accounting platform and other university software, adjust the module composition of the platform according to the work needs of accounting personnel, and strengthen the integration of data. For example, the school's computer equipment, classroom infrastructure, teachers' salaries, taxes and social security, students' tuition fees and other costs. These materials belong to different categories, so they can't manage accounting efficiently. At this time, with the help of big data information platform, we can integrate the existing data organically, improve the mode of data management, and improve the efficiency of accounting.
work. We should always implement the concept of "extensive reference and accurate use", fully grasp the intrinsic value of data, and maximize the "data dividend". The construction of an information-based management accounting platform can maximize the mining of the relationship between various data, help to grasp the key points and restore the context of the event development. The construction of information platform in Colleges and universities can control the internal value of financial management and ensure the effectiveness of information.

3.2 Strengthen the professional quality of the staff in the accounting department
First of all, from the point of view of the University, the main body of the management of the accounting department of the university is "people", so we should strengthen the management of the financial workers and improve their professional ability. First, we should introduce fresh blood in combination with the operation mode of the school. Cooperate with the human resources management department, reform the original recruitment system, select talents with sufficient financial experience and management awareness, improve the awareness of using big data technology, and increase the vitality of the financial department. Second, colleges and universities provide systematic post computer training to improve the operation ability of employees step by step according to their big data application level. Invite professional financial and computer lecturers to conduct case analysis to improve accounting staff's ability to solve statistical accounting. The school regularly provides overseas study opportunities for accounting staff, so that they can have more knowledge of accounting management. At the same time, the financial and accounting departments of colleges and universities regularly hold big data management and accounting activities, such as bill management competition, data statistics competition, accounting management competition, etc., so as to activate the working atmosphere of the financial and accounting departments and improve the participation of financial and accounting personnel. Reward the excellent personnel, fully mobilize the enthusiasm of everyone's work, and improve the application ability of big data. From the point of view of accountants themselves, we should cultivate the awareness of learning, constantly grasp the relevant knowledge of computer in practice, and at the same time, we should constantly broaden our knowledge, master the skills related to their own work, and further improve the working ability of the accounting department in Colleges and universities. For example, Word's various office software, python, accounting-related laws and regulations, and so on.

3.3 Strengthen the combination of management accounting theory and practice
With the rapid development of big data, colleges and universities should pay more attention to it and strengthen the combination of management accounting theory and practice. On November 2, 2017, Shanghai National Accounting Institute, Shanghai University of Finance and Economics and Taiwan University of Political Science jointly held the "big data and management accounting forum". Experts and scholars from all walks of life have a heated discussion on the issue of "development direction of management accounting". Based on the four problems of "the significance of information revolution", "the new mode of integration of big data and management accounting", "the practical mode of big data and management accounting" and "the goal of management accounting", this paper actively discusses and puts forward corresponding strategies.

Accounting practitioners should strengthen the combination of theory and practice, constantly accumulate experience in practice, transform the existing theoretical knowledge of big data into their own content, and skillfully apply it to work. At the same time, we should do a good job in budget awareness, insight into the problems of accounting work, only by exploring the possible problems in the work, can we use information technology to solve them.

4. CONCLUSION
To sum up, management accounting provides guarantee for the development of colleges and universities in China. Therefore, it is necessary to build an information management platform, strengthen the professional quality of the staff in the accounting department, and strengthen the combination of management accounting theory and practice, so as to solve the existing problems reasonably and ensure the orderly operation of the accounting department in Colleges and universities.

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Teaching Research on The Skills Training of New Construction Workers in Online Curriculum Teaching

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Abstract: At present, online curriculum teaching has received more attention, especially in the context of the epidemic, it is of great practical value to introduce it into the skills training of new construction workers. Based on this, this paper emphasizes the application advantages of online curriculum teaching in the skills training of new construction workers. At the same time, the paper puts forward the online curriculum teaching strategies for the skills training of new construction workers by setting up the online curriculum platform for self-use, strengthening communication and interaction, introducing engineering examples, and emphasizing the learning assessment of online curriculum teaching.

Keywords: New Construction Workers; Skills Training; Online Course Teaching

1. INTRODUCTION

In order to further expand the scope of vocational skills training for construction workers, to solve the scattered distribution of construction sites, large mobility of construction workers, outstanding contradictions in engineering and other practical problems, at the same time, to promote the overall quality of construction projects to enhance the development of new construction workers skills training teaching is an inevitable choice, that is, for the construction site operators training and education work to provide public service course services. At present, online curriculum teaching has received more attention, especially in the context of the epidemic, the advantages of this teaching model are more obvious, it is worth focusing on.

2. ANALYSIS OF THE APPLICATION ADVANTAGES OF ONLINE CURRICULUM TEACHING IN THE SKILLS TRAINING OF NEW CONSTRUCTION WORKERS

At this stage, the pneumonia outbreak of the new coronavirus infection into the critical period of prevention and control, construction workers into the construction site need to be closed centralized management, in the process, in order to minimize the negative impact of the epidemic on construction, you can rely on online curriculum teaching to carry out worker skills training, with the rapid completion of technical bottoming, and to strengthen the skills of workers to promote the construction speed, quality of the rise. At the same time, combined with online course teaching, can enable front-line construction workers anytime, anywhere through a mobile phone to learn the latest professional and technical skills knowledge, so that send-off into the site work more convenient, fast and efficient. From this point of view, in the new construction workers skills training, the development of online curriculum teaching has a very high real value and advantages.

3. ONLINE CURRICULUM TEACHING STRATEGY FOR NEW CONSTRUCTION WORKERS SKILLS TRAINING

3.1 Building an online course platform for self-use

In order to realize the teaching of online courses, it is necessary to build an online curriculum platform for the self-utilization of trainees (construction workers) to enhance the professional skills of trainees while strengthening their self-learning ability and ensuring the effectiveness of the skills training of new construction workers. In the process of building the corresponding education platform, we should focus on the setting of learning environment and functional zoning, introduce learning, discussion, answer questions and other related functions in the platform, ensure that trainees can combine their own actual learning situation, independent development will, etc. to complete the enhancement of building skills, and really integrate the corresponding curriculum content into the trainee's knowledge structure and skill system. [1] In this platform, it is necessary to regularly upload the latest and most comprehensive construction technology course materials, and ensure that it can be used in the smart mobile (mobile phones, tablets), to ensure that trainees can rely on a variety of ways, at any time and space to obtain online teaching courses.

3.2 Enhance disengagement in online courses

Compared with the traditional face-to-face (offline) training model, online curriculum teaching is very prone to the problem of insufficient interaction between teachers and students because it does not require direct contact between trainees and teachers. Specifically, although trainees can at any point at any time, any space to expand the acquisition of construction teaching resources, but by the personal learning ability and other factors, easy to produce personalized problems, and in the absence of direct contact with teachers, the problem is difficult to solve, resulting in the efficiency of online curriculum teaching effect decreased. In view of the above situation, we should set up a discussion and problem-solving function module in the online curriculum teaching.
platform, actively cooperate with universities, vocational colleges, construction industry experts, etc., and provide targeted answers to the problems that the trainees have in their studies. At this point, when the trainees have questions in the video learning, they can post questions in the discussion area and discuss them with other trainees, and they can be posted in the master's puzzle unit, which can be answered by industry experts in the form of feedback. Through this way, we can deepen the interaction between teachers and students in online curriculum education, promote the efficiency of online curriculum teaching, and promote construction workers to better master the corresponding construction technology.

3.3 Introduction of Engineering Examples
In online course teaching, it is necessary to upload teaching videos in advance on the appropriate platform. In order to ensure the quality of teaching, we should focus on the practical operation of technical operations and the level of knowledge of trainees, as many examples of engineering, that is, the introduction of "story" in teaching video. At the same time, we should strictly follow the industry standards and norms to complete the online curriculum teaching video shooting content of the determination, by the operators live performance, with the situational, interesting "teacher sand" thinking, imparting basic knowledge and professional skills, the transmission of fine style and professional ethics, fully display the contemporary construction workers healthy upward, warm and friendly, civilized work spirit. For example, you can choose the example of assembly construction construction, decompose the key construction links, and carry out the teaching video production of the work techniques and corresponding construction techniques of the two key types of "component assembler" and "grouter". In the teaching video, mainly in the video, voice-over, Chinese subtitles to complete the construction of key steps, and the main points of operation to emphasize, to ensure that the trainees effectively master the corresponding construction technology.

3.4 Emphasis on the Study Assessment of Online Course Teaching
In order to ensure the effectiveness of online curriculum teaching and ensure that trainees can master the construction technology, the study and assessment of online curriculum teaching should be set up. At this time, you can set up online assessment, question library and other functional modules in the built online course platform, encourage trainees to carry out independent assessment, but also for construction management personnel to clarify the technical situation of the trainees to provide support. After completing the video learning, the trainees can click on the assessment module to answer the questions raised therein, and combine the results of the assessment, the analysis of the test questions to clarify their own level of construction technology mastery. For example, after completing the key construction technology study of the "grouter", the assessment module will ask questions for the construction main steps such as "seam sealing", "grout connection", "grout configuration and inspection", "grout post-protection" and so on, and will be answered online by the trainees. In response to the wrong questions, it can provide detailed analysis and promote the training personnel's construction skills to increase the degree of mastery.

4. CONCLUSIONS
To sum up, in the new construction worker training skills, the development of online curriculum teaching has a very high practical value and advantages, it is worth focusing on exploration and application. By building an online curriculum platform for self-use, strengthening the communication and interaction in online courses, introducing engineering examples in teaching videos, and emphasizing the learning assessment of online curriculum teaching, we have promoted the improvement of the efficiency of online curriculum teaching and promoted the upgrading of skills training for new construction workers.

REFERENCES
A Contrastive Study between Modern English and Chinese Slang

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Abstract: Slang is an indispensable part of language. This thesis introduces the concept of slang, historical origin, production mechanism and function of slang. By showing structural, semantic, stylistic and rhetoric characteristics of slang in modern English and Chinese, this study attempts to contrast the similarities and differences of slang between modern English and Chinese. The last part of this thesis focuses on the application of contrastive study to language learning. The purpose of the thesis is to know more about features of slang between two languages and to use it properly and correctly.

Keywords: English And Chinese Slang; Features; Contrastive Significance

1. INTRODUCTION
1.1 The concept of slang
Slang, the colorful, irreverent, sometimes offensive language of informal speech, is an integral part of everyday life: it makes itself heard not only in the street, at the bar, but also in the prison, and even in the House of Parliament. Slang is defined as “language of highly colloquial type, considered as blow the level of standard educated speech, and consisting either of new words or of current words employed in some special sense” in the Oxford English Dictionary. [1-3] Common regarded as “very informal language that includes new and sometimes not polite words and meaning, is often used among particular groups of people, and is usually not used in serious speech or writing” in the Longman Contemporary English Dictionary. Bernard Spolsky said “slang is a kind of jargon marked by its rejection of formal rules, its comparative freshness and its common ephemerality, and its marked use to claim solidarity.

1.2 The function of slang
Slang is considered unstandardized and vulgar, but still has the strong vitality, which show in five aspects as follow:
- Culture identification function
- Communication improve function
- Express complex meaning function
- Emotion abreaction function
- Help a good communicate effect, which is easy to draw others attention, save words. They are mostly come from condensate words, and some of social modern to express complex meaning. So, the slang will save the time, speed up the transmit of message effectively.

2. THE CONTRASTIVE STUDY BETWEEN MODERN ENGLISH AND CHINESE SLANG
2.1 the contrastive study on structural and semantic features
There is no same correspondence English and Chinese slang. “culture omission”, “concept omission” and “rhetoric omission” are obviously exist in the English and Chinese slang. Many Chinese slang has not the corresponding express form, only has the standard express form, the same conversely. Besides, some Chinese slang are not producing by itself, they are translating from English, or transliterate directly, the same, some English slang transliterate from Chinese. For example, “ga la er(corner)”, “ding zi hu(recalcitrant inhabitant who refuses to resettle)”, “bigh on the hog (she chi de) ”, “pig out(lang tun hu yan)”, “kungfu”. Generally, it is hard to find corresponding express, but there still are some we can find: “da wan er (big shot)”, “hei ma (black horse)”, “iron rice bowl (tie fan wan)”, “tycoon (da kuan)”.

2.2 the contrastive study on cultural connotation
Compare to other idiom, the cultural connotation of English and Chinese slang is inferior. First, English and Chinese slang has been coming from can’t and argot, because its using in the small group, so they are fade out, transform or instead by technical term. Secondly, in the obscene slang, except English slang influenced by religion, some curse connect to Christianity. Both of the English and Chinese obscene slang have the slang feature, they use the words connect to the sex, sex organ, human body drain, some relate to livestock, to express one’s grievances, dissatisfied. Difference in cultural connotation. Because under difference background, difference culture tradition, the English and Chinese slang exist difference, it is hard to find the equal words in another language. For instance, “yue guang zu”, “zhui xing zu”, “wang tao zu”, if try to translate them to English, “people who tend to run out of their salary every month.” and “ idolaters or celebrity follows.” English slang use some curse vulgar slang come from Christianity “hell”, “devil”, “damn”, “god damn you!” and so on.

3. THE APPLICATION OF THE CONTRASTIVE STUDY TO LANGUAGE LEARNING
The slang is usually used in our oral English. We could know the trend of throughout learning slang. The standard
English is easy to absorb multi-syllable words, oral English, but slang is partial to single syllable words. It is not only easy to speak but also vigorous. On the other hand, the birth-rate and death-rate of slang words are very high. At the same time, the new slang comes about gradually, which makes the language more expressive and enriches the vocabulary of slang. Additionally, slang has a strong flavor of times. Many slang words use rhetoric such as comparison, hyperbole. All these ways make slang words full of vitality, humorous, intelligence. As the slays of H Bradly (1994) "nobody will be satisfied only can explain one thing, the idiomatic word will lose its attraction for its abuse; if we can substitute an incredible and fantastic slang word, which will make our conversation more interesting". The usage of slang can give a deep impression on the reader or listener, and deepen their rational understanding. And slang is short, simple and colorful, which can make our communication more effective, activates the language and propel the development of language. Its function of provoking the vigor of language includes two hands in written language and oral language.[3]

4. CONCLUSION
This thesis tries to give a comprehension study on the English and Chinese slang. However, it is just an attempt and, despite the intensive efforts made in it, it is still subject to many limitations. But it is great significance to make a comparative study of it. As a complement, the significance of the thesis is to avoid communication obstacle, to promote the intercultural communication effectively. It is also important to improve the abilities of language learning and using.

REFERENCES
Research on The Curriculum Reform of Computer Network Teaching in Colleges and Universities Under the Background of New Teaching Reform

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Abstract: This paper briefly analyzes the problems existing in the development of computer online courses in Colleges and universities, including the differentiation of students' computer application ability, the single form of students' online courses, the combination of teaching content and teaching, etc. This paper puts forward the teaching reform strategy that should be adopted in the computer network course in Colleges and universities. Through the implementation of layered teaching, enrich the form of online courses, carry out evaluation mechanism, promote the combination of teaching, and comprehensively enhance the enthusiasm of students to participate in online courses.

Keywords: Online Courses; Hierarchical Teaching; Evaluation Mechanism

1. INTRODUCTION

Under the background of the new era, the computer helps to cultivate students' sense of innovation and develop students' open vision and open mind with the help of the diversity of cyberspace. At the same time, the tutorial carried out by the computer network course should combine the students' actual life, enhance the students' interest in participation, stimulate the students' learning thinking, and let the students take the computer network as an auxiliary tool and play the scientific role of the computer network environment.

1.1 The differentiation of students' computer application ability

The students admitted by colleges and universities come from all provinces and cities in China, and they have the diversity of individual students and the differentiation of computer application ability. In rural areas, the application of computer technology is less, and even some students' practical experience of computer application is zero. However, urban students have good computer application skills. Therefore, the phenomenon of differentiation brings some difficulties for teachers to teach, which makes some students unable to follow up the teaching process and becomes a teaching problem.

1.2 Net class form is relatively single

During the period of online teaching, teachers should focus on teaching materials. In the case of unable to know the learning state of students, the electronic courseware and online class video applied by teachers are relatively single in application, difficult to interact with students, and unable to obtain the problems existing in students' learning in time, resulting in the disadvantageous situation of separation between teaching and practice, threatening the development of teaching process [1].

1.3 The combination of teaching content and teaching has not yet been realized

During the period of online course teaching, the computer information technology and teaching resources have a fast update speed. If students cannot master computer application skills, it is difficult to obtain resources with learning value in the computer environment of larger search engines, resulting in the problem of learning resources out of sync, and it is difficult to form good learning habits. In addition, if teachers do not take effective ways to acquire students' learning problems in the online course client, the teaching content will be separated from the learning needs, which will lead to the problem of teaching direction deviation, which is not conducive to the development of online course teaching in Colleges and universities.

2. THE REFORM STRATEGY OF TEACHING SHOULD BE ADOPTED IN THE COMPUTER NETWORK COURSE IN COLLEGES AND UNIVERSITIES

2.1 Layered teaching based on students' computer application level

The layered teaching measures should be taken in Colleges and Universities: after the students enter the school, the basic test of computer application should be carried out. For example, give students WPS application questions, check students' tabulation ability, in order to obtain students' ability to use ppt courseware. Give the students a teaching topic, let them search the related learning documents independently, check the validity of the website provided by the students, and analyze the students' network discrimination ability. On the basis of acquiring students' computer application ability, the students are divided into two levels according to the test results, most of them can be divided into two levels. One group of students is relatively proficient in computer application skills, and the other group of students is relatively unfamiliar in computer application.
skills. In view of students' ability, carrying out targeted online course teaching will help to improve the teaching quality and reduce the problems that the two groups of students cannot keep up with.

2.2 Enrich the online course form to enhance students' interest in participation

Based on the layered teaching of online courses, regular computer application knowledge training is carried out for the two groups of students, gradually reducing the two groups of teams, and promoting the whole staff to enter an efficient and high-quality learning environment. On this basis, colleges and universities should enrich the forms of online courses, promote students to participate in online courses with high interest in learning, and play the value of online courses teaching. The specific measures to enrich the form of online courses include: for the more critical teaching projects, online teaching is adopted to give students the space to ask questions, which is led by teachers online. Students can take the form of message asking on their own clients to give students the opportunity to ask questions, to promote students to obtain students' questions at the first time, to give students accurate answers, and to realize the interaction between teachers and students. Colleges and universities will arrange the online course videos in order according to the syllabus, upload them to the school teaching resources website, provide them to teachers and students on campus for independent reference, reduce the tediousness of teachers' repeated production of teaching videos, save teaching resources, and improve teaching efficiency [2].

2.3 Conducting evaluation mechanisms to promote the integration of teaching

In order to promote the development of online teaching, we should carry out teaching evaluation regularly. The form of evaluation mechanism: colleges and universities regularly let students carry out self-evaluation and teacher evaluation, in order to obtain the shortcomings and problems of online teaching. Anonymous evaluation is adopted to improve the effectiveness of evaluation and reduce the formalization of evaluation mechanism. On the basis of student evaluation, colleges and universities regularly let teachers make online test questions, give students limited time to carry out tests. On the one hand, it tests and evaluates the learning effect of students, on the other hand, it inspects the teaching achievements of teachers, which has the nature of two-way evaluation. In the era of information technology, online teaching has gradually become the development trend of teaching in Colleges and universities. It helps to save teaching resources, improve teaching quality, and give students more time to study. It has multiple application values. According to students' self-evaluation and teachers' evaluation, university administrators choose constructive evaluation content, optimize and adjust the teaching structure and online course form, give full play to the application performance of evaluation mechanism, and ensure the orderly development of online course teaching in Colleges and universities. At the same time, according to the test results, teachers summarize the problems existing in the stage of online education, and take effective measures to solve them, so as to promote the orderly development of online education.

3. CONCLUSION

To sum up, colleges and universities should combine students' practical computer application skills, adopt appropriate teaching programs, and promote students to participate in online teaching. And with the help of diversified online course forms and two-way evaluation mechanism, promote the good development of online course teaching. Through the form of online teaching, improve students' ability of independent learning, and promote the high-quality and efficient development of online teaching in Colleges and universities.

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Research on The Construction System Of "Credit Bank" In Higher Vocational Education

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Abstract: With the rapid development of national economy, the establishment of lifelong learning system and learning society marks the development of individuals and social progress. The credit bank mechanism can enhance the diversity and flexibility of learning forms, break the influence of learning time, space and region, and deposit learning credits into credit banks by means of savings. After a long period of time and knowledge accumulation, it is necessary to build a corresponding mechanism for all kinds of education connection and communication, broaden students' learning methods and ways, and achieve the goal of education for all. Based on this, this paper briefly discusses the related knowledge of the branch bank construction system in higher vocational education, hoping to be helpful to the research in related fields.

Keywords: Higher Vocational Education; Credit Bank; Construction System

1. INTRODUCTION
As a systematic management project, Credit Bank aims to provide learners with effective learning and information services channels. In the social and economic development, higher vocational education cultivates and transports production and service-oriented skilled personnel. With the progress of the times, the level of scientific and technological development is constantly improving, the subject blurred boundaries and the shortage of innovative talents, how to promote life-long and universal learning concepts, to provide learners with a diversified learning platform to meet personalized learning needs; Its aim is to simulate and learn from the characteristics of bank financial institutions, credit is its basic unit, experts to assess the learning results of learners, the final identification, accounting and conversion. Its system has credit identification, accumulation, conversion and application function, new learning quarter and education management system. It opens up new channels for each student to obtain a diploma or professional qualification, enabling students to freely choose the time and content of their studies and keep their knowledge reserves and entrepreneurial needs up to date. Credit Bank has a unique lifelong learning account for each student to record the student's various learning situations. To obtain all kinds of learning results, based on the relevant rules and standards, which will be judged as standard credits, as a reference standard for students to obtain a diploma, or the basis for the exchange of socially recognized certificates. Combined with standards such as unified credits and courses, schools and educational institutions set up mutual certification of professional or courses, in order to prevent students from repeating the relevant knowledge, credit mutual recognition to meet the learning requirements of students, which conducive to students in-depth learning knowledge.

2. CHARACTERISTICS AND FUNCTIONS OF CREDIT BANK
Credit Bank has the basic functions of the bank to effectively store credits or exchange academic qualifications and qualifications. In the concept of lifelong education, vocational education plays an important role, the core of which lies in credit bank. With the deepening of the reform of the new curriculum standard, as a new type of learning and education management system, credit bank according to the characteristics of the bank, the learner's learning results are accounted for, and credit certification, accumulation and exchange. Therefore, its characteristics and functions are mainly reflected in:

(1) Openness, equity, integration of educational resources and lifelong nature. Among them, the open refers to the credit bank can be open to the whole society, not enough personal factors, learners choose to study any course of any educational institution, anytime and anywhere to complete the course and obtain credit. This flexible management makes the enrollment range of higher vocational education expand and improves the student's chances of employment. Fairness refers to the credit bank consideration, the student's educational background is no longer the main reference basis, for the study of education investment, harvest, skills and ability results, credit recognition institutions combined with courses and credit standards to exchange, so as to enhance higher education enrollment, to provide students with more opportunities to obtain qualifications; Lifelong mainly refers to the construction of credit bank ingly adhering to the concept of lifelong education, to ensure that every learner has a lifelong learning opportunity.

(2) Credit bank function is to accumulate redemption credits and certification, build a lifelong learning file. It provides protection for learners to exchange academic achievement credits according to the relevant rules, and the gradual accumulation of credit zero deposit and consolidation increases, and then combines different levels for certificate exchange. Because of the differences in the types of educational levels in our country at this stage, learners through different educational channels get the relevant credits, so the national unified conversion and certification of the curriculum standards. Usually its certification method
is mainly equivalent replacement, curriculum mutual recognition and credit difference exchange, so life-long learning secondary school sub-bank is an important prerequisite. Lifelong learning file accurately records relevant information, educational background, course electives, practical experience and learning achievements. The establishment of life-long learning files, for cross-agency and cross-regional communication and communication to lay a good foundation for the construction of a learning society to provide a guarantee.

3. PROBLEMS IN ESTABLISHING CREDIT BANK IN HIGHER VOCATIONAL EDUCATION

3.1 Credit mutual recognition and redemption.
In banking, the law identifies money and stores and talks in banks. For credit banks, credits are stored and redeemed in different schools and educational institutions. However, in the current higher vocational education, the problem of non-standardization of professional, curriculum and teaching content is prominent, which to a certain extent increases the difficulty of storing and exchanging credits for students in higher vocational colleges.

3.2 Resource input.
As a large and systematic management project, credit bank involves technical equipment, talent services and teaching resources to build related content, the amount of capital investment. However, in the current development of vocational colleges, on the one hand, local government education resources tend to undergraduate colleges, making vocational colleges lack of financial input. On the other hand, vocational colleges have entered the stage of rapid construction and invested a lot of money in infrastructure construction, which makes the construction of curriculum resources lack capital investment and hinders the pace of credit bank construction.

3.3 At the national level.
In China's lifelong education system, credit bank is very important to provide recognition, accumulation and exchange of learning results for learners, which is its core function. Seniority level will be, the national level to do a good job of overall consideration, enhance its core function. Seniority level will be, the national and exchange of learning results for learners, which is very important to provide recognition, accumulation and mechanism of running through the credit banks are constructed, and the connection between academic and non-academic education is built. Credit bank management has in fact gone beyond formal education, and the broad level guarantees that all learners will have access to educational or non-educational lifelong learning opportunities. Credit bank system mainly refers to the ununified form of education, the imbalance of educational resources and the asymmetry of teaching information, so as to make credit banks give full play to their incentive role, share different forms of educational resources, and guarantee the maximum benefits of education as far as possible.

4. SUGGESTIONS ON THE CONSTRUCTION

4.1 Build a learning platform.
In the education of higher vocational colleges, we will build a service platform for digital learning practice resources, better share various digital learning resources such as multimedia network technology and video open courses, and open the digital network platform to adult educational institutions and society. Based on joint training, agreement signing and mutual recognition of credits, we will increase the integration of relevant educational and professional practical resources, explore channels for mutual recognition of credits, establish and improve the credit banking model in higher vocational colleges, and allocate the corresponding shared educational resources, and provide guarantee for the smooth implementation of credit banks.

4.2 The specification sets the course.
In the credit banking system, the development and establishment of professional curriculum catalogue is very important, we should explore the new curriculum reform in depth according to market demand, optimize the setting of courses, in-depth study of the examination mechanism, establish a diversified evaluation system to evaluate learners' learning achievements, and promote the all-round development of students. Looking at the development of national vocational education, the curriculum objectives are set from the requirements of socialized vocational posts, and the curriculum content, structure and system are socialized vocational standards, teaching modules and vocational ability. On this basis, to attract social forces to participate, increase the cooperation between schools and enterprises, according to the actual and demand and enterprise teaching plan, gradually improve the curriculum standards, teaching plan to achieve dynamic management, so as to set up the curriculum scientifically, improve its practicality.

4.3 Effective lying across education systems and institutions.
In the development of higher vocational colleges, the system and mechanism of running through the credit banks are constructed, and the connection between academic and non-academic education is built. Credit bank management has in fact gone beyond formal education, and the broad level guarantees that all learners will have access to educational or non-educational lifelong learning opportunities. Credit bank system mainly refers to the ununified form of education, the imbalance of educational resources and the asymmetry of teaching information, so as to make credit banks give full play to their incentive role, share different forms of educational resources, and guarantee the maximum benefits of education as far as possible.

4.4 The credit banking mechanism is established at the national level.
The education department and social security department experts set up the general distribution of credit bank, and experts and scholars fully demonstrated and investigated. By starting the construction of credit bank system, building the national qualification system, institutional certification, curriculum, credit accumulation and exchange standards, and formulating guidance documents, we can strengthen the supervision of credit banks in various regions. Formulate relevant laws and regulations, clarify the legal status, rights
and obligations of credit bank, and ensure the smooth implementation of credit bank nationwide.

5. CREDIT BANK CONSTRUCTION MANAGEMENT SYSTEM

At this stage, the field of enrollment of higher vocational colleges involves high schools, secondary vocational colleges and other groups of students, the use of college entrance examination or independent enrollment form to recruit high school graduates, and supplemented by the recruitment of counterpart secondary vocational college students. For students to fully consider the comprehensive quality, the construction of credit banking system, the main content of the management of students, professional settings, course selection and mutual recognition of credit system.

5.1 Student registration management.
Students of higher vocational colleges can use the credit banking system to submit applications for registration, review and pass the course scored on the platform after passing, provide for the completion of the study method assessment, complete all the majors or minor courses, the credits meet the requirements of the graduation certificate issuance, learners can submit the corresponding academic application to the credit bank exchange system, once the system receives the application of learners can be reviewed within the prescribed time and reported to the higher education authorities for the record, the higher vocational colleges and universities finally issue students' academic certificates.

5.2 Professional settings.
At present, the specialty setting of higher vocational colleges is not scientific enough. The establishment of professional standardized curriculum system lays the foundation for the smooth development of credit bank. The standard specialized curriculum can effectively integrate all kinds of educational resources, and improve the level of professional education significantly, so as to prevent the waste of human, physical and financial resources. Credit mutual recognition is implemented between Higher Vocational Colleges and educational institutions to provide services for regional economic construction.

5.3 Selection.
In the traditional higher vocational education model, the majors that student’s study at the beginning of enrollment have been determined. After the school, because of the shortage of teachers, elective courses are not set up or set less, not in line with the needs of personalized learning. In the management of credit banking system, based on the registration of students to carry out the basic course stylistic courses, after the basic course credits in-depth understanding of the professional information, elected other majors full of professional and elective courses required credits.

5.4 credits mutual recognition.
It mainly refers to the conversion of credits obtained by higher vocational colleges into positive study course stakes, which reduces the chance of repeat learning. The establishment of the credit mutual recognition system will bring together the higher vocational colleges in various regions to build a unified and efficient system for credit banks. The credit mutual recognition system aims to construct reasonable mutual recognition standards, credit mutual recognition includes the same level of courses and non-level courses, that is, whether the credits at all levels are recognized in whole or in part. The credit mutual recognition system is helpful to stimulate students' interest in learning, and is the most important thing in the construction and development of credit bank.

6. CONCLUSION

To sum up, in this era, with the in-depth reform of China’s education system, higher vocational education gradually promotes the application of credit banking system. Under the background of the Internet, the establishment of credit banking system has become an important part of the research of relevant scholars. At present, the middle school banking system in the field of education is an inevitable development trend, which can create more learning opportunities and platforms for members and students of society and speed up the process of building social civilization. But at this stage, there are still some problems in the implementation of credit banking in higher vocational colleges, so this paper explores the problems and suggestions of the construction of credit banking system from different angles and levels, which also requires the relevant personnel to carry out in-depth exploration and analysis, so as to promote the fundamental sustainable development of china's education field.

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Analysis of The Optical Parallax of The Reflection Prism Measured by The Method of Changing Angle and Phase Shifting

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Abstract: Reflecting prism is an important light steering element, which plays an important role in digital, medical and other engineering fields. In this paper, we will focus on the optical parallax analysis of the reflecting prism, and elaborate on the basic principle, experimental design and result analysis of the experimental method in detail, hoping to provide some working ideas for the personnel engaged in related work, this paper is only for reference.

Keywords: Variable Angle Phase Shifting Method; Reflecting Prism; Optical Parallax

1.INTRODUCTION
Reflecting prism is an important optical element, which is often used in the work of turning optical path, imaging and beam offset in the optical field. However, due to the limited manufacturing conditions and the influence of manufacturing processing, field inspection, transportation loss and other reasons, the actual performance of prism may not reach the ideal effect. Therefore, it is necessary to measure the optical parallax through effective methods to ensure the high precision of prism.

Due to the limitation of the fixed size of the reflecting prism and the fact that the reference mirror driven by the conventional voltage ceramic stack cannot introduce the phase shift, the variable angle phase shift method has become an effective method to overcome the above problems and measure the optical parallel difference of the reflecting prism, that is, the phase shift can be introduced by the angle between the front end face of the prism and the beam. In the process of measurement, it is necessary to measure and calculate the interference light intensity, optical path difference, phase shift and other data by several formulas. For example, the calculation formula of the interference light intensity is

\[ I(x, y) = A_0(x, y) + V_0(x, y) \cos \left( \frac{2\pi w(x,y)}{\lambda} \right), \]

where \( A_0(x,y) \) is the backlight intensity; \( V_0(x,y) \) is the modulation parameter; \( w(x,y) \) is the optical path difference of two coherent wavefront; for example, the phase shift introduced in the interferogram is

\[ \Delta \varphi = \frac{2\pi}{\lambda} (\omega_{a2} - \omega_{a1}), \]

where \( \lambda \) is the test wavelength [1].

2. EXPERIMENTAL DESIGN OF VARIABLE-INCLINATION PHASE SHIFT METHOD TO MEASURE THE OPTICAL PARALLEL

DIFFERENCE OF REFLECTIVE PRISM
In order to improve the accuracy and comprehensiveness of the phase-shifting measurement of variable-inclination, this paper will take into account D I -90°Type and D I -180°The reflection prism measurement experiment of two models analyzes the results and discusses the results of the two sets of experiments to improve the confidence of the experiment. The main test methods of these two kinds of reflecting prisms are basically the same, but there are some differences in the application ways, that is, the D I -90° reflecting prisms are mainly used to realize the 90° turning of the optical path, while the D II -180° reflecting prisms are mainly used to realize the 180° turning of the optical path, which makes the test methods between them slightly different. In the same aspect, both need the same experimental equipment, including phase shifter, stepper motor, collimator, point light source, spectroscopic film, imaging lens, imaging lens, etc. The specific method is that after the point light source passes through the collimator, the parallel light beam passes through the mirror, and then is divided into the test flight path and the imaging light path from the spectroscopic film. In the test light path, the parallel light beam enters at a certain angle at the front of the prism chord plane. The reflected light is used as the reference beam, the refracted light is reflected inside the prism and then emitted from the front end of the chord surface as the test beam, and the interference patterns of the two lights are presented on the CCD target surface by the imaging light path after the conversion of the spectroscopic film. In this experiment, the laser wavelength \( \lambda \) is 532nm, the CCD resolution is 1200 × 1200 pixels, the chord length of isosceles right-angle prism is 56.5mm, made of K9 glass, and the refractive index is \( n = 1.5163 \). The constant temperature of the laboratory is 20 ± 0.1 °C, the deflection angle of the plane mirror (phase shifter) is controlled to convert and 20 groups of phase-shifting interferograms are recorded for numerical calculation of deviation, residual error, standard deviation, etc., so as to reduce the influence of the error, and then accurate parallel error results are obtained. The difference is that because of the different models of the two, the setting methods of the prism in the measurement process are also different. Compared with 90° prism, 180° prism should rotate its body anticlockwise 135° on the basis of 90° prism test direction, so as to achieve the performance simulation test purpose of 180° prism, so as to detect and distinguish the optical parallel difference test data between them.

3.1 Initial inclination adjustment of phase shifter

For the measurement of the optical parallelism of the isosceles right-angle prism, in order to realize the time phase shifting with variable inclination angle, it is necessary to rotate the phase shifter to make the collimated beam have a small included angle at the end face of the prism. It can be found that if the angle of the beam is gradually shifted from the normal to the zero mirror, the phase shift will be approximately linear when the phase shifter has a certain angle. Because the initial inclination of different size reflecting prisms is different, the initial inclination of phase shifter with different value should be set. For the dii-180 ° reflecting prism in this experiment, its initial inclination is 0.2°, and the change of the inclination of the phase shifter required for complete phase shifting in one cycle is 0.0247° [2].

3.2 Selection of phase-shifting steps and steps

In order to further improve the accuracy of the calculation results of the parallel difference and improve the experimental steps, this experiment needs to carry out the least square fitting calculation of the wave surface information obtained based on the random phase-shifting algorithm. Through the comparison of many experimental results, it is found that there is a decreasing relationship between the residual wave surface PV, RMS and the number of phase-shifting steps. Considering the limitation of calculation work and phase shifter accuracy, when the initial inclination is set to 0.2°, a series of phase-shifting interferograms can be collected by using 8-step phase-shifting and each step is 13.5 ".

3.3 Impact of prism dimensions on measurement results

By observing the experimental data, it can be found that there is a certain relationship between the prism size, the angle of the phase shifter and the phase-shifting period. Taking the dii-180 ° reflection prism as an example, the specific calculation formula of the relationship between the phase-shifting amount and the chord length of the prism is

\[ H(\alpha) = \frac{\lambda}{2(\sqrt{n^2 - \sin^2 \alpha_1}) - \sqrt{n^2 - \sin^2 \alpha_2}}. \]

With the increase of the prism size, the required rotation angle of the phase shifter for one cycle of phase-shifting period decreases gradually, and the step accuracy requirements increase accordingly. If the prism size decreases, the opposite is true. However, this formula is applicable in any case.

4. CONCLUSION

In a word, the difficulty of phase shifting in the interferometric measurement of the optical parallel difference of the reflecting prism is solved by making clear the basic principle and the specific experimental design of the variable angle phase shifting method for measuring the optical parallel difference of the reflecting prism. Based on the experimental results, the measurement methods of prism angle deviation and edge difference are analyzed, which is helpful to the basic scientific research progress in the field of optics.

REFERENCES

Application of Output-Oriented Method in Improving the Thinking Ability of College English Writing

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Abstract: Output-oriented method has been widely used in college English teaching in recent years, it is a new teaching mode of learning, output-oriented method involves more levels and theoretical knowledge, such as: promotion and output-driven, etc. The use of output-oriented method can be very good to cultivate the thinking ability of college English writing, deepen students' cognition of English writing, and improve the writing level. This paper will focus on the application of output-oriented method in college English writing, in order to further improve students' writing efficiency and thinking ability.

Keywords: Output-Oriented Method; University English Writing; Thinking Ability

1. INTRODUCTION
In College English teaching, English writing has always been the focus and difficulty of teaching. The level of English writing is directly related to the students' ability to use English and the comprehensive strength of English, which should be paid attention to. The output-oriented approach can further improve students' thinking ability and help them to deepen their understanding and mastery of English writing. Therefore, the key and main way to improve students' English writing ability is to apply the output-oriented approach to English writing teaching flexibly [1-2].

Output oriented approach is a new type of classroom teaching system that Chinese foreign language scholars, after a long period of theoretical research, integrate a series of theories such as "learning centered theory" with the current situation of foreign language teaching in China. Based on the input and output driven hypothesis and selective learning, the output-oriented approach is a theoretical system suitable for the current situation of English Teaching in China. As a teaching concept and means, the output-oriented approach runs through all stages of English teaching. The output-oriented approach has changed the traditional English teaching concept. The traditional English teaching pays more attention to the explanation of words, sentences and articles, while neglecting the students' ability of independent thinking and the comprehensive application level of English. The teaching effect of English cannot meet the requirements of English teaching and learning. The output-oriented method can effectively cultivate students' ability of thinking and innovation, combine theoretical knowledge with practice, and truly realize the purpose of "learning for application".

2. APPLICATION OF OUTPUT-ORIENTED METHOD IN ENGLISH WRITING TEACHING
2.1 Drive link
The driving link is the first step to cultivate students' thinking ability in English writing, which is to inform students in advance of the teaching effect they want to achieve. Let students do enough ideological and psychological preparation, the predetermined teaching effect includes not only the teaching task of writing teaching, but also the final teaching goal, through this way, selective learning can be achieved. In the driving link, teachers should pay attention to guide and inspire students' thinking ability, and encourage students to find the internal connection of English knowledge points. To sum up and summarize the English knowledge and writing skills that have been mastered, the focus of teaching is not only to learn the theoretical knowledge, but also to cultivate the ability of students to think independently, and to combine learning and thinking organically.

2.2 Facilitating link
In the process of promotion, teachers should change the traditional teaching method, and the teaching content is not only the single arrangement of writing tasks and inspections, but also the mastery of each student's writing ability. Teachers should give students proper guidance, provide writing ideas and skills, and let students play on the basis of the original writing level. Teachers should fully respect students' dominant position in English writing teaching, change the traditional "indoctrination" teaching mode, and actively guide students to participate in learning independently. Teachers should provide students with certain theoretical guidance and writing skills, fully mobilize students' enthusiasm in English writing, help students find their confidence in writing, turn passive learning into active learning, and pay attention to cultivating students' ability of inquiry and independent learning. As a teacher, he should have the ability of thinking, change the way of students' thinking and encourage students' self-confidence in writing.

2.3 Evaluation mechanism
The effective teaching classroom cannot be separated from the participation of students, and needs the cooperation of teachers and students. The application of output-oriented method changes the traditional evaluation mechanism, and the evaluation of students includes timely evaluation and delayed evaluation. Timely evaluation mainly refers to the
teacher's comments on the students' learning attitude and final effect in the learning process, as well as the evaluation and feedback between students, which is mainly generated in the facilitating link. The delay evaluation mainly refers to the teacher's evaluation of the students' extracurricular practice results. The output-oriented approach effectively changes the traditional teaching evaluation mechanism, and applies the output-oriented approach to English teaching. In the process of learning, students will receive feedback and evaluation from their classmates and teachers, especially the immediate evaluation from their classmates, and guide students to look at problems with critical eyes and make judgments objectively and fairly.

3. THE OPTIMIZATION STRATEGY OF IMPROVING THINKING ABILITY

At present, the output-oriented approach is widely used in College English teaching, which is an important and effective way of English teaching. The output-oriented approach is constantly integrating with the basic education situation in China and gradually improving. It has also been innovated and developed in the actual teaching, striving to create a good teaching environment for students and comprehensively improve their English literacy and writing ability. The flexible application of output-oriented approach to writing teaching can standardize students' writing behavior, optimize students' writing level as a whole, and cultivate students' comprehensive strength. For example, when "the impact of smartphones on personal communication" is taken as the composition topic, teachers can design reasonable teaching cases, mainly including the following aspects:

3.1 Reasonable design

Through reasonable design, we can lay a solid foundation for the follow-up writing and play the purpose of training students' writing ability. First of all, we can use advanced teaching equipment and network technology to carry out teaching practice, and use teaching video as the main teaching carrier, so as to improve the efficiency and quality of teaching. The teacher can first make a report on "the impact of smartphones on personal communication" will analyze and integrate the content involved in the classroom, integrate the textbook knowledge into the courseware, help students to deepen their understanding of the topic, clarify the relationship between smart phones and communication, and conduct reverse thinking to explore the negative impact of smart phones [1].

3.2 Task-Driven

After the reasonable design, we should drive the relevant tasks, improve the teaching content on the premise of the title "the Impact of smartphones on inter personal communication", and select the appropriate teaching cases for students' reference. Find out the difficulties of students in the process of writing, and give guiding opinions to help students improve learning efficiency, correctly understand writing topics, innovate writing ideas, and improve writing level. Through group discussion, students can also be helped to clarify teaching tasks, formulate targeted guidance programs, find writing ideas and methods through exchanges and discussions among students, and sublimate writing themes. In the process of students' writing practice, teachers should make clear the difficulties and practical value of teaching, ensure that students can complete the writing task, and promote students' English literacy and thinking ability in the process of writing practice, so as to improve students' writing level. For example, on the topic of "the impact of smartphones on personal communication", students can start from the perspective of "smartphone changes our life" and talk about the impact of smart phones on peripheral things and the convenience for individuals in combination with their own actual situation [2]. In the actual teaching of English writing, teachers should pay attention to guiding students, building a writing framework, and then try to fill in the content to ensure the consistency of thinking and grasp the overall points.

3.3 Pay attention to process guidance

In actual English writing teaching, teachers should pay attention to the process guidance of output behavior, provide relevant reference materials for students, meet students' writing needs, build a shared database, facilitate students' access and utilization, and improve learning efficiency. In addition, teachers can choose some excellent models, standardize students' writing behavior, exercise students' thinking ability, and further ensure the quality of English teaching.

4. CONCLUSION

To sum up, in the context of the current educational reform, College English writing should actively innovate the teaching mode, apply the output-oriented approach to English teaching reasonably, and build a good teaching platform for students. Colleagues should improve the teaching system and evaluation mechanism, guide and inspire students to conduct in-depth learning, deepen the understanding of writing knowledge, master writing skills, help students build a complete writing framework, and comprehensively improve students' writing ability.

REFERENCES


The Penetration of PAD Teaching Mode in the Training of Art Teaching Skills for Normal College Students

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Abstract: PAD teaching mode is an advanced teaching mode which appears in modern China, which has been paid great attention by the industry. However, many modern colleges and universities do not understand the teaching mode, so there are defects in the application, cannot let the model permeate the teaching completely. In this paper, the training of art teaching skills for normal college students as an example, this paper expounds the characteristics of PAD teaching mode, penetration methods and precautions.

Keywords: PAD Teaching Mode; College normal students; Art Teaching Skills Training

1. INTRODUCTION
PAD teaching model originated in China, and in some experimental applications have achieved good results, so it began to gradually promote, but cognitive defects led to the widespread application of PAD effect is uneven, and many colleges and universities will mix it with the concept of “flip classroom” cannot let PAD permeate teaching. In response to this problem, this paper will distinguish between PAD and “flip classroom” and elaborate on specific penetration methods, which have practical significance in promoting PAD applications.

2. FEATURES OF THE PAD TEACHING MODEL
2.1 Basic structure
The basic structure of PAD teaching mode can be divided into three parts: presentation, assimilation and discussion. Among them, teaching is mainly responsible for the transmission of content, which is the main link of communication between teachers and students. Internalization and absorption is a link for students to learn independently, understand deeply the content taught by teachers and internalize it in their hearts. Discussion is a link in which teachers, students and students exchange views around the topic of the lecture and combine their own understanding to promote the role of education. Through the application of PAD, students will have a deep understanding of teaching knowledge, which is conducive to the implementation of teaching objectives, and can improve the quality of teaching. In addition, it is worth noting that although PAD teaching mode is essentially different from “flipped classroom”, PAD also has the function of promoting students' initiative and interest in learning in terms of function, which shows that the application value of this teaching mode is not weaker than "flipped classroom" [1].

2.2 Features
The reason why modern college educators confuse the PAD teaching model with the "flip classroom" is that they do not understand the characteristics of PAD and distinguish only between surface cognition and functional performance. In fact, the PAD teaching model contrasts with the "flip class" and has three main characteristics: The PAD teaching model does not require teachers to make fine courseware, but rather uses streamlined, intuitive content to attract students and increase their interest in learning. As a result, the teaching burden of teachers in the PAD model is significantly reduced, which is different from "flip the classroom"[2].

In the PAD teaching model, the discussion goal between students and teachers is very unified, and will not oppress students, that is, students will spontaneously focus on the subject of learning, to think about and discuss them, so as to ensure the initiative of teaching middle school students, reflecting the "humanization" educational concept. In "Flip Classroom", teachers must pay attention to the individual needs of students, so there will be difficult problems in teaching management, which can easily lead to the emergence of traditional teaching behavior.

PAD teaching mode is a mode that can be applied to daily teaching work, but "flipped classroom" cannot do this. That is to say, if "flipped classroom" is applied in daily teaching, students can only find the source of knowledge by themselves, which will cause greater learning burden to students, so "flipped classroom" can only be carried out on a regular basis, while PAD teaching mode retains the teaching link of teachers, so the above problems can be avoided and applied in daily teaching.

3. THE PENETRATION STRATEGY OF THE PAD TEACHING MODEL
Taking the training of art teaching skills of normal college students as an example, this paper expounds the penetration method and precautions of PAD teaching mode.

3.1 Penetration method
Focusing on the three components of PAD teaching mode, in the training of art teaching skills for normal students in colleges and universities, three methods can be used to teach basic theory, propose training topics, and discuss training results to achieve penetration.

(1) Lectures on Basic Theory
In order to get the theoretical support of normal students in the training of art teaching skills, it is necessary to teach...
basic theory in the PAD teaching mode, and it is necessary to test the students' theoretical level, and to enter the next link in order to confirm that the students have sufficient theoretical level. In the course of teaching, teachers should use case teaching methods to show the charm of theoretical content, so that a good teaching division can be built, so that students focus on the main points of learning, such as a teacher in teaching to show the "bronze art" case, and around the case put himself in the "role" of art teachers to teach students, so that students can fully understand the theory, establish a preliminary theoretical concept.

(2) Training topics presented
After the completion of the basic theory teaching, students have a certain understanding of art teaching skills. At this time, in order to let students, internalize and absorb teaching skills, teachers need to put forward training themes, and carry out simulation training and practice training around the themes. First of all, in the simulation training activities, teachers need to build a teaching situation. Suppose that the students are now art teachers, they are required to use the specified teaching skills around the training theme. Secondly, in practice training, teachers need to build a more complex situation for students to train, and summarize the training experience. In this way, students in the continuous training, it can be targeted to familiar with, master the skills, to achieve internal absorption.

(3) Discussion of training results
In view of the students' training experience, teachers can organize students to have open discussions, put forward each other the difficulties and problems encountered in training, and teachers should also participate in the training to guide the students well. In this way, through discussion, students can learn from each other to make up for their own skills in art teaching.

3.2 Precautions
In the application of PAD teaching mode, teachers need to pay attention to their own positioning and recognize the views put forward by students. Communicate with students in an equal position, otherwise it is difficult for students to receive teaching content. This kind of problem cannot be solved by any teaching mode, so teachers should pay attention to it.

4. CONCLUSION
To sum up, PAD teaching mode appeared in a short time, many colleges and universities have problems in the application. This paper takes the art teaching skills training of normal university students as an example. Through the analysis, we can help colleges and universities distinguish PAD teaching mode from "flipped classroom", make PAD application clearer, and make PAD permeate teaching, give full play to its functions.

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REFERENCES
Research on The Quality System of Professional Degree Postgraduate Training

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Abstract: In order to meet the needs of the society for high-level applied talents, professional master degree graduates have become the main training objects of graduate education in China. This paper constructs a sustainable and packaging printing characteristics of professional degree postgraduate training system, and puts forward the quality improvement measures based on engineering application and enterprise demand.

Keywords: Professional Degree; Training Quality; Packaging and Printing

1. INTRODUCTION
The professional degree programs of printing and packaging department material and chemical engineering specialty of Printing and Packaging Department of Wuhan University are mainly for the technical backbone and management personnel of large and medium-sized printing and packaging enterprises, universities and scientific research institutes. To cultivate the professional application-oriented talents engaged in engineering design, engineering implementation, engineering research, engineering development and engineering management in the field of modern packaging and printing engineering. At present, domestic colleges and universities attach great importance to the quality improvement of professional degree postgraduate training. Some colleges and universities have proposed to establish and improve the reform and innovation mechanism of professional degree postgraduate training mechanism with implicit development as the direction and ability students as the guidance. However, there are few reports on the professional degree postgraduate training system, and the total credit should be not less than 32 credits.

Training standard: The length of study is generally 2 years and the total credit should be not less than 32 credits. Professional degree graduate students with 2 years or more of experience in the enterprise practice time is not less than 6 months, not less than 2 years of corporate work experience of professional degree graduate student practice time of not less than 1 year, can be used in a combination of centralized time and segmented practice.

Training methods and links: the use of curriculum learning, professional practice and degree thesis combined training methods. Through course learning to master the basic theory and professional knowledge, build knowledge structure, through professional practice to obtain practical experience, improve the application ability, the subject of the degree thesis from the actual engineering or has a clear background in engineering application. The Department of printing and packaging of Wuhan University attaches importance to the characteristics of engineering and application. By continuously clarifying the training orientation and highlighting the training characteristics, the training effect is obvious, which can better serve the students' career development and social needs.

2. IMPROVEMENT MEASURES OF TRAINING QUALITY SYSTEM

2.1. Strengthening course supervision and improving teaching quality.

Based on the reconstruction of curriculum system, the establishment of double qualified tutor team and the diversification of curriculum teaching methods, and strengthening the quality supervision and guarantee mechanism, we can effectively guarantee the curriculum carrier training mode [1]. The curriculum setting of this degree point fully implements the training objectives and degree granting requirements, attaches importance to the systematic design and overall optimization of the course, embodies the basic theory, attaches importance to practical application and frontier knowledge, and focuses on professional practice courses and engineering practice courses. Strengthening the breadth of basic theory and professional knowledge reflects the high-level and professional nature of graduate education, and also considers the requirements of comprehensive quality and ability of talents. In order to improve and improve the quality of teaching, we should take the form of classroom lectures, online teaching evaluation, forum, questionnaire survey and so on.
2.2 Implement the "double tutor" system and improve the level of guidance.

The program has established a complete management system of tutor selection, training and evaluation. The full-time tutors in the University shall declare according to the regulations on graduate guidance teachers of Wuhan University, in combination with the tutor's personal scientific research and teaching conditions. The functional departments such as the Institute of science and technology development of the university will check the data of the achievements, and then submit them to the degree evaluation Committee of the Department for confirmation. The off-campus tutors are selected and managed according to the regulations on the management of part-time tutors for professional degree postgraduates of Wuhan University. In addition to the in-house tutor, there is an off-campus tutor for all professional master's degree students in this program. The combination of theory and practice is the core of the "Double Tutorial System", which can effectively cultivate professional talents with high professional quality, strong practical ability and meet the social needs [2-4]. In addition, the program has also established a tutor centered Guidance Group for postgraduate training, which is oriented by practical application, aims at professional needs, focuses on the cultivation of comprehensive quality and the improvement of knowledge and ability, and strengthens the training of postgraduate scientific research methods and abilities in combination with practical scientific research projects or engineering projects.

2.3 Strengthen the cultivation of professional ability and enhance the comprehensive quality

This degree center ensures the practice and academic training of graduate students by actively guiding students to participate in scientific research of tutors and organizing practical teaching activities. Give full play to the role of research center, school enterprise cooperation base and off campus practice base, as well as the role of industry teachers and second tutors. Practice teaching is carried out in various forms, such as temporary training, social investigation, scientific research practice, etc. Each master of engineering is required to ensure no less than 6 months of professional practice during the semester. Each graduate student is required to record the implementation and evaluation of each link of their professional practice in real time according to the requirements of "Wuhan University professional degree postgraduate Practice Manual", and save it into the student's degree file together with the practice summary report.

2.4 Strictly control the links of dissertations and ensure the quality of theses

It is required that the topic selection of graduate thesis should come from engineering practice or have clear engineering technology background, such as research and development of new technology, new process, new equipment, new material and new product. The paper work must be completed independently under the guidance of the tutor. Besides the detailed comments written by the tutor, there should also be 2 experts (at least one from outside the University) in this field or similar fields. In the past five years, all of the Graduate Dissertations in this program are qualified.

2.5 Improve the quality of training and promote the development of employment

Improving the quality of postgraduate training is the theme of connotative development of higher education. The training mode of master of Engineering with "scientific research practice competition innovation" as the main line in some colleges and universities has effectively improved the employment quality [3]. The cultivation of graduate students in this degree program is oriented to solving engineering application problems. Although students are not required to publish scientific research papers, all graduate students of this degree point participate in tutor's scientific research projects, and have obtained 26 authorized patents in the past five years. In addition, the program pays attention to the cultivation of graduate students' innovation and entrepreneurship ability. Students actively participate in the entrepreneurship competition and obtain 8 innovation and entrepreneurship awards. Graduate students are encouraged to participate in high-level conferences and publish high-level achievements. These measures make the employment rate of graduate students reach 100%. The main employment direction of graduates is enterprises and institutions. More than 40% of students choose to go to the eastern developed areas. The employment quality has been highly praised by employers, and the employment work has been awarded the title of advanced employment guidance unit of Wuhan University in 2015-2016.

2.6 Pay attention to management service and improve education level

Graduate education is not only the main battlefield driven by scientific research and innovation, but also the main position of Ideological and political education. We should follow the education law of first-class talents, construct the connotative education reform mode with "moral cultivation" as the core, and form a distinctive mechanism of scientific research and practical education [4]. This program attaches great importance to the daily management service and study style construction of postgraduate training, so as to achieve full staff education, all-round education and whole process education. We will implement the "first leader project" and "tutor project" to make the work more detailed, smaller and more effective. One deputy director of the Department is in charge of postgraduate training, one deputy secretary is in charge of graduate ideological and political education, and the printing engineering research room and packaging engineering research office are responsible for the daily teaching and scientific research of graduate students. There are teaching management office, scientific research and foreign affairs office and Student Affairs Office respectively. Each office has strict post responsibilities, performs its own duties, coordinates and cooperates with each other, so as to jointly cultivate postgraduates' growth and success.

3. CONCLUSION

Based on the overall goal of "double first-class" construction of Wuhan University, this program aims to make a
beneficial exploration on the cultivation quality system of materials and chemical engineering, and constantly improve the quality of professional degree postgraduate training. Through the training of packaging and printing senior talents with information technology and material science foundation, in order to better meet the diversified needs of economic and social development for high-level talents.

REFERENCES
The Reform of College Physical Education Based on The Perspective of Lifelong Physical Education

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Abstract: Based on the understanding of the significance of lifelong physical education in college physical education, this paper analyzes that the development of College Physical Education from the perspective of lifelong physical education is conducive to the establishment of teaching system. It is very necessary to enhance the value of physical education. Based on this, this paper puts forward some reform measures, such as cultivating students' interest, reforming teaching content, improving management system, increasing investment, and increasing publicity, in order to contribute to the reform and development of physical education in China.

Keywords: Life-Long Physical Education; Physical Education; Reform Measures

1. INTRODUCTION
With the development of social economy and the gradual improvement of people's living standards, the increase of modern tools reduces people's sports opportunities, such as cars, elevators, etc., leading to a downward trend of GNP. Therefore, people pay more and more attention to the cultivation of physical quality. In order to enhance the national health standard and improve their own health index, physical exercise is an effective solution [1-2].

1.1 Promoting the establishment of a teaching system
With the idea of lifelong physical education, it can effectively promote the establishment of the theoretical system of physical education teaching in universities. Under the influence of the traditional physical education teaching mode, teachers neglect the nature and difference of students' sports, pay attention to the teaching of physical education knowledge and lack the deep understanding of teaching idea. Therefore, the idea of life-long education is in line with the socialist development characteristics of contemporary university physical education, and it is also an effective way of thinking to perfect the establishment of the university physical education teaching system.

1.2 Improving the value of physical education teaching
The basic objectives of college physical education can be divided into five categories: sports participation, sports skills, physical health, mental health and social adaptation. Among them, in line with the factors of differences between students, it is particularly important to pay attention to the proportion of students' mental health and social adaptation in the overall goal.

With the acceleration of the pace of urban life, the pressure of college students is increasing. Therefore, the requirements of students' physical quality are higher. The idea of lifelong physical education can not only improve the value of college physical education, but also lay a solid foundation for the healthy development of our country.

2. REFORM MEASURES FOR COLLEGE PHYSICAL EDUCATION IN THE PERSPECTIVE OF LIFE-LONG PHYSICAL EDUCATION
2.1 Cultivate students' interest and reform the content of teaching
In the traditional teaching mode, teachers only put the relevant teaching content and teaching theory through their own way of thinking to students to make a simple retelling, from the basic movement of each movement to learn, and then the basic movement of repeated training to achieve a certain degree of proficiency. This untargeted teaching mode will make students have a sense of boredom to physical education learning, not to meet the psychological expectations of students' aspirations for physical education learning, and seriously reduce students' enthusiasm for learning, so the reform of educational and teaching content, stimulate and cultivate students' interest in physical education, is the basis for the realization of lifelong physical education teaching. For example, in a basketball professional course, teachers can according to the students' interests and abilities, students divided into several groups, in which the athletic ability of the group can carry out confrontational exercises, less able to resist but the technical ability of fancy basketball training, and relatively less technical ability to carry out dribbling or pitching practice. Such teaching design stimulates students' interest in learning, but also can meet the teaching goals and purposes of teachers, give full play to the subjective initiative of students' learning, and is conducive to the realization of lifelong learning and training of university education.[1]

2.2 Improve teaching concepts and optimize teaching programs
Based on the perspective of lifelong physical education, the fundamental significance of physical education teachers is to give full play to the initiative and enthusiasm of students for physical learning, in the teaching process to provide professional guidance to students learning. Therefore, teachers need to follow the actual situation of the development of the times, improve their own education and teaching level of professionalism at the same time, and constantly reform the teaching concept and teaching ideas, and then realize the personality differences for students, into
a more professional, comprehensive, liberalized teaching curriculum. This way students can exercise in a relaxed and pleasant environment. Students can choose different teaching courses according to their own preferences, so that students can give full play to their own interests and hobbies at the same time receive more professional teaching guidance. For example: schools can open a variety of similar aerobics, jazz, Latin and other sports dance, badminton, basketball, football and other sports, tai chi, military boxing, three-way long boxing and other sports martial arts, a series of sports can allow students to choose, and with teachers to carry out professional guidance, optimize teaching programs, and thus improve students' rational understanding of lifelong sports.

2.3 Improve the management system and increase the financial input

In response to the state's emphasis on university sports safety work and to safeguard the legitimate rights and interests of students and schools, the Law on the Handling of Student Injury Accidents has been promulgated, which states that "schools shall carry out the necessary safety education and self-help education for students". Therefore, schools should conscientiously implement and constantly improve the school's safety management security system, and students need to actively participate in the formation of a complete security system. For example: teachers should be for the university physical education teaching subjects to students in addition to professional guidance advice, but also timely communication with students, in the process of teaching reform, but also continue to accept students' corrective advice, and strive to achieve comprehensive protection. In addition, in the process of implementing education and security, economic and financial investment is more important, only a good economic foundation, can solve the problem of superstructure, to buy high-quality sports equipment for students, for students to achieve lifelong physical education training to provide material security.

2.4 To realize the teaching of science and practice, increase publicity efforts

In the process of college physical education, we must pay attention to the combination of teaching theory and teaching practice, in a sense, teaching theory is the basis of the teaching process, and teaching practice is the only standard to test teaching theory. For example: in the usual practice of teaching to strengthen the introduction of technical theory and related sports theory, with the application of teachers' teaching theory, and constantly follow up teaching practice, and strive to truly combine theory and practice. At the same time, we should increase the propaganda of the meaning of lifelong sports, deepen the thought and atmosphere of college sports education, and implicitly influence the students' thought and idea of lifelong sports, so that they can understand and join the construction of lifelong sports in a true sense. For example: the use of information technology means, in the school's internal official website, QQ, school WeChat public number and other social network APP, published about lifelong physical education on the university physical education reform advantages of the content, so that teachers and students can actively participate in it.[2].

3. CONCLUSION

Based on the perspective of lifelong physical education, the reform of college physical education is based on the strategies of cultivating students' interest in learning, optimizing teaching items, changing teaching ideas and thoughts, and further realizing teaching theory and practice. To set up the idea of lifelong physical education can increase the gross national health of our country, guarantee our health, and is of great significance to our college physical education.

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The Construction and Practice of Modular Curriculum System for Preschool Education

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Abstract: Due to the rapid development of society, in order to ensure the teaching quality of preschool education teachers, we should establish a modular education system, so as to effectively improve the quality of students in the future teaching period. This paper analyzes the main objectives of cultivating talents in the modular curriculum system of Preschool Education (international direction). Through in-depth research on the key of the modular curriculum of preschool education, the problems existing in the current curriculum of Preschool Education (international direction) and the corresponding improvement measures, hope to provide effective reference for relevant people.

Keywords: Preschool Education; Modular Curriculum; Curriculum Extension

1. INTRODUCTION

Preschool education is different from other educational tasks, and its main target is for children. This object of education has no specific concept of thinking and consciousness is not mature. In view of this aspect of education, teachers need to carry out systematic analysis and Research on many details in combination with the actual situation. Preschool education major involves more life-oriented education content, covering a wide range of aspects. In view of this kind of situation, teachers should pay attention to the deepening of their education curriculum, which is helpful to improve the comprehensive quality of students in the subsequent teaching process.

The main goal of talent education cultivation is to improve the ability and quality level of education goals, schools use the teaching methods to understand the basic learning situation of the object of education, and guide them on this basis, so as to enable them to have their own ability to think independently, in the face of the external environment, can combine their own experience and ideas to actively explore, strengthen their own cognition, after systematic rational analysis and research, study their own needs, and accompany their own sense of mission to plan the future growth route, and rational planning of the prospects for development. Pre-school education is essentially a higher professional school in the current stage of kindergarten teacher training, and its cultivation is associated with the progress of pre-school education and the current educational thought in society, which needs to be parallel to the progress of the times, so as to train talents to meet the development needs of the current society. At present, after a long time of development, part of the education talents understands that to ensure that the students cultivated can have strong professional quality and ability, they should mainly carry out systematic research on their professional thinking, practical teaching ability and other aspects. The main purpose is to educate comprehensive and practical talents in combination with the needs of the times, which is conducive to promoting the progress and development of the current society, providing fresh blood for the follow-up preschool education, strengthening its vitality, and ensuring the continuous high-quality development of the follow-up preschool education [1].

2. THE KEY OF MODULARIZED CURRICULUM IN PRESCHOOL EDUCATION

After defining and understanding the subsequent goal of talent cultivation, the creation of a rational teaching professional system is an important link in ensuring the quality of talent education at present, and compared with the previous subject curriculum education, the use of modular curriculum teaching model can be combined with the actual teaching direction to develop a reasonable education goal cultivation plan, such a way in cultivating the object engaged in pre-school teaching work in the future career growth process to understand their sense of responsibility and mission, clear the key of their posts, to appreciate the real job needs, In the future development process to the industry's internal behavior standards and norms of demand to control their own, with the professional work should be necessary knowledge and skills, and constantly in the future practice link to improve their comprehensive quality. After a period of cultivation, such modular educational activities can meet the corresponding pre-school education industry, and promote the follow-up professional skills can be enhanced. In the process of practice, the specific modular curriculum system is the need for professional schools to contact the real needs of society, so as to carry out customized work according to the actual situation, mainly related to skills, technology and practical training and other aspects. As the development speed of society has been increasing in recent years, the state began to pay attention to the quality education work for students, in the pre-school education link, the modular curriculum thinking into the process of teaching system reform, to promote the relevant professional students in the actual education link can be detailed and thorough understanding of the relevant course content and details, in order to improve the quality and efficiency of education. The creation of modular curriculum teaching system will fully strengthen the comprehensive quality and professional ability of students, and help to
the unreasonable allocation of teaching resources in the process of sub-teaching in the past. In addition, the modular curriculum system can start from the students of early childhood majors into the level of practical work, reasonable and scientific allocation of corresponding educational resources, so as to ensure that a variety of disciplines can be done in this link to a full range of finishing and adjustment, so as to establish a more perfect and mature curriculum education system, so that it can be more towards the development and operation of international development. Under the condition of the current educational situation, students usually have a comprehensive understanding and analysis of the rich knowledge and information available, which helps to combine theory and practice closely in the course of pre-school education.[2]

3. PROBLEMS IN THE COURSE OF PRE-SCHOOL EDUCATION MAJOR (INTERNATIONAL DIRECTION) AT PRESENT

From the overall point of view to analyze, in the practice of the link, some schools in the actual education process there are still many deficiencies and shortcomings. In view of this kind of situation, relevant managers need to strengthen their management and control, start with the details and face the existing problems in a positive way, so as to adopt corresponding measures to effectively coordinate the management and control [3].

3.1 Content is highly decentralized

In the current process of pre-school education cultivation, it is mainly to divide this profession into a professional theoretical knowledge system and corresponding professional skills and other links, which requires a wide range of knowledge content, will include educational knowledge, psychology and natural science, etc., to learn the above-mentioned knowledge content, help children in the stage of enlightenment to understand a variety of emotions and the thinking system framework behind them, to promote their future learning process to learn a variety of thinking to extend. In order to cultivate their own comprehensive quality. However, in the actual teaching process, because the school management did not realize the advantages of comprehensive learning, resulting in the corresponding teaching extension effect is limited, the transmission of the knowledge system framework is more single.

3.2 Theory and follow-up practice are difficult to contact

In the process of cultivating students in professional colleges, their education is often based on the external social needs to achieve the cultivation of students. In this process, the main direction is to carry out the regulation at the level of service employment. After a long-term analysis, we can understand the real needs of the external social development, so as to formulate the main education tasks according to the requirements of the company. In this process, teachers will pay too much attention to the cultivation of students' professional skills, and tend to practice in education. However, due to the lack of theoretical education, the content of students' learning is relatively limited, and the lack of professional knowledge theory system as support, it is difficult to link theory and practice closely in the later stage of students' work.

3.3 Lack of systematic curriculum evaluation control

In general, the evaluation of curriculum teaching is more critical in the overall education process. It is a systematic evaluation activity for the education quality combined with the actual education situation. In the process of many times of education reform and corresponding education concept guidance, many times of education reform have achieved good results, but there is still room for improvement. The main problem is that it is difficult to carry out diversified control in the overall education evaluation control mode and corresponding education mode link, so that the mode is relatively unitary. At this stage, professional colleges and universities in the current teaching link still take the former way of teachers' evaluation of students as the main body, through the way of examination to understand the comprehensive learning situation of students, this situation will lead to students pay too much attention to learning results, but lack the comprehensive quality of all-round development, the cultivation of talents appears unbalanced situation, at the same time, the status of students will always be in a passive state Status of. In the past, the single educational evaluation model has led to the lack of effective communication and evaluation between teachers and students, which makes the efficient classroom evaluation model need continuous progress to adapt to the basic needs of the current society.

4. MEASURES TO IMPROVE THE MODULAR CURRICULUM SYSTEM CONSTRUCTION AND PRACTICE QUALITY OF PRESCHOOL EDUCATION (INTERNATIONAL DIRECTION)

Preschool education is the key link of cultivating talents in the initial stage, which has a strong impact on the future development of talents. Because of the current concern of the external society for the education industry, the current education curriculum innovation is constantly carried out, starting to turn the goal to cultivate comprehensive talents. This makes it possible for it to enter the international platform instead of being limited to its own country in its future development. In this process, it is necessary to ensure the integration of disciplines, to ensure that the thinking system between disciplines can be hybridized, to ensure that more advanced educational ideas can start to move towards a more systematic and diversified direction in the current guiding link of the education system.

4.1 Establishing a systematic educational thought

In the past educational process, the teacher's subjective education is often more single, to promote the actual classroom teaching effect is more model and rigid, in order to ensure that the quality of modular education, can be educated more suitable for the development of students on the international platform, we should adjust the current teacher's educational thinking, guide teachers to enhance the status of students, it from the passive level to active learning. The frame of thinking behind the educational curriculum
can directly interfere with the actual trend of the curriculum in the future, which will interfere with the goal setting of curriculum theory, which also involves the diversity of content and the corresponding organizational situation. Therefore, in the current teaching process, in order to ensure the subsequent pre-school teaching quality; modular educational thinking should be penetrated into the current education system, so as to strengthen the quality of teachers' education. First, the management department of the school needs to pay attention to the cultivation of students' practical ability, which helps to combine theory and practice closely. Second, teachers in schools should realize the rigidity of the previous education system, clarify the key to the diversity of professional curriculum education, closely integrate the education of the classroom and the development of the outside world, increase the penetration of open form, modular control can be connected with real social needs in an orderly manner, which is conducive to the establishment of professional learning modules can be adjusted in the practice. In general, the establishment of professional courses often needs to be based on the needs of the outside world's real society, the creation of a multi-level and diversity of education system, effectively solve the gap between the modularity of educational curriculum and the educational structure. Third, pre-school teaching needs to increase modularity in the long-term education process in the future, to enable it to achieve long-term high-quality development, and help guide students to use this knowledge to achieve long-term progress and learning. In this modular construction link, school administrators can pay close attention to the actual development of the outside world, with its specific progress form as the core premise, pay attention to the comprehensive quality of students and professional ability cultivation, in the process of following the operation of the outside society gradually absorb advanced knowledge culture, and improve their own quality[4].

4.2 Modularity of Professional Content
At this stage, there are many schools in China that begin to strengthen the training of their professional ability. In order to ensure that students can reasonably transform the theoretical knowledge they have learned into practical ability, we should reasonably allocate the time planning of the two classes, adopt the modular education method, and reasonably plan the key points of school education from the professional links. According to the essence of pre-school education and the content of later education, we can establish a basic framework. From the overall point of view, sort out and upgrade the current basic courses to find the corresponding education backbone. According to the actual situation, we should increase the elective course planning, take the modular education as the main part in the education link, and realize the innovation and upgrading of the overall professional education. At the same time, we should also understand the trend of social development, make a systematic distinction between specialties, integrate the ultimate goal of cultivating professionals, and establish a project module of practice plan, which can ensure the quality of subsequent education. For example, in the course of "basic theory of music", modular education can be adopted. During the early guidance period, the teacher will integrate them in detail, simplify the excessively complex links, and carry out systematic project education with the module as the core driving direction, so as to make education, students' targeted learning and subsequent employment become an overall context.

4.3 Extension of course content
At the level of curriculum content, because a class will be divided into a variety of modules, the corresponding amount of information will change in the process of social progress. First, take the professional classroom module education as an example, in order to promote students to get more avant-garde ideas, and in the follow-up work can be competent for children's education. The key link of children's thought guidance can be added to the current education link, so that children's thinking can be continuously guided in the process of just contacting teachers, so that they can understand the joy and interest of learning knowledge, so as to gradually stimulate children's subjective initiative. In order to strengthen the above abilities of students in the process of early childhood education, schools can carry out systematic thinking guidance training, and make a reasonable differentiation and understanding of the content explained by children according to the needs, so as to help students understand the extension effect and corresponding ways of the content. For example, children's education often involves English education, helping children develop language learning ability, establishing a systematic and professional language thinking system, and creating a language and culture appreciation course during the education of students. In the process of modular guidance, language education can help students learn local cultural characteristics, living conditions and customs, so as to create a reasonable thinking system.

4.4 Enhanced nonlinear architecture
In the past, the teaching classroom is based on the logic of the subject as the core structure, and this kind of curriculum mainly shows a more linear structure. Because the modular teaching of preschool education mainly lies in the cultivation of students' diversified ideas and learning content, teachers need to sublimate the education form in this link to promote its diversification if they want to ensure the quality of education. For example, the curriculum structure can be set up as multiple main courses above the classroom, guiding students to set up education as a major composed of multiple elements. For example, language and culture, through the systematic combination of knowledge points, can strengthen the overall goal of overall education. Because knowledge points gradually enrich and diversify, students will establish a systematic knowledge framework to help the subsequent absorption of knowledge points, and then the ideas in the brain will be extended. The two-way teaching of the combination of the two kinds of knowledge is more diverse than the previous single education, and the overall education structure will gradually be enriched and
improved.

5. CONCLUSION
To sum up, because of the current social development, the demand for preschool professional education is gradually increasing. In order to ensure the follow-up teaching quality, we must ensure that we can cultivate more talents who can meet the current social needs and adapt to the international development. Adopt more advanced education modular education mode to ensure the overall teaching quality and efficiency.

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REFERENCES
Research on The Development of Rural Tourism Culture Resources Under the Background of Rural Revitalization Strategy

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Abstract: Under the background of rural revitalization, the state insists on giving priority to the development of rural areas, improving the speed of urban-rural integration, developing the rural economy with farmers as the main body, and promoting the harmonious coexistence between man and nature, so tourism development has become the development focus under the background of rural revitalization strategy. This paper briefly analyzes the background of the strategy of rural revitalization, and puts forward the concrete and feasible strategy of developing the rural tourism and cultural resources from the perspective of cultural resources.

Keywords: Rural Revitalization Strategy; Rural Tourism; Resource Development

1. INTRODUCTION
Rural areas are rich in resources, landscape cultural resources are the unique advantages of rural areas, landscape resources are related to the terrain, not all rural landscape resources can develop tourism. But cultural resources are different. Cultural resources are owned by every rural area, and the cultural resources of every rural area are different. Using cultural resources to develop rural tourism is not only feasible, but also can provide reference for other rural tourism development.

Rural Revitalization Strategy is the strategy put forward by general secretary Xi Jinping in the nineteen major reports of the party. The ultimate goal of Rural Revitalization Strategy is to solve the three rural issues. At present, the development speed of rural areas is far slower than that of urban areas, and the economic development of rural areas is in a bottleneck. In order to step into a well-off society as soon as possible and achieve targeted poverty alleviation, we must vigorously develop the rural economy, so the rural economic structure must be reformed. It is difficult to improve the economic development of rural areas only by relying on the traditional agricultural economy. We must make full use of the geographical and cultural advantages of rural areas to develop new rural characteristic industries. For example, rural tourism, the cultural and geographical location of rural areas are different, and some areas have beautiful mountains and rivers, profound cultural heritage, such areas can develop rural characteristic tourism. Strengthen the infrastructure construction of tourism industry in rural areas, absorb more funds from policies, society and other channels, build a brand of cultural tourism with rural characteristics, and accelerate the economic development of rural areas⁴.

2. THE DEVELOPMENT STRATEGY OF RURAL TOURISM CULTURE RESOURCES UNDER THE BACKGROUND OF RURAL REVITALIZATION

2.1 Strengthening the infrastructure of rural tourism
The infrastructure in rural areas is backward, and there is a big gap between highway, education, medical treatment and urban areas, while the scope of rural areas is wide and the population density is low. If the infrastructure construction in the whole rural area needs a lot of capital and manpower, but the return is not proportional to the investment. Therefore, the rural areas can only gradually strengthen the infrastructure construction, starting from the areas that can drive the local economic development, so as to comprehensively develop the economy of rural areas. At present, rural areas can take cultural resources as the center to develop characteristic tourism, and the development of tourism needs to build supporting infrastructure. Only by building perfect tourism infrastructure can tourists be attracted. In rural tourism areas, it is necessary to re-plan the local traffic routes, renovate all township roads in an all-round way, and ensure the good experience of tourists. At the same time, supporting facilities for catering and medical treatment will be built in the tourism area, so that tourists can enjoy the scenic spot at ease. The infrastructure construction needs to be combined with the local cultural resources to promote the development of rural tourism. For example, if the rural area is the birthplace of historical celebrities, the corresponding theme hotels, restaurants and other tourism facilities can be built with the historical celebrities as the center, and the road along the way is equipped with signs to attract tourists. In addition, a historical celebrity square can be built in the scenic spot, its statue can be built in the center of the square, and a snack street can be configured for the square to make it into a cultural tourist attraction. The development of local tourism will promote the surrounding industries in an all-round way, while the rural residents can engage in the upstream and downstream industries of tourism, which can realize the Rural Revitalization.

2.2 Funding for expanding rural tourism development
The economic development of rural areas is relatively poor, and the development of tourism by itself is not enough. Therefore, if the rural areas are rich in cultural resources and have the basis for the development of tourism, they can
expand the source of funds for the development of rural tourism. The rural government can increase the allocation of tourism or seek the investment of related enterprises from the society. The rural government should integrate the cultural resources of the subordinate rural areas, analyze which rural areas are suitable for the development of rural tourism, then make a general development strategy of rural tourism with cultural resources as the center, apply to the superior for financial support or seek professional investment from social channels, and finally make full use of the investment funds to develop rural tourism Industry. [1] The rural government needs to strengthen the construction of tourism talents. It can recruit talents from other developed areas and send local talents to the areas with better development of rural tourism to learn and develop strategies. Only when the quality of tourism talents in rural areas is improved can the construction of tourism be better carried out. According to the cultural characteristics of the local villages, the tourism practitioners can formulate the rural tourism development strategies that are in line with the reality and make full use of the cultural resources. Then the designated rural tourism development strategies can attract the financial support from other channels. For example, if the local area is the birthplace of pottery culture, it can be built into a pottery town to develop rural tourism centered on cultural resources and realize rural revitalization [2].

2.3 Establishing a cultural tourism brand with rural characteristics

The economic development of rural areas is poor and the popularity is not high, even if the development of characteristic tourism in rural areas is difficult to attract tourists. Therefore, the rural tourism industry needs to invest certain funds for publicity and promotion, gradually build its own rural tourism cultural brand, and gradually enhance the influence of the local rural tourism cultural brand. Finally, tourists can be attracted through the popularity of its own cultural tourism brand, and the benign cycle of rural tourism industry will continue to develop. [2] Rural areas should focus on local culture and develop it into a tourism brand. In this way, we can give rural tourism brand certain popularity at the initial stage, and then publish rural tourism information on various search platforms and information flow platforms. Continue to attract tourists and accumulate fans, and then vigorously develop rural cultural tourism facilities, so that tourists are satisfied with rural tourism. Finally, tourism will promote rural tourism to the surrounding population. In the long run, the rural tourism industry will first have a certain popularity in the vicinity, and then through the maintenance of public praise, through the dual promotion of itself and tourists, to create a cultural tourism brand with rural characteristics. People in rural areas will develop the new rural economy under the tourism brand, and comprehensively revitalize the economy in rural areas.

3. CONCLUSION

To sum up, based on the background of rural revitalization, rural areas can be carried out from the following aspects. Strengthen the construction of rural tourism infrastructure, expand the development of rural tourism funds and establish cultural tourism brand with rural characteristics to develop local tourism cultural resources. We should make use of cultural advantages to attract tourists to visit, use tourism to drive the development of rural economy, and complete the revitalization of rural areas as soon as possible.

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REFERENCES

Research on Application of Prefabricated Building Informatization Based On BIM

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Abstract: With the rapid development of information technology, prefabricated and batch prefabricated buildings can meet the needs of the society, and its development space is large. BIM Technology can be used to expand the scope of application. This paper summarizes the advantages of the application of BIM Technology in prefabricated buildings, analyzes the application forms of BIM Technology in the information construction of prefabricated buildings from the aspects of design, production, transportation and assembly, so as to improve the efficiency and quality of building construction, and highlight the advantages of prefabricated buildings.

Keywords: BIM Technology; Prefabricated Building; Information Application

1. INTRODUCTION
Prefabricated building mainly integrates the construction, mechanical and electrical, production, assembly and other modes into the new construction system, and realizes the combination of industry and construction industry based on information technology. Among them, information technology is the core of BIM, which can run through the whole construction period of construction projects and complete dynamic management of construction information. Therefore, it is necessary to explore the information application mode of BIM Technology in prefabricated buildings, and integrate information in an all-round and whole process [1-2]. BIM technology can combine architecture, mechanical and electrical, decoration and other aspects to achieve professional communication and synergy. Prevent the construction phase due to communication problems lead to design changes, improve construction efficiency and design quality, save project costs. Through the BIM integrated construction model, the production, design, assembly linkage can be achieved, the development of integration plan, reduce the number of rework and secondary design, save project duration, optimize project quality.

2. APPLICATION FORMS OF BIM INFORMATIZATION IN PREFABRICATED BUILDING
2.1 Design application.
The prefabricated building emphasizes the systemization of construction, and the design process is more demanding, and applying BIM technology to the process can comb the contents of various professions with the help of unified naming rules. The platform builds a model with the help of axis network, coordinate system, naming rules, time nodes, base points, units, etc. For example, an electromechanical professional can build a model by finding the right type in the component library and in the part library. Through the integration of design information, design requirements, the establishment of scientific models. For example, a commercial and residential project applies BIM model stoue to implement 3D split design, drawing, and deepening design in the design process. With the help of BIM platform to provide the factory with accurate drawing data, the information will be imported into the equipment for fully automatic discharge production, the completion of pre-buried reservation, positioning drawing line, process production, reflecting the advantages of architectural design production automation. The information design model is as follows: 1) modeling. With The help of Revit software to build BIM model, the interior contains pipelines, line boxes, rebar, pre-buried parts, holes and other elements. Based on the initial two-dimensional construction drawings and construction plans, the technical bottom is realized, the construction order, the collision of rebar, the location of the hole and so on. 2) Adjust. Add the crash test function by assembling the model and importing it into Navisworks' software. The collision rules are set in combination with the construction situation, and the specific parameters and models are adjusted. Select the right object for a collision check and review it. 3) Optimize the design. Combined with proofreading information modification model, strengthen the review comments and modifications, the model uploaded to the design platform. 4) Out of the map to check. When checked and adjusted, a elevation, floor plan, and section map need to be created within Revit. When the checkout is complete, set up PDF and CAD drawings and schedules to obtain final design information.

2.2 Production applications.
2.2.1 Data import phase.
Prefabricated buildings have a production link compared to conventional projects, which transform design information into physical structures. BIM software can be designed, split, processing diagrams, with the help of information software and design information, to complete information sharing and transmission, to prevent the second distortion of data and input. By building an information platform, the connection of data and models can be realized. If the model changes, the corresponding database information, two-dimensional drawings and other data will be adjusted to improve the integration of drawings, data, models. In the new period, the informationization of factory production development is the trend, the USE of BIM technology in the
production process mainly combined with component coding, size, raw materials, component type and other information, with the help of CAM technology or MES technology transmitted to the central control module, so that production equipment to obtain data information, it is applied to the automated processing link, improve the efficiency and accuracy of production. 2.2.2 Optimize production management.

First, make plans to arrange production. When the order of lifting the components is clarified according to the duration, the length of the operation and the process link should be analyzed. Set up a loading plan and production plan to schedule production. At the same time, according to the data in the BIM model to set the daily estimated production volume, arrange the modulus, raw materials, rebar, construction team number, concrete volume. Second, strengthen procurement and inventory management. Combined with the scheduling plan to set up the procurement plan, scientifically record the actual consumption of materials in the production process, and formulate the procurement report to provide the basis for the management's post-accounting. Third, combined with the actual coding data of the components, to achieve the integration of field demand and capacity. Develop a storage plan to locate component locations with the help of information-based scanning or coding. Fourth, BIM information processing. Relying on the information management platform, BIM model information can be managed, transformed into PLC production information, and designed and processed through CAM technology. Through the production information, can be for the follow-up mold installation, vibration, lifting and other processes to complete automatic settings, to achieve automated production.

2.2.3 Instance Analysis.

A total area of 11164.76m² is a height of 95.9m. This building belongs to the assembly of the overall shearing wall structure, the prefabricated rate is 47.2%, the assembly rate is 68.2%. Based on BIM design information, the project provides the basis for the calculation of component processing production and engineering quantity by means of 3D drawings. The project applies BIM to the simulation of the scheme, the layout of the plan, the information coordination and so on, the project uses the EPC management mode, according to the management platform of the BIM to build the Internet and the building, give selling the advantages of construction production and construction, and improve the quality and efficiency of construction.

2.3 Logistics and transportation applications.

The BIM technology can be applied to the logistics transportation of assembly components, according to the logistics and transportation plan, the online import of transportation responsible, transportation market, component coding, quantity, vehicle information, arrival time data, the joint GPS positioning system to achieve tracking transport of vehicles. In addition, BIM technology can be combined with GIS technology, two-dimensional code scanning technology to collect prefabricated components appearance, transmission, entry, assembly process information, the use of the Internet and cloud platform to set up BIM model, fully grasp its logistics progress data, and then the prefabricated components of the entire production link to achieve tracking management.

2.4 Assembly application.

First, set up the installation scenario. According to the transport and lifting of components, to ensure the coordination of the installation and transportation process, analysis of component transport time, to avoid delays in the installation of the site. Second, work surface management. Using BIM software to simulate the work surface, locate the temporary building, the field road, electricity, water, material stacking, components and other parts, the assembly stage to complete the visual management. Third, guide the installation of components. With the help of mobile terminal to analyze the installation of building components, query data information and node details, to avoid assembly failure. Fourth, set up BIM information process traceability platform, the use of mobile phone scanning to obtain two-dimensional code information, complete information traceability. Fifth, BIM-ERP information management. BIM can manage the basic data, and ERP can record process information in real time, discover, compare, alert about management problems, generate process data and plan data, reduce the intensity of assembly work, and scientifically allocate project resources.

3. CONCLUSION

In summary, prefabricated building construction is a new industry, in a state of gradual development. The introduction of BIM technology into construction projects can use the concept of information-based coordination to play the advantages of technology, to achieve information management. Therefore, based on BIM technology to optimize the design, production and assembly process of prefabricated buildings, combined with ERP and BIM technology to create advanced information management system, to promote the sustainable development of prefabricated building construction.

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The Training and Introduction Thinking of Innovative Talents in Colleges and Universities Under the Background of The New Era

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Abstract: At present, China attaches great importance to the cultivation and introduction of innovative talents. As a platform and channel of talent training, colleges and universities must shoulder the responsibility of training and introducing innovative talents. This is the key point of talent training in Colleges and universities in the new era. This paper will carry out relevant analysis, expound the training direction and strategy of innovative talents in Colleges and universities, and explore the methods of talent introduction.

Keywords: Colleges and Universities; Innovative Talents; Training and Introduction

1. INTRODUCTION
Innovative talents are the core resources of national development. Such talents can provide impetus for development from the perspective of diversification, find problems in modern social environment, technical level, public concept and other aspects, and find solutions to various problems. However, innovative talents are not naturally formed, and need to be cultivated through the day after tomorrow. Only in this way can we achieve the purpose of cultivating innovative talents. However, in today's society, how to train gradually has become the focus of modern colleges and universities. At the same time, there is also a demand for innovative talents in the process of training innovative talents in Colleges and universities. Only introducing such talents can provide support for the training work. Therefore, it is of practical significance to study the cultivation and introduction of innovative talents in Colleges and universities.

1.1 Direction of cultivation
The training direction of innovative talents should be analyzed from the perspective of talent quality demand, and all kinds of demands obtained from the analysis are the training direction, such as innovation consciousness, innovation ability, diversified thinking mode, etc. [1]. The following will analyze each culture direction.

(1) A sense of innovation
Whether people can carry out innovative behavior depends on their innovative consciousness. That is to say, under a good sense of innovation, people will show a strong desire for the development of things, and will constantly explore the nature of things, and find out the imperfections. People can make things perfect and perfect as much as possible through targeted innovation. Therefore, innovation consciousness is the basic quality of innovative talents and the main direction of the cultivation of innovative talents in Colleges and universities.

(2) Innovation capability
Innovation ability refers to people's professional ability and comprehensive ability. That is to say, under the support of professional ability, people can think and analyze problems, so as to understand the essence of problems more deeply. Otherwise, people cannot carry out innovative behavior, and when people fully understand the nature of the problem, they have to deal with the problem, need people to think about solutions, and put them into practice to test, in which the practice test is the comprehensive ability.

(3) Diversified Thinking Mode
Relying solely on innovation awareness and innovation ability, can only let people look at the problem from a single angle, so it is easy to "drill the tip of the horn". Therefore, in the cultivation of innovative talents should cultivate a diversified thinking mode, so that talents know from a variety of perspectives to look at the problem, so as to give full play to their own value, faster and better to promote the development of things.

1.2 Culture strategy
Around the direction of talent training colleges and universities should adopt the relevant strategies to achieve the goal of training, the following will be the analysis of the relevant training strategies, respectively, active activity training, comprehensive ability practice training, group discussion of education.

(1) Active activity culture
First of all, we should adopt the mode of "guiding teaching" to carry out teaching activities. This mode is mainly dominated by talents, and teachers are the guides and organizers of education. In this process, talents will have sufficient space for initiative and divergence in the dominant position, and will analyze and think independently to understand the essence of the problem. At the same time, teachers should give guidance to talents, so that talents can analyze and think in a clear direction without deviation. Secondly, according to the teaching content, teachers should put forward the relevant teaching content in combination with the direction of talents' interest, and use the interest to promote talents to carry out independent learning behavior.
and generate innovation desire for the problems, at this time, talents' innovation consciousness will initially take shape. Finally, teachers should organize more talents to participate in some innovation activities, so that they can gradually form the habit of innovation and promote the development of innovation awareness.

(2) Training of comprehensive ability practice
Under the background of the new era, the comprehensive ability of innovative talents is highly valued, so colleges and universities should analyze the comprehensive ability needed by talents in the training of innovative talents, and then set up training projects according to the analysis results. For example, for computer professionals, according to the needs of the computer industry, it can be known that such talents need to have English ability in addition to professional ability. Therefore, English education must be carried out to improve the English ability of computer talents and optimize their comprehensive ability level. In addition, because the proportion of professional education is higher than that of non-professional education, non-professional education (i.e. comprehensive ability training) will inevitably have some defects, especially in the application of non-professional knowledge. In view of this, it is suggested that colleges and universities integrate the theoretical and practical education resources of non-professional education, carry out the relevant education work in a compact manner, implement the key points of "combination of theory and practice", help talents fully master the non-professional knowledge, and comprehensively improve the comprehensive ability and innovation ability [2].

(3) Group explores education
First of all, teachers should put forward a theme that has guiding function and conforms to the orientation of talent interest. Divide talents into several groups to discuss the topic together. Secondly, in the discussion process, because different people have different views on the problem, there will be multiple perspectives in the group. At this time, teachers should guide talents to look at the problem from the perspective of others, so that talents can form a diversified thinking mode for a long time. For example, a law teacher put forward a controversial legal problem in teaching, and divided the students into several groups to discuss the problem. At this time, different members of the group put forward their own suggestions from different perspectives, while the teachers analyzed the problem from each perspective, so that the talents could analyze the problem from other perspectives.

2. METHODS FOR THE INTRODUCTION OF INNOVATIVE TALENTS IN COLLEGES AND UNIVERSITIES

2.1 Innovation in the mechanism of treatment of talents
To support the operation of innovative talents training strategy, colleges and universities need to attract a large number of innovative talents and strengthen their own teaching staff. To achieve this, it is necessary to ensure that colleges and universities have enough attraction for innovative talents. At this time, the defects of traditional talent treatment mechanism are exposed. Under this condition, it is suggested that colleges and universities should increase the "Innovation Award" project in the traditional mechanism. That is to say, if innovative talents make innovative contributions in university work, they can get salary or other rewards, so as to show their attraction and achieve the purpose of innovative talents.

2.2 The establishment of the talent innovation quality audit system
In order to ensure that colleges and universities can accurately introduce innovative talents, it is suggested that colleges and universities should establish a talent innovation quality audit system. The system is mainly based on the quality of talent innovation, and set up audit indicators and standards in the direction of quality demand. Then in the stage of talent application, the system is used to review the innovation quality of talents. If all indicators of talents meet the standard requirements, employment is considered.

3. CONCLUSION
To sum up, this paper expounds the training direction, strategy and talent introduction method of innovative talents in Colleges and universities. Through the analysis, we can achieve the purpose of innovative talents training, and play the role of using such talents to improve the innovative quality level of college teachers and support the operation of innovative talents training strategy.

REFERENCE
A Teaching Mode Practice of Promoting Innovation Ability of College Students

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Abstract: Innovation is the key to a nation’s progress and forms the foundation for long-term development of a country. Postgraduate education is vital to educate senior professional elites; meanwhile, the essential differences exist between postgraduate teaching mode and undergraduate education, such as diverse disciplines and divergent teaching methods. Under innovative research ability orientation, universities should combine theoretical teaching and scientific research practice to enhance the researching innovation ability of postgraduates and improve postgraduate education quality. This article will consider the major of plant resource science at our college as an example to summarise the experience of cultivating and promoting innovation ability of college students.

Keywords: Education Reform; Postgraduate; Innovation Ability

1. CONNOTATION OF SCIENTIFIC RESEARCH AND INNOVATION ABILITY
As a comprehensive ability, ability of innovation help to identify and solve problems. Innovation and scientific research abilities are basic qualities that contemporary postgraduates should possess. Innovation is the initial driving force that paves the way for a country’s development and social modernisation [1]. Ever since Max Wertheimer, a German psychologist, proposed the concept of innovative thinking in the 1950s, countries across the world have been gradually giving importance to promoting students’ innovation ability. In 2012, the Ministry of Education, the Ministry of Finance and other related departments of China put forth a clear requirement of promoting innovation abilities of postgraduates; taking it as the main objective and core content of inspecting the quality of postgraduate education. To focus on the innovation ability of postgraduates is to seize the critical point of promoting elites in colleges and universities. In recent years, science has been increasingly developed so that postgraduates have various accesses to acquire knowledge using shorter time. Therefore, as important as building their own solid knowledge systems, they should pay great attention to the promotion of innovation ability to identify and solve problems.

2. EXPLORATION ON THE TEACHING MODEL OF POSTGRADUATES MAJORED IN PLANT RESOURCES
2.1 ESTABLISHMENT OF TEACHING OBJECTIVES
During the past decade, with the emergence and development of molecular biology, high-throughput sequencing technology, genomics, proteomics and other advanced technologies, plant resource science has become one of the fastest growing biological topics [2,3]. Considering the abundance of natural plant resources in China, its study holds great significance and a bright future. To ensure that postgraduates majored in plant resource science can give full play to researching natural plant resources, it is quite necessary to explore a postgraduate education method of emphasising both theoretical teaching and scientific research practice in order to improve the abilities of innovation and scientific research. Taking into account the current situation of the plant resources discipline, we identified the following teaching objectives for postgraduates: educating postgraduates majored in plant resources science with equal emphasis on academic study and scientific research, capability of integrating theoretical and practical information, and innovative thinking. Since 2015, College of Life Sciences at Jiangxi Normal University has been conducting postgraduate teaching of innovation and scientific research abilities on the plant resources discipline. Through continuous exploration and practice of the teaching methods, the following results have been achieved.

2.2 APPROACHES AND METHODS
We believe that there are three levels in study processes of plant resource science: imparting study, formative study, and study of scientific research practice. In order to cultivate outstanding innovation and scientific research abilities of postgraduates majored in plant resource science, it is required to firstly ensure that these three levels are completed successfully in the right order.

2.2.1 IMPARTING STUDY
Imparting study involves acquiring knowledge and skills, which focuses on enhancing students’ professional expertise. For postgraduates majored in plant resources science, imparting study is indispensable, from broad theoretical learning at undergraduate stage to in-depth study with additional emphasis at postgraduate stage. At postgraduate stage, imparting study mainly involves theory and case teaching that is a significant approach for postgraduates to transit from theoretical study to practical study, so as to transit from undergraduate study to postgraduate study. It can help postgraduates to comprehend the professional frontier more plainly and systematically, and consolidate their theoretical knowledge as well. In the plant resource science courses at our college, contents of theory and case
teaching include not only comprehensive basic knowledge and scientific research methods, but also thinking and skill teaching. In addition to the postgraduate courses offered by the college, the teaching and research group of plant resource science holds seminars on every Tuesday evening. Each time one representative from this group delivers a lecture on a professional cutting-edge topic, for example, plant non-coding RNA, methylation, glycosylation, gene editing, etc. The selected articles are all from PNAs, Plant Cell, Nature Plant, Molecular Plant, Plant Journal and other high-level journals on the plant resource science. The topics of scientific research are about commonly used research skills, such as literature retrieval strategy, basic operation of statistical analysis software and high-throughput sequencing data analysis, which are delivered based on the lecturer’s rich experience in scientific researches. Each lecture lasts around 30 minutes including five-minute discussion. The seminar topic is selected according with the requirements for educating innovative elites, which not only builds a solid foundation of scientific research practice for postgraduates, but also guides them to comprehend basic scientific research technologies and focuses in the discipline.

2.2.2 FORMATIVE STUDY

The method of formative study is built on the basis of imparting study, and it gradually promotes postgraduates' scientific research thinking in daily study and work, as part of efforts to develop professional researchers [4]. In line with good effects of imparting study, tutors of plant resource science at our college require each master student to participate in the scientific research project of the research group during the first year of postgraduate study. Each of them is responsible for some certain specific research work under the guidance of their tutors. Scientific research practice can consolidate the results achieved in imparting study and provide a platform for postgraduates to identify issues in researches. In order to gauge students’ comprehension, the plant resources science department of our college holds seminars in English every Friday evening. The method of problem-based learning (PBL) is used in the seminars, which encourages postgraduates to ask questions, discuss doubts and solve problems while improving their language skills in oral communication. PBL is a problem-oriented process, with postgraduates as main participants and group discussion as a main form. During this process, participants (students and their tutors) research on a particular topic or the design of a specific paper [5]. Each seminar has one student as the keynote speaker, and a selected topic of interest to deliver. The selected topic can include practical problems encountered in scientific research or those found while reading references. For example, when we study the molecular mechanism of drought resistance of wild rice, we can ask questions about mining, location, cloning and utilisation of drought resistant genes in wild rice, and further search for reference literatures to review and analyse. The seminar lasts about 30 minutes. During the first half, the speaker will explain and analyse collected references, along with personal opinions on the topic, followed by 15-minute group discussion. All students are encouraged to take an active part in the discussion. They can state their own opinions or ask questions to get their doubts clarified. During the discussion, instead of answering students’ questions, tutors encourage the students to conduct independent thinking and responding. Only when the questions presented cannot be effectively answered by students or one question is in the event of an incorrect answer, the tutors will offer some hints or corrections. Finally, the tutors will make a conclusion for the reported topic referring to some classical papers in related fields that are collected based on personal research experience, and remind students whether the topic can be further analysed and studied according to scientific research data. With the support of imparting study, formative study further enhances students’ abilities to propound and solve problems, so as to build individual knowledge systems and lay the foundation for further research and practical study.

2.2.3 STUDY OF SCIENTIFIC RESEARCH PRACTICE

After a successful completion of imparting study and formative study, postgraduates are also required to undertake study of scientific research practice. It is a promotion to the previous two study processes and focuses on bridging the gap between basic theories and scientific research practice. The purpose of incorporating scientific research practice into postgraduate education is to educate high-level scientific researchers with innovative abilities [6]. The implementation of innovative practice relies on tutors’ specific scientific research projects and research platforms. Relying on scientific research projects, the plant resource science department at our college-built tutor teams, giving full play to the advantages of their respective research structures, learning from each other’s strengths and complementing each other’s weaknesses, so as to jointly complete the postgraduate elites teaching with equal emphasis on theoretical and practical innovation abilities. During teaching process, we should take postgraduates as the main participants, use projects to stimulate their interest in scientific researches, and cultivate their innovative thinking. Systematic laboratory work trains postgraduates’ innovative practical thinking, and also builds solid foundation for follow-up work in research projects. Systematic scientific research depends on sufficient exchange and communication. Our college holds a monthly lab work report on plant resource science. All postgraduates are required to attend and report their completed work of the month and work plan for next month. The report should be presented with PowerPoint. The tutors will make comments on the experimental results and encourage the students to hold discussions and set the stage for further experiment. In addition, the tutors will record each postgraduate’s plan for the upcoming month, and evaluate their work completion in the report of next month, which is to supervise the progress of researches.

3. TEACHING EFFECTIVENESS

From the year of 2015 to 2019, the tutor teams of plant resource science at our college undertook five National
Natural Science Foundation of China (NSFC), eight provincial projects and over 10 other scientific research projects. Consequently, the tutor teams constituted several research groups based on the project contents and the tutors’ specialty. Oriented by projects, the tutor teams grouped students according to their strengths and interests instead of specialties. The research groups were regularly assessed, and the group members were managed dynamically. Comprehensively considering the age, discipline specialty and education level of the team members, the team leader assigned and guided tasks based on characteristics of each member, in order to ensure thorough scientific research effectiveness of the entire team. In addition to one lead tutor, one or two deputy tutors with doctorates were allocated. Each tutor had wide-ranging professional experience, forming a multi-disciplinary intersection. For example, the tutor team of Dongxiang wild rice drought resistance, who hosted the National Natural Science Foundation Project “verification and regulation mechanism study of drought resistance related candidate miRNA in Dongxiang wild rice (Oryza rufipogon Griff.)”, has attracted students’ interest in scientific research through this project, trained five postgraduates, published seven peer-reviewed academic papers in SCI journals, and has been authorised nine patents. Several postgraduates in the team won national and provincial scholarships. In conclusion, by enhancing these three teaching approaches, postgraduates’ innovation ability can be effectively cultivated and improved.

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Character Research and Analysis in The Opera
the Figaro Wedding: Centered on The
Lamentation of Female Singers

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Abstract: The Figaro Wedding is one of the most popular opera works of the world audience by the famous Austrian composer W. A. Mozart (1756-1790). In this opera, containing complex interpersonal relationships and a variety of storyline pen is also one of the reasons sought after by today's audience. There are 11 actors in the play, the main character Figaro, countess, Suzanne, countess, Calumino each sing two sighs, the other actors sing a sigh each. In particular, in this opera role, the role of women is very prominent, this paper focuses on the "Figaro Wedding" in the female sigh. Through the female sighs of the play to analyze the character of the female characters in the play, the study of the European nobles and civilians at that time the view of love.

Keywords: Figaro Wedding; Countess; Suzanne; Calumino

1. INTRODUCTION
The marriage of Figaro is the second part of the "Figaro Trilogy" written by Beaumarchais (1732-1799), which is another story after the opera "Barber of Seville" by G. Rossini (1792-1868). Of course, Rossini's barber in Seville is an opera created after Mozart's Figaro wedding. However, before Mozart wrote the Figaro wedding, Paisiello (1740-1816) had created the opera "Barber of Seville" based on the first script in bomacher's "Figaro Trilogy". Although bilocini's "Barber of Seville" is not so famous, but in today's Opera world, most of what is performed is Rossini's "Barber of Seville", so Mozart adapted the next story into opera in order. [1]

2. AN ANALYSIS OF THE CHARACTER CHARACTERISTICS IN COUNTESS'S ARIA
The Countess's lamentations in porgi, amor, qualche ristoro and Dove sono i bei momenti embody the character of the Countess.

2.1 porgi, amor, qualche ristoro
The elegant and noble character and characteristics of the Countess are presented in this aqueous tone [2], which, according to its character, as shown in Spectrostrometry 1, uses Cavatina's genre composition form and tempo uses the speed of Larghetto. Music score example 1

The Countess (Rosina) lost her sense of self-confidence when she got married. This sigh is a good expression of the wife wants to restore the husband's love mood, with the will to support the waiting pain years. For example, the lyrics "porgi amor qualche ristoro al mio duolo, a'miei sospir. Please say I love you, sigh bitterly". The lyrics "O mi lascia almen morir.O, let me die". Through such lyrics to show the Countess married with the marriage of the clever, lively and cheerful noble lady Rossina estranged character.

Music score example 2.

2.2 Dove sono i bei momenti
Mozart usually uses the form of Recitativo when a tragic heroine appears or when the heroine sings a lament. As you can see from thisarias Dove sono i bei momenti, the structure of thisarias can be divided into Two Parts: Recitativo and Aria. This is in Mozart's opera, usually used as a noble character, similar to the Baroque gyro-style (Dacapo) sigh, which re-emerges in the form of B'-Coda after the emotional change of part A to part B, so that the fast-moving rhythm can be cushioned at the end, in line with people's expectations of the aesthetic of the song. For example, the structural form of this amoeda is the form of A-A'-B'-B'-Coda.

In the narrative, the Countess only passively agreed to Suzanne and Figaro's witty scheme. For example, the Recitativo lyrics in Spectrostromet 2: "Don't E Susanna non-vien Suzanne come?" "Fammi or cercar da una mia serva atai! Mutiny looking for the next girl! "Through these lyrics, it shows that face is the most important thing in the aristocracy [3]. Therefore, even if the loss of the husband's heart, the wife has been alone bemoaning.

Music score example 2.
husband was a dissolute aristocrat lecherous, so although the countess's heart was painful, she could only sigh alone because of her aristocratic status.

3. AN ANALYSIS OF THE CHARACTERS' CHARACTERS AND CHARACTERISTICS IN SUSANNA'S ARIA

Sigh deh vieni, non tardar "hurry up, don't hesitate" is the heroine Suzanne most representative of the character of the sigh. In the play, Suzanne learns that Figaro eavesdrops on her meeting with the count behind the woods, deliberately singing Figaro's sighs. This sigh not only expresses her love for Figaro, but also fully demonstrates Suzanne's humor and clever personality, as well as her desire for a better life in the future.

As the song begins with the narrative lyrics: "Giunse a fine il momento che godro senza affanno in braccio all'idolo mio. Timide Cure! Uscite dal mio petto! Don't worry about why I'm shaking, will they interfere with my love?"

Music score example 3 [2] 407

From the appearance of the lyrics, Suzanne deliberately sings "Waiting for a close meeting with the Count", but in fact her real inner thought is to marry Figaro and look forward to a better life with Figaro in the future. In particular, "Vie ni!" appears in the final section of the lament. Ti vo'l'a fronte incoro nar di ros Oh, oh, put a rose wreath on your forehead." It's not hard to see through the lyrics that she wants to be Figaro's bride, reflecting a young girl's yearning for a better life in the future.

Suzanne is prima donna (first heroine) in this opera. Her love for Figaro was a heart, and although she was a maid, she was almost free to manipulate the count and countess. Her character and intelligence can be said to be a combination of Rosina in "Sevilla Barber" and Despina in "Woman's Heart."

4. ANALYSIS OF CHARACTERS AND CHARACTERISTICS IN THE AMOEBA OF CALUMINO AND BARBARYNA

4.1 The characters and characteristics of Theroufano's sighs.

Calumino is the most interesting character in the opera. Although Kerupino is the role of a teenage boy in this opera, it is actually sung by Mezzo Soprano. His amoecalyses "non so più cosa son" and "voi che sa" show the characteristics of a chaotic teenager in adolescence. Non so piu cosa son, for example, is a lament about a teenager's unstoppable excitement when he sees a woman. "voi che sa" sings a passionate sigh in front of the Countess. Thus, The character of Calumino is characterized by the inability to restrain his passion for her other women while admiring the Countess.

4.2 Analysis of character and character in Barbarina's amoecalymes.

Barbarina's adperation "L'ho perduata, me meschina" appears in the opera. In the dark courtyard, Barbara looked nervous when she lost the pin that the count had asked her to hand over to Suzanne. In this case, she sang the ad sigh. Notably, in this opera, the maid's identity is 6/8. For example, Susanna and Barbarina's sighs are expressed in 6/8 shots. [5]

Music score example 4 [2] 510

5. CONCLUSION

As stated at the beginning of this article, the opera Le Nozze Di Figaro is one of the most popular works in Mozart's opera work, but the character of the opera and the background of its creation need to be fully understood before the metaphorical content of the opera can be understood. The Countess is an elegant and noble woman. She was confident before she got married, but instead, she supported the hard times of waiting for her husband to turn around. On the contrary, the civilian-born Suzanne is witty and loyal to love. Instead, she has the character of Rosina (the play's countess's premarital character) in Seville's Hairdresser. She had a heart for Figaro, and although she faced the total temptation of the count, she never wavered. Barbarina and Keroufino were both in the early stages of youthful love. Calumino is the most interesting character in the opera, and his interest in women can't control his feelings. Barbarina is one of the women that Calumino likes. She is beautiful and innocent, but not as shy as Suzanne. Through the study and analysis of the character of the female singer in Le Nozze Di Figaro, we can understand the love view of European nobles and civilians at that time.

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Analysis on The Pricing Strategy of Online Retail Goods

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Abstract: In recent years, online shopping has gradually been favored by people, and purchasing power has gradually increased, which has brought development opportunities to online retail. This paper mainly analyzes the necessity of reasonable pricing of online retail goods, and probes into the effective strategy of scientific implementation of pricing of online retail goods. The research is committed to ensuring the long-term and stable development of online commodity sales through the continuous improvement of commodity pricing system, and creating favorable conditions for the progress of online retail industry.

Keywords: Network marketing; Retailers; Pricing of goods

1. INTRODUCTION
The increasing market competition has brought new challenges to marketing. Many offline sales enterprises gradually start network marketing, so as to maintain market position and make themselves in an invincible position. In the type of online marketing, the retail sector is an important part, and commodity pricing is also gradually changing in the competition. In this regard, how to promote the progress of retail industry through reasonable pricing of online retail goods has become the key to the progress of online marketing enterprises.

The continuous development of network technology and transportation industry has brought development opportunities to the mode of selling goods on network platform. Especially in recent years, express companies emerge in an endless stream, maintaining the smooth implementation of online shopping. However, in the face of the same development opportunities, the reasonable pricing of online retail products is very important. For example, in the aspect of online shopping, consumers will choose the goods with high cost performance from multiple comparisons. Considering the cost factors, the low price cannot guarantee the enterprise's efficiency, and the high price is easy to drain the consumer group. Only reasonable pricing of retail goods can effectively maintain the comprehensive benefits of enterprises and promote the long-term development of enterprises.

2. SCIENTIFIC IMPLEMENTATION OF THE EFFECTIVE STRATEGY OF ONLINE RETAIL PRICING
2.1 Focus on Meeting Personalized Consumer Needs
To meet the needs of individual consumers is an important way to reasonably strengthen the sales of online retail goods, and also an important way to improve the rationality of commodity pricing. In the new era, the continuous innovation of network media technology has brought a new model to commodity sales, and to a large extent, it has met more needs of consumers. With the continuous change of consumer demand, the pricing standard should also be targeted innovation, so as to adapt to the development of the times, and fundamentally realize the network commodity pricing with the times [1]. For example, the needs of consumers are very different. Some consumers pay attention to cost performance, and some consumers pay attention to quality. Moreover, for household goods, people pay more attention to practicality, while for clothing goods, some consumers pay attention to the publicity of personality. In this regard, the relevant personnel of the business department should specify the scientific pricing of online retail goods and the acceptable price of retail goods according to the average expectation of the consumer groups, so as to improve the sales volume and guarantee the enterprise's benefit and long-term profit.

2.2 Ensure the Scientific Pricing of Commodity Quality
Ensuring the quality of goods is the key influencing factor of retail commodity pricing, and it is also the index of pricing standard. In particular, the new era of the network platform to provide favorable conditions for online shopping, commodity prices show transparency, consumers are gradually developing the consumer shopping habits of the three. In this mode of shopping, the quality of goods has become the main competitiveness, but also the capital of enterprise development [2]. In this regard, enterprise managers should pay attention to the quality of goods to control, whether it is the production and sales of a line of production enterprises, or large-volume purchase of goods for sale of goods sales stores, should be in the quality supervision of increased investment. For example, enterprises should make reasonable production and procurement plans, quality control as a key point of study in procurement and production process. At the same time, enterprises should pay attention to the training of excellent quality testing personnel, through the smooth development of quality supervision work to ensure the quality of goods, for reasonable pricing to create favorable conditions.

2.3 Establish a Quality Service System
In order to reasonably carry out the pricing work of online retail goods, the relevant retail enterprises should establish a high-quality service system, improve the overall sales quality through services, so that consumers can get a happy mood while purchasing retail goods. In the face of the increasingly competitive market in the new era, service
quality has gradually become the key factor for consumers to evaluate the quality of shops. For example: in the face of the same goods, the same price, consumers are often moved by warm services. Taking online shopping as an example, some pictures of goods are not clear about the size mark. Before buying, consumers often have doubts and ask customer service for the appropriate size. At this time, if there is a certain contrast between the customer service in the two stores, one is particularly enthusiastic, and the other does not give a clear reply, it can be imagined that consumers will choose the first store for purchase. In addition, the cooperation between online shopping and express industry is also an important factor affecting the sales effect. The timeliness and quality of express delivery directly affect the shopping experience of consumers, and high-quality service plays a good auxiliary role in the pricing of online retail goods.

2.4 Follow the Law of Value and Keep the Flexibility of Pricing

The pricing of online retail goods is actually somewhat variable, and the price will be adjusted according to the actual situation in the specific sales process. Enterprises in the implementation of network marketing work, should pay attention to the actual situation, for the promotion of the date of vigorous lying such as "6.18" and "New Year's Day" and other special time for the promotion of the whole network, should be reasonable to formulate a price concession program, to avoid missing the sales opportunity. At the same time, enterprises should do a good job in the production of goods pricing planning, through cost analysis and sales objectives to determine the scientific network retail commodity prices, so as to effectively strengthen the sales effect, increase economic benefits.

3. CONCLUSION

In a word, if enterprises want to be invincible in the new period of scientific and technological innovation and market changes, they need to deeply explore the current situation of online retail development, through the integration and analysis of data to explore development opportunities. At the same time, enterprises should do a good job in the production of goods pricing planning, through cost analysis and sales objectives to determine the scientific network retail commodity prices, so as to effectively strengthen the sales effect, increase economic benefits.

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Research on The Application of Quality Development Training in National Defense Education in Colleges and Universities in Guizhou Province

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Abstract: Quality development training is helpful to improve students' professional ability and national defense ability. This training helps to cultivate new talents and provide new opportunities and platforms, plays an important role in improving students' comprehensive quality, and adds interest to national defense education. This paper will focus on the application of quality development training in national defense education in Colleges and universities, so as to further improve the quality of national defense education and provide reference for future national defense education.

Keywords: Quality Development Training; National Defense Education; Applied Research

1. INTRODUCTION
With the popularization of quality education, it is particularly important to innovate the way of national defense education. Through quality development training, we can change the concept of national defense education and improve the quality of education. In the national defense education of colleges and universities, we must constantly explore new ways of education, formulate targeted personnel training objectives, and actively innovate new models of national defense education. It can be seen from this that through quality development training, the quality of national defense education can be further improved and the sense of teamwork of students can be cultivated.

Quality development training has been widely used in the field of education in recent years, is a new teaching method, with the following characteristics: First, quality development training has situational experientiality. In the course of training, the main emphasis is on practical exploration, and in the continuous exploration to sum up and accumulate experience, the original more abstract theoretical knowledge applied to the actual life and learning, so as to enhance understanding and memory. Second, make students have the initiative of learning. The main show of expansion training is the subjective initiative of students, improve students' autonomy in daily learning, help students develop and deeply tap their inner potential, stimulate unlimited possibilities, improve students' ability to innovate and learn independently, so that learning efficiency is effectively guaranteed. Changed the traditional teaching mode, in the traditional teaching mode, the main role of students has not been effectively played, teachers often use "indoctrination" teaching methods, students in a passive position, classroom effect cannot be guaranteed. Using the method of expanding training, it provides a new way of thinking for the teaching of teachers in colleges and universities, the enthusiasm of students has been increased, the participation of teaching has been increased, and a positive interaction has been formed between teachers and students. Finally, the application of reality. The content of education is to serve life, and the essential goal of teaching is to "learn to use". Expanding training is a new type of experiential teaching method, which can help students improve their ability to find problems and solve problems independently, is an extension and sublimation of classroom content, and can cultivate students' adaptability and inquiry ability by expanding training, and enhance students' comprehensive strength.

2. APPLICATION OF QUALITY DEVELOPMENT TRAINING IN NATIONAL DEFENSE EDUCATION
In order to help students, establish a sounder personality, colleges and universities must fundamentally recognize the importance of national defense education, play a positive role in personnel training, and meet the urgent needs of talents in the era of information war [1, 2]. With the rapid development of the world economy, especially the change of network information technology on the education mode of colleges and universities, it is particularly important to strengthen the national defense awareness of students. The integration of quality development training into national defense education can effectively improve the quality of national defense education, provide new high-end talents with sound personality for the society, and further consolidate the comprehensive strength of our country.

2.1 Methods of Quality Development Training
Simulated site - in the actual national defense education, students' national defense quality can be enhanced by simulating the scene, the simulation scene is also the main form of expanding training, and can simulate different scenes, such as: fire rescue site or war rescue scene, etc., assign students to play different roles, experience different roles in the field simulation psychological activities. The content of the teaching material can be transformed into a life scene, through role-playing, so that students can...
to the relevant content of national defense education, should make clear teaching goals and plans according to the relevant content of national defense education, enhance their self-awareness, resonate. This kind of education mode changes the traditional “indoctrination” concept, the student's main position has been strengthened, can stimulate the students' inner real feeling, from passive acceptance too willing to actively learn, the national defense knowledge internalization, the formation of a conscious norm of students' behavior, so as to achieve the goal of national defense education.

Outdoor extended training - Under the influence of the new curriculum reform policy, the higher requirements are put forward for the national defense education of colleges and universities, in order to further improve the level of national defense education, the use of quality expansion training methods and concepts, it can effectively improve the dull teaching atmosphere, increase the interest of national defense education, increase students' participation in national defense education, help to cultivate mutual solidarity between students, establish mutual trust and deep feelings, strengthen the understanding and exchange between students, thus forming a positive interactive teaching atmosphere. Combining outdoor expansion training with national defense education can cultivate team-based collaboration skills and enhance patriotic feelings, strengthen national defense awareness and improve national defense teaching achievements. In outdoor extended training, students can learn to think differently, understand other people's feelings, cultivate emotions in activities, and enhance each other's feelings.

Social practice - Social practice is also an effective way to develop the training of quality, combined with the specific content of national defense education and teaching objectives, the formulation of targeted teaching plans and programs, pay attention to national defense knowledge and social practice. Using students' extracurricular time, multi-organizing students to participate in social activities, to field research, pay attention to the real feelings of students, in the field research process to accept the baptism of history and culture, and write relevant investigation reports and experience, and students to carry out exchanges.

2.2 Implementation of quality development training
The development of quality development training mainly includes four stages: the preparation stage of pre-school teaching materials, the implementation of on-site experience activities, the exchange of experience and theoretical identification, and the final evaluation of teaching inspection [2]. In the four phases, the on-site experience is the most important part. First of all, in the pre-school preparation stage, teachers should make clear teaching goals and plans according to the relevant content of national defense education, and in the preparation stage to develop a large number of implementation plans, at the same time pay attention to the feasibility and operability of the program, to ensure the implementation of the program and teaching quality. In addition, we should prepare equipment related to the training content to ensure the safety of the equipment. Secondly, in the on-site experience implementation stage, in strict accordance with the well-established program implementation, maximize the mobilization of students' subjective initiative, improve student participation, and ensure the safety of students in the training process. Third, in the stage of experience communication, we should strengthen communication and understanding between students, encourage students to dare to express their views, pay attention to the real feelings of students in the activities, guide and inspire students to identify with the concept of national defense. Finally, in the stage of teaching inspection and evaluation, we pay attention to observe the change of students' behavior habits and ideology, and guide students to realize that good behavior habits and moral qualities are also a manifestation of patriotic behavior, so as to really achieve the goal of strengthening students' national defense consciousness.

3. CONCLUSION
To sum up, it is necessary to widely apply the quality expansion training in the national defense education of colleges and universities, which is also the specific requirement for the continuous improvement of teaching level and the inevitable trend of social development. Through carrying out outward bound training, we can cultivate students' sense of team cooperation, enhance patriotic feelings, and improve students' national defense quality and comprehensive strength. In the actual national defense education, we should use the quality expansion training flexibly, combine the expansion training with the teaching content organically, and guarantee the quality of national defense education.

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REFERENCES
Path Analysis of the Reform of Thought and Political Affairs in the Course of Photography Measurement

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Abstract: Photogrammetry can collect data and information of ground objects in a large area, which has been widely used in many fields and is a professional basic course. Based on this, this paper introduces the basic contents and characteristics of photogrammetric courses, and further explores the measures of scientific ideological and political reform of photogrammetric courses for reference.

Keywords: Photogrammetry; Curriculum Content System; Design Experiments

1. INTRODUCTION

The teaching activities of photogrammetry major involve a lot of spatial thinking transformation content, and the theoretical knowledge related to it is more abstract, which has higher requirements for learners' logical thinking ability. In recent years, computer technology and space information technology have developed rapidly, and the binding effect of traditional instruments on photogrammetry technology has been significantly weakened.

In the past, photogrammetry used optical cameras to obtain photos, which were then used to study the shape, size, position, and interrelations between objects under test. Traditional photogrammetry can obtain image data of the subject object, including processing methods, used to study single and multiple photos, can be roughly divided into theory, equipment and technology. The task that can be done is to measure and make scale topographic maps, as well as to build a topographic database. The key task is to convert two-dimensional coordinates into three-dimensional coordinates, i.e. geodesy coordinates on the side of the object. Taking the connotation and core tasks of photogrammetry as the basic content, the basic content of the course is divided into two parts, that is, photography and measurement. Use a photographic camera to get a structure that meets the requirements, acting as a representation of a ground goal. Using the standard algorithm, the coordinates of the image points are converted to the coordinates of the ground points corresponding to each other. This contains the interpretation, measurement, and parsing of the data of the image points. Difficult work is the analysis and processing of data, can be roughly divided into three parts, that is, stereoscopic relative, multiple photos and single photos.

2. MEASURES TO SCIENTIFICALLY CARRY OUT THE REFORM OF THE POLITICAL AFFAIRS OF THE PROFESSIONAL COURSE OF PHOTOGRAHMTRY

2.1 Improving the curriculum content system

To carry out the reform of the professional course of photogrammetry, the goal of talent training should be oriented. Topographic mapping is the basic proposition of photogrammetry, which is the center of the curriculum content system and constructs the knowledge module of Photogrammetry. The curriculum system established not only emphasizes the basic concepts, principles and skills of photogrammetry, but also can effectively highlight the status of practical teaching and innovative teaching. The content system of the course established includes the basic of photogrammetry, the analysis of photogrammetry, the measurement of digital photogrammetry, and the contemporary photogrammetry. In the basic content of photogrammetry, students will learn about photogrammetry overview, the basic concepts of photogrammetry, map mapping and performance, error theory and measurement level [1, 2]. Learning to analyze photogrammetry, students can be exposed to the basic principles of stereoscopic mapping, single-image analysis, double-image analysis, empty three-image analysis knowledge. To learn digital photogrammetry, students can access the knowledge of computer-aided mapping, digital ground models, digital image mapping, digital photogrammetry system related knowledge. Learn contemporary photogrammetry and gain access to new aerial photography systems, close-up photogrammetry, entrepreneurial innovation, and the latest application trends.

2.2 Focus on the basis of the theoretical basis of the curriculum

The aim of teaching reform is to improve the quality of teaching effectively and to stimulate students' interest in learning. Therefore, we should combine with elective courses to perfect the framework of the curriculum system. For example, the school's photogrammetry pre-study course, there is no basic course of photogrammetry, and the number of hours is relatively small, only 48 hours, cannot meet the basic teaching requirements. Therefore, we should give comprehensive consideration to the pre-course courses related to the course, so as to realize the reasonable arrangement of teaching content. Before formally learning photogrammetry, the contents that should be studied are computer programming language, computer graphics, and digital image processing. Students in the course related to the graphic interface design, image reading and writing,
general simple functions, coordinate system programming knowledge, in order to lay a good basic theoretical basis of the course. The knowledge of digital image processing is learned, and it can master the characteristics of common points and faces, as well as the skills to extract points and faces, and further complete the geometric correction of the image. To lay a solid foundation for later study of photogrammetry, which will also significantly reduce the difficulty of teaching courses and relieve the time pressure caused by the lack of time.

2.3 Increase the links of design experiment and course design

Strengthen the establishment of experimental teaching system, we should know that the course of photogrammetry has a strong practical, really do the theory and practice, in order to obtain a better teaching effect. Experiments and course design can be designed in the practice of the course. The set of practical content should take into account the difficulty of learning and the comprehensive learning, in order to ensure that it conforms to the students' step-by-step learning process. The content of the experiment in class is suitable to the learning process of curriculum theory, and the contents include internal orientation, one-way spatial rear intersection, two-way spatial front rendezvous, feature extraction, and matching of the same name points. Simple functions are used to complete the calculation of complex mathematical formulas, as well as to a particular module. Students are able to convert formulas from books into programming statements. The way of this kind of data flow is visual, so that the corresponding calculation results can be obtained. Under these conditions, students can also better understand the knowledge of digital photogrammetry.

3. CONCLUSION

To sum up, the scientific development of the professional course of photogrammetry thinking reform, we should improve the curriculum content system, pay attention to the theoretical basis of the curriculum, increase the design of experiments and curriculum design links. To promote students to better adapt to the requirements of innovative education, enhance the teaching effect.

REFERENCES


Analysis of Food Safety Inspection Technology and Method

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Abstracts: The continuous development of China's social economy and science and technology has improved people's living standards. In the current stage of development, people's living standards are improving while paying more and more attention to food safety issues. Food safety issues are extremely important and play an important role in people's healthy life. In the development of society, people's daily life is inseparable from food demand, so food safety is the basis of ensuring people's life happiness. In the development of our country, the development of all walks of life has made great progress, and some food industries in the development process because people's pursuit of material life increases, so the frequency of food safety events is also increasing. In order to effectively reduce and avoid the occurrence of food safety accidents, we should strictly carry out food safety testing to ensure the safety of food. This article is mainly about the analysis and research of food safety inspection technology and method.

Keywords: Food Safety; Inspection and Testing Technology; Technical Analysis; Method Analysis

1. INTRODUCTION

Due to the improvement of people's living standards, people pay more attention to food. Food is the key content of people's daily diet, so to improve people's diet is to ensure the safety of food. In the modern social development of our country, the market competition of all walks of life is very fierce. In the development process of food industry, because of the fierce competition, the merchants will sell some unqualified food of quality and safety nature for their own benefit. This situation is more common. When people eat food without quality assurance, it will create health problems for human body as a necessity of people's daily life, food must be strictly guaranteed to ensure food safety. By strengthening the use of food safety inspection and detection technology, the merchants selling inferior products can be effectively investigated and punished [1-5]. Through this inspection technology, the safety of food can be guaranteed to make people more comfortable with food consumption, which is also conducive to Promote the improvement of social and economic benefits in China.

2. CONNOTATION AND SIGNIFICANCE OF FOOD SAFETY INSPECTION AND DETECTION

The use of food safety inspection and testing technology has a certain basis. It is the relevant quality inspection work on the basis of China's food safety law. Food safety inspection and testing technology generally judge whether there are harmful and toxic substances in food when testing food, and strictly prohibit the unqualified food from entering the market Line sales. In the current development of China, the application of food safety inspection and detection technology is more extensive, not only in the packaging of food, but also in the detection of crops. When testing the safety of crops, it is mainly to check whether the crops contain additives, colorants and whether the heavy metals exceed the standard. The development direction of modern crops is gradually towards the direction of pollution-free and green, so in order to ensure the safety of genetically modified food, we must strictly implement the safety inspection and testing technology.

3. FOOD SAFETY TESTING TECHNOLOGY

3.1 Fluorescence Quantitative PCR

In the detection of food safety, fluorescence quantitative PCR mainly uses fluorescence resonance energy transfer technology to amplify nucleic acid before hybridization and detection. In practical application, with the progress of science and technology, this technology has been improved and improved to a large extent, usually in the detection of pathogenic microorganisms.

3.2 Nucleic Acid Probe Detection Technology

The nucleic acid of each individual pathogen of nucleic acid probe detection technology is special and different, so when using this technology to detect food, we can use the probe to detect according to the separation and labeling of these pathogens. Through the application of this technology, it has the characteristics of good sensitivity and high specificity when detecting food. The application of nucleic acid probe detection technology is to detect any pathogenic microorganism by using nucleic acid probe, which can effectively detect rotavirus, rabies virus and Salmonella in food.

4. OPERATION REQUIREMENTS OF FOOD SAFETY INSPECTION TECHNOLOGY

4.1 The Index of Food Safety Inspection Technology Is Consistent with The Food Inspection Standard

In the process of food safety inspection and detection, the food inspection standard is the inspection standard of food quality and safety. In order to make the food safety inspection and detection technology consistent with the food inspection standard, it is necessary to strengthen the standardization and standardization of food safety inspection, and to effectively ensure the food safety inspection and detection standard, it is necessary for the staff to conduct food safety inspection and detection. The inspection shall be carried out according to the standard
requirements of food safety inspection, and then the rationality and scientific of staff inspection shall be guaranteed, so as to ensure the effectiveness of food safety inspection.

4.2 The Selection of Food Safety Inspection Is Consistent with The Requirements of Food Inspection

In order to make the technology of food safety inspection and testing the same as the requirements of food inspection, it is necessary to improve and train the functions of the staff. In order to ensure the quality of inspection, the staff's inspection ability should be selected according to the requirements of quality standards and the requirements of food safety. Through this method, food safety inspection can also be effectively guaranteed the rationality and effectiveness of.

5. PRECAUTIONS AND PROMOTION STRATEGIES IN THE PROCESS OF FOOD SAFETY INSPECTION

5.1 Matters Needing Attention

There are many problems in food safety inspection, in order to avoid these problems effectively. It is necessary to guarantee the inspection environment and sample inspection in the process of food inspection. In order to ensure the accuracy of food safety inspection, we should pay attention to the random sampling of samples and the inspection standard of samples should also be based on the food inspection standard. Secondly, the corresponding inspectors should have a sufficient understanding of the inspection environment to prevent environmental problems from affecting the inspection results.

5.2 Promotion Strategy

In order to better promote the development of China's food safety inspection technology, we should take corresponding measures, which can be improved by enriching the types of food safety inspection and strengthening the guarantee of inspection. In order to effectively enrich the types of inspection, we should strengthen the relevant inspection technology to the greatest extent, and constantly enrich the inspection experience of the staff. To strengthen food safety assurance, we must pay close attention to some items during inspection, inspect according to the operation requirements, promote the development of safety inspection technology by improving the standardization of food safety inspection, secondly, in order to ensure the standardization of inspection work, we need to formulate corresponding rules and regulations, and employees need to work on food inspection according to the system requirements.

6. CONCLUSION

Food safety inspection and testing technology is an important guarantee for food safety, and also the fundamental requirement for food safety construction at this stage in China. The application and development of food safety inspection and testing technology promotes the development of food safety construction to a certain extent. In order to effectively detect the food safety, we should constantly strengthen and improve the food safety inspection technology. With the improvement of people's living standards, the requirements of food safety testing technology are more stringent, which makes the development of food testing technology receive great attention. In order to fully play its role in the application of safety testing technology, it is necessary to strengthen the research on food safety testing technology to improve the development of testing technology.

REFERENCES

The Influence of The Income Structure of General Colleges and Universities on The Average Student Funds

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Abstract: According to the survey and statistics, in the eight years before 2015, through the use of linear statistics and some related data, this paper analyzes the impact of the income structure of China's ordinary colleges and universities on the average student expenditure, and makes some data comparison. Then it finds that in the eight years before 2015, the average student expenditure of ordinary colleges and universities in China did not grow very fast, but slowed down. This paper makes a detailed analysis and discussion on the influence of the income structure of colleges and universities on the average student funds, so as to provide reference for relevant personnel.

Keywords: Colleges and universities; Fund income; Income structure; Average funds for students

1. INTRODUCTION

College education is an important way to cultivate excellent talents and scientific innovation, an effective means to promote social and economic development, and an important part of national education. With the rapid development of China's economy, higher education is also developing rapidly, at the same time, it also provides more opportunities for students to receive education. There are generally two ways to analyze and explore the average student funding in China's Higher Education: one is to analyze and explore the regional differences of the average student funding in Colleges and universities, which is generally shown in the differences between provinces. Generally, different methods are used to investigate and count the regional differences of the average student funds; the second is to analyze and explore the key factors of the average student funds in Colleges and universities, which are generally based on the provinces' data values between the modeling and analysis, generally tend to comprehensive analysis and evaluation, will not focus on the impact of a single factor. The difference between this paper and other research is that this paper will not focus on the differences between the provinces in the region of per capita consumption in higher education, nor will it focus on the investigation and analysis of the elements affecting the per capita expenditure, but on the influence of the income structure of university funds on the per capita expenditure. According to the current survey of educational funds in Colleges and universities, the structure of funds income in Colleges and universities is mainly composed of the following aspects: financial education funds, donation income in private schools, business income and other education funds.

2. THE DEVELOPMENT AND CHANGE OF INCOME STRUCTURE AND PER STUDENT CONSUMPTION IN COLLEGES AND UNIVERSITIES

2.1 The Development and Change of The Average Student Funds In Colleges And Universities

In the eight years before 2015, from the beginning to 2015, the growth of per capita expenditure was not very fast, there was no excessive growth, but there was a downward trend.

2.2 The Development and Change Of The Income Structure Of General Colleges And Universities In China

In the eight years before 2015, the funding income of colleges and universities was mainly in the form of tuition, which was widely concerned by the society. According to the survey, part of the income structure of colleges and universities in China is the national education financial subsidies and the income of education, and the rest is a small part, especially the proportion of some public welfare donations of non-public universities. Cases are even lower [1].


3.1 Model

Through the analysis of the data of 8 years before 2015, it can be concluded that the students in ordinary colleges and universities are the main factors determining the scale of colleges and universities, and the students in ordinary colleges and universities are also the key factors to determine the expansion of college students. The ratio of the number of students in Colleges and universities to the number of teachers can reflect the control of the teaching quality of colleges and universities, and the number of graduate students in Colleges and universities is the key factor the ratio of GDP to the number of people is the key factor to determine the local social and economic level. The ratio of local financial revenue to local GDP is the standard to measure the local economic and financial level.

3.2 Values

Through the investigation and analysis of the structure of students' average funds and funds income in ordinary colleges and universities, the number of students can remember the results through school events, the ratio of the number of students and teachers can also be obtained through the development records of the school, and the ratio of local financial revenue to local GDP can also be obtained.
through the national financial department, so that we can get 2015 through the analysis. Before, the development and change trend of the average student funds and income structure of the eight universities is also slow growth, the number of students in ordinary colleges and universities has also declined, the ratio of the number of students to the number of teachers, the ratio of local financial income to local GDP has shown a certain upward trend, and the number of graduate students has also increased to a certain extent.

3.3 Analysis Results

3.3.1 Overall Concept Analysis Results

Through the analysis of the numerical results, it can be concluded that the comprehensive proportion of donation income and other education funds in some non-public universities is not high. The growth trend of students in Colleges and universities and the ratio of local financial revenue to local GDP basically conform to the survey prediction before the data statistics. In the control variables, the ratio of the number of students and teachers in Colleges and universities is not in line with the survey forecast before the data statistics, but the gap is not very big. If the ratio of the number of graduate students to the number of students in school is very high, it can show that the value of College Students' average funding is also very high. The larger the ratio of per capita GDP to average student expenditure in the region, the higher the average student expenditure in Colleges and universities the level of the local social and economic development level and improve [2].

3.3.2 Analysis Results According to Different Time Periods

According to the above survey and statistics of the average consumption of college students in the eight years before 2015, the growth is relatively significant in the first three years, and basically no growth in the following five years. This requires considering whether there is a big gap in the impact of the income structure on the per capita expenditure in different places. Through the investigation, we find that the proportion of education funds has a positive impact on the average student expenditure, and the negative impact mainly occurs in the last five years. Only the income of tuition fees has a negative impact on the average student expenditure in these two periods. Moreover, the proportion of other aspects of income is negligible. Therefore, it is reasonable to show that the impact of the proportion of financial education funds is mainly reflected in the following five years.

3.3.3 Analysis Results Based on Regional Differences

The influence of the income structure of colleges and universities on the average student funds is shown in different regions. Based on the analysis of the data of the eight years before 2015, it is found that the administrative regions of China are divided into the East, the West and the middle, so it is found that no matter in which region, the ratio of career income to tuition has always had a negative impact, while the proportion of financial education funds has a positive impact on the average student expenditure, and the proportion of financial education funds has a positive impact on the average student income. The impact of education fee is the largest in the west, followed by the middle, and the smallest in the East, which also shows that the more economical the region is, the more obvious the impact of financial education funds on the average student expenditure.

4. CONCLUSION

This paper makes some surveys on the national colleges and universities in the past eight years before 2015, and analyzes and discusses the influence of the income structure of the general colleges and universities on the average student funds. It concludes that the growth trend of the average student funds of the national colleges and universities in the eight years before 2015 is slow, and the value of the average student funds also shows a downward trend. In addition, the influence of the income structure of education funds on the average student funds is very obvious, which is mainly reflected in the impact of financial education funds on the average funds, but the business income and tuition fees. However, the income has an impact on the growth of the average student funds. The influence of the income structure of the educational funds of ordinary universities on the level of the average student funds is also reflected in the regional differences. Generally speaking, the western region with the relatively backward overall economic level is larger than the middle developing region, and the eastern region with the highest overall development level has the lowest impact. Therefore, in China's higher education, the impact of the structure of university funds on the average student expenditure is affected by many factors, so it needs scientific and objective investigation and analysis, so it needs a high sense of responsibility to complete [3].

REFERENCE

