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CONTENTS

Research on the current situation and development trend of network marketing in China

Hao Jin
NanChang Normal University,Nan Chang,Jiang Xi,330032，China
jhbad@126.com

AbstractWhen enterprises carry out marketing, they need to timely according to the new consumer demand trends, marketing strategy will also change accordingly. With the development of the times, the network has been closely linked with people's daily life. A variety of media types began to emerge continuously, which provided many possibilities for the development of marketing activities. At the same time, it also has a great impact on the marketing model and methods of many enterprises. In this context, for the majority of enterprises, the positive development of network marketing is clearly the general trend. Network marketing is based on the Internet, will be a variety of marketing means set up marketing model. As to adapt to the development of the marketing concept, marketing network marketing has numerous traditional enterprise that brings the revolution to the enterprise also have a new means of marketing, enterprises can effectively broaden the scope of marketing. In addition, it can also effectively improve the level of enterprise marketing, the long-term development of enterprises, Zhuang great benefit. This paper introduces the development status of network marketing in China, and analyzes the corresponding development trend.
[Keywords]Network marketing; status quo; development trend

With the development of the times, the rapid popularization of the network, a variety of information technology has also been rapid development, network marketing began to greatly affect people's lives. In foreign countries, the research on network marketing started earlier, scholars "network marketing" translation "E-marketing", "CyberMarketing" and "Internet marketing" and "Network marketing" and "Online Marketing". Philip Kotler, who is called "father of modern marketing", has already involved in the practice of e-commerce marketing in the 12 edition of marketing management, which was published in the 2006th edition. In 2009, in the thirteenth edition of the book, it also increased the theory of network marketing and case analysis. Network marketing has become the development trend of many enterprise marketing both at home and abroad. The birth of Facebook and Twitter abroad is the emergence of sina, micro-blog and WeChat, which brings new opportunities and new marketing choices to enterprises.

1.Development status of network marketing in China

Domestic enterprises involved in network marketing is no longer a small number, most companies have their own websites, but also want to do e-commerce and network marketing, but often are more than enough heart and lack of power.First, from the enterprise website itself with CNNIC survey for the quality: China enterprise website which has 31% websites for completely unqualified website, that is to say the site in addition to see beyond, basically no other function, there are about 20% sites for the set of templates, the product with other company's website after modification. So the quality of these websites can be imagined, excellent website is only a few. A few websites have been a great success,Such as: everyone knows: "VANCL" website, no physical store sales of its products, the products are all in network marketing, annual sales reached more than 100 million. Look at a lot of network marketing is very familiar with the foreign trade enterprises, products sold abroad, through the powerful network marketing system, high-quality English website, created its successful foreign sales miracle. There are countless cases like this.

1.1The awareness of network competition is not strong in China's enterprises

Most of the enterprises in our country is still the focus of competition in traditional marketing, not fully aware of the necessity of the era of science and technology to win the competitive advantage of enterprise in the future to seize the network information and the urgency of this virtual market.It is also because of the lack of understanding of network marketing, leading to businesses to see the network too mysterious, always think that only computer technology personnel and other high-tech talents can use this high-tech product.

1.2The number of Internet enterprises in China is relatively small

This is one of the key problems that restrict the network marketing in our country. At present, the overall domestic Internet enterprises are less poor, and the distribution is very uneven. According to the survey of enterprise website system in 2003, the proportion of online enterprises in 560 enterprises (including township enterprises) is less than 1.5%, and is concentrated in several big cities such as Beijing, Guangzhou, Shanghai and so on. The number of online enterprises is small, the most direct performance is the amount of customers browsing, so the benefits of the network will be reduced, and then form a vicious circle.

1.3The products of network marketing in China are few and the scope is not wide

From the data before we know, at present, some network marketing industry enterprises in China are mainly concentrated in close contact with the computer network, online marketing in China's products are mainly concentrated in several kinds of special products Limited computer and accessories, software, books, automobile etc.. For the mass of the clothing, food, daily necessities, household appliances and other Internet users rarely, we only see these products is still relatively small in like pat, Taobao and some other website operators scattered apartment layout, site large franchise companies are few.

1.4The utilization rate of the network is not high, and the marketing mode is relatively simple

Most of the Internet enterprise network marketing only stay in Internet advertising and network promotion often people browsing the web may be found, and will be the only network promotion enterprise name and the name, address, phone hanging on the line, very few enterprises have their own independent domain name, and have their own set of complete enterprises the online customer service system. There are many enterprises on the Internet mouth is said to conform to the trend of the times, to grasp the modern business opportunities, in fact, just the network as a convenient, cheap and cheap way of communication. Network research, network distribution and network development of new products, network services and other marketing activities, in the few, the visible, huge advantages and potential of the enterprise marketing network in China is far from being tapped.

1.5In the process of network marketing in our country, the problem of honesty is obvious

There is a qualitative lack of trust in the network marketing of the enterprises. Because the traditional way of shopping is to buy things, or to see for yourself, personally feel relieved. It's no wonder that in the traditional marketing process in many business reputation is not good, say one thing and do another, which makes the consumers have to buy goods than the three, but when home products, especially in online transactions? Online shopping, people can not see the physical, no texture, in case of buy back things and photos do not match, how to do? And a replacement or a hassle to catch more profiteers finished, so when you buy something worth fee. All of these facts may have been encountered, which requires network marketing to make customers have a good sense of trust.

2.The development trend of network marketing in china.

Since its inception, the Internet has been applied by all levels of people with its rapid technological innovation. With the wide spread of the Internet in daily life, the scope and enthusiasm of enterprise application of the Internet have been greatly improved.More than 60% of enterprises have applied the Internet to carry out enterprise information dissemination and engage in business activities. At the same time, with the formation of people's shopping habits on the Internet, the traditional enterprises into the Internet field become mainstream, the demand for network marketing will be more and more big. In addition, the huge consumer groups on the Internet, especially the business habits of enterprises, provide a broad space for network marketing.The Internet makes information flat, let B2C become the historical trend of the entire business community irreversible, which contains the entire commercial social restructuring, the future, all of the traditional enterprise to survive, must face the demand of e-commerce, network marketing needs.

For domestic small and medium enterprises, seek a kind of high efficiency and low cost, more opportunities of promotion, is crucial to the development of enterprises, in the most cost-effective way for the domestic and global buyers of marketing, this is the value of network marketing. In the situation of increasingly transparent prices, traditional enterprises want to survive opportunities, the last to rely on is brand and marketing, as well as differentiated, personalized strategy. The network marketing is to establish the brand, is one of the best choice in talent shows itself homogeneous products and the price of the bloody red sea. Because of the transparency of the price, bring about almost brutal and bloody price war and scale war, at this time, marketing is the most critical part, is also an inevitable link. Therefore, in the era of information transparency, in the era of e-commerce in all enterprises, marketing is the ultimate beneficiary, the more fierce competition, the greater the overall value of network marketing industry. Network marketing must be one of the pillar industries of the Internet in the future. This is a huge opportunity for all entrepreneurs who want to start their businesses through the Internet and engage in business activities. Similarly, the enterprise wants to survive, wants to open up the new market, the Internet is the most wise choice. Now, in the network marketing has increased a lot of preferential promotions, so as to better attract more customers choose online shopping. For example: online discount promotion, online gift promotion, online lottery sales promotion, integral promotion, etc..

3 Summary

In short, network marketing is based on the Internet, will be a variety of marketing means set up marketing model. As the marketing concept conforming to the development of the times, the network marketing has brought revolution for numerous enterprises' traditional marketing at that time, and the enterprise also has a new marketing means. Let the enterprise realize, network marketing can realize complementary advantages, long and short connection, truly expand the influence of enterprise brand, improve the level of enterprise marketing. However, there are so many media platforms in the Internet age, how to effectively use all the media tools to improve the network marketing level of the majority of enterprises remains to be studied.

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An Analysis of the Impact of Intangible Capital on Market Value—Evidence from Chinese A-share market

Kai Qiu1, a,, Haiying Li1, b*
1 School of Economics and Management, Chengdu Normal University, Chengdu, 611130, China
lbqiu@qq.com

Abstract: Intangible capital has changed the value creation mechanism of firms, but how well is intangible capital recognized in the capital market? This paper investigates the valuation of intangible capital and asset pricing model in the Chinese A-share market. We derive a systematic model to identify and to value firms' intangible capital relative to that of their competitors. In this paper, firm intangible capital effect divides into human capital, organization capital, and relation capital. Using capital market data from China, we find that the traditional asset pricing model can be statistically enhanced by the presence of intangible capital and that market is able to recognize the value of intangible capital.

Keywords: Intangible capital, market value, excess value.

1. Introduction

The improvement of science and technology has deeply changed the business, management and operation process of enterprises: first, new enterprises have no longer rely on huge fixed assets to create wealth, the value creation ability of tangible capitals, has been surpassed by a variety of capitals with non-physical form. On this basis, the value creation mechanism of the enterprise also has profound changes: The tangible resources, such as capital, fixed assets, etc., which are carrying the task of creating value, are gradually being replaced by intangible resources such as knowledge, experience and skills.

However, the traditional asset pricing model such as CAPM [1-2], Three factor model [3-4] has been greatly challenged, there are some unexplained parts in stock returns. Our research tries to answer this question from an intangible capital perspective: can intangible capital work as an asset pricing factor in China?

In this paper, we use a systematic model to describe intangible capital value relevance. This has never been done before and certainly not been applied to the Chinese market. We contribute to existing literature in the following way: firstly, the model system we introduce in this paper is a straight forward and easily applied method, and more, the model covers many types of intangible capital, including human capital, organizational capital, and relation capital. Secondly, while intangible capital has been studied by many researchers in the past (in their own methodologies), this kind of study has never been conducted in China.

2. Variable Definitions and Descriptive Statistics

2.1 Theoretical Analysis and Research Design

Just like the tangible capital, the acquisition of intangible capital by an enterprise should also pay a consideration, although it is not reflected in the balance sheet, it is "hidden" in the cost or expenses of income statement, which will inevitably lead to some report items and intangible capital there is a special link between. Oliveria et al. (2010) conducted a correlation study of intangible capital in the balance sheet with unrecognizable intangible capital and found that the linkages between them were significant. Ante Pulic (1998) constructed the intellectual capital appreciation factor (VAIC) model to study the relationship between intangible capital and the stock performance of the companies, and then the model was applied by many scholars [5].

Refer to the relevant research results [6-7], the research on the impact of intangible capital on market value adopted the comparative analysis methods. This is mainly because the stock and investment of intangible capital of the enterprise cannot be directly obtained, they should be replaced by the relevant accounting data. The resulting intangible data is only a relative indicator and cannot be used directly for horizontal comparisons.

The value created by intangible capital is largely derived from the efficiency of the intangible capital. We establish a market average level of intangible capital, in order to compare the value created by the intangible capital of a particular firm to the market average level, and then we could obtain the efficiency of the use of intangible capital. Intangible capital can be divided into three categories: human capital, organization capital and relation capital. For three different types of intangible capital, we define the Excess Value of IC for Firm (ERF) concept to describe the excess value created by different firms.

The calculation of ERF is divided into three steps: First, the sum of the market value divided by the sum of intangible capital input by each firm, resulting in the market average ratio of intangible capital (Effit). Second, we sort the Effit, take the median, then we multiply this median the cost of multiplication, and obtain the imputed market value of the firm (Imputed

Market Capit), which is accordance with average intangible capital input and output efficiency of the whole market. Finally, we compare the actual market value of the firm with the imputed market value and get the excess value of the intangible capital (EVCit).

$$Eff_t = median\left(\frac{Market\ Cap_{it}}{Exp_{it}}\right)$$

$$Imputed(market\ Cap_{it}) = Eff_t * Exp_{it}$$

$$EVC_{it} = \ln\left[\frac{\sum_{it} Market\ Cap_{it}}{Imputed(Market\ Cap)}\right]$$

We propose the following hypothesis of EVC measures as followed.

H0: Intangible capital is not recognized by investors and hence is not an asset pricing factor in emerging market.

H1: EVC measures firm efficiencies and companies with high EVC measures are expected to outperform their competitors.

H2: EVC measures mispricing; and the effect from intangible capital is not priced in the traditional asset pricing model.

We bring human capital, organization capital and relation capital into the model, the three value increments are called Excess value of Human Capital, Excess value of organizational Capital and Excess value of relationships Capital.

In the relevant literature, scholars choose the number of employees [8] or salary [9] as a substitute variable to human resource costs. We choose the item "Cash paid to and behalf of employees" in cash flow statement of each firm as a substitute variable for the cost of human capital.

We use "G&A expense" in income statement as a substitute variable to the cost of organizational capital. The consideration paid by an enterprise in order to obtain organization capital is generally present in G&A expense. Finally, we replace the relationship between the selling expenses of the cost of relation capital, selling expenses can bring to the enterprise reputation, customer loyalty which are included in relation capital.

We use different intangible capital input levels and control variables for regression analysis:

$$MVG = a + b * EVC_{it} + Control$$

In the existing literature, indicators such as firm size, book-to-market ratio, risk factors, price-earnings ratio, and cash flow price ratio are considered to be related to the market value of firms [10]. In the regression model, we introduce the indicators such as firm size, value of β and the market value ratio as the control variables to examine whether the relevant regression results are consistent with similar studies in the past.

Table 1 Variable Definitions

Variable type		Variable name	Definitions
Dependent variable		Mvg	The growth rate of market value of enterprise in the t + 1 year
Independent variable	Human capital	Hc	The Human Capital stock at the end of the t year
	Organization capital	Oc	The Organization Capital stock at the end of the t year
	Relation capital	Rc	The Relation Capital stock at the end of the t year
Control variable	Beta	Beta	Beta coefficient
	Enterprise scale	Size	The natural logarithm of the total assets at the end of the t year
	Book price ratio	PB	The PB at the end of the t year

2.2 Descriptive Statistics

We have selected the data of A-share listed companies traded on the Shanghai Stock Exchange and Shenzhen Stock Exchange as the research object. We have extracted the "Cash paid to and behalf of employees", "G&A expense" and "selling expenses" published in the annual report of 2008-2016 listed companies. In addition, we selected the book / market value ratio, the enterprise's scale and the value of β as control variables. In these data, we removed the data of the listed companies in the financial industry according to similar literature. Finally, after eliminating the data missing samples, the sample of the model is 8640, the research data we get from Wind database.

Table 2 is the descriptive statistics of the excess market value and the variables that need to be used in the model.

Table 2 Descriptive Statistics of Basic Variables

	Hc	Oc	Rc	Mvg	beta	Size	PB
Mean	0.069297	0.084508	0.596672	0.458149	1.06338	21.68636	1.274642
Median	0	0	0	0.132932	1.090821	21.59971	0.702271

Std.Dev	0.80883	0.691017	1.346015	1.761827	0.29996	1.220827	4.142997
Minimum	-3.12763	-3.56657	-3.95042	-0.85027	-1.24665	14.10822	-1.20571
Maximum	4.377784	2.881532	11.44205	119.4429	2.18058	26.97393	348.5727
Observations	1080	1080	1080	1080	1080	1080	1080

3. Empirical Result

The following table is a multivariate regression between the intangible capital stock and the market value growth rate.

Table 3：Multivariate Regression

Intercept (t value)	Hc (t value)	Oc (t value)	Rc (t value)	Beta (t value)	Size (t value)	PB (t value)	Adj-R2	F-stat (P value)
-4.0194 (-11.77)	0.1344 (5.72)			0.5232 (8.12)	0.1416 (8.75)	-0.0439 (-9.62)	0.0366	82.95 [0.0000]
-3.7509 (-11.13)		0.1356 (5.02)		0.5130 (7.96)	0.1298 (8.12)	-0.0434 (-9.52)	0.0357	81.01 [0.0000]
-3.8092 (-11.23)			0.0455 (3.26)	0.5058 (7.84)	0.1310 (8.17)	-0.0432 (-9.46)	0.0345	77.25 [0.0000]

The results of regression shows that intangible capital can strengthen the explanatory power of traditional asset pricing model.

As we use the mixed regression method, it need to test the fixed / random effects of the model. Meanwhile, in order to test the robustness of the data, we select the data from 2009 to 2011 for panel fixed / random effects analysis. By Hausman test, we find the model suitable for a fixed effects. Then we examine the two aspects of the fixed effects and the two-way (time) fixed effects to determine whether the influence of the intangible capital on the market value of the stock market is significant. Table 4 is the result of the model robustness test. Based on the results of these tests, our regression results are robust.

Table 4：2009 ~2011 Multivariate regression（Robust Test）

Intercept (t value)	Hc (t value)	Oc (t value)	Rc (t value)	Beta (t value)	Size (t value)	PB (t value)	Adj-R2	F-stat (P value)
Multivariate Regression								
-4.4945 (-9.53)	0.2363 (7.36)			0.3348 (3.31)	0.1635 (7.32)	-0.0588 (-17.41)	0.1870	125.16 [0.0000]
-3.9643 (-8.51)		0.2673 (7.06)		0.2922 (2.88)	0.1415 (6.41)	-0.0590 (-17.44)	0.1854	123.86 [0.0000]
-4.1003 (-8.73)			0.1003 (5.17)	0.2985 (2.92)	0.1438 (6.47)	-0.0591 (-17.36)	0.1768	116.92 [0.0000]
Fixed effects Regression								
-65.28 (-26.03)	1.4224 (14.15)			0.3099 (1.69)	2.9679 (25.77)	0.0179 (3.85)	0.5353	309.92 [0.0000]
-66.748 (-27.03)		1.4510 (14.91)		0.4137 (2.28)	3.0326 (26.73)	0.0204 (4.44)	0.5433	320.01 [0.0000]
-69.876 (-27.79)			0.9825 (12.64)	0.4672 (2.52)	3.1432 (27.16)	0.0591 (2.84)	0.5202	291.59 [0.0000]
Two-way (time) fixed effects Regression								
-42.54 (-17.53)	1.5262 (17.73)			0.5509 (3.5)	1.8905 (16.84)	-0.0118 (-2.79)	0.6609	418.99 [0.0000]
-44.32 (-18.57)		1.5371 (18.48)		0.6627 (4.27)	1.9695 (17.83)	-0.0089 (-2.13)	0.6674	431.35 [0.0000]
-49.04 (-19.65)			0.9643 (14.13)	0.7119 (4.35)	2.1551 (18.64)	-0.0141 (-3.18)	0.6303	366.62 [0.0000]

4. Conclusions

Firm performance depends strongly on intangible capital. Emerging markets are characterized with rapidly changing capital structures and advancing technology; but how well is intangible capital recognized in the capital market? This paper contributes to this area by building a systematic model applying to all intangible capital and tests the model using Chinese data. The systematic model is built to identify and to value firms' intangible capital relative to that of their competitors.

The model in this paper is a systematic combination of all soft capitals in one company and the measurements for all types of intangible capital is comparable. In this paper, intangible capital effect divides into human capital, organization capital and relation capital. Using capital market data from China, we find that the traditional asset pricing model can be statistically enhanced by the presence of intangible capital and that market is able to recognize the value of intangible capital.

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Board of supervisors, Corporate Governance and Corporate Performance- Based on strategic emerging industries

Ling Li [1, a]*,Luqi Yang*[1, b,*]*, Wei Zhang*[1, c]
1School of Xi`an University of Science and Technology, Xi`an 710000, China
346344050@qq.com

Abstract: According to the corporate governance index, the article divides the strategic emerging industries into two groups with better governance status and poorer governance status. Based on the characteristics of the board of supervisors, this paper conducts an empirical analysis of the impact of the company's performance. The study found that the board of supervisors still had a certain impact on the performance of the company, but it was not significant. The proportion of external supervisors in the board of supervisors and the shareholding of the board of supervisors had significant positive correlation with the performance of the company, while the size of the board of supervisors, the number of remunerations and meetings has a significant negative correlation with the performance.

Key words: board of supervisors; board of supervisors' characteristics; company performance

1.Introduction

he strategic emerging industries, which based on major technological breakthroughs,are industries that have some outstanding features,such as technical forward-looking, market risk and sustainability of the development, which determine the key role of the internal corporate governance in its development process.

The empirical research on the supervisory effect of the board of supervisors of listed companies in China all agree that the supervision of the board of supervisors is ineffective.Corporate Governance Evaluation Research Center of Nankai University(2010) believes that the board of supervisors of listed companies in China failed to effectively exert their role of supervision and control[1].

This article chooses a series of indicators of corporate governance, and calculates its objective score by factor analysis, so as to avoid the selection of subjective governance index.

2.theoretical analysis and research hypotheses

In recent years, corporate governance has become a global hot issue, causing widespread concern.Good corporate governance can effectively monitor the operational efficiency of the company and motivate stakeholders to work together for the benefit of the company as a whole.

2.1 The number of board meetings

The ways in which the board of supervisors performs its functions include field inspection, questioning and attending board meetings, etc. The frequency of meetings of the board of supervisors can reflect the supervisory oversight to a certain extent.Therefore, this article makes the following assumptions.

Hypothesis 1: The number of board meetings is negatively correlated with company performance.

2.2 The size and structure of the board of supervisors

Xiaolan Dang and Xuejun Li(2013) think if the board of supervisors want to play a role, it must have a certain size and organization[2].Xinping Lv(2015) found that the increase of the proportion of external supervisors will affect the management decision-making[3]. Therefore, this article makes the following assumptions.

Hypothesis 2: The size of the board of supervisors is positively correlated with company performance.

2.3 The proportion of shares held by the board of supervisors

One of the preconditions for the effectiveness of the board of supervisors is the enthusiasm of members.Yinguo Liu's game model proves that raising incentives for supervisors can improve the efficiency of supervision[4].Therefore, this article makes the following assumptions.

Hypothesis 3: Supervisors shareholding ratio is positively correlated with company performance.

3. Research design

3.1 Sample selection and data source

This article constructs a database of strategic emerging companies with the data of A-share listed companies of China's strategic emerging industries from 2014 to 2016,and estimates the effect of current corporate governance on company innovation in strategic emerging industries.

The sample has been deleted according to the following principles:

①Only select strategic emerging industries listed companies on the market prior before December 31, 2013.

②Exclude companies whose debt level is not normal.

③Exclude ST companies and * ST companies.

④Delete the financial listed companies.

⑤ Exclude listed companies whose data is incomplete or unavailable.

After screening, 331 companies were obtained, and the rest of the financial data are from Wande database and Cathay Pacific database.

3.2 Variable definition

3.2.1 corporate governance index

This article draws lessons from Wei'an Li and other related research to build corporate governance index through principal component analysis[5].

Table 1: Introduction to Corporate Governance Index Variables

Variable names	Variable sign	Variable definitions
board size	DSsize	The number of members in the board of directors
the number of board meetings	DShy	The number of meetings held by the board of directors
board shareholding ratio	DScg	Board holding divided by all the shares of the company
the proportion of independent directors	DLDsize	Number of independent directors divided by the total number of board members
the shareholding ratio of the largest shareholder	TOP1	The largest shareholder holding divided by all the shares of the company
the shareholding ratio of top ten shareholders	TOP1-10	Top ten shareholders holding divided by all the shares of the company
the number of shareholders meeting	GDhy	The number of meetings held by all the shareholders
executive shareholding ratio	GGcg	Executive stock Ownership divided by all the shares of the company
management shareholding ratio	GLCcg	Management Stock Ownership
CEO duality	Dual	Whether the chairman and general manage is held by the same person or not

3.2.2 dependent variables,independent variables and control variables

The names，sign and definitions of variables used in this paper are shown in the following table.

Table 2: Variable Definition Table

Variable names		Variable sign	Variable definitions
Dependent variable	Earnings per share	EPS	Net profit / total share capital
	Total return on assets	ROA	net profit / total average balance of assets
Argument	The number of board meetings	JShy	The number of board meetings
	The size of the board of supervisors	JSsize	the number of board supervisors
	The shareholding ratio of the board of supervisors	JScg	the share of all supervisors divided by the total share capital of the company
Control variables	Company size	size	logarithm of asset size
	debt-to-asset ratio	lev	total debt / total assets

4. The empirical results analysis

4.1 Corporate governance score

By using the principal component analysis of corporate governance index, we get the degree of improvement of corporate governance mechanism variables. And then the corporate governance is divided into better and poor.

4.2 Regression model design

To verify the performance of the company, we use earnings per share, return on net assets, total assets and margins as the dependent variable, and the characteristics of the board of supervisors as an independent variable.

Model:

EPS=α0+α1*JShy+α2*JSsize+α3*JScg+α4size+α5*lev

Table 3a Better corporate governance - EPS

	B	Standard error	Standard factor	t	Sig.
(constant)	-2.393	.338		-7.070	.000
JShy	-.007	.004	-.070	-1.645	.101
JSsize	.009	.020	.319	1.439	.061
JScg	-.003	.009	-.016	-.367	.714

size	.131	.016	.443	8.204	.000
lev	-.006	.001	-.336	-6.233	.000

Table3b Poor corporate governance - EPS

	B	Standard error	Standard factor	t	Sig.
(constant)	-3.015	.327		-9.214	.000
JShy	-.001	.005	-.013	-.306	.759
JSsize	-.011	.016	-.128	-1.192	.062
JScg	.090	.031	.119	2.919	.004
size	.158	.015	.490	10.445	.000
lev	-.004	.001	-.240	-5.115	.000

4.3 Regression analysis

As we can see from the comparison of the above two tables in Model 1, there is a significant positive correlation in companies with sound corporate governance and a negative correlation in companies with poor corporate governance between the size of the board of supervisors and the performance of the company . While in companies with poor corporate governance there is also a positive correlation between the shareholding of the board of supervisors and the company's performance.

5. Conclusions

Overall, the board of supervisors in strategic emerging industries still has a certain impact on the performance of the company.For the strategic emerging industries, it should focus on strengthening the independence of the board of supervisors, and use option incentives to enhance the effectiveness of the supervisory board system.On the contrary, if we do not change the nature of the employee supervisors in the board of supervisors of strategic emerging industries, then increasing the size, remuneration and the number of meetings will only increase the agency costs of the company and prevent the board of supervisors from giving full play to the supervisory role.

However,there are still some shortcomings in this article.Lack of access to data,this article does not consider all the characteristics of the board of supervisors.If more features are included in the test,maybe we can obtain better results.

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The Influences of Plate Indexes under the Background of Registration System

Xiaoyu Guo 1, a,* Zhu Hanwei2, b
1School of Economics, Jinan University, Guangzhou 510632, China
2 School of Finance, Guangdong University of Finance & Economics, Guangzhou 510320, China

Abstract：The reform of the registration system has been discussed for a long time. Once the system is operated, the Chinese stock market may take the hit because large number of new shares will be pushed to go public. Whether the Chinese stock market can be line with the international stock markets and effectively bear the impact of the registration system has become the key topic of scholars. Using the sample of listed companies in the pharmaceutical industry and electricity and utilities industry during the period of 2011-2015, this paper draws the following conclusions:(1)In the short term, there is a weak negative correlation between volume and density of IPO and plate index in pharmaceutical industry;(2) Electricity and utilities industry shows the same results, but the correlation is much more significant than pharmaceutical industry;(3)Along with putting registration system into practice, Chinese stock market won't suffer wild fluctuation, but each plate still shows negative volatility, namely, the registration system causes a negative effect on each plate. Therefore, in order to better accommodate the registration system, on the one hand, the government should accelerate the improvement of market supply and demand, strictly supervise the financing scale and issuing expenses of listed companies, and further reform the pricing mechanism of new shares issue; on the other hand, it urgently needs to build a multi-level capital market system to protect the rights and interests of small and medium share-holders.
Keywords: Registration system, Plate fluctuation, IPO

1. Introduction

Nowadays, messages of establishing registration system come from authoritative branch ignite the market enthusiasm again. The fierce discussion from market accelerates the reform of the registration system. On December 9, 2015, the State Council of China examined and approved "the draft of submitting the NPC Standing Committee to authorize the State Council to adjust and apply the relevant provisions of the Securities Law in the reform of the stock issuance registration system". Under the draft, within two years from the date of the decision, those public issue stocks traded in Shanghai Stock Exchange and the Shenzhen Stock Exchange will implement the registration system. In contrast with foreign countries, this decision will gradually lift the price and release the rhythm of new shares, which is no doubt a bad news to the Chinese stock market, especially when regulators have changed their attitudes from strong push to not mention, indicating that the senior government officials are also worry about the great impact on the market because of miscarriage of justice. At present, there is still no definite answer about whether the reform of registration system will be bad or good for the market.

Currently, the approval system is used in IPO, which spoils the unity of securities market and does harm to the market's healthy development. More specifically, there are three disadvantages in approval system. Firstly, it may breed power rent-seeking. Listing qualification in stock market is a kind of scarce resource especially in the approval system, in a way, IPO means profit. The strong motive for profits drives corporates to make the rent-seeking decisions. Secondly, the phenomena of excess fundraising and false package emerge in endlessly. Thirdly, the pricing of initial market is too high. Under such circumstances, regulators play the leading role in securities issuing, they actually become the "hidden guarantor" of new shares. When demand exceeds supply, the high quote proposed by listed companies and intermediaries is easier to be accepted.

Therefore, the change of approval system to registration system becomes an irreversible trend. Currently, the advantages of registration system are as follows: Firstly, it will bring a full disclosure of information. Once the registration system is adopted, the audit methods of SFC will change simultaneously. The completeness of information disclosure will be the key when listed companies are audited. Secondly, the development of market economy will be promoted. With the progressive mature market economy, the market power is growing, thus the market pricing of the distribution system will gradually loose. Thirdly, it will bring the delisting system. The essence of the registration system is the use of financial delisting standards and market-oriented delisting standards, and massive flows show the survival of the fittest mechanism and the allocation of resources.

2. Literature Review

For now, the research on the influence factors of the plate indexes under the background of the registration system can be divided into three aspects: Firstly, it's the definition of the plate. The so-called plate is a group of trade variety which shares certain characteristics in the securities market. When investors choose investment portfolio, they often divide the specific asset into different plate according to the characteristics of the asset, and then distribute funds among these different plate rather than in the certain stock. Shleifer et al. (2003) argued that this kind of allocation could partly lead to the prices of certain plate move together, which made it worthwhile to study the plate as a whole. Secondly, it's the research on plate fluctuations. He Chengying (2001) found that there was a significant plate common phenomenon (or plate phenomenon) in China's stock market, namely, stocks that were associated with plate events presented significant uniformity within a certain period. Hu Chunyang (2015) stated that each plate in the registration system was bound to have a corresponding fluctuation reaction, because enterprise could go public so long as they meet the relevant conditions prescribed by the securities regulatory agencies, thus the listing qualification in stock market was no longer a kind of scarce resource. In the short term, more IPOs will emerge in the market, which can improve the market supply and demand greatly and increase the number of listed companies. Density of IPO firms in each plate will become larger as well. Thirdly, it's the study of correlation between IPO and plate fluctuation. Wang Yanming et al.(2009) firstly defined the phenomenon of IPO's industry sectors fluctuations, concretely speaking, during the period before the certain company went public, other stocks in the same industry sector would obtain positive excess returns on the whole. Then he proved that the above-mentioned industry sector fluctuations were closely related to the following factors, which were the size of the IPO, the previous volume of IPO in the industry, and the synchronism of IPO with other enterprises in the industry. Zhou Yaan(2011) based on the A-share transaction data, measured other enterprises' responses and changes when IPO occurred in the industry in the short term. Finally, he arrived at a conclusion that the IPO event affected other enterprises in the industry in two ways, namely, competition fluctuation and emotional fluctuation. Where the first fluctuation was negative, the second fluctuation was positive, and the total fluctuation was the sum of the above two fluctuations. And this is also the direction of this paper.

In this paper, the concept of plate is similar to the above, we base on the industry characteristics to divide the plate, and take the interaction and influence of relevant industry plate and IPO into account at the same time. Using the latest data, the article tries to explore the phenomenon of plate fluctuation with Chinese characteristics under the background of the registration system.

3. Empirical Analysis

This paper will forecast the impact of the plate market after the reform of the registration system based on the assumption that the supply is greatly increased. Using two factors to establish the two-factor model with the volume of the IPO companies and the density of the listed companies in certain industry indexes, we analyze the influences of the industry indexes on certain day, so as to explore the changes of industry indexes and the overall market at the background of registration system reformation.

3.1 Factors that affect the industry indexes

The supply of the stock market will be the focus of this paper, as a result the factors that affect the industry index include: (1) the amount of funds raised by IPO; (2) the number of IPO in the past three months. These two indicators can truly reflect the flow of funds in the stock market. The occupation of funds must be the most central factor during an IPO process.

In the context of the registration system, the stock market will solve the high IPO price, high price-earnings ratio and super raised funds by equating the supply and demand. It is the regulation of listing quota and scale, the imbalance of the market supply and demand that result in the above phenomenon. The registration system aims to create an environment with the balance of supply and demand, improve the efficiency of IPO and reduce the rent of the rights by reducing the administrative examination and approval.

Under the approval system, listing qualifications are strictly controlled by the administrative examination and approval. Things such as which enterprise can be listed, when to go public, how many of new shares will be issued, what's the price per share cannot be decided by enterprises themselves. The difficulty in getting listing qualification results in A shares wonders of IPO barrier lakes. However, under the registration system, enterprises can go public as long as they meet the relevant provisions of the securities regulatory agencies, which can greatly lower the threshold of the market. Finally, listing qualification is no longer a scarce resource. In the short term, the market supply and demand will be greatly improved.

Based on the above analysis, we set the following regression model:

$$y_{ijt} = \alpha + \beta X_{ijt} + \phi u_j + \varphi v_t + \varepsilon_{ijt} \tag{1}$$

In the model, y_{ijt} represents the two-week yield of pharmaceutical and electricity and utilities industries, X_{ijt} contains two explanatory variables which respectively are volume ratio and IPO number in the first three months, u_j means industry dummy, v_t

means year dummy, ε_{ijt} is the random disturbance term.

3.2 Industry classification

At present, according to CITIC securities industry classification, Shanghai and Shenzhen stock markets can be divided into 29 industries, namely, real estate, power equipment, electricity and utilities, household appliances, automobiles, integrated, basic chemical, computer, machinery, electronic components, oil and petrochemical, coal, light industry, retail, non-bank finance, construction, communications, pharmaceutical, textile and garment, building materials, steel, food and beverage, transportation, national defense industry, agriculture, forestry, animal husbandry and fishery, nonferrous metals, media, tourism.

According to the two-factor model, we mainly choose two industries: pharmaceutical and electricity and utilities to analyze the impact of industry sector indexes fluctuations on the two above-mentioned factors.

In order to observe the short-term industry sector market fluctuations, we use the yield obtained in the preceding week and latter week based on the first day of listing to represent the market volatility. Wang Yanming et al.(2009) used a 50-week yield to observe the volatility of short-term industry sector market volatility. In this paper, we choose a two-week yield.

3.3 Sample and Data

With the rapid development of Chinese biopharmaceutical industry, many enterprises plan to list through IPO in pharmaceutical industry. Over the last three years, the size and frequency of biomedical companies raising funds through IPO have been increasing, and therefore we take the industry as representative under the background of the registration system. Besides, the electricity and public utilities industry is of great importance to the stock market. The paper selects the above two industries to do the later research.

3.4 Results Analysis

Using the data from 2011 to 2015 of pharmaceutical industry and electricity and public utilities industry, we can get the following regression results:

Table 1: Analysis of the regression results

Variables	y_t	
	(1)	(2)
vol	-0.004	-0.016
	(-0.423)	(-2.432)
num	-0.002	-0.010
	(-0.442)	(-1.082)
Industry Indicators	√	√
Year Indicators	√	√
Obs	49	23
Adjusted R-squared	0.069	0.198

The explanatory variables are the volume ratio(vol) and IPO number in the first three months(num), t-statistics are reported in parentheses. Model1 shows the result of pharmaceutical industry, model2 shows the result of electricity and utilities sector.

In pharmaceutical industry, R-square equals to 6.9% and the correlation between share-price movements and IPO volume, the first three months density is very small, which is mainly due to the small market value and high density of pharmaceutical market. In the past three years, the rapid development of bio-pharmaceutical industry has made many high-tech enterprises concentrate in the pharmaceutical industry. As the price of high-tech enterprises is more influenced by their own risks and corporate businesses and less affected by the overall market plate and capital flows, the small correlation is reasonable. Furthermore, there’s a negative correlation between the two factors and the volatility, which is opposite to the result of Wang Yanming et al. (2009), who stated that the size of IPO's industrial effect was positively related to the size of IPO.

The significance of electricity and utilities sector is much stronger than pharmaceutical industry, which is partly because of large volume and fund requirement of enterprises in the sector. The long-term and stable manage, high industry barriers and strong monopoly makes it less affected by its own businesses other non-systemic risks. And the correlation among share-price movements, IPO volume and the first three months density confirms the conclusion of pharmaceutical industry again.

The empirical results of this paper prove that there are fluctuations in the industry sector in Shanghai and Shenzhen stock market and the fluctuations are correlated with the financing scale of the IPO. In general, we can draw the following conclusions in the short-term stock market:

First, there is weak negative correlation between the fluctuation and the size of the IPO. IPO will bring information shocks to investors, which makes investors pay more attention to the particular industry and new shares. In this case, the competitiveness of old shares is weakened by new shares and the stock market fad will also be transferred to the new shares. In the short-term, investors will undersell the old shares, which leads to the outflow of sectors funds. Psychological hints and capital outflows will increase volatility of industry sector.

Second, if two companies plan to IPO at the same time in the industry, the volatility of industry sector will appear acute fluctuation. The main reason is that investors will get more relevant information from the market. The exposure rate of IPO is significantly higher than the old shares, which makes the IPO industry sector fluctuations more obvious.

Third, over a period of time, the volatility of industry sector is not obvious when there are continuous several IPOs in the market. Under current IPO audit system, the number of listed companies is limited because of the interference of administrative force. As a result, the density is not a particularly representative data. Meanwhile there are time differences among continuous IPOs, so that the interaction of IPO companies is very small, which reflects the fact that density and index of industry sector is not relevant as well.

4. Conclusions and Recommendations

4.1 Conclusions

In mature capital market, the pricing of IPO is greatly depends on the pricing of old shares with the same type. However, the expectation of IPO pricing will in turn affect the price of old shares. In China, the underpricing is much greater than that of foreign markets. The high underpricing cannot be explained by the low IPO pricing, which will inevitably influence the pricing of the old shares. From this aspect, the volatility of the IPO plate is reasonable, which is a reflection of market efficiency. In the long run, the fundamental research will reach a consensus, as the implementation of registration system will directly affect the investment strategy and operation style. Nowadays, there are obvious high premium and high valuations in the secondary market, and this kind of bubble will seriously affect the real economy. One of the best solutions is to use the high valuations of the secondary market to create a lower financing environment for the enterprise. When the registration system is fully implemented, it will have a far-reaching impact on the A share market.

The reforming rhythm will have a long-term effect on the capital market. While it remains unclear how much the registration system will impact the market, the formulation of the registration system will be the only way to bull the A share market. In theory, the registration system will inevitably reduce the shell resources and the value of A-shares. If we calculate the limit of short-term shocks under the registration system, we can get the result that the average market capitalization of 10 companies with the lowest A-share market value is $ 2 billion, which equals to 10% of the average market value of A-share and 20% of the average market value of the GEM. However, it is necessary to further observe the pace of the registration system reformation, especially whether the system speeds up the process of the property recombination of listed companies. Therefore the short-term impact of intensity and direction are difficult to assess accurately. And the start of the registration system will guide the circulation of capital distributaries reasonably.

The long-term impact will strengthen the market economy. In the context of the registration system, the market plays a decisive role in the allocation of resources, it can regulate the market supply and demand, and fully reflect the role of price mechanism. Those high-growth enterprises will be excavated, yet those enterprises that fail to fit the market competition mechanism will be washed out of the market. Matthew effect will be amplified continuously. The ethos of mass entrepreneurship and innovation will finally be formed, China's economic transformation and upgrading is just around the corner.

4.2 Recommendations

Provide a better system to protect the rights and interests of small and medium-sized investors. When the registration system come into force, the low barriers will inevitably make the quality of stocks varies. Compared with institutional investors, small and medium-sized investors are poor in the information gathering and analyzing. After the introduction of delisting system, it’s not a positive news to them in the short term, because it will force many small and medium-sized investors to withdraw from the market.

Improve the multi-level capital market system. At present, the multi-level capital market framework has been basically formed, while there still exist many confusion situations. It’s imperative that regulators should seize the opportunity of restarting the IPO and accelerate improvement of the multi-level capital market system. First, listing standards of SME board market and the main board market should be of high unitarity, so that firms can be listed in both Shanghai and Shenzhen stock markets. Second, complete listing conditions of SME board market and GEM market and make rational financial metrics in market access. Third, establish strategic emerging industry board. Fourth, optimize new three board system. These measures can improve the multi-level market system and benefit fair competition of listing resources.

Perfect the pricing mechanism of IPO. The core and key of IPO is pricing. There are three stages when pursuing the reform of the registration system, which are preparation, transition and formal implementation respectively. At present, the pricing principle should be based on the net asset value. Companies with lower profits are advised to issue on the basis of net asset value, while those with high profits can be issued at a premium. Companies with high-tech, high-growth and high-risk should be strictly monitored when they are issued at a premium.

Strictly regulate the issuing expenses and financing scale of listed companies. In order to prevent the large enterprises from misappropriating and destroying the financial resources, the financing scale of general enterprises cannot exceed the total net assets of in the previous fiscal year. Regulators should grasp the IPO financing scale reasonably and release announcement in advance to guide the listed companies' annual financing scale and avoid the financial stress caused by the expansion of the market. Besides, regulators should introduce guidance to regulate the issuance of IPO fees to solve the problem of high IPO issuance costs fundamentally.

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The Research on Investment of China's Oil Company in Kazakhstan in the view of Geopolitics

Bi Yu [1, a,*]
[1]*School of Economics, Capital University of Economics and Business, Beijing, 100070, China*
biyu@cueb.edu.cn

Abstract: Since the Belt and Road Initiative was put forward, a new round of investment upsurge is coming and Silk Road economic belt is becoming the most potential economic cooperation zone, which provides a good external environment and strong internal motivation for China's Oil enterprises go global. China's Oil firms step up the pace of foreign investment, expend the areas of overseas investment, explore new investment patterns, deepen cooperation with countries along the route in traditional industries as well as improve international competitiveness. The Belt and Road Initiative is both an opportunity and a challenge for China's Oil Company when investing abroad. China's Oil Company should better bring the advantage of geographic proximity into play and strengthen cooperation dialogues with home country, which are important measures to lower risks and pursue higher profits. This report explores and analyzes the investment risks, from geopolitical perspective, that China's Oil Company M is facing in Kazakhstan under The Belt and Road Initiative.

Keywords: Foreign investment, China's Oil companies, Kazakhstan, Geopolitics

1. Introduction

With the growth of China economy, the demand for oil increases as well. Since 1993, China has become a net exporter of oil with over 10 million tons of annual imports. And it shows an obvious trend to grow. In 2007, China imported 163 million tons of crude oil, up 12.4% percent year-on-year. The vast majority of crude oil China imported is from Middle East, Africa, South America, Central Asia and other regions. Company M will continue to implement the "Going Global" and "Diversification" energy strategy, expand business in the overseas oil fields, set base for foreign exploration and invest in offshore oil and gas fields under the condition that the consumption in domestic of oil and other energy surges incredibly.

With the putting forward of "The Belt and Road" policy, a favorable external environment and strong endogenous dynamics has been provided. Under such condition, company M accelerated direct investing, expanded foreign investment, explored new patterns and deepened cooperation in the field of traditional industries with countries along the belt as well. Kazakhstan is located in Middle Asia bordering China with abundant oil and gas resources. During the ten-year cooperation, Kazakhstan and China have made great achievements. For company M, its goal is to turn into a world-class comprehensive energy corporation and achieve mutual benefit with countries along the belt by carrying out energy cooperation.

2. PEST ANALYSIS ON KAZAKHSTAN

2.1 POLITICAL FRICTIONS AND BENEFITS

2.1.1 UNPREDICTABLE POLITICAL INTERRUPTION

Kazakhstan has been independent since 1991. Nazarbayev has served as president after its independence. The country has never experienced a political upheaval in the presidential succession. The Constitution and the law are the political foundation of Kazakhstan. The separation of the three powers of judicature, legislation and administration restricts each other, so as to ensure the core status of the political stability in Kazakhstan.

In the long run, Kazakhstan's political situation is unstable. First of all, as the current president is getting older the country will be faced with Kazakhstan's first general election. It is difficult to predict the domestic situation once Kazakhstan starts the election. Second, thanks to the strong leadership of Nazarbayev, Kazakhstan has successfully passed the threat of American democratization, but the threat still exists in the future.

2.1.2 DIVERSIFIED DIPLOMACY

Kazakhstan attaches importance to developing strategic cooperative partnership with China and Russia. But at the same time, Kazakhstan actively develops cooperative relations with the United States to carry out capacity cooperation and other political or economic activities.

Kazakhstan's diplomatic relations with the United States have some negative impacts on Chinese investors. First, on the wide international stage, the United States often exerts resistance to China's trade, while the US and Kazakhstan have cooperative relations at the same time. Trade cooperation between Kazakhstan and China is what the United States does not want to see, so the United States will interfere undoubtedly when Kazakhstan government makes a decision on having cooperation with Chinese firms. Therefore, during the process of Kazakhstan carrying out diplomatic with China and the United States, and having investment and other activities with these two countries, Kazakhstan may face some choices and trade-offs.

2.1.3 MUTUAL BENEFITS

People's Republic of China and Kazakhstan signed a bilateral friendly trade agreement. The main contents include “both signatory countries give each other most-favored-nation clause, including reducing commodity price and other custom principles.” And “The contracting parties shall, in accordance with the provisions of this Agreement and the national effective laws and regulations, encourage and protect the investors of one contracting party in the territory of the other party.” The agreement signed by the government of Kazakhstan and China has greatly promoted the economic and trade exchanges between the contracting parties. On the one hand, the contracting parties provide the most favored nation treatment to each other in the course of trade, such as tariffs and procedures, thus reducing the cost of international trade activities. Secondly, the two countries through legal means to encourage and protect the two sides in the domestic investment activities, agrees to set up overseas offices, which is conducive to the investment activities of Chinese enterprises in Kazakhstan.

2.2 ECONOMIC TURNDOWN

The ten years before 2008 when the financial crisis hit was ten golden years for Kazakhstan’s economy development, during which the growth rate of GDP was up to 10% and the aggregate economic volume expands 5 times than before. Apart from that, the trading volume of Kazakhstan increased by 6 times and its economical volume accounted for 2/3 of the total volume of five Central Asian countries. After the burst of financial crisis in 2008, the GDP in Kazakhstan declined dramatically but still remained positive. After 2011, the world economy began to recover, however, the economy situation in Kazakhstan didn’t return to its golden times. During 2010 to 2011, the growth rate of GDP in Kazakhstan reached 8% becoming the world’s third fast growing country, but afterwards, Kazakhstan’s economy became quite weak in years. The rich resources in Kazakhstan attract transnational investment around the world but its turndown economy recently can be an obstacle.

2.2.1 THE FLAGGING ECONOMY

According to preliminary statistics, Kazakhstan’s GDP has increased by 1.2%, though industrial output decreased by 1.6%. The mining industry accounting for 50.9% of total industrial output fell 2.5% year-on-year of which oil extraction occupies 79.09%; and what occupies 39.3% of the industrial output is manufacturing industry growing up 0.2% year-on-year. The highly saturated domestic Kazakhstan market and the dwindling international demand drive Kazakhstan, the country relying on exporting raw materials, to go downturn.

2.2.2 THE PRICE OF OIL AFFECTS THE TRADE TREND

In the year of 2015, the foreign trade volume in Kazakhstan amounted to 75.9 billion \$ which fell 37.1% year-on-year. Among the total trade volume, the total exports amounted to 4.57 billion \$ decreasing by 42.5% comparing to last year; and the total imports amounted to 3.02 billion \$ which fell 27% year-on-year. Mineral products, which accounts for 74.6% of all the exports, diminished 49.9% from a year ago.

And the export revenue dropped to 3.28 billion \$ from 6.39 billion \$. This shows that mineral products occupy a pivotal position in Kazakhstan’s export trade, and the price slide of crude oil in the international market is the trigger for the dramatic drop. As for the imports in Kazakhstan, among which machinery accounts for the highest proportion of 40.6%, and it’s up to 12.24 billion \$ which is less 5.75 billion \$ than last year.

Apart from that, the structure of the imports changed slightly in Kazakhstan. The falling of crude oil price in the international market did have a strong impact on the declining of trade in Kazakhstan but the economic reform Kazakhstan trying to perform on its market by reducing its dependence on raw material, was also one of the reasons.

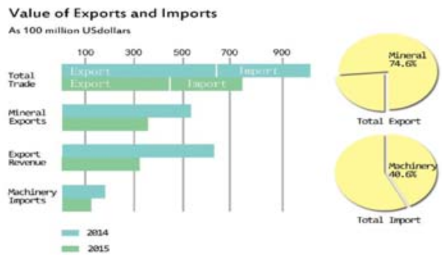

Figure2.2-2: Value of exports and imports

2.2.3 DEPRECIATION OF NATIONAL CURRENCY IN KASAKHSTAN

The hindrance of trade not only brought losses to the economy as a whole, but also brought the impact to the exchange rate in Kazakhstan. Kazakhstan's national currency Tenge has been undergoing several turbulences since its release in 1993. After the financial crisis in 2008, Tenge experienced a deep depreciation and it happened again in 2015. The deep depreciation was caused by multiple reasons such as the continuous low price of crude oil, Federal Reserve raising interest rate several times and the Russian Ruble continuing devaluating. In 2015, the annual depreciation rate was up to 88% and the exchange rate against US dollar was 1:180 at the beginning of 2015 and it fell to 1:340 at the end of the year.

2.2.4 THE INTEREST RATE REMAINS AT A HIGH LEVEL

With the sharp reduction in trade volume, Kazakhstan’s loaning rate on its own currency struck a record at 19%, and it surely floated down a little afterwards but the overall level still stayed at a very high level. This situation caused a big raise on loaning costs for firms and as a result, local corporations preferred to loan on foreign currency.

The steady loaning rate on foreign currency encourages foreign investors and some of the local investment.

2.2.5 FDI IN OIL INDUSTRY IS FACING CHALLENGES WHEN DEALING WITH INFLATION

The deep devaluation of local currency Tenge brings hyperinflation to the Kazakhstan society. In 2015, the central bank in Kazakhstan released 20 thousand bills in the market to deal with this hyperinflation and before that, 10 thousand bill was the largest face value of Tange. Besides, Kazakhstan canceled the exchange rate fluctuation interval limit and implemented floating exchange rate.

Based on the situation of GDP, trade index, exchange rate and loaning interest rate in Kazakhstan recent years, it's not difficult to find out that Kazakhstan, the country who relies its economy on its raw materials, is facing a downturn on its economy under the international background where oil demand is lessened, and FED raises its interest rate and many currencies in many countries are faced with deep depreciation. These external and internal reasons caused the contraction of GDP in Kazakhstan, the declining of trade volume, the high level of the exchange rate and interest rate and all these situations worsened the investment environment for foreign investors.

To stimulate its export, Kazakhstan government made some economic decisions. The policies trying to reconstruct its economy and loose it from the dependency on exporting raw materials failed and caused contraction of the whole economy. However, it doesn't mean this situation will last forever. There are still chances that the economy reform will succeed which will definitely cause more challenges for foreign investment.

2.3 THE IMPENETRABLE CULTURAL BARRIERS

2.3.1 LESS COMMUNICATION BARRIER

Although Kazakhstan's official language is Kazakh, the main domestic language which has been used widely is Russian because of the impact of the former Soviet Union. In the early years of the founding of Kazakhstan, nearly 30% of the Kazak people did not speak Kazakh language. As a result, foreign companies who want to do business with Kazakhstan can use Russian, the language which is more common than Kazak.

Language barrier is small, operation cost can be reduced. Being familiar with the local language will undoubtedly reduce the cost of business activities. Russian as the main communication language greatly reduces the difficulty of foreign companies engaged in business activities in Kazakhstan.

2.3.2 LACK OF LABOR DUE TO IMBALANCED POPULATION

Kazakhstan has an imbalance of population due to the war. Female occupied 52% of the population. And 40 years of age or older women are particularly prominent. That is why there is a shortage of local youth labor force. Unable to hire enough workers from the local labor market, as the local labor is at lower cost, Chinese firms need to take a number of high cost labor force from the home country, thereby increasing the cost of investment.

2.3.3 MULTI-RELIGIOUS

Kazakhstan has a large number of ethnic groups. There are more than 130 nationalities in that country such as The Kazakh, Russian and Uzbek. The main religions are Islam, Christianity and Orthodox Christianity.

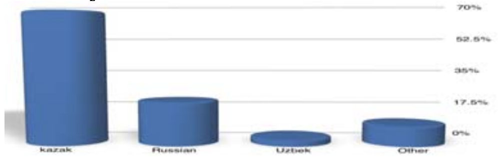

Figure2.3-2: Nationality distribution

Many problems are caused due to its multiple nationalities. For instance, problems like ethnic complex, religion conflicts make it difficult to adapt to the culture and increase investment costs for foreign investors.

In the process of foreign investment, it is an important issue for the multinational corporations to understand and integrate the local culture. Unable to adapt to the society and cultural traditions of the host country will hide troubles in the local business activities of multinational companies. There are many ethnic groups in Kazakhstan, which form different social cultures and social customs. At the same time dealing with religious problems will cause a big conflict. In this case, the cost of Green investment will be greatly increased. Even more serious is that if we cannot adapt to the customs and culture, then in the long run, it is difficult for multinational companies in Kazakhstan to put down root and have a good development.

2.4 THE TECHNOLOGY ADVANTAGE PROMOTES GREEN ECONOMY

2.4.1 THE BRIEF HISTORY OF TECHNOLOGY IN KASAKHSTAN

The scientific research in Kazakhstan also made great progress in the stage of its rapid economic development. In the 1980s, the 10 golden years of Kazakhstan, its science and technology research have been promoted at a high speed. In this period, Kazakhstan vigorously developed its competitive industries like petrochemical projects, natural gas projects, mining and metallurgy projects, machinery projects. Kazakhstan developed some new high-efficiency catalysts and new catalytic processes, and they also synthesized novel monomers and polymers. Besides, strong ruggedness composite materials and water-soluble polymer reagent were developed during that period.

2.4.2 INCREASE INVESTMENT ON TECHNICAL

In recent years, Kazakhstan's government increased its investment on R&D. In 2015, the total expenditure of R&D accounted for more than 0.25% of the total

GDP, which shows that the Kazakhstan government paid great attention to scientific research, especially chemistry and chemical engineering industries. It shows great potential in this country over technology development.

2.4.3 THE PROTECTION OF INTELLECTUAL PROPERTY

The legal basis for the protection of intellectual property rights in Kazakhstan is the Copyright and Works Act promulgated in 1996. It also signed the Berlin Convention on the Protection of International Literary and Artistic Works.

2.4.4 EFFICIENT OIL EXTRACTION TECHNOLOGY

Kazakhstan is rich in oil and gas resources which mainly concentrate in the central and western Kazakhstan. Kazakhstan's oil industry has grown form 19th century and has become one of the major exporters of the world's oil producers. There are 4 main oil export pipelines in Kazakhstan: the east line through the China-Kazakhstan crude oil pipeline exports to China, the west line exports through the Caspian international petroleum financial plumbing system, the south line exports to Iran and north line exports to European market through Atyrau-Samarra pipeline.

Kazakhstan National Oil and Gas Company, Tian Jizi Chevron and Karacha Ganke are Kazakhstan's three major oil and gas companies, controlling more than half of Kazakhstan's crude oil extraction. The main reserves of its crude oil are high-viscosity oil and low-permeability reservoirs which are difficult to extract. Fracturing and sidetracking multi-branched wells skills made extraction much more efficient and then the increasing output of oil brought pressure to the transport efficiency.

2.4.5 GREEN ECONOMY

The policies of resource use and protection of environment are pretty stringent. They prohibit venting and burning associated gases and they prohibit exploiting gasoline when associated gases and natural gases are not efficiently used. In 2016, the Secretary of Energy Department in Kazakhstan claimed that garbage disposal should be pre-operated in 2019. New policies for producers are also going to take effect then. Kazakhstan is going to transform into a green economy in the near future.

It is obvious that Kazakhstan government pay great attention to promoting domestic technology so they welcome foreign investment to enter their market along with advanced technology. From this perspective, oil companies with high skills have advantage over others.

3. POTER'S FIVE FORCES ANALYSIS OF M OIL COMPANY

3.1 RIVALRY AMONG EXISTING PALYERS

In 1993, Kazakhstan and Turkey set up the first oil joint venture. In 1996, Kazakhstan Oil Company began to privatize. Since then, Kazakhstan has attracted oil companies from more than 20 countries to enter the market. At present, there are 20 joint venture companies and 48 foreign companies engaged in oil and gas exploration and exploitation in Kazakhstan. The major foreign companies include "Chevron", "Exxon Mobil", "Shell", " Total "," CNPC "," Luke "and Russian oil companies.

With the increasingly fierce competition of international oil and petrochemical industry, more and more global oil and gas resources have been controlled by transnational enterprises. Nowadays, the US and European oil giants almost occupied four fifths of the world's high-quality oil resources, It isn't easy for M oil company to enter their domains. Conflict of interest between developed countries in Kazakhstan is inevitable. Therefore, oil and gas expansion space of M Oil Company may be constantly squeezed in the international market.

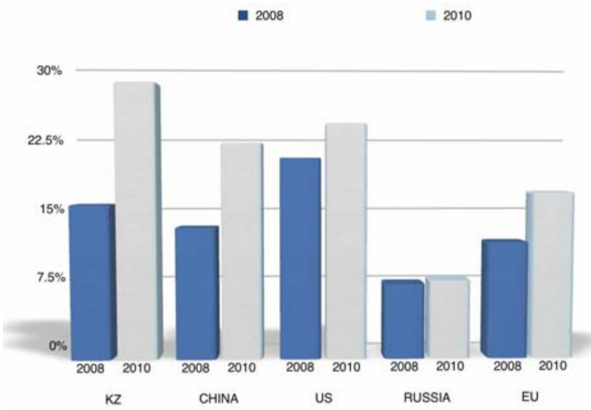

Figure3.1-1: Market share of major oil companies in Kazakhstan, 2008-2010

Since bring in foreign capital into Kazakhstan oil industry, now there is an Oligopoly situation, consist of Kazakhstan national oil and gas companies, Chevron, Exxon Mobil and other Western oil companies, Chinese Oil companies and Russian oil a company, these four forces occupy a large share of the oil market. At present, the market share of Kazakhstan crude oil production is 28% for KMG, 24% for American oil companies, 22% for Chinese oil Company, 17% for European oil companies and 8% for Russian oil companies.

3.2 BARGAINING POWER OF SUPPLIERS

Due to integration of the business strategy implemented by our country's oil companies, generally going through exploration, development, refining and sales, the bargaining power of suppliers is relatively weak. This is related to the system of petroleum enterprises in China, and it is also decided by the important attribute of national energy security. In addition, M company is an integrated oil companies. At present, the company's crude oil production per year is not enough to supply the downstream use, but the gap is mainly from the complement of other oil companies in china. Although the company imported some crude oil from abroad, the number is small, which poses little impact on the normal operation of the company. It can be said that the ability of the crude oil supplier to M company is limited.

However, China should take responsible for the oil source of China-Kazakhstan oil pipeline, and Kazakhstan is not responsible for the quota arrangement. Therefore, no matter from the perspective of transportation costs or from the government's quota, both are not conducive to China-Kazakhstan crude oil pipeline to attract oil sources.

To China-Kazakhstan oil pipeline, due to transportation costs as well as the limitations of the target market, the obvious shortage of oil source of China-Kazakhstan pipeline can only rely on the share oil of CNPC, or buy from other oil production enterprises at a higher price like Russia. Therefore, the bargaining power of the Kazakhstan's oil supply company is still not very high, and M company can purchase crude oil from other countries to meet its requirements.

3.3 BARGAINING POWER OF BUYERS

From the current situation of China's oil industry, customers have very limited bargaining power. First of all, oil is controlled by the state. Before 2009, the oil companies can adjust up and down 8% at the basis of the retail price determined by the state. Therefore customers almost have no bargaining power.

The oil was originally used as substitute for other energy sources such as coal, but in recent years, as the price of oil in global market is unstable, it leads that demand for oil is turned to coal, nuclear or hydro and other industries. Although the bargaining power of customers is very weak, China's three major oil companies compete very fiercely in the sale of refined oil. To a great degree, the oil companies have to pay more attention to the demands of customer, to improve product and service, in accordance with the operating profit of the enterprise and meeting the expectations of the customers.

After China joined WTO, with the further opening of the market of refined oil and petrochemical products, foreign oil companies may enter the field of business, and have a certain impact on the downstream business of Sinopec.

3.4 THREAT FROM POTENTIAL NEW ENTRANTS

New entrants can bring new production capacity to the industry, but for the oil industry, mainly in resource-orientation cross-border investment, the new entrants will take account for raw material and market share, which is likely a threat. Following we analyze the threat of potential new entrants from domestic and foreign perspectives.

The oil industry is capital-intensive and technology-intensive, and China's top three oil companies, named China National Petroleum Corporation(CNPC), Sinopec and CNOOC, hold nearly the whole national oil resources .There is a monopoly situation like “three pillars” in China's domestic oil market, as a result, the potential new entrants will face lots of difficulties like the pressure of the government, no way to find resource suppliers, lack of core technology, unaffordable funds chain and so on. Because of too much entry barriers, it's relatively safe for domestic oil companies.

In the case of the oil industry, the main manifestation of the threat of potential new entrants is that the Kazakh government will use administrative power to support and develop their native large oil companies, which will compete market share with foreign industries, to prevent those foreign industries occupy too much of its valuable resources and form an oligopoly position in its own market. So, it's obviously that the threat from cross-border investment for oil industries cannot be ignored.

3.5 THREAT FROM ALTERNATIVES

As a strategic resource, oil has a very important position in the economic development all around the world. The world consumes about 3.5 billion tons of oil each year, and the total consumption of one-time energy such as oil and natural gas accounts for 61%, while nuclear, water and some other new energy consumption accounted for only 13% of the share. This shows that oil industry is facing a less threat from new energy alternatives in the short term, that's to say, the new energy will not shake the dominant position of oil consumption, but the oil industry is still face the threat from replacement of the natural gas.

In addition, as an important strategic energy, its status will not be replaced in the short term, but when considering some of its inherent defects like expensive mining costs, hard to store and so on, the situation will be another case. From a long-term perspective, with the continuously fast development of science and technology, new energy gradually replacing oil resource is an inevitable trend. Nuclear, water, wind, the green upgrade of coal chemical, algae biofuels and much other new energy will be strong alternatives stepping on the stage.

4. Challenges for Company M Investing in Kazakhstan

4.1 PETROLEUM POLITICS, A LONG WAY TO GO

Before the merger, China's M oil company did not recognize and take into account the political risks of Kazakhstan and intervention power of the United States. From the perspective of the development of mergers and acquisitions, before the merger, M company did not fully assess the relationship between Chinese government and the government of Kazakhstan, with no clear position and direction in Kazakhstan's market. M company even underestimated anti-power of the U.S. government in this acquisition. Ultimately, a variety of risk barriers let the merger not draw a full stop.

With the further deepening of China's industrialization, in recent years, China's demand for energy is growing day by day and energy investment also grow up to a new level. At the same time, the international oil price volatiles, and some foreign countries have an ulterior motive to blame China the dramatically rise of international oil prices, and consider China is arch-criminal of greenhouse gas. For example, China's oil and gas pipeline project in Burma has a strong geopolitical color, which has twists and turns, going through six years before the successful negotiations. Another example that the bid of CNOOC for U.S. Junik oil company, due to political factors, is rejected by the United States; House of Representatives of the United States thought that the deal "may endanger the national security of the United states".

Policy needs to be predictable, stable, and repeatedly applicable. Otherwise, it will lose the trust of the public in law. Frequent changes in the host country's domestic policies and laws will lead to a great deal of uncertainty, which will result in unforeseen losses in China's energy investment enterprises.

When the investment is not consistent with the national interests, the host country cannot violently regain energy interests, but will use the implicit policies, like foreign exchange, finance, economic protectionism and even frequent changes in law, to limit investment outcomes of energy investors.

4.2 EACH COUNTRY’S LAW HAS A DIFFERENT TEMPER

For oil and gas industry, some referring policies are changing from easier to tighter. The new investment law has eliminated the difference between domestic and foreign-funded enterprises and changed the preferential policies. The terms of the oil law have been revised to make the contract and content clause more favorable to the Kazakhstan national interests. The tax policy has become harsh and arbitrary. In 2009 the new tax law abolished the mining royalties, levied oil extraction tax and increased excess profits tax, because of which oil companies’ consolidated tax burden rose from 49% to 62%. The proportion of foreign labor has decreased in recent years.

With the increased economic and trade cooperation between China and Kazakhstan, the widened cooperation area and the increased number of cooperative projects, the number of people who need to work in Kazakhstan will naturally increase. Chinese investment companies will face the problem of job visa, so employ more Kazakhstan's native labor force is the inevitable choice for the development of the company.

For example, Kazakhstan’s department of energy and mineral resources (Now oil and gas department) had the right to refuse to issue a permit when enterprises prepared to transfer the right of mineral exploit, according to the revised Mineral Law in 2005. At the same time, the state can not only give priority to the purchase rights or shares transferred by the mineral development enterprises, but also can preferentially purchase the development rights or shares transferred by enterprises that can make the decision directly or indirectly to the enterprise.

In addition, the exploitation of the oil will bring environmental problems to host countries. The host country's environmental protection restrictions plans a focus royal on the laws and regulations for Chinese oil investment companies, while the host government is bound to draw relevant environmental protection provisions and environmental pollution control provisions to make sure the living conditions of local residents, which directly or indirectly affect the competitiveness of multinational companies.

4.3 GATHERING INTELLIGENCE IS ESSENTIAL

The globally changing political situations recently made the oil producing countries and cross-national enterprises enter economic fluctuations. They in turn brought economic risks, mainly reflected in the oil prices and oil exchange rates. When crude oil prices are on the rise, enterprise production is profitable, but when the price is too low, there is a risk of losing the costs of investment. The instability of international oil prices determines the huge price risk that all companies face while investing abroad.

Before the financial crisis in 2007, the scale and intensity of overseas investments of Chinese oil companies reached an unprecedented height. However, the strong development of such investments is accompanied by the fast rising international oil price. After the burst of the financial crisis, the international oil prices dropped sharply. This not only lead to sharp decline in foreign investment by domestic and foreign oil companies, but also made oil investment companies suffer huge losses.

What’s more, the dollar being a trading currency used in the world oil market, made international oil investments face a huge risk of exchange rate fluctuations. When China undertakes oil investments in Kazakhstan, has also to deal with the risk of fluctuations in the exchange rate between the CNY and the USD. China also has to deal with fluctuations in the exchange rate between the currency of the country and the USD. Therefore, in order to stabilize the financial market a company which undertakes cross-national investments must consider the objective existence of risks.

Fitch International Credit Rating Ltd. believes that Kazakhstan is one of the 73 countries with new model markets and is one of the 3 most vulnerable countries. The main problem is that its rate of inflation is higher than the rate of economic growth. If the government is unable to control the inflation, the country's macro economy will be destroyed. All this will undoubtedly affect the exploration and development of the oil industry.

Besides this, the fierce competition among multinational companies should not be underestimated. The competition mainly comes from the inter-company equity or the transfer of oil resources, as well as from of the bidding for new exploration and development blocks. Last but not least also because of the competition between huge numbers of foreign licensed employees.

4.4 CONFLICTS? CROSS-CULTURAL MANAGEMENT

Kazakhstan English news website Tengrinews reported that in July 8, 2015, in the eastern Kazakhstan city of Aktogai broke out a malignant workers brawl in a construction site. After counterattacked in the canteen, Kazakhstan workers also went to the dormitory of Chinese staffs to vandalize. The situation even spread to the town where the project sited in, where Kazakhstan workers saw Chinese people attack them.

The News report quoted police saying, the reason of the conflict started in the canteen in the construction site, where a Chinese worker complained about the poor quality and quantity of the food and had a conflict with the security personnel for searching to fight with the Kazakh canteen chef. A massive conflict broke out, more than 100 people got involved in the fight. Kazakhstan government convened an emergency meeting on the ninth. The Deputy Prime Minister informed that, according to preliminary figures, 145 people have took part in the fight, of which 65 were taken to hospital, where there are still 31 people who stay in the hospital for treatment so far. Fortunately, their condition is stable, no one is fatally injured. He stressed that the incident is only a "domestic violence conflict”, no political or racial discrimination issues. However, if this kind of the deep-rooted cultural difference was not effectively communicated and coordinated, it would have easily brought friction and even get more violent.

In the course of transnational operation, the petroleum enterprises must understand the culture and management mode of other countries. Various cultural management methods existed due to the historical, economic and social systems of different countries.

During the operating abroad, there will inevitably be some cultural conflicts and collisions, which for the enterprise are inevitable cultural dilemmas. Objectively speaking, when effective management methods in a particular cultural environment are applied to a different cultural environment, the opposite results may be produced – because of the complexity of different cultural environments, enterprises in their operational management will encounter a lot of uncertain cultural risks. Once these misunderstandings and conflicts broke out, they will affect the normal operation of the company.

5. MEASURES FOR PROMOTING CHINA’S OIL FIRMS FOREIGN INVESTMENT

5.1 EYES ON THE POLITICAL SITUATION AND EVALUATE THE POLITICAL RISKS

China's M oil company has experienced ups and downs in the wave of cross-border mergers and acquisitions. The specific analysis of the whole process of M&A activities, whether successful or not, highlights the necessity of the improvement of China's M oil company's cross-border mergers and acquisitions.

From this point of view, the choice of the target enterprises reflects their own understanding of business strategy and planning, if the choice not fully considering the relevant factors, it is not conducive to cross-border mergers and acquisitions. It not only wasted a lot of time as well as cost, but also gained nothing due to the negligence of various factors when selecting the target.

The risk of cross-border mergers and acquisitions seriously hindered the process of cross-border mergers and acquisitions of China's M oil company. So from their own point of view, China's M oil company should learn to avoid risks. China's M oil company can enhance communication with the target government through several channels. For instance, the diplomatic channels and non-governmental friendly institutions between two nations to obtain the understanding and support of target government, and as far as possible in other areas of the community provide support and help to the target country.

Flexible measures should be taken during the process. Adopting a gradual approach to the merger of the target enterprise, establishing a good corporate image in a friendly and cooperative way, when political and legal risks of the target country can be forecasted, then we can consider mergers and acquisitions. The enterprises own efforts are often not enough. And in terms of law and regulations, the support given by the Chinese government is indispensable when establishing good relations with the target country.

Chinese government should pay close attention to changes in the international situation, maintain sensitive, timely and effectively identify the compliance risks of key countries and regions, and maintain cooperation and communication with the relevant government authorities and industry partners, build a good external image of compliance, effectively guarantee the company's global business.

5.2 BE FAMILIAR WITH LEGAL ENVIRONMENT AND REGULATIONS

For example, TCL acquired the French Thomson TV manufacturers and Alcatel's mobile phone business, of which most of the layoffs of the artificial resettlement costs within 270 million euros of restructuring costs. An acquisition of hydropower stations in Africa requires the approval of the World Bank, as well as green organizations in some countries such as Germany and France. Apart from the legal counsel which was hired by the enterprise to provide legal advice and solve disputes, business managers themselves should have timely and comprehensive understanding of international operations which may arise in the legal issues in the decision-making process.

China's oil companies should also implement the clean production, use advanced technology and processes to improve resource utilization, reduce or eliminate waste emissions to meet all of the standards of environmental protection indicators, then go for a virtuous circle of the track.

At the same time, China's oil companies should also be actively join in the local social welfare activities, to participate in industry organizations, and actively seeking links among the local government, the public and the same industry, which will strengthen cooperation with the host country and expand the influence in Kazakhstan.

5.3 BUSINESS TACTICS

The issue of global energy security triggered a massive response from every country. This makes the global competition in oil and gas resources become increasingly fierce. So far Chinese oil companies already possess considerable technical and financial advantages. Considering a limited domestic space for development, they take an inevitable choice to further expand the business abroad.

Since China joined WTO in 2001, international giants have been targeting the Chinese market, which made them to compete with Chinese oil companies sooner or later. Chinese oil companies undertook the "Go global" strategy in order to accumulate cross-national business experience, which for sure is a great advantage for expanding their strength. Only after the baptism of the international market can an enterprise become truly competitive.

If there is no technical superiority, it is impossible to achieve the optimal goal. According to the success of big oil companies, the solid funds, technology innovation and high-quality international management talents are the three reasons of triumph. Only by doing this can a mutual win-win benefit achieved.

Last but not least, it is gratifying that Chinese oil companies are gradually increasing the sense of collaboration. In the summer of 2005, Sinopec have already officially got involved in the purchase of Kazakh Oil Company, but decided to withdraw from the bidding and let M Oil Company to grasp the chance in acquiring the company on condition that it will transfer 40% shares of the new purchased company to Sinopec.

Although the Kazakhstan national oil company decided to buy 33% shares in the end, result in a problem with the agreement between M Oil Company and Sinopec. Still the two oil companies united in spirit and action. Working together in the acquisition process in order to lay the foundation of a future cooperation and trust relationship. This is Chinese way to undertake foreign cooperation.

5.4 Improve Operating Management & Innovation Capability

The essence of cultural conflict is the collision of values. In the comparison between different enterprises, even between the values of different countries, there is no right or wrong. The right way to reduce conflicts is communication. The high communication efficiency can not only improve management, but can also reduce misunderstanding. When enterprises make foreign investments, they need to employ a considerable number of local staffs. The localization strategy helps to avoid cultural risks, especially in countries with strong religious influence where should be paid special attention to the local beliefs. By doing this, conflicts in sensitive zones should be avoided.

Importance must be attached to learning and understanding the language and culture of other countries. This is a necessary condition for enhancing cross-cultural management capabilities. Conflicts arising from differences in management styles, methods, or skills can be overcome by mutually teaching and learning each other's differences. Conflicts arising from differences in the habits and customs can be resolved through cultural exchanges. Only by grasping the different types of cultural differences can we find a proper way to solve the cultural conflicts. From another point of view, local employees are more familiar with the host country customs, its market trends and government regulations which makes it easier to reach a consensus with local partners.

Therefore, in the process of globalization, enterprises must emphasize on the management of people, so that managers can profoundly understand the art of cross-cultural management. It is also necessary to choose the managerial personnel who have the ability of cultural integration to take the important role of cross culture management. Thus, by building cultural bridges, the competitive advantage of enterprises will be improved. These factors should be fully taken into account in the strategic management of Chinese oil companies.

During international oil contract negotiations, the final result is directly related to economic benefits. As for the discrimination against cultural differences, while seeing the negative side, we should also see the positive side, to adequately make full use of the differences in cultures and thus create opportunities for business development.

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The new trend of development of the economic management modernization and economic

Zhen-hua he[1*]
1 institute of ningxia university xinhua The ningxia hui autonomous region yinchuan zip code: 750021 China
**h_zhenhua@163.com*

Abstract: with the rapid economic development in modern society, economic management also get rapid development, great changes gradually. In terms of the current social and economic management, it is very obvious modern characteristics. At the same time, also show a new trend of development of modern society economy, reflects the new characteristics. Therefore, in order to make economic management play a better role in the process of economic development, and related researchers should clearly recognizing the characteristic of economic management modernization and and should accurately grasp the new trend in the current economic development.

Key words: economic management; Modernization; Economic development; A new trend

In the process of social and economic development in the society as a whole occupies an important position, has a great role in promoting development of society as a whole. And in promoting the development of social economy, the economic management occupies an important position, play a very important role. So for economic management, must strengthen the research for the characteristics of modern should accurately, clearly the new trend of development of the economy at the same time, to promote economic development through economic management ideal basis. In this paper, the new trend of development of the economic management modernization and economic analysis.

An analysis of characteristics, economic management modernization

(a) economic management modernization has the initiative and creativity

Although the current social economic development level is rising, to make the process of economic development are able to get better every aspect of their demands and shall actively promote other aspects on social development level. In the current economic management, economic management initiative is increasing, and economic management authority has been expanded, thus in both external and internal stimulation economic management can play a positive role. In addition, economic management modernization and creative characteristics, the current in the economic management method, idea and pattern are showed a significantly advanced features. Due to show initiative and creative characteristics of modern economic management and economic management mode also show the modern characteristics, so that can be adapted to the development trend of the modern economic management, economic management can be better development.

(2) economic management modernization have the characteristics of automatic and scientific

With the development of science and technology in modern society, economic management modernization also gradually show the scientific and automation. Through scientific management can make the more complex a few steps in the process of management to effectively reduce, can be used to better enhance management effectiveness, and management automation can achieve timely control and command of economic management, can also be used to enhance management effectiveness. In the process of economic management modernization, in order to enable automated and scientific, must increase the investment in capital and manpower, the idea should actively introduce advanced management technology and management, so that the economic management can be more modern, management and market economy development better able to adapt to the economy.

(3) the artistic characteristics of economic management modernization

Have very close relationship between art and economy, senior economic management has certain artistic features. Economic effect in the material world and art in the spirit of effect has equal value, there exist certain differences only in form. In addition, economic management and the process can reflect the artistic elements.

(4) economic management modern democratization and professional characteristics

For can be implemented to better economic management modernization, is a necessary condition shall guarantee the economic management personnel with good economic management ability and management skills, this belongs to the precondition of economic management modernization can be achieved. Specialized economic management knowledge can make economic management personnel quality and ability was improved, so that the economic management can work more professional. In addition, economic management modernization also has a certain characteristics of democratization. This is mainly because the current our country still belongs to developing countries, economic management more in line with demand, democratization and economic development of our country economic flexibility.

Trend analysis

Big changes in modern social environment in the situation, social and economic development to satisfy demand you get good social environment, the government in the process of social and economic development through continuous economic structural adjustment and reform, to explore new development motivation, show new trends in social and economic development. In terms of the current actual situation of economic development, the development of new trend is mainly manifested in the following aspects.

(a) showed a higher trend of economic development

For a long time, China's economic development are at the lower end development situation, its main body is a lot of our export products are considered technology content is low, and in the course of future development, China's exports will also be made by China to created in China, thus to improve product technology level, but also make China's economic development an important way to increase the competitiveness of its. In the current our country great situation of the development of science and technology, many industries also get fast development, the very great achievement. Under this big background, the economic development of our country also gradually get rid of the low-end development trend, and gradually to the direction of high-end development.

(2) show the trend of service of economic development

And the current actual situation, the national economic development more and more manifests the development trend of service, it has pointed out the main is in the added value of modern service industry in the national economy and employment proportion are growing. In the development of modern economy, the service industry has gradually become an important industry, it not only can promote the overall development of social economy, and show the advantages of low emissions, low energy consumption, it is compared with the concept of green economy development also meets, therefore, through the study of the adjustment of economic structure, the proportion of service industry have greatly increased, reflects the social and economic development is more and more obvious trend of service.

(3) show the networked trend of economic development

Referred to in networked trend of economic development is the main shopping consumption gradually realize network. Information in modern society, on the basis of continuous development of science and technology, electronic commerce gradually rise, some traditional consumption idea and the way the fire began to change, online shopping has become very common, this kind of consumption patterns and the modern people to adapt to fast-paced lifestyle, thus get fast development in modern society. The change of this kind of circumstance to make economic development more and more dependent on network, gradually show the networked trend of more and more obvious.

Three, endnotes

The development of all aspects in the current society, the social and economic development is very important aspect, is also to ensure all aspects can be the basis of better development, and economic management in the development of economy and occupies an important position. As an economic management personnel, therefore, must to the modern economic management to strengthen the understanding and mastery of economic management modernization, and new trends in the development of economy should be further clear, on the basis to ensure economic management can meet the demand of social development, to be able to make it play a better role.

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Why and How Classical Literatures were Read and Appreciated During the Roman Empire

Lingxuan Liu
Suzhou Foreign Language School, Suzhou 215000, China
aranciasupernova@163.com

Abstract: Basing on a research project I did with the Online image data base of Oxyrhynchus Papyri and the knowledge about Greek classical literatures, especially Homer, I suppose that not only the people back in Ancient Greece highly praised their classics as educational materials, Hellenistic Roman Empire residents also took full use of these literatures and formed unique ideologies in defining literacy. In schools of Ancient Mediterranean world, students read and wrote about Greek classics because of they are both outstanding models for learning writing techniques and correct morality.

Keywords: Greek classical literatures, Homer, Oxyrhynchus papyri, literacy, reading and writing, education, Hellenistic Roman Empire

1. Introduction

Ancient Greek was home of literature. From epics, myths to lyric poems, from tragedies to comedies, the Greek writers left us with a treasure of literature production. In this passage, I would like to provide introductory ideas on why Greek classical literature were so successful, especially Homeric epic poems, and how people in the Hellenistic Roman Empire viewed Greek classics.

2. Organization of the Text

The Homeric epics are based on oral literature first composed by Homer, the great Greek poet, probably in the second half of 8th century BCE, telling stories about the Heroic Age, an age that Hesiod explained occurred between the ages of iron and bronze. The value of the epics was highly praised, and they were performed at many festivals and events in the next several centuries, spreading widely. Finally, in the 3rd century BCE and later, scholars in Hellenistic Alexandria collected all kinds of versions of the Homeric epics and improved the text to that we still reference today. The two works, Iliad and Odyssey provide us, who may be living in an age even worse than the Iron age that produced a lot of famous poets, with an insight into the ancient Greek world. However, what made Homer so successful?

Understanding the themes of the Homeric epics involves understanding how the ancient Greek people viewed themselves and the Gods. The main story is about a war between the Trojans and the Achaeans roughly during the 12th century BCE and how Odysseus came home after the Trojan war. Placed in that background, the Homer epics sang hymns to the heroes who took honor very seriously and the glory they won during war, even valuing this honor and glory heavier than their life. While the heroes fight each other courageously, they are actually competing for scarce resources like metals, weapons, and status. For example, Achilles was angered for the first time when his slave Briseis was taken by Agamemnon.[3] As just mentioned, the heroes appreciate honor and pride more than anything. Achilles was told by prophecy that he may have two kinds of life: one living until old age, enjoying a peaceful ordinary life; another destined to fight bravely and win glory, but to die at a young age. He chose the second without hesitation.[4]Hector also insisted that he would fight Achilles with all his strength until the last moment in defense for his people, his family and his honor, though he knew he would be slaughtered by Achilles anyway.

The wills of the Gods also play a crucial role in the stories. In these stories, rather than the free will of humans or gods, it is fate that is the most powerful. Just as, whether Hitler was born or not, the second world war would have happened anyway because it was the poverty and hate in German society that created a circumstance for Hitler to use; so Homer wrote the Iliad as a tragedy for almost everyone in the story to show this truth for the ancient Greeks. The Gods played on human beings just as Paris, who was lured by Aphrodite, seduced Helen and then caused the war, people actually could not control their life under their own will. And likewise, even though the Gods controlled humans' life to some degree, they still could not have the the complete control of the story: Zeus's son, Sarpedon, died in the war while the God of all Gods had no choice to save him but could only lament his death.[5] Moreover, the Gods did not even agree with each other on who should win the war. In Homer's writings, the Gods interact with humans a lot, in direct ways such as fighting wars with them and actually talking to them. In the later writers' tales, Gods no longer directly interfere in the tales but stay in the worship of humans, in works such as "Oedipus the King" by Sophocles. Also, in Homer's works, the Gods were more like humans, with various emotions. They ruled over human but still, fate was the overmatch to everyone involved.

Homer had a distinct and successful compositional feature. He was extremely good at characterization, vivid description, and using of flash back, as shown in both the Iliad and the Odyssey. The main characters in the Iliad are Achilles and Hector, while there were more than twenty famous heroes fighting in the war. All of them, including Achilles and Hector, share some similar characteristics but are generally all different in personality. Achilles was so emotional that he burst into anger immediately when Agamemnon offered him unreasonable treatment; he was so brutal that he tortured Hector's dead body violently, ignoring the cry of the Trojans. But he was also brave and had his principles to guard his honor. He was not afraid of Agamemnon, the king, and he was not afraid in any battle. He cherished his friend, Patroclus, and felt sorry for Hector's old father in the end.[6] As Homer presented all aspects of Achilles' emotions, behaviors and dialogues, we can imagine a vibrant picture of a Greek hero having all sorts of human qualities. This is the result of successful diction choice, tone choice and effective use of devices such as metaphors.

Homer uses a long passage to depict the sophisticated patterns on armor Hephaestus gave Thetis, aiming to show the excellent quality of the armor and foreshadowing on how the war may end; he described Hector a man "or cutting the head from the body and fixing it on the stakes of the wall.
".[7]As Homer's epics were at first an oral product, the word choice includes many repetitions. The adjectives for given Gods are special, and Homer made these adjectives specific to the Gods for everyone who reads. The "Grey-eyed"Athena, the"bare armed" Hera, the "swift footed" Achilles…He made the figures even more classic.
Homer pioneered the narrative use of flash back. In both the Iliad and the Odyssey, he told the story from the ending. The Trojan war lasted for ten years, but Homer emphasized only the tenth year. Odysseus traveled for ten years, but Homer began the telling from the 40th day before he got home in the tenth year. In this way, Homer not only avoided the tediousness of straight chronological plots, he also tantalized readers' interest. As the stories were approaching the end, readers feel both curious about what happened before and what will happen next. Homer then gradually reveals the past using flash backs and story telling by his characters, plus giving the readers a living experience of witnessing the final tragic outcomes.
To sum up, it is obvious to us, readers from thousands years later, to see how important Homer epics were in the western world of literature because of his vivd depicting of logical, appealing story scenes, his application of various writing techniques, his expression of typical Greek values and moralities, and the fact that he was the oldest writer ever in ancient Greek history. How did people lived in the past viewed him? Did the heirs from later centuries of Homer's time also highly praised his greatness? I want to specially focus on people lived in the Hellenistic Roman Empire, as there were the most abundant data in that period.
To study how important Homer is for people who lived in Greco-Roman times, in terms both of their education and their reading, I have done a research project based on the Oxyrhynchus papyri online, counting the number of papyri fragments relevant to famous classic writers and poets among a total of 1330 literary papyrus fragments discovered in Oxyrhychus. The fragments includ
e not only the works of the writers, but also literary products related to the writer. Here in the table showing my results, I specified different types of papyri into glossary, commentary, hypothesis on the works, scholia and word list, treatise and writers' life

record. In this way, I think it would be more explicit to see what ancient people read, how they read and who they preferred.
Comparing the number of fragments from the Homeric epics to other literature, there was a clear phenomenon that Homer's works enjoyed the highest popularity among Oxyrhychus citizens, since there were papyrus fragments representing 179 copies of works by or about Homer. This means that Homer' works alone took up 13.2% of the total fragments of literature papyri, while no any other writer was comparable with him. The large number of Homeric works strongly indicates that people in Oxyrhynchus read Homer a lot. I thought it might be because he was such a productive poet who wrote two epics of 24 book scrolls each and some other hymns, that only one copy of one of his works could be represented by several fragments. But I discovered later that each fragment in the Oxyrhynchus Papyri online data base tends to represent a different copy of his work, which means that Homer was truly welcomed by the readers in Greco-Roman Egyptian people. As it was controlled by the Roman Empire and we know that there were Greek migrants all across it, the whole Mediterranean world had very similar reading habits. Thus, we could reasonably assume that Homer was appreciated by generations in the Greco-Roman Empire and his works spread widely in numerous amount of copies.
To my surprise, these listed 18 writers take up to 58.9% of the total literary papyri.I did not expect it to be such a big proportion since I only picked 18 writers. Some writers listed in the table were well-published only less than Homer: for example, Thucydides and Hesiod each contributed over 85 fragments of papyri. There were other classic writers, such as Eupolis and Callimachus that I did not include because there were only a few fragments of each. Moreover, a large proportion of the rest of the papyri was too damaged for the author to be

recognized, which means that some of the rest could be classical literature. In a word, the people who lived in Oxyrhynchus read a variety of literature that was produced centuries before their time, demonstrating a good taste of choosing what to read. Just like today people still enjoy reading Shakespeare and Charles Dickens a lot, people in Oxyrhynchus may also have viewed the classics to be the best to read because they had stood the test of time. As I suggested above, the entire population of the Greco-Roman Empire probably preferred classics rather than contemporary literature.

Table 1-1

Author name	Total quantity of papyri by author (listed by genre)	Quantity of literature papyri	Quantity of glossary	Quantity of commentary&hypothesis on the works	Quantity of scholia &word list	Quantity of treatise on works of this author	Quantity of biography	Percentage among all literatures (1330)/%
Homer	**176**	**155**	**3**	**8**	**10**			**13.2**
Hesiod	**89**	**86**	1	2				6.7
Pindar	**38**	31		6			1	2.9
Alcman	**15**	8		7				1.1
Sappho	**15**	12		3				1.1
Euripides	**88**	**85**		1	1		1	6.6
Aeschylus	**23**	23						1.7
Sophocles	**23**	22		1				1.7
Aristophanes	**30**	27		2	1			2.3
Menander	**61**	56		4	1			4.6
Thucydides	**68**	67		1				5.1
Herodotus	**26**	25		1				2.0
Aristotle	**3**	3						0.2
Plato	**60**	58		1		1		4.5
Isocrates	**47**	46					1	3.5
Xenophon	**13**	13						1.0
Lucian	**3**	3						0.2
Vergil	**6**	6						0.5
Others	**546**							41.1

On the other hand, most of the writers' works were accompanied with commentaries that are written by later scholars to help people while reading these ancient works. Glossaries offered people with explanation of specific terms that a writer uses, possibly of his professional or personal use of phrases. Commentaries or explanatory notes on a text to help people better interpret the reading, played a key role. Word lists, similar to glossaries, provide narration on words that were remote or rare. It is worth mentioning that Homeric literatures had the largest quantity of glossaries, commentaries and scholia. Specifically, there are 3 glossaries, 8 commentaries and 10 scholia along with word lists for the Homeric epics and hymns. These are outstanding statistics among all of the writers, for many of the other writers did not have a glossary or word list noted. Two aspects should be included in the answer for this question:

1. The Homeric epics are believed to have been written in the eighth century B.C.E. so that they are the oldest surviving Greek literature. Contemporary readers in Oxyrhychus must found a lot of problems in understanding Homer, for the Greek language had changed considerably during the hundreds of years since Homer's time. The Homeric epics were also long and complicated so that originally people might need dictionaries when reading.
2. As I discussed, the Homeric epics might be the best seller in the Oxyrhynchus book stores, so people also wanted more copies of assisting material. Scholars and ordinary citizens must be very interested in these classics and wrote down their comments and notes a lot, that became the commentaries and scholia.

Thus, it is not a strange thing for Homeric poetry to be the biggest owner of related material to it.

Some intriguing discoveries I found include that there were even biographies of some writers in the table. Homer was not one of them. He was the most ancient writer among this group of 18, and I suppose it was not easy for later scholars to write a life record for him when little evidence about him survived. On the other hand, Pindar, Euripides and Isocrates had biographies since they lived in a closer age than Homer did, as well as that they were very famous and prolific.

In the table, the only treatise was on Plato. Fifty-nine other papyri also recorded the works of Plato. However, there were only 3 papyri pointing to Aristotle, the other great philosopher. This is probably because these papyri were mostly written and buried during a time when Plato was specially in fashion among people's choices for philosophy reading. Around the time of 100 C.E. to 300 C.E., there was a school called "Neo-Platonism" that promoted Plato a lot in the Roman Empire. Aristotle was later hugely popular around 400C.E. and 500 C.E. Meanwhile, a treatise is a formal academic paper that probably required the author to be highly educated. There might be more treatises in Oxyrhynchus, for it was one of the metropolitan cities in Roman Egypt. Looking at these papyri, I came out with several questions. What was education like in Greco-Roman world? How and what did the students learn?

The illustration 1, fragments of a papyrus of a treatise on Plato, Oxyrhynchus Online Image Database, P.Oxy.XLV 3219, Frame a.01

In ancient Greek cities, primary education was common, as basic reading and learning skills were treated as a requirement for most people while a small number of people could master them deeply.[8] The basic education in ancient Greece spread because there were relatively strong incentives for people like Athenian citizens to learn reading and writing. The politics were free and self-governed in Athens. According to the laws, with some difference in periods to periods, every free male citizen had the right to vote and voting for their country to decide important affairs was highly valued as the responsibility of a good citizen.[9] In order to vote, a man would have to be capable of reading the laws and comprehending what he read. Also, announcements about changing an old law or making a new law would be posted up on the walls in front of assembly spaces so that people could read them freely. Certain writing skills were essential, too. During the annual assembly for ostracism, which over 6 thousand people must attend, people needed to scratch names on pottery pieces to decide who might be exiled for ten years.[11] Moreover, ordinary people were assumed to have the ability of writing simple scribes and communicate with each others with these messages.[10]In such a spirit of autonomy and democracy, people took "illiteracy" as an insult.

Ancient Greek people also enjoyed an easy way of learning literacy compared to all the others at that time in the world. Their ancestors revised the Phoenician alphabet into the Greek letters, creatively added vowels, making the Greek alphabet very easy to learn——with only 24 letter to remember since each letter only represented a sound instead of a meaning or several meanings that world be hard to learn.[12] In this way, even kid at a young age could start reading Homer under the help of tutors, and interestingly, they did start with Homeric epics.[13]Admittedly, the situation of the ancient Greek people was ideal for the foundation of literary education as they were the possessors of the great works of Homer, Hesiod and the Lyric poets of Archaic Greece.

With the easily taught device of the alphabet, and texts books of great writers and poets, those who had a craft in reading and writing exploited the motivation of parents to get their children primarily educated. Boys at the age of six or seven were sent to private institutes run by a teacher to receive courses for usually three years. Their courses included reading and writing, music and physical education. Such schools were more like businesses that served nearby local communities. When the head teacher of a school moved his home, the school would move with him, as he was the master of the business. So there was no extra governance imposed on the schools other than regulations such as paying tax regularly just as the carpenter shops or the tailor shops had to do. [14]As more and more places had the demand for education, teaching as a profession became more and more common. The prices for a three- year education is usually cheap—a typical price is one drachma for one month. An ordinary business man could earn 20 to 30 drachmas every month, and a teacher, if he had a class of 30 kids in a community, could earn a monthly income of 30 drachmas, too.[15] That would well support his family even with some saving. As most families, except the very poor, could afford a tuition like that and the result of basic education seemed to be rewarding, more boys were enrolled in schools and got educated. Sometimes a rich person that wanted to make contribution to his community may sponsor the poor kids in the area to go to schools [16]

With the incentive for education, the alphabet and material suitable for teaching, the easy accessibility of schools, and the affordability of tuition, the rate of literacy became high in ancient Greece.

However, for the Hellenistic and Roman Empire, it was a different story. Though people in the empire had such good texts to learn, the incentive for learning was not like in the democratic Greek cities of earlier times. The politics were controlled by groups of elites, while ordinary people did not have the right to participate in law making or writing votes, let along the truth that education had become more expensive. Only elites and nobles would send their kids to schools and maybe receive higher education overseas in places like Alexandria just like the nobles in ancient Greece sometimes did.[17]\Among common citizens, craftsman's literacy was less rare. Merchants that needed to keep records of their trades may learn the vocabulary for businesses and writing for making documents and contracts. Such education is sufficient for their specific area of usage. There were people who helped others in the community to read and write letters; just like the merchants, they learned the fundamental writing and reading for everyday use only[18].

Lucian, the satirist writer lived in the Roman time, discussed an ignorant Syrian book collector and showed us a side of how the people at that time were treating reading. The treatise he wrote, translated by Harmon to English as "The Ignorant Book Collector" was written to "a man who lacked the aristocratic training in liberal arts education and buys a lot of books"[19] The time was set in Aurelian era (mid 2nd century CE), and the Syrian book collector in the story bought a lot of book scrolls but instead of properly choosing what book to buy or read, he just picked those expensive ones that looked fancy on the outside, to show off. Lucian made the point that he could read, but the treatise was a satirical attack on such behavior, and a discussion on what is the proper understanding of reading under the elite education background. For the true elites, Lucian pointed out that they should be able to judge the value of a text, to understand its structure and rhetorics, finally to evaluate the morality expressed.[20]

Apart from the more common craftsmen literacy in the Greco-Roman time and the minor aristocratic education providing critical thinking and advanced skills, the full literacy at a high percentage of the whole society like ancient Greece no longer existed.

As I mentioned, people in both Greece and the Roman Empire learned Homer in schools. Actually, in the third century B.C., Homer was for the first time translated into Latin. Livius Andronicus, a captive from the Greek city of Tarentum, was sold to a Roman noble slave owner. He turned out to be a highly educated man, for which his master employed Livius to be the teacher of his children. After he did a great work in teaching, his master gave him freedom. Instead of going back to Greece, he still lived in Rome and translated Greek literature into Latin, including Homer's Odyssey in Saturnian meter, called Odusia. These paraphrases of Greek works were used as teaching material in private tutoring when he later founded schools.[21]

Why are the Greek classics so distinguished in all hellenistic education in the Mediterranean world, especially Homer? Greek classic writers were not only great in writing myths and tales with their superb writing techniques, they also taught children moral behaviors and correct values.[22]The Homeric works were considered great examples of correct behavior. The heroes were examples of what a man should be like. A man should be as brave as Hector, fighting honorably for his homeland, but sometimes the running away because of fear is also acceptable if that may save your life. A man should be proud of spoils he gets from the wars he won, as that is what he deserves, in the eyes of Achilles. The decisions they make were the examples of right and wrong. Odysseus was so clever that he did not rush into his home before making sure that his wife is still loyal to him, so that he would not be harmed by the suitors.[23] The spirits of great men were examples for students to learn. The friendship between Patroclus and Achilles was moving for every reader and students ought to treat their best friends loyally, too. The persistency of Telemachus in finding his father was also admirable for students to interpret how they should treat their parents and other problems that require preservation. In a word, Homer and the other classics were fundamental reading for students with a well-rounded educational value.[24]

4. Conclusions

To sum up, literacy and education in the Roman Empire and in the ancient Greece indeed included many readings of Greek classics and they were spoken very highly as suitable material to learn both basic and advanced writing skills and correct judgement of right from wrong. For example, Homer epics were the foundational reading in school education in both time because of its superior status in classic literature. Students, scholars and readers in the Roman Empire, according to the research data base of Oxyrhynchus papyri I made, appreciated the classic literature a lot. Homer was the most famous one among the writers as well as all Greek literature weighted heavily among what people in the empire read. Scholars even studied together to get deeper attainments in understanding classics and they had clear idea about what a proper reader should be like.

Tested by time, Greek classical literature still stand in modern people's must-read book lists. What true valuable will be inherited by generations and generations, until the very end of human culture.

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Research into Hospitality English Courses in ChinaBased on ESP Theories

Yunyun Fan1[, a,,] Xiaolin Li[2, b]*
[1]Institute of Tourism Development, Hubei University, Wuhan 430062, China
[2]Institute of history,culture and Tourism, Jiangxi Normal University,Nanchang 330000, China
**E-mail:bypp001@qq.com*

Abstract: Prosperity of the hotel industry also imposes higher requirements on hotel staff for their working skills and professional quality. However ,the current hospitality English still fails to meet the growing demand of our socioeconomic development , improving curriculum for hospitality English has already become a priority for teaching research. This thesis has reflected upon the concepts and features of hospitality English ,analyzed problems in current teaching systems for hospitality English and explored solutions for improving course designs and teaching methods based on ESP theories.

Keywords:ESP theory, hospitality English, curriculum , teaching exploration.

1. Concepts and features of hospitality English

Hospitality English refers to English used in hotels for serving foreign guests.Its scope of application is very extensive and applies to every staff in the hotel. Features of hospitality English can be concluded as follows:

1.1 Strong practicality

Work at the hotel in itself is very practical,so is the course of hospitality English.The purpose for students to take the course is to have smooth communication with the guests at ease.

1.2 Strong professionalism

Hospitality English is vocation-specific special English.Study of hospitality English calls for a foundation of basic and major courses in hospitality management.

1.3 Strong communication skills

Courses for hospitality English must underscore training in speaking and listening.If the working staff want to meet the demand of foreign guests and provide services of better quality,they must first understand requirements of the guests.

1.4 Comprehensive knowledge

When students take lessons in hospitality English,they also need to learn about foreign customs,dietary,religion,etc. to meet the demand of working in today's modern hospitality industry.

2 Problems for hospitality English education in today's China

2.1 Monolithic course design

In the area of ESP education,needs analysis involves two aspects:first,target situation analysis:TSA; Second,analysis of students' learning needs.Therefore,in the current curriculum reform,we should try to meet the demand of the teaching objects,teaching materials and the need of interaction in the teaching mode.

2.2 School conditions

2.2.1 Poor infrastructure for learning and teaching

Study of hospitality management must be equipped with audio devices.However,it has already imposed limitation upon students of the major who want to improve their listening and speaking skills.

2.2.2 Lack of demand for professional English foundation

The way schools evaluate students of hospitality majors is really test-oriented.They only care about whether students have passed the public English tests,while the course of hospitality English is still taken just as a regular course.

2.3 Lack of constructiveness in teaching materials

One reason for students' lack of interest in hospitality English is the mediocrity and boredom of the teaching materials.Therefore,such textbooks should not only reflect features of hospitality English,but also strive to be innovative,knowledge-based, pragmatic and time-relevant.For instance, there could be original texts,introduction of different positions in the hotel,division of work in different functional departments, etc.

2.4 Varied capability of teachers for the course

2.4.1 Lack of professionalism in wording and phrasing

As an applied subject, Hospitality English must strengthen teaching of daily greetings, proper nouns and technical terms.In addition, proper nouns and technical terms also make an integral part in hospitality English.Such as "The chef let me tell you the dish is on the house". If he has no idea of "on the house", it would be difficult for him to make sense of the sentence.So hospitality English teaching should be closely combined with professional knowledge teaching.

2.4.2 Lack of regulation in syntax

If the working staff always communicates with foreign guests, yet his communication languages always carry obvious grammar errors, it would not only lead to misunderstanding in the communication, but also affect the general image of the industry in China.

2.4.3 Out of date in the teaching mode

first, improper arrangement of the class overs with a lot more time on teachers talking rather than students practicing which inevitably leads to the lack of initiative and innovation of the students. Second, lack of in-depth understanding of actual hotel businesses and too much dependency on language analysis of the texts.Third, lack of flexibility and interesting content in teaching methods.

2.4.4 Difference in thinking patterns

Reflecting on language.To truly master native English communication skills,we must learn about the differences between English thinking and Chinese thinking to help Chinese students break free from the framework of Chinese thinking patterns and use English ones instead.They can avoid using Chinese in class so as to reduce interruption from Chinese way of thinking and create a teaching environment in English.

3. Discussing English curriculum design and teaching based on ESP theories

3.1 Theoretical basis for ESP theories

The teaching proposition of English for specific purpose,ESP in short originated in the 1970s came from the register theory in Halliday's functional linguistics,which refers to English for a certain profession or discipline.So ESP classes are designed for specific purposes and demand of learners.The theory covers five aspects of register analysis,target situation analysis,rhetorical or discourse analysis ,skills and strategy, and learning centered approach.

3.2 Application of the theory

3.2.1 Application of ESP home and abroad

The ESP teaching was established in the 1960s with its theoretic foundation in functional linguistics.Starting from the 1970s,ESP teaching theories and application became popularized in many countries.The English teaching community in China did not pay attention to ESP until the 70s.Yang Huizhong was the first person to introduce the concept and recommended relevant materials from abroad.Ever since the 1980s,ESP teaching has embraced sound momentum.In the mid 90s,with fervent call for interdisciplinary talents and English teaching reform,ESP teaching again emerged as a hot opic in the community.

3.3 Course design

3.3.1 Diversifying the teaching methods

First,schools should design modules of new courses combining mandatory and alternative subjects for hospitality English majors,and strengthen segment teaching for the major on more detailed basis.Second,schools should strengthen supplementary teaching of English expression and translation for relevant knowledge in areas of tourist attractions,local traditions,cultural customs,local specialties,etc.Third,we should enhance students' understanding on the environment , culture,ritual, courtesy,living,dietary habits of different countries guests are coming from.Fourth,we should improve listening and speaking training for the students and introduce more evaluation and tests of their abilities.Fifth,we should diversify the teaching methods and increase the competitiveness of our students in the labor market.Sixth,we should establish inclusiveness in major design and expand the scope of knowledge in hospitality English major.Seventh,with boy and girl students seeking for different positions and different development directions,we should consider whether we should introduced tiered education.Eighth,we can establish senior management class and service English class.

3.3.2 Increasing the share of practices in class

Making use of training base or setting up a training base.Hotels offer students actual platforms for simulation in training.Besides,schools can make use of the current resources they have to set up training rooms on the campus.For instance,they can use the school canteen as a training base and ask students apply what they have learnt in the textbook in actual service in the restaurant to test the teaching effectiveness.Or,the school guesthouse can be made into a hotel for internship with the lobby and guest rooms as training bases,so that both teachers and students get trained and improved in the simulation practice.

3.3.3 Compiling quality textbooks

Based on the problems in the current textbooks,schools can initiate communication between people in the business and teachers for the major where people can share problems they meet,solutions they think of and experiences they accumulate so that teachers can refer to and apply to the class.

3.4 Teaching exploration

3.4.1 Making full use of multimedia computers and inspiring students' interest in class

Multimedia computers have further integrated such interaction with the visual,audio functions of televisions which have given way to a new way of human-computer interaction that is quite vivid with pictures and paragraph.Also,such interaction can receive feedback,which can strongly increase students' activity and yearning for learning.

3.4.2 Combining traditional class with Cyber platform

Such teaching mode combines face-to-face teaching in class and self-learning on the Internet,which usually takes 2+2+X weeks.The first two hours are with teachers teaching English knowledge and training students reading and writing abilities in classrooms.The next two hours are with students taking practice in listening and speaking in audio rooms.The X hours are students' self-learning at the computer room.In this way,we can inspire potentiality of students and help them not only improve their skills,but also develop a good habit of self learning toward the ultimate goal of individualized and customized learning.

3.4.3 Creating communication situations and incentivizing students' motives

An important hurdle in English education is that students do not have access to a sound language learning environment.With introduction of multimedia and Cyber technologies into teaching,the powerful interaction assisted by modern IT technologies have made it possible to create a favorable English environment.Situation creates a little world in education.If teachers can bring students really into the role they play in the situation,then teachers can provoke the emotional feelings of the students and achieve good results out of the teaching while training students' English social abilities.

3.4.4 Increasing opportunities of further study for teachers

To address the problem for lack of comprehensive knowledge on the part of hospitality English teachers,we have to increase opportunities for them to get training and further study.This is the only way to guarantee comprehensiveness and professionalism of hospitality English teachers,and ensure that the vocabulary and grammar taught during class can be well integrated with the actual training and working in the hotel.

4.Conclusion

Hospitality English teaching,as an integral part of high-level education has embraced some development,but also faced with many problems.The most prominent one remains the lack of effectiveness in teaching and lack of coordination between teaching and application as well as lack of application of such hospitality English.Only with innovation and improvement in teaching methods,introducing curriculum reform according to requirements for today's talents in hospitality industry,can we achieve qualitative leapfrog development in the teaching performance.Only such rules can accord with development of international hotels and offer brighter prospects for the career of hotel talents.

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Critical Review of a Research Report on Language and Identity

Siyao Luo
Guangdong Vocational College of Hotel Management, Dongguan 523960,China
*Email: siyaoxiaoke@126.com

Abstract: This paper aims to make a critical review about a research report called *Understanding students with immigration backgrounds: a German case of students' language and identity in development.* In this review, introduction, theory, literature review, data collection procedures and data analysis, major result and conclusion, and implications will be presented.
Keywords: language; identity; immigrant students; non-immigrant students; academic achievement.

1. INTRODUCTION

In order to understand the gap between the immigrant and non-immigrant students in the academic achievement, a critical review about the report called *Understanding students with immigration backgrounds: a German case of students' language and identity in development* was done to explore the impact of language and identity.

In the reviewed report, Bouchereau Bauer et al (2015) have conducted a research to explore the effect of language and identity on immigrant students' learning process as, in German, the students with immigrant backgrounds and the students with non-immigrant backgrounds have gap in the academic achievement. Since this study is a qualitative research that explores how language and identity affect the immigrant students' awareness of learning in the school, it is a successful empirical study in exploring the language and identity.

2. THEORY

It is suggested by Pennycook (2010) that the learning process of the students with immigrant background is complex as they have their own languages and culture from the original country but they have to reconstruct their identities in the living environment. Therefore, it is significant to explore how language and identity affect these students' learning in the school. Also, according to Peirce (1995), the language is not only a language for communication but also reminds the learners to construct their identity, which persuades students to put more investment in study. Since identity is related to understand person's relation with the world, it could influence person's participation in the society. In addition, Also, Norton (2001) suggested that our identities are also shared by the combination of both participants and non-participants. Their relationship between the identity and participation interacted. This is because the disparity between peripherality and marginality is significant to teaching immigrant students. Therefore, the students who are not conscious of their identity may not participate in the classroom actively. As a result, Pennycook (2010) mentioned that in order to raise immigrant students' participation in the classroom, it is necessary to shape the imagined communities, a group of people connected through the power of imagination, of the students and foster the multiple identity of them. According to a research conducted by McKay and Wong (1996), it is discovered that how subjectivity influences the students' literacy writing and how identity influence students' participation in the class. In order to promote the education among the immigrant students, it is significant to explore the connected relationship between language and identity and the effect of them in learning .

3. LITERATURE REVIEW

Silverstein (1992) suggests that ideology influences indexicality, how language forms index speakers' social identities. To start with, first-order indexicaity could construct an association in the sociolinguistic work by some linguistic forms with social meaning. Then, second-order indexicality is to use the first-order to do social work in the communities, which brings communication among the speakers. Furthermore, with the communication in the same language, a region or class will occur, which is a social group with certain linguistic form. These groups come from a specific local and social circumstances and the speakers related to these groups have their own identities (Milroy, 2003).

According to Paltridge (2015), the identities could increase the participation in specific communities of practice as the membership of these communities achieved their identity by achieving the awareness of belonging when they speak the same language. In other words, the increasing interaction between the speakers is own to the willingness to affirm their identities in the communities. An example of the princess Mary of Denmark who was born in Australia and got married with the prince of Denmark was given by Paltridge(2015). It is to identify the power of language in improving the awareness of identity and the increasing participation from the power of identity. Moreover, the effect of language could refer to education. It is suggested by Kanno and Norton (2003) that identity could refer to learners' imagined communities and it could affect learners' motivation for learning and their investment in learning process. Therefore, the identity has become a vital factor in learning. Furthermore, it brings the implication that the learning process is to some extend in relation to identity.

4. DATA COLLECTION PROCEDURES AND DATA ANALYSIS

In order to discover the relationship between students immigrant status and academic success, a qualitative study has been conducted among two students, one boy and one girl, in a 4th- grade class in German. The data in the study comes from videotaped classroom observations, field notes (from both regular and German as a second language classroom), classroom instructional materials, a teacher interview, classroom work from students, Then, students' interviews were analyzed with the information in relation to their attitudes toward school and teachers, personal aspiration, and self-empowerment toward reaching their goals. Also, the study analyzed the teacher interview and subsequent informal discussions for teachers' attitude toward students, sense of empowerment to offset students' outcomes, and expectation for her student. Furthermore, all the classroom data under supervision of the first and third authors were transcribed by a German- and English-speaking research assistant. Then, a comparison between data was conducted by the researcher.

5. MAJOR RESULT AND CONCLUSION

The research reveals that the immigrant background influences the learning process of immigrant students with the the lack of motivation to speak German. It is suggested in the research that the students move between cultures and language, therefore, they have the identity from the original country. Since their mother tongues are different from the native language, it negatively influences the language and literacy teaching as the certain linguistic practice brings the obstacles to the native language learning. Therefore, two issues need to be discussed according to the findings. First of all, the immigrant students should recognize their multilingual skills properly and raise the desire to learn more about the native language. Secondly, it is necessary for these students to view their multilingualism as a way to resist what they view as an arbitrary restriction on their linguistic identity. In conclusion, due to the lack of willingness to learn the local language, these immigrant students' academic achievement is less than the local's. In order to solve these issues, these students should be guided to be aware of their double identities with different languages and, recognize which one is the most important. Moreover, teachers should be responsible to those immigrant students by improving their awareness of belonging to the German and encourage them to participate in the class.

6. IMPLICATIONS

In the review, the most significant achievement is the power of language and identity on learning. Bouchereau Bauer et al (2015) reveal that the learning process concludes knowledge identity, and future construction of oneself. Therefore, the relationship of language, identity and learning should be explored to improve immigrant students' academic achievement. From the study, it is discovered that the post-structuralist approach to language and identity is suitable to the research. Moreover, the qualitative research contributes to exploring more details in the research about language and identity (Holliday, 2015). However, the research still needs to present the ethical consideration in relation to language and identity because not every immigrant students are shy to participate in the classroom because of the lack of German identity.

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Measures to ensure safe operation of electrical equipment in petrochemical enterprises

Guangjia Zhao, Gaofeng Xu, Zhaoliang Sun and Xiaoheng Zhang
Changqing Oilfield Company Oil Production Plant No.3,Shanxi, Yanan 716000,China

[Abstract]In the petrochemical industry, a large number of different types of electrical equipment are involved. In the enterprise production and storage equipment, electrical equipment accounted for a large proportion. Most of these electrical equipment are expensive and related to the key processes in the petrochemical industry. They are very important mechanical equipment. However, due to a variety of factors, these machines may have some electrical faults in the process of using. In practical application, we should pay attention to the analysis and maintenance of electrical faults of various electrical equipment, in order to better guarantee the running status of different equipment, and ensure that it can effectively complete the corresponding production tasks. Therefore, this article focuses on the safety management of electrical equipment and fault inspection methods are analyzed, in order to provide reference for the safety production and management of Petroleum Enterprises
Key words: petrochemical industry; electrical equipment; safe operation; measures

Since entering the twenty-first Century, the social and economic development has a close relationship with petrochemical enterprises. Petrochemical enterprises not only provide convenience for people's daily life, but also promote the rapid development of the industry. Because of the particularity of petrochemical enterprises in raw materials and processing technology, it has higher requirements for production safety. Therefore, it is necessary to analyze the safety of electrical equipment in petrochemical enterprises. Electricity plays an important role in the production process of petrochemical enterprises. Only by ensuring the safety of the operation of electrical equipment in petrochemical enterprises can the guarantee of the good operation of the whole enterprise be provided. In order to ensure the safety of electrical equipment in petroleum enterprises, it is necessary to take scientific and effective fault detection technology to find and solve the hidden dangers in the equipment in time, so as to realize the continuous improvement of the safety of electrical equipment.

1Related requirements of electrical equipment in petrochemical enterprises

As the main energy industry in the country, the petrochemical industry plays an important role in the development of national economy, which makes most large-scale petrochemical enterprises belong to state-owned enterprises. Need to use a large number of electrical equipment production process in petrochemical enterprises, the stability of the running state of electrical equipment and continue to have strict requirements, because once the equipment failure, it may trigger a series of major accidents, casualties and economic losses. The safe operation of electrical equipment with safety and reliability, the petrochemical enterprises, but due to various factors (human, natural and equipment) of power system fault inevitably will produce a variety of after failure if not quickly restore power will bring great economic losses and serious social impact. Therefore, the safety of electrical equipment operation process is directly related to the safety, continuity and effectiveness of the entire petrochemical enterprise production process. In order to ensure continuous, efficient and safe operation of petrochemical enterprises, it is necessary to strengthen the safety management and fault inspection and diagnosis of electrical equipment.

1.1 general specification requirements

Electrical work personnel shall not be less than two people; petrochemical enterprises electrical equipment should be according to the prescribed time and content requirements, professional team for regular electrical test;

1.2 safety management of high voltage electrical equipment

For indoor high voltage electrical equipment, the isolation room should not be less than 1.7m fence settings, and pay attention to the lock, to ensure the soundness of the installation. No one can enter the fence work at any time; in thunderstorm days, outdoor insulation should be paid attention to when the high voltage equipment is inspected, and it is not possible to approach the lightning protection facilities;

1.3 safety management system

Petrochemical enterprises should strictly implement the first kind of work ticket and second kinds of work order system. Practice the system of pre programmed voice switching operaticket switching process. Ensure that the electricity has been checked before the electrical operation, the safety measures have been implemented, and the lock sign is signed. Temporary power operation must be protected by one machine, one gate and one protection, so as to avoid serious electric shock accident.

2State fault of electrical equipment in petrochemical enterprises

Filling repair work of electrical equipment in petrochemical enterprises are divided into three categories: one is the maintenance, the majority of enterprises are using this maintenance mode, but the fault has appeared and has brought great economic loss, so the maintenance is only suitable for the maintenance of non key equipment; two is the regular maintenance, specified period comprehensive inspection of electrical equipment enterprises, but with the development of the enterprise, this will affect the enterprise production operation and maintenance mode has many shortcomings, can not achieve the maintenance of good effect; three is the condition maintenance, condition based maintenance is maintenance of the highest level, mainly through the State Development Trend of electrical equipment makes the reasonable prediction, in order to carry out the equipment maintenance work as the basis. Mainly divided into the following several conditions: one is the fault of electrical equipment fault refers to the fault Association, due to design flaws in the system, according to the frequency of occurrence of associated fault which is divided into fixed and random of two; two is the relationship between the fault, this kind of failure is mainly caused by human factors. For example, in the transport and installation process of the employees in the operation failure, the fault of employees through the operation of the standard can be effectively avoided; three is the equipment failure caused by environmental conditions, electrical equipment will be influenced by environmental factors, when the external conditions do not meet the requirements or there is a big change will easily lead to fault of electrical equipment.

3Analysis of safety operation measures of electrical equipment in petrochemical enterprises

3.1Operation and maintenance of electrical equipment

Switching operation must handle the relevant ticket and get the leadership approval to operate, switching to a person operating a confirmation step by step, supervision, adopt complex chant vote system, ensure the switching work can not have any mistakes no danger of anything going wrong. The insulating gloves must be worn when the driving mechanism is used for pulling and closing the knife switch and the switch. Insulation boots must be worn during the operation of high voltage equipment outdoors on rainy days. For the insulation rod, it should have rainproof cover, and it can not be operated when there is thunder and lightning.

The high pressure must wear goggles and gloves for handling safety fuse at. Operation must use insulation clamp, standing on the insulation pad or insulation platform for operation. If the electrical equipment after power failure, in the absence of open switch and good security measures, equipment can not contact or enter the barrier, in order to avoid electric shock accident caused by sudden call. In the process of power equipment outage maintenance, the following tasks should be carried out respectively: checking electricity, discharging, temporary shield installation, grounding wire installation and hanging of warning signs, etc.. In the course of work, no one shall change the safety measures without authorization. If the homework has not been completed on the same day, the electric test should be done before the second day operation. Before the maintenance of the equipment, the power should be completely broken, and the lock sign should be used to repair the power supply in case of power failure. Before the power line outage maintenance, the power supply on both sides of the maintenance line should be disconnected respectively. After the power cut is determined, the installation of the ground wire at both ends of the incoming line shall be carried out separately.

3.2Analysis of inspection methods for electrical equipment

For electrical equipment, there are many kinds of inspection methods, and different methods should be adopted in the inspection of different electrical equipment. Therefore, in the process of electrical equipment inspection, should take full consideration of the actual situation, take effective inspection methods, in order to obtain more authentic and effective data.

(1) visual inspection method. This is one of the most widely used detection methods of electrical equipment inspection process, which is mainly on the equipment through inspection personnel (appearance), listening (sound), smell (odor), touch (equipment surface) to the position of the equipment fault judgment, in order to further narrow the search scope to improve fault, fault search speed. Maintenance personnel first to the staff around the fault equipment for preliminary inquiry, for example, before the occurrence of the fault of what special circumstances, the occurrence of failure whether there is open flame, smoke or leakage, etc.. After the inquiry, the relevant personnel should carefully inspect the equipment through the four steps of watching, listening, smelling and touching, so as to determine the specific location of the fault.

(2) contrast method. This method is mainly through the electrical equipment in the normal period of testing data and operation parameters and fault data and operation parameters are compared and analyzed, and on this basis to determine the failure of electrical equipment. If the inspection method is used to check the equipment, if there is no historical data of the fault equipment, it can be compared with the normal equipment of the same type, in order to analyze the cause of the fault.

(3) short connection method. Because a lot of

equipment failure is caused by short circuit, open circuit and grounding error. The common short-circuit faults are caused by loose wires, poor contact and welding failure. Therefore, this kind of equipment fault should be checked by this method, and the place where the circuit may be broken is connected with the conductor with good insulation performance. If the equipment is restored to normal, it shows that the circuit has broken open, and then the exchange or maintenance of the power line.

(4) measuring voltage method. This method is mainly based on different equipment power supply mode, respectively, the point voltage and current values were measured, and then compared with the normal operation of the data, to determine the location of the fault. Usually, this method is suitable for the electrical equipment with a large distance between the switch and the main equipment.

(5) replacement equipment method. This method can not effectively determine the location of the equipment fault in the short term. In order to ensure the speed of repair, the equipment components may be replaced directly to the same type of equipment components, and observe the normal operation of the equipment. After the replacement of components, the operation of the equipment should be further observed. If the operation is abnormal, the equipment should be stopped immediately and reused after being completely eliminated.

3.3Maintenance of electrical equipment in petrochemical enterprises

(1) attach importance to the maintenance of grounding device. First of all, it is necessary to pay attention to the regular inspection of grounding device. In general, the grounding device does not need to be repaired, but in order to ensure its safety, regular inspection must be carried out, and the lightning protection grounding device must be comprehensively tested in the thunderstorm season. Secondly, it should also be the grounding devices for daily maintenance, major maintenance projects include: static grounding, monthly check of the external appearance, observe whether there is damage; artificial ground, this part of the device to check on its external environment, prevent the emergence of corrosive chemicals around it, at the same time also should ensure the integrity of the external wire, and apply the marking paint, improve the external environment in the visible; the installation of grounding device in the cross position, such as grounding in railway and highway location device, protection means can take the external, avoid grounding caused by external factors damage.

(2) strengthen motor maintenance. Maintenance of the motor is also divided into two aspects: one is the regular maintenance, motor maintenance in place in general use only 500 volt meter insulation resistance needs more than 500 billion euro, the motor in special place, such as explosive and inflammable places, when using a 500 volt meter, the resistance should be more than 1 megohm routine maintenance, general control in the first half of the maintenance interval of the motor; two is to overhaul, different types of motors to take different maintenance intervals, closed Motors should choose one year maintenance, explosion-proof motor should choose the maintenance intervals for two years, when the motor parts installation does not meet the requirements, it should repair or replacement.

(3) ensure installation and maintenance. The explosion-proof equipment in petrochemical enterprises has higher requirements for safety. Therefore, the safety related standards must be strictly ensured during the installation and maintenance, so as to ensure the standardization and scientificity of operation. First of all, the installation and maintenance of explosion-proof equipment must comply with the mandatory standards promulgated by the state, to avoid security risks caused by the operation mistake; secondly, different types of explosion-proof electrical equipment must comply with the requirements in explosion proof equipment, the line must avoid virtual connection and short circuit connection.

(4) speed up the construction of relevant systems. Petrochemical enterprises in the maintenance of equipment, in order to ensure the orderly expansion of their maintenance work, we must perfect the relevant system construction as soon as possible, for the enterprise equipment fault diagnosis and maintenance work to provide institutional guarantee. For example, in the selection of electrical equipment, it is necessary to choose according to the corresponding selection criteria. In order to reduce the risk, the flameproof and positive type electrical equipment must be selected in the explosion dangerous places, and the explosion-proof equipment should be selected in the lighting equipment. In the actual installation process, must be combined with the operation specification, operating on the basis to meet the explosion-proof purpose, and shall be equipped with two officers were responsible for the installation of the specific operation and monitoring work; and in the actual operation process, should also function as well as the button on each switch set near the sign.

(5) pay attention to state maintenance. Petrochemical enterprises must pay attention to the status of electrical equipment maintenance, mainly as follows: the maintenance of the power capacitor equipment must be maintained at once a day, while the external maintenance can be set for a half a month; maintenance of electrical equipment should be in accordance with the provisions of the relevant departments, choose for half a year or one year time check for transformer; before each use, must be subject to the integrity and performance check, can be put into use in the detection of qualified; and for

the cbcx part, must set up Xu Dong device, to prevent the plug appear suddenly pulled out of the situation.

Summary:

In its daily production and operation process, for the vast petrochemical enterprises, to improve the level of attention to all kinds of electrical equipment, do a good job of electrical fault analysis, and actively deal with all kinds of fault problems is not essential. Enterprises should pay attention to continuously improve their own electrical equipment maintenance and processing level, in order to better protect the running status of various electrical equipment, the use effect and service life, etc., better for the production and operation of petrochemical enterprises. In a word, the safe and stable operation of the electrical equipment in petrochemical enterprises directly affects the safe operation of the whole enterprise. Therefore, we must pay enough attention to the division of responsibilities must be clear about the safety management of electrical equipment, the hidden dangers of accidents timely rectification, the equipment fault timely and thorough treatment, to ensure the safety of electrical equipment, so as to ensure the smooth operation of the safety of petrochemical enterprises.

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The application of mental health education in the management of university educational affairs

Chengxin Guo
Institute of Psychology of the Chinese Academy of Sciences, Beijing 100020, China
E-mail:skypsy@qq.com

[Abstract] Mental health education for college students is an important part of student management. In the wave of reform and development of higher education, college student management is facing opportunities and challenges again and again. This paper attempts to analyze the status of College Students' mental health education and the current situation of college student management, and then expounds the promoting role of mental health education in the management of colleges and universities, so as to provide a theoretical basis for university administrators in their work.

[Key words] Mental health education; University educational administration; Application

With the advent of the era of economic globalization, big data and Internet of things, the living environment of college students has undergone complicated and profound changes. In the face of the living environment of increasingly diverse, college students, moral concept, value orientation, mode of thinking is multi-directional, traditional mental health education model of college students has been difficult to adapt to the needs of the present work, how to do a college mental health education thought in the new situation.

1. Psychological health of college students and the necessity of Education

1.1 Mental health status of College Students

With the transformation of the society, the development of the economy and the innovation of science and technology, the pressure of college students is getting more and more pressure from the promotion, the entrance examination and the employment. The period of university is the transition from immature to mature, from semi independence to independence. There are many pressures from academic competition, interpersonal communication, family and emotion, and future life development. In the face of many difficulties and contradictions, this reflects the psychological health problems of the special group of college students. In recent years, college students drop out, drop out, commit suicide and murder in Colleges and universities in recent years. We can see that college students' mental health has become a bottleneck restricting their development. The mental health of college students is worrying. These discordant factors have greatly increased the difficulty of college student management, and put forward higher requirements for educational administrators.

1.2 The importance of mental health education for College Students

Many modern university education managers deeply realize that the self-awareness of college students is becoming stronger and more difficult, and the difficulty of management is increasing. In fact, this is because the traditional management mode of the school is more utilitarian, neglects the significance of the existence of the people and ignores the students' inner needs. The traditional management mode, concept and method are difficult to meet the requirements of College Students' management, and are incompatible with the new information and new knowledge accepted by the students. Some of the problems but students are often confused or barriers from psychological, psychological factors but the traditional model neglects students' needs, with little regard to their self-development and self realization, no use of educational psychology method to carry out the work, it is no doubt that the student management more difficult, so we can see that ignore the development of students' self management mode is difficult to adapt to the new era of college students to grow up. It can be said that the mental health education of college students, not only for the ideological and political workers in-depth understanding of students' heart, provides a new way to understand the abnormal behavior of the students, but also provides a new approach for better management and students' psychological counseling, more smoothly carry out the ideological and political work played an important role.

2. The roles of mental health education in the management of college educational affairs

2.1 Mental health education is beneficial to the harmonious development of College Students' intelligence and personality

Good psychological quality and positive attitude to life are beneficial to the students' academic progress and the improvement of academic ability. It is of great significance to promote the harmonious development of intelligence and personality and to give full play to the greatest intelligence and intelligence of human beings. In this era of fierce competition and rapid development of science and technology, the requirements for the professional quality and practical ability of contemporary college students are higher and higher. As a country with a large population, the university students are facing all kinds of pressure and competition. Mental health education helps to cultivate good mental quality, is conducive to the development of intelligence and personality of college students, and is conducive to their rational positioning, releasing decompression and self motivation.

2.2 Mental health education can better enhance the sense of belonging of college students to the school and cultivate their patriotic feelings of love school

The sense of belonging to a school is expressed by students' willingness to participate in the activities of a school as a member, paying close attention to the past, present and future of the school, and contributing to the development of the alma mater. The realization of the reform and development of higher education requires the strength of the students. The ideological and political education will pay more attention to the inner world of the students, understand students' psychology, fundamentally stable students' confusion, anxiety, insecurity, and patriotic School of the ideological and political education, help them hold the correct outlook on life, world outlook and values, improve their personal accomplishment, cultivate their modesty and integrity, ideological quality and patriotism, love the school's ideology.

2.3 Mental health education promotes the construction of Harmonious Campus

College Students' mental health education is an important carrier for building a harmonious campus. In twenty-first Century, the talents of colleges and universities are required to be innovative and independent. Therefore, the contemporary college students have more important historical missions. College Students' harmonious psychology and harmonious campus complement each other. It can be said that college students play a decisive role in promoting the construction of a harmonious campus, and promote the improvement of self-management system in Colleges and universities.

2.4 Mental health education is a powerful push for building a harmonious society

Mental health is the spiritual cornerstone of building a socialist harmonious society. College students are the advocates and practitioners of the mainstream ideas and values of the harmonious society, and also the core force to maintain social stability and promote the construction of a harmonious society. Mental health education is to cultivate students' good psychological quality, promote the comprehensive and harmonious development of the students' body and mind, and then improve the harmonious degree of the whole society.

3. The status quo of mental health education in the management of college educational affairs

3.1 The educational thought of some schools is out of line with the requirements of the development of the situation, the phenomenon of hard work and soft work in intellectual education still exists

China's education has long been in the environment of heavy intellectual education and light moral education. This educational model has a far-reaching impact on China's education. Since the examination of the imperial examination, the selection of talents is mainly through the examination. Enter the university through scores to determine whether are eligible to enter a professional learning, outstanding scholarship and student evaluation is still dominated by test scores, the exemption of the quota and push the research to turn professional opportunities or give a professional in one of the top students in Colleges and universities, visible intellectual education and moral education still exists. Nowadays, though the state stipulates that we should bring personal physical quality, morality and good quality into student assessment system, most of them are loose and not effective. The development of quality education has provided room for development for the all-round development of students. However, many schools still pay much attention to students' academic achievements and pay little attention to their psychological development.

3.2 Some teachers' mental health education ability, psychological counselling ability and students' psychological condition are disjointed, reflecting their lack of strength in their work

Due to the lack of full-time staff engaged in mental health work, a large number of part-time staff members have not received professional psychological counseling, Yao's psychological correction and prevention training, and do not have professional, Yao, scientific and standardized mental health knowledge and operation skills. The full-time psychological health education workers face a variety of roles, the daily work is tedious, and the work is difficult to be refined.

The energy of mental health education is insufficient. In addition, the teachers' quality and teaching charm directly affects the size of the effect of teaching, some open psychological education elective course teacher, just to put together the opening hours of their courses in the field of mental health did not specialize in classroom teaching, which leads to the students not to accept professional training. These factors have become an important factor that restricts the mental health education of college students in China.

3.3 The assessment mechanism of mental health is out of line with the objective needs of work, and there is a lack of scientific evaluation criteria for the good difference between teachers and teachers

The evaluation of mental health education in

Colleges and universities is vague and not detailed, which leads to the nonstandard and non representative results of the evaluation. This largely impedes the development of supervision work, because without standardized, reasonable and effective evaluation indicators and evaluation results, supervision can not find the clue, floating on the surface and the whole. If any work is not highly motivated and guaranteed by all conditions, if there is no standard, Yao, science, Yao, Yao and effective supervision and control measures, it will not be able to play well. The mental health education in Colleges and universities can not be quantified, and the evaluation of refined indicators will lead to no supervision in the supervision work, so we can't cut into the shortcoming of mental health education in universities, resulting in ineffective supervision.

4. The application of mental health education in the management of university educational affairs

4.1 Correctly face the problems and guide the students in time

Nowadays, with the emergence of some negative events in Colleges and universities, the public has begun to question the mental health of college students. This undoubtedly increases the pressure of mental health education in universities. For students with psychological problems, the school administrators, Both the direct and the parents are very headache. In fact, it is not necessary for students who have psychological problems, because the proportion of students with serious negative events is relatively small in the whole university group. As a college freshman psychological survey in 2012, involved 5677 students, college students "Healthy Personality Questionnaire" (UPI) showed that 293 abnormal, the abnormal rate was 5.19%, the special group consultation and individual counseling have found two screening rounds, or now have substantial mental illness and behavior of students only 13 people, accounting for only the overall proportion of 0.23%. Most of the students are for life, learning and social problems, do not know how to face, feeling unable to solve, there are some psychological depression, fear, if just appeared on give positive guidance, can let students take these negative emotions out, so as to better solve practical problems, to eliminate causes of deterioration of mental state. But if there are problems, what fear of disease seek medical treatment, students' parents, direct managers are deliberately avoided, hide, so students' negative emotions accumulated for a long time, will have serious psychological problems. Therefore, the psychological problems should be correctly recognized, early detection and early regulation.

4.2 Focus on management and create a healthy psychological environment

To solve the psychological problems of the students is just like the flood control of the flood. In the work of mental health education, teachers should not only pay attention to the problem students, but should pay more attention to the psychological state of the ordinary students as much as possible. On the one hand, in the daily management of students, can strengthen the "Sansheng Education and mental health education in humanistic quality education, guide students to establish a positive outlook on life, world outlook and values, let the students learn to cherish life, take the initiative to solve the problems of education; students learn to manage emotions and self grooming. To help students build their own healthy and positive psychological environment. On the other hand, to increase the general activities of group counseling, peer counseling efforts, because people in the same boat is more prone to empathy, more mutual support, mutual relief, together to discuss common problems to solve. At the same time, can also carry out some psychological film screamingscreenings, psychological drama performances, psychological knowledge contest and other forms, rich content and practical activities to enrich students' extracurricular life at the same time, increase the student's psychological knowledge, and ultimately realize their own problems to solve. Thus, by creating a healthy internal and external psychological environment, so as to achieve their own mental health growth and development. It is just as people pay much attention to the prevention of disease and the improvement of their own immunity, and the psychological health should also pay attention to the maintenance of the prevention and health psychological environment.

4.3 Set an example to enhance the students' confidence in the future

The experience of mental health education for several years tells me that the causes of students' psychological problems can be divided into two categories: the shadow left by bad growth experience and confusion, worry and fear for future. A bad experience of growth, such as a family storm, a stay, a loss love, the defeat of the college entrance examination, and so on, such problems can be found after the case. But in practical work, there are a large number of students who have no goals for their future and do not understand how to arrange college life. In particular, the students in the countryside have no confidence in the understanding of the society and the grasp of the future because of the lack of family education in this area. In view of this situation, can ask some excellent students and graduates who, on employment, the required quality, learning goals launched special reports, for students to clear the doubts, to establish a real, close, can learn from. These students will have confidence, passion, and strive towards the goal after knowing where to go.

4.4 Give full play to the role of the class teacher and improve the preventive function of the mental management system

In the working mode of the existing mental health education in Colleges and universities, the main function is the full-time psychological counselor with psychological professional background. However, the present stage of college counselors is seriously inadequate, not to mention full-time psychological education counselors. In this case, only rely on the professional psychological counselors to carry out mental health education, it is difficult to achieve early detection, early prevention and solution, only when the psychological status of students is poor, serious substantive behavior or disease will be found, and this time is often very difficult to solve the problem. Therefore, a new force must be put into the work of mental health education. Under the present circumstances, it is feasible for a teacher in charge of a class to be a full-time psychological counsellor, the bottom of the psychological management and defense system and the most direct understanding of the student's situation, so that they can play the most timely preventive function. First, as the most intimate teacher in contact with the students, the class teacher knows most of the details of the students. Secondly, the experienced class teacher can often use his experience and the experience of his students to guide the students' emotional problems. If the psychological training is carried out to the class teacher, the fresh blood can be input for the mental health education, and the preventive function of the mental management system can be improved.

Under the new situation, with the change of social environment and the pressure of survival, the psychological pressure of college students will increase sharply, and the possibility of psychological problems will also increase. In this case, how to do the work of mental health education early found a small problem, check erroneous ideas at the outset, it is crucial to solve small problems. Therefore, with the help of the force, timely adjustment, guide the healthy growth of students is feasible.

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Research on the problems and Countermeasures in the practical teaching of educational management major in Colleges and Universities

Wenqian Sun[1], fengrong Zhang[2]
[1]Northeast Normal University, Changchun, 201712, China
[2]Northeast Normal University, Changchun, 201712, China

[Abstract]Practice teaching plays an important role in the training of applied management talents, but there are also some problems that need to be solved. This article carries on the analysis of practical teaching of higher education management specialty, from classroom practice teaching, experimental teaching, practice teaching and other aspects of the new problems of the management class teaching in professional practice, and puts forward the corresponding solutions and measures.
[Key words] management majors; practical teaching; problems; Countermeasures

Introduction:
The student management specialty is to train all-round development, with the economic management theory accomplishment solid, economic, legal knowledge, information technology application level is high, strong practical ability, high comprehensive quality, innovative spirit and specialized talents to adapt to the needs of the social development of economic management. In accordance with such requirements, practical teaching is an important guarantee to achieve the goal of the training of management majors. Through practice teaching, students can get lifelong benefit learning ability, form an open way of thinking and be bold in exploration and dare to challenge on the basis of basic management skills.

1The content of the practical teaching of the education management specialty in Colleges and Universities

Practice teaching is a continuation of the theory of classroom teaching, to supplement and deepen, the relative theory of classroom teaching, which is intuitive and practical, exploring and enlightening characteristics, and has standardized operation skills, theoretical teaching can not be replaced by the 1 class management professional practice generally include the following content:

1.1 classroom practice teaching

It refers to the teaching of the course in order to promote the students to deepen the theoretical knowledge and master the basic professional skills in practice teaching, generally taking the classroom as the teaching place. Through the classroom practice teaching, the students can understand the relevant theoretical knowledge more intuitively, and can cultivate the students' interest in learning.

1.2 field practice teaching

It is based on the practice base as the condition to cultivate students' theory of practice and practice ability as the main purpose of practical teaching. Generally, it includes cognitive practice, production practice and graduation practice. Understanding practice is to allow students to increase their perceptual knowledge, understand the general operation mode and business content of the enterprise, and pave the way for the further study of professional courses. Production practice is a participatory and professional practice closely related to practice. It enables students to participate in the actual business activities, so that students can consolidate their theoretical knowledge, cultivate their ability to analyze and solve problems, and improve their comprehensive quality. Graduation practice is an important practical teaching link before graduation course or design, which has strong practicality and sociality. Through graduation practice, exercise and improve the students' organizational management ability, and cultivate the ability of comprehensive analysis and problem solving.

1.3 extracurricular practice

It is a research training, extracurricular scientific and technological activities, social practice and social public welfare activities, mainly aiming at cultivating students' innovative spirit, strengthening students' practical ability and moral consciousness.

1.4 graduation thesis (Design)

It is a practical teaching activity to cultivate students' ability of comprehensive application of knowledge and to put forward problems, analyze problems and solve problems.

2New problems in the practice teaching of educational management major in Colleges and Universities

According to the requirements of practice teaching in management specialty, we can improve students' comprehensive quality and cultivate students' innovative spirit and practical ability through the design of practical teaching links. However, in the teaching practice, there are often some new problems.

2.1Difficult to implement in classroom practice

The classroom practice teaching includes the practice teaching of basic course and the practice teaching of professional course. With practice teaching practice teaching basic courses such as statistics, economics, management and other courses, but because teaching is the teacher individual combat, often without It differs from man to man. system planning and arrangement, and most of the teaching is still from theory to theory, practice teaching is not implemented.

Professional courses such as marketing, production management, accounting, international trade, e-commerce, logistics management, financial management and other courses are often applied. Practice teaching often adopts case teaching, scenario simulation, curriculum design and so on, but there are still many problems. (1) case teaching: teachers prepare related cases in advance, and divide the whole class into several groups. Students first analyze individually, then discuss in groups, then talk in class, and summarize teachers. However, the selected cases are often lack of pertinence and can not fully reflect the problems and explain the problems. (2) scenario simulation: to design a situation, let students play a role and carry out some activities, such as Simulated company organization, business negotiation, product promotion, market investigation and so on. Often because of lack of some conditions and lack of learning time, not much. (3) curriculum design: although some professional courses in addition to teaching arrangements for the curriculum design of the practical teaching for many years, but the general curriculum design with the church, empty talk, is not enough, the effect is not ideal, and a considerable number of courses is only limited to the classroom, did not arrange the corresponding curriculum design.

2.2 There are some limitations in experimental teaching

Experimental teaching is the ability to cultivate students' creativity, development ability, independent analysis and problem solving. It's also an important part of improving students' quality and an important part of teaching activities of management specialty. Especially at the present stage, the experimental teaching is an effective way to cultivate the applied talents. However, many problems will be encountered in the process of practical experiment teaching.

Most of the experimental teaching in the laboratory teaching, the management of the laboratory is basically a computer software model, there are certain limitations. (1) teaching software is not applicable. The selection of teaching software is one of the difficulties in the construction of the management laboratory, and the software development often has a lagging phenomenon. The software purchased is sometimes inadequate or overfunctional, and it is not appropriate to use it. Because software developers sell software not for specific specialties, specific courses. Also, once the program is set, it is difficult to change, lack of flexibility and adaptability. (2) the effect of experimental teaching is not good. Most of the experimental teaching teachers are professional teachers. Some teachers are not very good at computer operation level, so it is difficult for them to make effective use of the software. However, laboratory staff are unable to undertake experimental courses due to their lack of professional knowledge. Thus, it is difficult to play the role of the experimental class and influence the teaching effect of the experimental course. (3) lack of experimental materials. Teaching material is the primary condition to guarantee the quality of experimental teaching. Without experimental materials, students can not carry out the experiment effectively and systematically. At present, there are not many experimental teaching materials to adapt to the specialties of management and management, and the teaching materials for experimental practice are lacking.

2.3 Many difficulties in field practice teaching

To practice in companies and enterprises is an important measure to train qualified management talents in practical teaching. However, under market economy, there are many difficulties for students to practice in enterprises. (1) contact is difficult. Because the enterprise is an economic entity, measuring the performance of an enterprise is the economic benefit of an enterprise. Some enterprises are afraid of interfering with the normal operation of production management and unwilling or even refuse to receive student internships, so it is very difficult to get the right practice units. Even if teachers use their interpersonal ties to the internship, internship only superficial, students cannot obtain the corresponding professional skills training. (2) study hard, a lot of practice unit of interns accepted as free handyman, but did not specify special internship guidance personnel to teach the students to carry out the work, to practice the learning enthusiasm of students gradually lose. (3) the cost is high. Students need to spend a lot of expenses on their internships, including transportation fees, tuition fees for internship instructors, etc. if there are more classes, more students and even more field practice courses, the required internship funds will be a great expense. And the school's internship funds are limited. (4) management is difficult. Now many college students' practice is scattered practice, including graduation practice. Most students are busy finding jobs. Few people concentrate on graduation practice. Some students even find a unit to cope with it. Teachers are difficult to manage in the process of student internship, and the effect of practice is uneven.

3The reform method of the practical teaching link of the management specialty

3.1Constructing the practice teaching system and emphasizing the emphasis of practice teaching

Practical teaching is not a simple skill training or a pre job training for students, but a scientific and scientific training system that runs through four years of undergraduate teaching. Therefore, an effective practice teaching system should be built. First, we should pay attention to the level of practice teaching [2]. The first level, basic practice, through social investigation, understanding practice and classroom practice, to cultivate students' basic practical skills. The second level, professional practice, including experiments, practical training, professional practice, and so on, mainly training students to use professional knowledge to solve practical problems. The third level, comprehensive practice, including graduation practice, graduation thesis, graduation design, etc., through comprehensive training, students use their knowledge of management to conduct in-depth investigation, find problems, analyze problems, solve problems, and cultivate students' comprehensive ability. The practice teaching at all levels should be connected with each other, and it should complement each other and promote each other with the theory teaching. It is necessary to arrange practice teaching in different term of four years in University. Every stage, we should make clear the practice teaching goal, design content of practice teaching according to the requirement of society and the understanding and cognition ability of students, and achieve different purposes at different stages. Second, the arrangement of practical teaching contents at all levels should be emphasized. Among them, classroom practice, experimental teaching and graduation practice are the key points, and we must create conditions and implement them.

3.2Arranging the curriculum practice reasonably and formulating the targeted professional training program

The curriculum practice should focus on curriculum construction, reasonable arrangement of classroom practice teaching, rational distribution of theoretical and practical hours. For the same course, we should draw up unified teaching plan, syllabus and exam outline, unify experiment and practice teaching contents, arrange curriculum design rationally, and make curriculum design pertinence and practicality. Thus, the curriculum practice teaching is not different from the teachers.Curriculum practice should be better reflected in professional training programs, according to professional training objectives, from the needs of market and enterprises, to adapt to the development rule of market economy, and develop targeted training programs for professionals, so as to make on-demand settings and adjust with demand. In the training program of the management specialty, various courses should be carefully arranged and the courses of combination of management and technology should be properly arranged. Make full use of the comprehensive advantages, by assistant engineering specialty professional teachers, with its own advantages, universities, technology courses of mechanical, electronic and computer science. Through the study of these courses, we can enhance the knowledge structure of management majors, enable students to understand certain technology and adapt to the production practice needs of enterprises.

3.3 Strengthening the management of practice link, building practice and training base

Practice is an essential link to train the students of management specialty. However, many schools do not pay enough attention to cognition practice and production practice. Or because internship units are difficult to contact, instead of all internships through graduation practice, it is not good for students' training. For internships, we must pay attention to and strengthen management. In order to ensure the completion of the practice plan, we should strengthen the construction of practice and training bases: (1) strengthen the construction of the practical teaching base in the school. Such as school run enterprises, school training platforms, etc., with the help of innovation and entrepreneurship Park, a good internship environment should be constructed as a supplement to all kinds of internships for students. (2) establish a stable practice teaching base outside school. Actively signed a cooperation to build a practice base agreement with counterparts and departments, clear both in personnel training, scientific research, social services and other specific project cooperation, so that teachers and students out of the classroom, and the integration of society, so as to realize the practice of teachers and students together to enhance the Teaching benefits teachers as well as students., application ability.In the arrangement and management of the practice, we should take full consideration of the actual production of the enterprise and adopt a flexible and diverse way. In the past, student internships often arranged more people in one time, which would add trouble and burden to the enterprise. To change this single way of management, take a variety of forms, groups, in different time to enter the enterprise practice. For some enterprises, only a small number of students can be admitted, and students can be employed in a competitive way, so as to cultivate their enterprising spirit and sense of competition, cherish internship opportunities, and seriously study and practice.

In a word, colleges and universities must establish the corresponding practice curriculum system and new practice teaching mode, and improve the practice assessment method. Only by continuously deepening the professional practice of teaching reform of management, in order to maximize stimulate students' interest in learning and arouse their enthusiasm, initiative and creativity; to impart knowledge and cultivate the ability to combine to continuously improve the quality of teaching practice, to accelerate the transformation of quality education, bring up the new era to management personnel.

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A Transitivity Analysis of Gone with the Wind

Fangfang Li [1*]
[1]SForeign Languages School, Yunnan University, Kunming 650206, China.
* E-mail: 838896291@qq.com

Abstract: Gone with the wind is a masterpiece of American writer Margaret Mitchell, first published in 1936. Based on the transitivity system in functional grammar, this paper aims to explore the realization of ideational function of language in text and transitivity's function as a technique of characterization with an analysis of an extracts from the novel.
Keywords: Transitivity system, characterization, Scarlett

1. Introduction

According to M.A.K. Halliday(1971), transitivity of ideational function is a grammatical method that provides several options where speaker can choose to represent his own experience of both the external and internal world, together with the participants in these processes and their circumstances.

Gone with the Wind is a masterpiece of American female writer Margaret Mitchell. She engraved her own marriage and family life in this novel and created the charming character Scarlett O'Hara who represented bravery and fortitude towards life.

There are only two studies about Scarlett from the perspective of transitivity system. Miao Chen(2012) analyzed Scarlett's value changes through a transitivity study and concluded that transitivity is helpful in film discourse analysis. Sun Yuya(2016) found that transitivity is an effective tool to expound Scarlett's change of outlook on life. However, whether transitivity system is feasible in analyzing the characterization of Scarlett is a vacuum needs to be studied. Therefore, this paper intends to analyze the characterization of Scarlett O'Hara with transitivity system and investigate the feasibility of transitivity theory in analyzing characterization of literature works.

2. Theoretical Basis

As Halliday(1971) observes, transitivity is a tool to achieve the ideational function of language by offering a set of options for people to encode external and internal world into language. In transitivity system, there are six processes: material, mental, behavioral, relational, verbal and existential processes. Among them, material, mental and behavioral processes are the most frequent and significant. Material process involves physical action and these actions involve "actor" who is the subject of doing actual behaviors while the participant who receives it is "goal". Mental process, the world of consciousness, cognition, reaction and perception of people are reflected. In this process, the two participants are "sensor" and "phenomenon". Behavioral process embodies physiological actions like "breathe","cough" or "dream". They two participants in behavioral processes are the " behaver" and " circumstance".

3. Transitivity Analysis and Discussion

In this paper, the data is excerpted from page 586 to 596 in chapter 26 of *Gone with the Wind* published by Shanghai World Book Publishing Corporation in 2013. The text mainly tells about the Scarlett's murder about a Yankee cavalryman who intruded into her home in Tara. In the selected text, there are 181 clauses in total, among which 95 clauses closely related to Scarlett. Material processes take up the largest proportion of all clauses, followed by mental and behavioral processes.

3.1 Material Processes

There are 48 clauses of material process by Scarlett in total, and only typical ones be chosen to analyze.

As is shown above in the table, most Actors in the material process are Scarlett or her body part, which indicates that Scarlett is powerful to have all attention of the readers on herself. In Clause 1, she "dodged" and "peer at" the intruder to protect herself from being observed by him. The Clause 2 and 3 embody a quick and successive shot with detailed actor, processes and goal. It indicates Scarlett's decisiveness in emergency. In Clause 4 and 5, as each process is followed by a goal, the calm and shrew character in Scarlett overtly comes to light. Generally speaking, in these material processes with human Actors, the Actor Scarlett, always takes control of the whole situation and has positive effects on the goals by her action, which shows her decisiveness, bravery and shrewdness in her personality.

Table 2: Typical Material processes of Scarlett

No.	Actor	Process	Goal	page
1	Scarlett	(1)dodged (2)peer	behind the curtain at him	586
2	She	shoved	her weapon	588
3	She	pulled	the trigger	589

4	She	(1)unbuttoned (2)began rifling	the buttons his pockets	592
5	Scarlett	fingered	the bills	592
6	Scarlett's breath	went out	her lungs	586
7	Her eyes	went to	the stubby hand	589
8	Her knees	quivered		591
9	A sense of time and reality	came back to	her	589

Besides, there are some material processes with nonhuman Actors. In Clause 6, the actor is the immobile "breath" with the process "went out", which illustrates Scarlett's nervous feelings that she could not help preventing it. In Clauses 7 and 8, the Actor "her eyes" and "her knees" actually represent her whole body, which signifies her unconsciousness of the action because of terror. Moreover, in Clause 9, the Actors are immobile objects and the goal is Scarlett, which illustrates she was passively overwhelmed by her emotion and had no power to affect others.

As we can see, although bearing enormous fright and fear in heart, she can still responses quickly and properly to the circumstances and mobilize all positive factors to take everything in control, which accounts for her independent and brave personality.

3.2 Mental Processes

Table 3: Typical Mental processes of Scarlett

No.	Sensor	process	phenomenon	page
1	She	wanted	to cry: " put it down"	588
2	She	was hardly aware	she was moving	589
3	Scarlett	felt	Melanie's agony of embarrassment	594
4	Scarlett	knew	she herself did not possess	594
5	She	wondered	why	595
6	I	reckon	I must have changed a little	595

There are 22 metal processes of Scarlett whose amount is secondary to material processes, and only some typical ones are listed in the Table 2.

In Clause 1, the process verb is "wanted" which shows Scarlett's desire to prevent Ellen's sewing box from being stolen by the soldier. In Clause 2, the process is "be aware of something" while the phenomenon is "she was moving", which stipulates that Scarlett was extremely nervous after she fired the gun. In Clause 3, the Sensor Scarlett uses the process verb "feel" to reflect her state of mind, which means that she knew Melanie well and despised her modesty and gentility. With the emotion of dislike to Melanie, Scarlett also "knew"(in Clause 4) she admired her courage. All this infers that she had a clear-cut stand on what to love and hate. Clause 6 indicates that Scarlett has been aware of her change from a carefree girl to a courageous and mature female through the war. Not always being practical and material, she can also be introspective and sensitive in personality.

3.3 Behavioral Processes

Table 4: Typical Behavioral Processes of Scarlett

No.	behaver	process	circumstance	Page
1.	She	heard	his cautious feet	587
2.	She	gazed down	the face	589
3.	She	stared	at the wallet	593
4.	Scarlett	grinned	a little grimly	595

There are 15 behavioral processes of Scarlett. In Clause 1, Scarlett "heard" the intruder's "feet" and "progress". She performed the process "hear" when the intruder broke into the kitchen. Rather than lost her mind, Scarlett preferred to "hear" clearly the soldier's intention and behavior and then decided what to do next, which infers her calmness and wit. In Clause 2, when the man was shot dead on the ground, Scarlett performed the process "gazed". She wanted to check whether the man was really dead, from which the prudence and caution in Scarlett are unfolded overtly. In Clause 3, Scarlett "stared at" at solder's wallet, which implies her physiological state of great expectation for money and food. In Clause 4, when the "Behaver" Scarlett thought of people's panic at her performance, the behavioral process "grin" uncovers her contempt and despise to them as she was always confident and haughty.

As is shown in the specific transitivity analysis of material, mental and behavioral processes, we can indeed find that Scarlett's strong and insistent personality has been revealed precisely. When confronted with difficulties, Scarlett always chooses to tackle them positively and bravely without retreats.

4. Conclusions

As a special form of language, literature has a great influence upon society, politics and morality. As a means of art, literature also helps cultivate readers' mind and enrich their spiritual world. *Gone with the Wind* is an outstanding literature works that attracts numerous readers due to its vivid characterization. Moreover, the theme of love and survival has been signified through the portrait of the Heroine Scarlett. This paper is an attempt to analyze the heroine Scarlett's characterization through the perspective of transitivity system. By choosing different types of processes, we can see how Scarlett's character comes to light. The material process indicates her decisiveness and bravery when tackling unexpected danger. The mental process reveals her natural fear. However, bearing horror in mind, she is powerful in action. The behavioral process also uncovers her courage and smartness in character. Therefore, on the one hand, this paper embodies and verifies transitivity's feasibility and effectiveness in interpreting characterization. On the other hand, it's a reference for the future study of *Gone with the Wind* with transitivity approach.

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Price control and discrimination in higher education tuition fees:a theoretical analysis in Australian context

Shanshan Peng[1, a,*]
[1]*School of economics, Jinan University, Guangzhou 510000, China*
**shannonp@foxmail.com*

Abstract：This paper tries to examine how the price control on the domestic students' tuition forces the Australian universities to charge international students at a price higher than their marginal cost in order to breakeven. I employ the model from Fethke, which studies the relationship between price discrimination strategies and government support in public universities. The main contribution of this paper is to incorporate the 'price control' into the analysis and provide an explanation for the increase of international students in Australian public universities.

Keywords: Price control, higher education, tuition fees

1.Introduction

The funding of public education is the most controversial topics in every society around the world, especially under the proposed deregulation process in Australia currently. In this paper, I am going to examine how the price control on the domestic students' tuition forces the Australian universities to charge international students at a price higher than their marginal cost in order to breakeven.

I will employ the model from Fethke (2011) as a framework, which studied the relationship between price discrimination strategies and government support in public universities. He found that if the government subsidy is exogenous, the university is likely to adopt differentiated tuition policy as it provides higher utility. However, in reality the subsidy is determined by different interest parties. If the determination of subsidy depends on the tuition policy of the university, the university won't adopt the differentiated tuition policy as such policy can lead to lower subsidy per student from government. Fethke characterized such phenomenon as a 'low subsidy problem'.

However, the tuition for domestic student in Australia is regulated by the federal government by the HECS program. As the Fethke's model didn't take the 'price control' into account, therefore, its result only shows the welfare comparison for the university to price two groups differently according to their willingness to pay to a uniform price policy.

Therefore, the main contribution of this paper is to incorporate the 'price control' into the analysis and provide an explanation for the increase of international students in Australian public universities.

2.The evolution in funding of the Australian higher education

According to a report of Deloitte Access Economics, the Whitlam Labor Government in the 1970s abolished university fees to enable more access of tertiary education. Hence, Australian universities were solely depending on tax payers' support. The fees of Australian tertiary education were re-introduced by the Hawke Labor Government in 1989 with the support of Higher Education Contributions Scheme (HECS). Under the initial HECS arrangement，a $1,800 fee, this around 20 percent of the cost of a university course was charged to every student. If the tuition for the major is higher than the student's contribution, then the commonwealth government would pay the rest. The HECS payment from student can be deferred as HECS debts, which won't be charged on interest. HECS debt is often classified as income contingent loan, which means student doesn't have to pay unless the income reaches certain level.

The Howard Coalition Government further gave the universities freedom to charge different price to different courses depending on the prospective income of the students. In addition, HECS payment for student increases to 40% average. Lastly, universities can charge students full-fee for not having HECS.

In 2005, the government deregulated further, so universities increased their fees by the maximum of 25%. An evidence of the price control on tuition is that universities almost charge the highest level allowable. The HECS system evolves into other names, such as Commonwealth Supported Places (CSP), FEE-HELP and so on. To overcome the large debt created by HECS and other loan program, discount rate for voluntary repayment decreased from 15 percent to 10 percent in 2005, and further dropped to 5 percent in 2012. Interest was also proposed to be introduced into the system to solve the solvency problem.

According to the Grattan Institute's 2013 Mapping Australian Higher Education report, it finds that students have accumulated HECS/HELP debts of $26.3 billion and $6.2 billion doubtful debts are unlikely to be recovered. As the interest rate for HECS is free, a student can earn a great amount of interest by delaying payment legally. In the extreme case, the non-repayment is borne by the taxpayers. In the Australian tertiary system, the commonwealth government decides both the maximum amount a university charging on students and the number of CSP a course has. In order to keep the universities solvent, the government removes control on the number of CSP. With a fixed amount of subsidy, this results in lower subsidy per student. Currently the government is proposing to relax the regulation on students' contribution to further improve the solvency of the universities funding. According to the agenda for Australian higher education 2013-2016, the revenue from international students' tuition has increased over the past 15 years from \$500 million in 1995 to \$4.1 billion in 2011. The funding from Commonwealth Grant Scheme which supports the students in CSP is very stable and slightly higher than the latest international students' contribution in public universities. International student revenue at its peak counts 17% of the total revenue and accompanies with the decline of federal government support from the mid-1990s. The direct funding from Commonwealth government decreases from 60% to 43% currently. The fee from domestic student though increases over the period, it doesn't play a crucial part in the total funding (Figure 1).

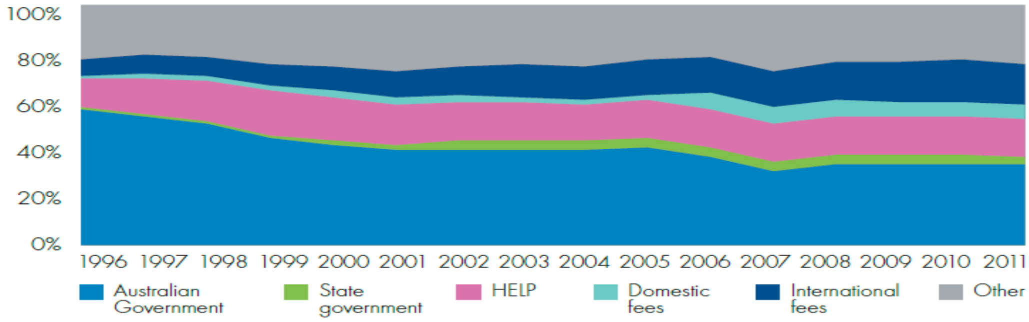

Figure 1: Australian higher education revenue proportion by sources

3.Fethke's approach

The main focus of this section is to summarize the background, model and key findings of Fethke's paper to enable me to perform further adjustments. Fethke's model captured features of the US higher education market and it mainly focused on the relationship between subsidy and price discrimination. I will adjust the model to incorporate features of the Australian market: most notably the price control on domestic students associated with HECS loan.

4.US higher education Background

According to Fethke,on average the size of public universities is larger than their private counterparts.Regarding to the tuition fees, the average published tuition in public universities across all classifications is approximately 25% of the comparable posted tuition for private universities. It is the difference in tuition that provides incentives for public universities to employ price discriminations policy.

Scholarship can be seen as a mechanism for price discrimination, as well as other forms, such as different tuition set for nonresident and resident student; higher tuitions are charged to upper division students. However, this practice is more adopted in private universities.

According to Fethke, in US, tuition discount rate for private four-year universities is 34%, 14.7% for public four-year universities, and 12.5% for public two-year universities. (This only applied to domestic students.)

5.Basic model

Fethke's model is based on the owner-manager delegation (Sklivas, 1987; Fethke, 2005). It is argued that the prominent reason for government intervention in public higher education is to ensure the socially desirable enrollment level by lower the tuition (Pusser, 2002). On the other hand, the legislature has to make tradeoff between higher education and other public spending, such as Medicaid, prison, K-12, courts, transport and so on. The state legislature in this context does not directly regulate the tuition (Lenth, 1993; Warne, 2006). Instead, governing board is set up to determine the tuition policy (Mclendon, 2003; Tandberg, 2008).

There are four interest groups in the decision process: students, a public university, a governing board and the state legislature. Furthermore, the governing board represents the interest of students and university. The two main agents in the model are the governing board and the legislature. The legislature always prefers a lower subsidy for any given level of enrollment.

The decision process involves two stages. Firstly, the governing board of university commits to a tuition policy, for example, tuition discrimination or uniform tuition. Secondly, the legislature determines the subsidy that is proportional to the enrollment. In the last stage, the governing board sets tuition according to the subsidy given.

Fethke considers two alternative tuition policies for the governing board to consider: 3rd-degree tuition discrimination against uniform tuition policy. For the discrimination case, two categories of students with linear aggregate demand functions.

$$q_i = a_i - b_i p_i \rightarrow p_i = (a_i / b_i) - (q_i / b_i)$$

Where Qi and Pi, stands for the enrollment and tuition for a particular market group of students. The condition $a_1 / b_1 > a_2 / b_2$ indicates the students in market 1 have a higher willingness to pay relative to students from market 2. Consequently, the net consumer surplus for market would then equal to, $\frac{1}{2}(a_i / b_i - q_i)(a_i - b_i p_i) = (\frac{1}{2} b_i)(a_i - b_i p_i)^2$.

The model is solved backwards, starting with the last stage first and this is why the analysis starts by solving for discriminatory and uniform tuition equilibrium. Fethke argues the under such decision procedure, the subsidy set by the legislature will influence enrollment and its composition in the context of a specific tuition policy. He claims that if the initial tuition policy changes, the subsidy will adjust optimally to the new policy. Two assumptions are listed in this model: (1) The existence of a fixed cost prevents the university to price its tuition at marginal cost. (2) Break-even budget constraints.

5.1 Governing board

As the university governing board represents the interest of students, it is assumed in this model that the board seeks to maximize the students' utility net of the cost of education by tuition policy it adopts. The objective function of the governing board under differentiated tuition is:

$$MaxG(p_1, p_2; s) = \int_0^{q_1} p_1(x)dx + \int_0^{q_2} p_2(x)dx + p - (c - s)(q_1 + q_2) - K$$

As mentioned above, the enrollment and tuition price is in a linear relationship, i.e. $q_i = a_i - b_i p_i$, i=1,2. In addition, c represents constant marginal cost per student and s denotes subsidy per student. Finally, K is the fixed cost, which is the reason why university board cannot set tuition at marginal cost.

As a non-profit enterprise, the university is only bound by the breakeven constraint, which means the revenue needs to cover fixed costs: $(p_1 - c - s)q_1 + (p_2 - c - s)q_2 = K$.

5.2 Legislature

The State legislature in Fethke's model has a Cobb-Douglas preference, which takes the form as follow.

$$MaxL(s) = A[sq(s)]^{\partial} * [M - sq(s)]^{1-\partial}$$

The legislature attempts to maximize its utility by balancing the spending on higher education and other public utilities, such as Medicaid, K-12, which represented by $M - sq(s)$. M is the state budget and ∂ is the preference parameter representing the weight on higher education. The reason for government intervention in this model is to offset the fixed cost in order to improve efficiency. It is also important to notice that the enrollment $q(s)$ is depending on the specific tuition policy chosen by the governing board. Last of all, the amount of subsidy is restricted to ensure that it is large enough to have positive enrollment, but not over the university's fixed costs: $S_L \leq sq(s) \leq K$ (Fethke and Policano, 2010).5.3 Determination of tuition

(1) Differentiated tuitions

$$MaxG(p_1, p_2; s) = \int_0^{q_1} p_1(x)dx + \int_0^{q_2} p_2(x)dx + p - (c - s)(q_1 + q_2) - K \quad (3)$$

s.t. $(p_1 - c + s)q_1 + (p_2 - c + s)q_2 = K$

The results are summarized below:

$$p_i = c - s + \lambda * (a_i / b_i + s - c) / (1 + 2\lambda)$$

$$Q_i = (1 + \lambda) * (a_i - b_i(c - s)) / (1 + 2\lambda)$$

$$\lambda = -\frac{1}{2} + \frac{1}{2} * [1 / (1 - k)]^{\frac{1}{2}}$$

Where

$$0 \leq k = K / [(R_1^2 / 4b_1) + (R_2^2 / 4b_2)] \leq 1,$$

$R_i = A_i - B_i(c - s)$, for i=1,2.

If k = 0, in other words, fixed cost is zero, tuition equals net marginal cost, p = c – s, which is showed in Figure 2.

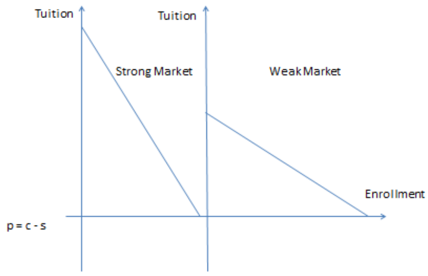

Figure 2: the case of 0 fixed cost

If $k \rightarrow 1$, $p_i \rightarrow \frac{1}{2}(a_i / b_i + c - s)$, which are the tuitions associated with complete third-degree price discrimination, the university acting as a monopoly, shown in Figure 3. The existence of fixed cost creates distortion in setting price for tuition. Therefore, according to this model, the reason for adopting differentiated tuition policy is to minimize the distortion created by fixed cost.

(2) Uniform – tuition policy

The results are summarized below,

$$P = c - s + \lambda * (A / B + s - c) / (1 + 2\lambda)$$

$$Q = (1 + \lambda) * [A - B(c - s)] / (1 + 2\lambda)$$

$$\lambda = -\frac{1}{2} + \frac{1}{2} * [1 / (1 - w)]^{\frac{1}{2}}$$

Where

$$0 \leq w = K / (R^2 / 4b) \leq 1;$$

$R = A - B(c - s)$, for i=1,2; $A = a_1 + a_2; B = b_1 + b_2$.

Fethke also shows that the conditions under which uniform tuition is a special case of discrimination either when there are no fixed costs or when consumers have identical willingness to pay. In other words, the prices for both the uniform tuition and discrimination case are identical when the K = 0 or $a_1/b_1 = a_2/b_2$. The first case is illustrated by Figure 2 above. The second situation is a special case of figure 3, which is shown in Figure 4.

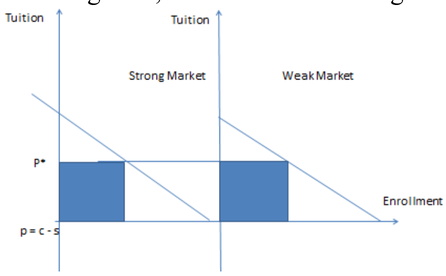

Figure 4: the case of uniform tuition

6.Welfare comparison, determination of subsidy and optimal tuition policy

Fethke argues that if the subsidy is exogenous determined, in other word the subsidy is given without depending on the tuition policy the university chooses, the welfare associated with differentiated tuition policy for university is higher. On the other hand, if the subsidy is endogenously set, the result will reverse as uniform tuition policy will provide a higher utility to students and governing board.

The intent of Fethke's paper is to provide both analysis and predictions about when several parties with possibly opposing preferences are involved in the strategic determination of tuitions and subsidies. When the government determines a subsidy according to the tuition policy of the university, the university may resist implementing differentiated tuition if doing so leads to lower subsidy, which creates a lower subsidy per student problem. Fethke suggests that the determination of tuition policy by university depends on the 'credible commitment' to the uniform policy. Only when a credible commitment from the university isbelieved by the government, will the government then control the per student subsidy to solve this problem.

7.Review and conclusions

The first issue related to the public higher education is the existence of fixed cost, which is stressed in G. Fethke paper. This controversial theory originates from Ramsey (1927), H. Hotelling (1938), A. P. Lenner (1944), J. E. Meade and J. M. Fleming (1944). As R. Coase(1946) summarizes, it contains three components:

(a) Price equals to marginal cost;

(b) As average cost is decreasing, marginal cost is less than average cost. Total amount paid for the product will fall short of total cost;

(c) This loss should be subsidized by government.

On the other hand, Coase (1946) suggested an alternative pricing method to overcome such problem. The multi-part pricing application, which charges marginal cost and fixed cost separately. This violates assumption (a) mentioned above. Baumol and Bradford (1970) admitted that any intervention associated with tax will create secondary distortion in the price system. Hence any solution in marginal cost pricing is in the area of 'second best'. As the reason for government intervention in this case is efficiency loss, multi-part pricing therefore can be seen as a solution to improve efficiency.

In reality, public universities in Australia has already employed amenity fee as a way to charge fixed costs of education, such as sport facilities, legal and health support, library service and so on. These costs don't directly relate to the number of enrollment, hence can be categorized as fixed cost. Therefore, fixed cost can't be the reason for government subsidy and it will not prevent university from optimal pricing.

Consequently, I am going to assume the fixed costs of Australian public universities are fully covered by amenities fees, which is unrealistic. However, this approach is based on two reasons. Firstly, even the current amenity fee can't cover the total fixed cost, the university in theory still can charge more in the future if government cuts its subsidy. More importantly, Friedman (1953) argued that validity of the assumptions in economic theory won't challenge the validity of the hypothesis. In addition, as hypothesis has to be abstract from reality, it is in its nature to be 'unrealistic'.Thus many facts irrelevant to the phenomenon to be explained, needed to be cut from the hypothesis.

Therefore, I can simplify the calculation above to let tuition plus subsidy equals to marginal cost. This simplification can provide more intuition in understanding the underlying nature of the problem in higher education without violating the validity of my hypothesis in the later section.

i.e. $p_i = c - s + \lambda * (a_i / b_i + s - c)/(1 + 2\lambda)$

If $K \to 0$,then $k \to 0$ and $\lambda \to 0$.Hence,P=c-s orc=P+s.

As shown in Figure 1 above, the revenue for Australian universities from Commonwealth Grant Scheme (CGS) is relatively stable and the tuitions for most undergraduates, who are in the Commonwealth Support Place (CSP), are under price control. In addition, the nature of income-contingent loan reduces the incentives for students to pay their debts after receiving their education. Therefore, the university can hardly receive the maximum amount from domestic student for the students' contribution. In contrast, the international students are charged freely by the universities and receive the tuition in advanced. These factual evidences together enable me to incorporate price control into the Fethke's model to explain such phenomenon. With the cut in public support and price control on domestic students, public universities are forced to have more international students to survive.

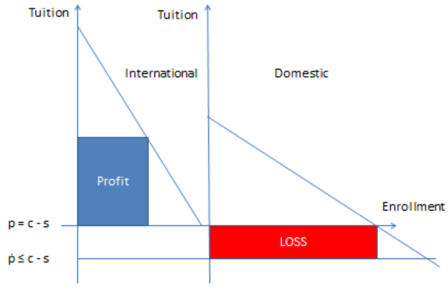

Figure 5: Price control on domestic market

As Figure 5 shows, if the tuition for domestic student is controlled below the net marginal cost, the university would make a loss in this sectional market. In order to overcome this insolvency issue, the university has to act like a monopoly to charge at price higher than marginal cost to cross-subsidize the domestic market loss.

According to the summary of higher education statistic, the number of international students in Australia increased from 18,207 in 1988 to 95, 607 in 2000, to 294,163 in 2008, which counted as 27.6% of all tertiary students. From 2003 to 2008, domestic students in Australia increased 7.3%.In addition, international students increased 39.8%. Incorporating the price control, this model provides a clear explanation for this phenomenon.

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Critical Review on Explicit Teaching in Genre-based Pedagogy

Heng Zhang*
School of Foreign Languages, Nanchang Normal University, Nanchang 330032, China
ztsweety@163.com

Abstract: Explicit teaching is adopted in genre-base pedagogy to analyze the linguistic, structural, communicative, cultural and social conventions. However, controversies concerning the possibility and necessity of this method exist among the proponents and the opponents. This paper is to review this debate with theories and empirical studies. It first presents three genre traditions and defines explicit teaching, then compares the possibility followed by the arguments against to it, and finally discusses the pedagogical implications.
Keywords: Genre-based pedagogy, explicit teaching, possibility, conventions

1. Introduction

The genre-based pedagogy is prevailing in recent decades and implicit teaching is regarded as an effective part to attain teaching quality in this pedagogy. Some teachers welcome this dynamic way with the hope of developing their students' writing awareness and skills, and the students are expected to make use of this circular approach to bridge the class and the society. However, it is this explicit teaching that produces great controversies among the researchers and the practitioners. The proponents and the opponents, in view of the theoretical underpinnings together with empirical studies, always comprehensively explore the possibility and necessity of such method from a variety of perspectives. This paper is to critically review the attitudes and claims of explicit teaching in genre-based pedagogy by first showcasing three genre traditions and defining explicit teaching, then comparing the possibility followed by the arguments against to it, and finally discussing the pedagogical implications.

2. Genre-based pedagogy and explicit teaching

2.1 Genre-based pedagogy

Hyon (1996) distinguishes the differences in scholar traditions from different regions and categories the genre-based pedagogy into three traditions, namely, English for specific purposes (ESP), North American New Rhetoric studies (New Rhetoric), and Australian systemic functional linguistics (Sydney Schools) (p.693). Each of the schools varies in bringing genre into their teaching with different amount and types. Both ESP and Sydney Schools place importance of formal teaching, the former particularly emphasizing the analysis of structures of the genre and characteristics of grammar, the latter highlighting the social functions and meaning of text in context. Although New Rhetoric adopts ethnographic but not linguistic ways to analyze texts (p. 696), it does involve in the issue of L2 writing, supplying the students with genre-relevant knowledge to "act effectively in their target contexts" (Hyland, 2003, p.22).

2.2 Explicit teaching

Explicit teaching in genre can be defined as the explicit discussion of the (formal) features of the genre, the underlying rules as well as some possible regularities of the context features involving in society, culture, and (or) politics (Freedman, 1993, p. 224). From this sense, incorporating the genre pedagogy, it can be said that any forms, such as "structural move analyses" (Hyon ,1996, p.695) of the organizational pattern, or "verb tense, hedges, and passive voice" (p.695) of the sentence-level grammar in the ESP analyses, and deconstruction of the text in Sydney Schools are included, as long as the analysis of process is linguistic, social, cultural even political.

3. The possibilities of explicit teaching

Theoretically, Vygotsky's (1978) scaffolding provides the underpinning. By emphasizing the teacher-student interaction, the teacher, in an authoritative way, supports the students to move forward to the next potential performance level. In genre pedagogy, especially at the early stages, this scaffolding is most obvious because without it the learners cannot progress. The intervention of the instructor eases the students by modeling and discussing the text, destructing and analyzing the conventions of the language and structure, so that they can write the genre with confidence (see Freedman, 1993; Hyland, 2003).

Lemke (1988), influenced by Systemic Functional Linguistics, contends to master the language patterns of genres to develop the ability to academic subject. In his belief, the students will lack "specialized education in language use" (p. 88) in reality if the particular genres are not explicitly taught in classroom. Explicit teaching, therefore, lays a foundation for the students to advance the academic successful. This is an issue of empowering the students.

The empowerment concurs with what Hyland (2003) emphasizes. In the article to respond to the process approach, Hyland stresses explicit and systematic analysis of language in genre pedagogy from a social perspective. In explicitly demonstrating certain linguistic and rhetorical choices as well as cultural conventions, genre teachers can provide the students with an access to the texts as artifacts by questioning, comparing, deconstructing, and exploring "their underlying assumptions and ideologies" (p. 25) so as to empower the students to successfully enter the "target situation" (p.27). Ana Maria Preto-Bay (2004) also holds the possibility of exploring the conventions of different communities if they are provided with explicit teaching of academic, cultural as well as textual features.

Tardy (2006) compares the benefits of explicit teaching from a range of resources in L1 and L2 genre learning. From educational perspective, this effect is confirmed by the studies in which explicit instruction indeed motivates some students in genre writing (Carter, Ferzli, & Wiebe, 2004; Henry & Roseberry, 1998; Hyon, 2001). Besides, such teaching effectively enhances the students' meta-language (Gosden, 1998; Hammond & Macken-Horarik, 1999; Reppen, 1995). Meanwhile, researches show that the students' rhetorical consciousness (Hyon, 2002) and of the text and consciousness of the rhetorical text elements (Hyon, 2002; Sengupta, 1999) can be increased thorough genre-based authentic reading instruction (pp.90-91).

In Suzuki's (2009) study of teaching narrative genre with Japanese university students, they covered the explicit teaching of an overt and complete presentation of the narrative genre by analyzing its structure and language. The result showed that the students indeed acquired the knowledge explicitly taught and they could exert effective devices to develop and manipulate their texts. It is concluded that explicit teaching provides the students with "a sense of control over the language" and "indirectly more confidence" (p.507) when they write, specifically related to narratives.

4. The argument against explicit teaching

Freedman (1987), when studying the writing of L1 undergraduate law students, found the students' genre knowledge development was not from the explicit teaching of the disciplinary teachers but because of the grade to their essay. The students paid little attention to the instruction but drove by the grade feedback to revise and construct their own genre knowledge; therefore Freedman concludes that the instruction is generally "unnecessary". This statement was attested by her "The Strong Hypothesis" findings among the elementary students. It was found that without instructing explicitly, these schoolchildren could manipulate the "narrative structure" skillfully because of their appropriate schema from prior reading or hearing of stories (Freedman, 1993, p.227).

Furthermore, although controversial, Freedman (1993) also argued against explicit teaching from the perspective of second language acquisition theory clarifying "not possible" (p. 232) by quoting from Krashen's (1984) unequivocal view on writing competence. Krashen clearly states that the writing competence is not from the direct study of form but the unaware process of reading. Besides, even though in "The Restricted Hypothesis" she seemingly agreed explicit instruction from Ellis's (1990) model of Instructed Acquisition, she still insisted that the prerequisite was limited. In her idea, only in the authentic tasks environment, could explicit teaching bring about acquisition "in very specific instances" (p.243) and the students' appropriate developmental stage and learning style are highly requested.

Explicit teaching may exist in a "static, decontextualised pedagogy" (Hyland, 2003, p. 26).

Therefore, when taught in the form of conformity and prescriptivism, the students may see a kind of genre as a formula with restrictive regularities. They may like a mould where genre content is poured, without any meaning construction thus their creativity will be constrained (Dixon, 1987; Raimes, 1991). Besides, there is a possibility that some incapable, inexperienced or unimaginative teachers who are inadequate in linguistic knowledge may fail to recognize the variation and choice. This is in line with the addressing of "a recipe theory of genre" (Freedman and Medway, 1994, p. 46) with the danger that students treat genres as 'how-to-do' models.

Some more empirical cases can further support the opponents of explicit teaching. Pang (2002) conducted a comparative study to check the differences with the use and no use of explicit teaching in genre-based approach. In this study, two groups of L2 undergraduates were assigned to adopt a textual-analysis method and a contextual-awareness approach respectively. However, the results showed that the quality of writing text and writing strategies produced in both groups were very similar. The slight difference was that the textual-analysis conducted better in the basic elements of the genre like the title, format, person and mood while the contextual-analysis group performed stronger in rhetorical elements like discourse functions. It is thus concluded that without explicit teaching, the students still can with work out a composition conforming to the genre conventions.

5. Implication and conclusion

Both theories and practices can be exerted soundly to argue for or against the implication of explicit teaching in genre-based pedagogy, from the aspects of text features in linguistics, structure, organization, and context features such as social and communicative conventions. It is easy to conclude that the argument is on-going with no consensus reached. However controversial it is, the classroom genre instruction will never cease and the teachers cannot wait to get a definite answer of whether to teaching explicit or not.

Therefore, drawing on the strengths and limitations from the debate may supply the writing teachers with some pedagogical implications. To start with, for teachers themselves, enriching and regulating personal genre knowledge (immersing in different disciplines, for example) will keep the genre teaching dynamic and effective. Next, in classroom instruction, explicit explanation of features of text and the use of models should be preserved. Although it is in a narrow sense of explicit teaching, its significance, to a certain degree, is approved by both proponent and opponents. Last but not least, to provide more authentic tasks like writing a resume for applying for a job or a memo to the manager is critical to raise their genre awareness.

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Research on the development trend of Oversize model

*QianZhu**
School of Shanghai University of Engineering Science, Shanghai 200000, China
13661569924@163.com

ABSTRACT: Nowadays oversize model that is "big yards model" is popular, the global fashion inside and outside the people's attention. Has view is a fashion revolution curve, also some people think that is challenging traditional aesthetic, more considered fashion \"big\" the time has come.
Figure and graceful was when the first condition of the model, but in recent years, the concept of the inherent seems to have a new to replace the trend. Whether T stage show, or print magazine, you can see an increasing number of oversize model figure, big yards model that goes against the traditional model shape also was accepted and loved by more and more audience. This article studies the origins of large-size models, the reasons for the rise of large-size models and the development trend of large-size models. The survey data and examples are given to demonstrate the large size Model will inevitably shine in the near future, beyond the thin, unhealthy model into the fashion mainstream conclusion.
Key words: large size, model, a fashion show

1 Introduction

Eighties and nineties of last century, once popular model fullness, the proportion of well-proportioned. With the continuous development of the public aesthetic, to today's society has evolved into thin to the United States, only thin is king. On the show floor, the ultra-slim-skinned model of "Bony Beauty" is known as the skinny model of the United States and is now widely used in the show floor and in the plane. The popularity of thin models forced a lot of plump models in order to receive work and diet to embark on an unhealthy path. In Europe and the United States, represented by the United States, in recent years, Oversize models dressed in large size clothing and plump body have become active and add a touch of color to the show's beauty. In Milan, Paris and other established fashion capital did not see the traces of Oversize model. The emergence of Oversize model enriched the popular elements of the modeling industry, and to some extent reflects the development of the industry appeal, affecting the development of the modeling industry in the future.

1 Oversize model concept

1.1 The Origin of "Oversize" Model

"Oversize" It goes without saying that over size means "large size." Now analyze some of the hottest stars in the fashion circle examples, so that the concept of "large size" more clearly. Photographed Chanel ads, pop singer Lily Allen in fashion circles, mellow and lovely dress size is 8. Lara Stone, the Terminator of the "Baby Face" era - the most famous supermodel in history, has a proud curve, her body is No. 10. The singer Beth Tito subvert the aesthetic of many people, her body is 20 or more.

1.2 Oversize model body standard

Body requirements are the most basic requirements of a model practitioners, from the type of model point of view, the traditional model of T-stage model to be higher than the plane model, and oversize model body requirements standard is based on the traditional T-model requirements on the basis of Variety. It is worth mentioning that, oversize model relatively full body, but still need to scale coordination, with a strong sense of beauty.

The large size model looks fatter than the average person, seems completely out of the demanding body of the average person can be competent, but in fact not the case. If you look closely, you will find that oversize model's body proportion is still in line with the aesthetic requirements, but the measurements are at least 30% higher than the average model. Oversize model is generally characterized by waist-hip ratio is very obvious, the chest is very full.

2 Oversize model causes

2.1 Oversize model market drivers

Just as the development of all social and cultural products, the popularity of large-size models also depends on market changes and is a product of meeting the needs of the market.

With the continuous development of the global economy, the material needs of mankind have been greatly satisfied, and the pace of modern social life is accelerating. Especially in the fashion-oriented countries, more and more people live a prosperous life and form a large-scale model Market base. At the same time, the market segment becomes more and more obvious. The personalized economic form requires the model industry to break a unified standard of thin and thin aesthetic standards and cater to the reality of the current "big size" of the modern people and to create costumes conforming to aesthetic standards to people with different needs product.

2.2 Oversize model is the social and cultural needs

Costume shows not only reflect the beauty of fashion designer and model personal feelings, from the aesthetic sense, their charm belongs to the world. Costume design is the design of modern social life style, so the dress of the model has a special meaning, it reflects the concentration of the public's aesthetic attention and imagination. Therefore, in a certain sense, the model is the interpretation of contemporary social lifestyles, and may even be the leader. They not only represent the art of clothing, but also represent the social grasp of the real beauty. Only through the role of the model can we attract the audience's attention and then turn their attention from models to clothing. As a model of fashion show carrier, is a bridge between fashion designer and consumer.

Oversize model has broken the long-term fashionable culture of lean beauty and opposed the inevitable result of social culture being more natural and opening-up by opposing the unpleasant dieting to lose weight and impairing the health of the skin. Oversize model through the social trends on behalf of the clothing show permeate the concept of healthy and natural values, is conducive to the positive development of social culture, but also the result and manifestation of the progress of civilization.

2.3 Oversize model in line with large size garment industry development requirements

Many in the fashion industry believe that the rise of the Oversize model has aroused the vigilance of the industry due to the sudden death of its model practitioners. Normal women, in order to maintain the supermodel of the general slim body is very difficult, relying on hunger, drug abuse, anorexia and other pathological ways to lose weight in the skinny people in the model circle is not uncommon. In 2006 and 2007, the two models caused complications due to dieting and weight loss that eventually led to death. The sad news came as the public was forced to focus their attention on the figure and weight of the model. In 2007, Italy's "Industry Ethics Convention" objected to compulsive dieting and weight loss, and it was forbidden to ban the runners under the age of 16, and doctors were required to check the height and weight of all models to ensure the health of the model. The British government has specifically proposed a plan in this regard: fashion designers must use 18 yards model clothing design, no longer allow unhealthy, skinny models onto the T stage.

3 Conclusions

Specific to the theme of this article, the current large-size model of the future development trend is gradually being optimistic about the public, both in the scenery of the T stage catwalks, lighting neon graphic media, or all kinds of colorful commercial activities, large size models figure Is constantly active in the public line of sight, affecting the social trends and aesthetic orientation. Perhaps under this trend, the over-thin model, which still has many fans, will gradually be replaced over time, but this does not mean that in the near future we will not be able to see the lady's model , We should respect the diversification of the modeling industry and market segmentation to meet the different aesthetic needs of different audiences. Of course, we prefer to see that the station is more popular from the point of value of natural health models more popular, models, fashion industry, and even social culture, will be toward a more healthy and more civilized direction Development, our world will become more inclusive, more natural and more beautiful.

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Interpretation of National Culture Elements and Faith in Animations

Qian Zhang
University of Science and Technology LiaoNing, Anshan, 114051 China

Abstract: Animation as a unique art exudes the art charm unable to resist. However, an excellent animation covers a large quantity of contents and information. We can not just see the culture of a country from films, but also feel the national faith. Besides, the profound principles contained in films also deserve our deep thinking.
Key words: national culture, faith, animation, inheritance, connotation
Culture is the soul of a country and also the faith of a nation. National culture congeals the deepest-level spiritual pursuit of the whole nation. Such pursuit is reflected in various aspects of politics, economy and culture, including animation field. As people's living standards improve increasingly and technical level develops continuously, animations have rich verities and are produced exquisitely [1]. But when we appreciate and exclaim over the art charm of animation, the profound truths that animation contains also let us be caught in deep thinking. A good animation can reflect both national faith and reality.
Zootopia is a 3D animation with realistic theme. This animation gives us powerful and positive power displays a unique city of animals and makes us see the scene in which all kinds of animals live together. However, it also maps different races and difference classes in real life. Many events happening to them are realistic conditions in human society [2]. There are prejudices and conflicts everywhere in the city of animals. Similarly, ethnic prejudice is also very serious in US. *Zootopia* with strong political color which was launched in the year of American Presidential Election contains profound meanings. We can feel from the film that, the creator conveys the dream of racial equality, abandoning ethnic prejudice, mutual respect and tolerance, uniting and building a peaceful and happy home [3]. The animation embodies American spiritual pursuit and faith. However, I believe this is also the common aspiration of all people in the world. The protagonist of Disney is sincere and brave forever, and it is the theme of times in many American animations, including *The Lion King*, *Ice Age*, and *The Snow Queen*. Through these films, we feel American culture and faith. They convey a kind of American spirit through art expression form of animation.
The charm of animation is that infinite imagination can be added in it. We can be unconstrained and surpass nature. We can apply such art form to convey characteristics and ideals of a country. In fact, as long as we carefully appreciate representative animations of each country, we will find out the particular style and spiritual style of each country [4]. For example, Miyazaki Hayao mainly applies anti-war, emotion and harmony between human and nature as the themes in his works. Many scenes in his works authentically depict local architecture in Japan. We can always feel strong Japanese atmosphere in his films. For a classical animation, the culture of a nation supports it, regardless of its theme. The success of a work is derived from characteristics of the nation and identity of other nations. This is an indispensable element for every excellent animation.
We often say, "Only national characteristics can be accepted by the world". From this sentence we can find that, the works which lack national characteristics will not keep a foothold in the world. Imitating other nations too much or excessive conservativeness is difficult to achieve success. How to grasp this scale is the key to the rise of Chinese culture. To this point, Miyazaki Hayao deserves our study and reference. He is a miracle in the field of animation. The audiences who often watch his works can easily find that, his works are based on 2D plane. With technical development, American people create numerous exquisite 3D animations with strong visual impact. However, Miyazaki Hayao still sticks to traditional 2D animation. Even so, the audiences from all over the world support him without hesitation. His works with strong art atmosphere are very kind and warm. The whole film like an artwork sends out relaxing and happy beauty. Where does his beauty come from? We have to deeply think some people have prejudices against Japanese culture and consider Japanese culture is a kind of mixed culture without any characteristic. To select the essence and discard the gross is a proper method to learn from other nations. The animation of Miyazaki Hayao is a powerful example.
We can often see some European buildings, costumes and figures in his animations. In the opinions of European people, they will certainly think these are the works of oriental people. This is exactly the Japanese soul reflected in the works. However, the soul of a animation is the emotion of the creator who communicates with the audiences through emotional expression and resonates with the audiences. I love

animation very much. Every excellent animation like a feast satisfies and makes one joyful. Such art form always brings you into a miraculous world through pure and simple character roles as well as funny and humorous stories, and coveys the information in the relaxing atmosphere so that you cannot resist it. In such a world, there is the culture and spirit of a nation. The creator states them to us in the form of fable. The audiences watching *Warriors of the Wind* and *Castle in the Sky* know that, the theme is anti-war, in which Miyazaki Hayao designed all weapons into extremely huge and depressing ones, just like demons. Especially in *Castle in the Sky*, Laputa is depicted like the nuclear weapon in reality.

Japan was seriously harmed by nuclear weapons, so people fear nuclear weapons. This is also the reason why the animations of Miyazaki Hayao can rouse people's resonance. Such anti-war theme is firsthand experience of Japan and also the historical miniature. Miyazaki Hayao applied the brush to call on people to give up weapons and establish a peaceful world. He is advocating peace to the whole world. This is also the aspiration of all people in the world. Hence, the seemingly funny and simple figures, common and true story contents deduce great national culture and spiritual faith. Such artworks will certainly be carried forward and loved by all.

In the process of conveying aspiration and faith, each nation is making unremitting efforts and trials. From *Studio Scene* to *The Monkey King* and *Monkey King: Hero Is Back*, our animations also convey China's national spirit and faith to the world with out particular method of Chinese nation. Chinese nation has a history of 5000 years. In the long history, our national culture is the wisdom crystal of descendants of the Chinese nation. Just like Monkey King, Chinese people may have a special complex for monkeys and always like to apply monkey as the theme. For example, in *Monkey King: Hero Is Back* which was on show in 2015, the omnipotent monkey is used as the protagonist. In the film, we feel Chinese characteristics, like shadow puppets and music for voices in a Chinese opera. Such can be only experienced in Chinese animations. After seeing American Disney animation and Japanese animations created by Miyazaki Hayao, we are also eager to excellent Chinese films while highly praising the works. The monkey in *Monkey King: Hero Is Back* is a hero in the mind of Chinese people. Every juvenile worships his strong skills, integrity, braveness and rebelliousness. However in the film, he is no longer the omnipotent money 500 years ago. Without the golden cudgel and supernatural power, he is just a common monkey. Even so, he is still fighting bravely for the things he wants. This is a real hero. Everyone wants to become the hero in the eyes of others. Like the monkey without supernatural power, we are common people. When we pursue our faith and justice at all costs, we are also real heroes.

There are every rich story themes in China. The biggest difficulty is to arrange the story. American Disney animation Hua Mulan and Kung Fu Panda adapted from Chinese culture are very successful animation films and received very good box office and influence in both China and western countries. They apply Chinese culture and western thinking mode to deduce Chinese Kungfu. Chinese Kungfu has a long history, but we fail to well develop it. In the film, we can see Chinese folk customs and Chinese architecture. Such familiar scene and popular small nations are deduced so exquisitely by westerners. We have to rethink it.

Looking back China's animation films, our art expression styles and varieties are also very rich in fact, including *Little Tadpoles Search for Their Mother* of Chinese ink painting theme, and *A Clever Duckling* of paper folding animation. These art forms closely related to our multi-ethnic culture. This is our advantage. Chinese culture is advertised by the art form with national features. It is even a way for China to convey Chinese faith to the world. We all know the thought conveyed by a film is the soul of the film. Regardless of the country and nation, the real life and thought reflected in the film are the soul of the film. Art thought of Chinese animation is greatly influenced by Confucian culture. The themes of many excellent films come from classical literatures and Buddhism stories. The core of Confucian culture is "loyalty, filial piety, humanity, justice, propriety, wisdom and honesty".

Chinese nation has the history of 5000 years. Through integrating and re-processing Chinese culture and art as well as fusing them with real life, life course, cultural accomplishment and emotion, the overall thought of the film forms. National spirit of a country is also the spiritual bond of each nation. Through the deposit and development for 5000 years, the national spirit of unity, solidarity, peace, diligence, braveness and self-improvement forms, with the core of patriotism. This is reflected in many animations and cartoons, such as *Prince Nezha's Triumph against Dragon King*, *Lotus Lantern*, and *Tian Shu Qi Tan*. All these fully embody China's national spirit, such as justice and braveness. The evolution of history will let a nation present different culture and traditions. Animations make such culture displayed in the form of art through costume, prop, language and story. Difference national cultures let the world culture become richer and gorgeous.

Faith is a kind of national culture and national spirit and even the pillar of national soft power. The faith of a country decides the development plan of a country, just like a good play dominates the fate of the whole film. From character role to the scene and story plot, each link embodies the play. Although we just see the pictures, the real connotation and significance are the deeper-level are embodied in the play. Each wonderful animation contains very profound truths. Although we see lovely, humorous or ugly roles, actually we see the demand or yelling of the country and the nation. Each film contains national culture and features. These elements are reflected in each aspect of the film, including their expression, manner, language, scene, costume and prop, form which we can know the real conditions of the country as well as the customs and living habits. Allegorizing the real world, satirizing the ugly things and simplifying the cruel things are art features of animations. Besides, these are also the unique art charm of animations.

We can feel the cultural belief of Chinese nation from Chinese animations. For example, *Cry Wolf* conveys honesty and trustworthiness; *Mr. Black* conveys justice and braveness; *Haier Brothers* conveys wisdom and the spirit of adventure. In each film, we can feel traditional virtues of Chinese nation. This conveys national spirit and carries forward positive energy. Similarly, when appreciating foreign films, we not just appreciate funny cartoon images and stories, but also see thinking modes and wisdom of each country in such art form. Each image, each scene and even each dialogue integrate the emotion and mind of the nation. National elements are reflected UN animations. In addition, national faith and spirit are conveyed through animations.

As everyone knows, only national characteristics can be accepted by the world. We should have our own characteristics and integrate with the world. Such art form can occupy a position in the international market. The present world presents diversity. We should keep up with the times and should not defend tenaciously the resources left by our ancestors. We should integrate with the times and take the way of animation with Chinese characteristics while exploring historical civilization of Chinese nation. As an animation worker, I love this art. I also hope Chinese animation cause can stand on the top of the world. Hence, every animation worker should not just know well the history and modern society, but also apply the history in modern creation and create our kingdom of animation with our own national culture.

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Analysis and prospect of China Haicheng Stilt Yangko

Li Xiang
University of Science and Technology LiaoNing, Anshan, 114051 China
lixianglixiang2@yeah.net

Abstract: This article has made in-depth study on the historic culture, regional characteristics, style features, manifestation form and other theories of Haicheng Stilt Yangko, and actively carried out practice activities based on the research, paid attention to the excavation and organization of Haicheng Stilt Yangko, designed to include it into college national folk dance teaching, and exert the important role of local colleges in the process of inheriting and developing folk dance culture. Constructing college national folk dance teaching system with regional characteristics so as to bring folk dance culture into college folk dance classroom, perfecting local folk dance teaching system and establishing undergraduate dance teaching with distinctive characteristics will be of great significance for cultural protection, art inheritance and college national folk dance teaching.

Keywords: Haicheng Stilt Yangko; folk dance; teaching

1. Introduction

China Haicheng Stilt Yangko is a representative folk art in Northeastern China integrating music, dance, acrobatics, drama and other art forms. Through changes and development of more than more than 300 years, it has been received and favored by the masses. The development of Haicheng Stilt Yangko is closely related to the geographical location, history, culture, and economic development [1]. Haicheng located in the south of Liaoning Province is the important connection point with Liaodong Peninsula, adjoining with Benxi, Dandong in the east, bordering with the port cities Yingkou and Dalian in the south, close to the oil city Panjin in the west, and facing to the steel city Anshan and capital Shenyang in the north, where Haicheng Stilt Yangko was created.

2. Development history of Haicheng Stilt Yangko

From AD1820 to AD1840 (the 25th year of Jiaqing Emperor of Qing Dynasty to the 20th year of Daoguang Emperor of Qing Dynasty), the first generation performance form of Haicheng Stilt Yangko was established with the performance team member of about 12 with local Yangko and singing trumpet drama as the principal. The first 30 years since 1900 was the peak period for the development of Haicheng Stilt Yangko. Yangko artists in different places of China made up to teams for national tour performance especially well received and favored among masses in three provinces in the northeast of China.

So far, with the comprehensive development of cultural art, Haicheng Stilt Yangko has obtained rapid development. Professional and amateur stilt lovers have participated in performance and it has become a folk art form loved by the masses. Haicheng Stilt Yangko has become the first batch of national level intangible cultural heritage in June 2006 [2]. In 2008, the performance of Haicheng Stilt Yangko in Beijing Olympic Opening Ceremonies has shown the artistic charm to the whole world.

3. Style characteristics of Haicheng Stilt Yangko

Lively, passionate, fiery and shrewish are main style characteristics of Haicheng Stilt Yangko which is also elegant and implicit with humorous and witty, plan and graceful performance style. Haicheng Stilt Yangko is mainly performed by “twist, sway, amuse and mutual” with the basic dance movement of “twist” and aesthetic feature of “free”, expressing the meaning of “fun”. “Ask for a trumpet to show up” is the reflection of its style characteristic. The performance content of Haicheng Stilt Yangko include well-known legendary stories and myth, and some drama stories [3]. The prop application mainly include fan, handkerchief, pouches and other life articles. Different roles have different art effects. Delicate application of prop can fully shape character image and fully express the inner world, which can enrich the dancing lexicon and strengthen artistic expression and infection [4].

4. Character dress-up in Haicheng Stilt Yangko

Haicheng Stilt Yangko has strong folk flavor and bright local features with exaggerated character image and dress-up mainly in red and green clothes. Haicheng Stilt Yangko character image imitates the “four beams four columns” in drama and regulates several main role based on actual performance condition, Touqiao, Erqiao, Laosheng, Laokuai, Shangzhuang, Xiazhuang, etc. They can be adjusted based on specific performance condition and requirements [5].

4.1 Male leading role: characters are from playlet “Zhangsan Ganxi” (also called Zhangsan Maiyi). Zhangsan’s face was painted with scorpion pattern at first, meaning skill in wushu. Later, as scorpion is homophonic with “rest” in dialect of north area, meaning no audience of the stilt performance. Artists think it not ominous thus the facial makeup pattern was changed to "dragonfly" to show the character came and go with nothing but skillful in wushu. Representative movements of Touqiao: horsewhip techniques: shake horsewhip, reel horsewhip and draw rein.

4.2 Female leading role: character is from Zhang San's wife in "Zhangsan Ganhui". When performing "La Ma', her dress-up is bobbles on the head and the major part is with bun, a horsewhip in her hand. Clothes is deep green warrior jacket. Later as "La Ma" was not performed, "Xia Wuchang" was performed frequently. The dress-up of Erqiao was changed into make Wusheng with black kerchief. Representative movement is similar with leading role and both sometimes perform double saddle-up.

4.3 Supporting role 1: old male from Xiao En in "Sha Jiang". The performer is with thick eyebrow and white mustache with net wrapped in head or with bun, straw hat, dressed in yellow jacket and arm naked. Representative movement: various gestures of mustache tossing.

4.4 Supporting role 2: old female from the old woman in some classic plays who is dressed in a coat with a waistcoat, a pair of wooden club or pouches in the hand to present the middle and old aged matchmakers in rural area who are humorous with distinctive features. Props are wooden clubs or pouches; wooden club: shoulder shaking with wooden club in both hands, with bouquet inside and outside.

4.5 Supporting role 3: young female with flower hat at first in bright colored dress, jacket with fan and handkerchief as prop. Basic step movements include: kick, cross step and jumping step with various silk flower and fan movements.

4.6 Supporting role 4: young male with water-sleeved priest frock, cloud in the chest and colorful pants, color band on waist, and white towel on the head. Sometimes, their faces are painted with butterflies, pomegranate and peaches to represent lucky, or shoe-shaped gold ingot or double coin to represent "make a fortune", Another one plays the clown with eyebrow, white nose bridge, red lips and clown face, broken hat, colorful pants and ragged jacket. This is a young fellow image to bring happiness to audience through humorous performance.

5. Haicheng Stilt Yangko steps into college national folk dance classroom

Local colleges have great advantages to inherit and develop Haicheng Stilt Yangko, which is also their mission. They should start from studying folk dance culture, explore new ideas and methods of exploring and developing regional dance culture, protect, inherit and develop regional dance culture in diversified channels so as to promote national folk dance culture to progress continuously.

5.1 Featured teaching

Currently with more and more colleges set up dance performance specialty, how colleges standard out from numerous art institutions, establish bright specialty feature, and develop regional dance culture has become the key of teaching characteristic development. With bright style and thick local features, national folk dance as the local college dance performance specialty should continuously promote featured development of undergraduate dance teaching based on inheriting and developing local traditional dance culture at the core of carrying forward local featured dance culture, to establish a national folk dance teaching system with local characteristics for promotion and development of national folk dance culture as the important content of local college dance performance specialty teaching [6].

In a word, college folk dance course should be with bright local features in classroom teaching, focus on local style and application feature. To improve students' professional skills through folk dance classroom teaching, inherit regional dance culture, create bright specialty feature is of great significance for college dance specialty development.

5.2 Inherit regional dance culture in teaching

Cultural inheritance is important mission for education. College dance education should actively undertake the mission of inheriting and developing regional dance culture [7]. College national folk dance teaching is an effective means to transmit and promote Haicheng Stilt Yangko, a tangible cultural heritage, extract contents suitable for college dance teaching, and systematically organize and research these movement elements, and arrange into professional dance teaching materials so that regional dance culture can step into national folk dance classroom for inheritance and development, which will make it more colorful. College students' learning tangible cultural heritage can promote the transmission of excellent traditional national culture which in turn can greatly help improve their professional ability and cultural connotation. Art is from life but higher than life. Based on theoretical study of Haicheng Stilt Yangko, conduct practice study, extract elements, arrange and combine to present it in front of people in a brand new form so that students can obtain in-depth understanding of Haicheng Stilt Yangko and contribute to national culture inheritance.

6. Conclusion

To sum up, national folk dance education in local colleges should undertake the mission of inheriting and developing local dance culture which is of special meaning for rescuing and developing regional traditional dance culture. Local colleges have advantages of cultivating backup force for folk dance protection and inheritance. Haicheng Stilt Yangko into college dance classroom should start from local featured dance culture by developing regional advantages to realize teaching innovation. Establish relevant teaching system, compile relevant teaching materials, and work out teaching mode suitable for specific college in terms of practice course and theory course setting, and establish dance specialty with distinctive features. This is of great significance for the development of dance specialty in local colleges. Meanwhile, accurately control market demand. Colleges can create a unique art performance team and organize performances out of campus so as to expand the influence of Haicheng Stilt Yangko. This can be an effective way for colleges to inherit folk dance culture.

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Current situation and prospect of "Death Economy" based on theory of Chinese population economics

Ping Wang[1,2]
[1]*School of Management Yangtze University*
[2]*Monterey Institute of International Studies*

Abstract: with continuous aging of population in China, according to statistics, the dead population in 2016 in China reached 9.77 million and it is estimated that the average dead population in 2020 will increase to more than 13 million, and more than 25 million in 2030-2050. The change of Chinese population has provided huge market space for "death economy" with funeral industry as principal. This article has introduced and analyzed the cultural property, financial property and investment property of "death economy" and proposed the developmental trend of "death economy" from the perspective of economic theory of Chinese population.

Keywords: population theory; death economy; current situation; prospect

1. Introduction

Death as a social fact is closely related with society, nature, and individual factors. Social factor refers to the social economic development and productivity level; natural factor refers to human control of nature or technology; individual factor refers to individual sanitary habit, life habit and self-protection awareness of infectious disease as a symbol of civilization in a sense. As a whole, population death level tends to decrease with the development of human social civilization and progress [1]. But with continuous aging of population in China, according to statistics, the dead population in 2016 in China reached 9.77 million and it is estimated that the average dead population in 2020 will increase to more than 13 million, and more than 25 million in 2030-2050. For example funeral service industry which is unprecedented in the world has provided a huge market space. According to data in CSC R&D center, compound growth rate of funeral service industry in 2008-2012 was 13.1%, increased to 17% in 2013-2017. According to surveys, funeral service industry as a service industry has more profits than internet online game industry [2]. According to statistics, China's funeral market in 2016 has reached 54 trillion. According to China's population calculation form, the peak of 1.4 billion will be reached in about 2020 and then the population will decrease sharply [2]. If death population per year is 10 million, calculate based on 100 thousand RMB unit price, i.e. 100 trillion annual output values in the powerful industry, it can be called "upgrade production and reduce population."

2. Cultural property of "death economy" based on theory of Chinese population economics

The establishment of funeral culture was from the Chinese traditional cultural belief of "immortal soul" which makes people connect the previous life with future and relate fortune at present to the future status. Thus out ancestors believed the more luxury was the tomb, the more prosperous would be the family and the more blessing for offspring, the larger probability for rebirth in the next generation back to upper class as noble. Of course funeral as most traditional is still inherited in some areas in feudalistic superstition ceremony form with social development and time change. The whole consumption also upgrades with the time change. The only unchanged is the concept of "an elaborate funeral" left from thousands of years' agricultural society to show memory and respect to the dead no matter in what form, at what cost.

In Asia, Japan is one of countries with highest cost on death mainly because population aging started early in Japan thus it becomes the initiator of Asian funeral culture. The movie "Okuribito" in 2009 described the work of funeral workers as "travel assistant" and regarded funeral as the last travel of life. By restoring the dead people's appearance in peaceful dream by undertaker, the dead steps into the last journey with dignity. The movie was popular and meanwhile it arouses people's thinking on "how to end the life". Also, another reason is the high service fee [3]. Funeral and graveyard account for half and half cost. According to the latest statistics from Japanese Consumers' Association in 2017, average cost on funeral in the whole country is 1.96 million (about RMB 120 thousand RMB) and average graveyard cost is about 1.35 million, about 2-2.2 million including tombstone (about 120-130thousand RMB). That is to say, the average cost of a person's death is about RMB 250 thousand. The worsening situation of aging without offspring and increase of death cost, no renewal attendance of graveyard result in more and more Japanese people's selection of new funeral methods [4] such as no longer choosing shining blue glass Buddhist statue instead of a stone as the graveyard.

3. Financial property of "death economy" based on theory of Chinese population economics

With the accelerating progress of population aging, old people's home and funeral affaire arrangement have become people's project before death. The PrePlan service originated from the noble in Europe and America has appeared into people's sight.

Japan started introduced PrePlan service from the noble in Europe and America for rapid popularization, which has more than 60 years' history with a popularization rate of 90% in US, more than 70% in Japan [5-6]. It is actually a financial product related to death mainly in trust and insurance. Service providers presells a funeral insurance to buyers who can enjoy one-stop funeral service at the contracted price, and even can enjoy appreciation interest in a certain proportion no matter the fluctuation of graveyard or funeral costs in the future or the future inflation [7-8]. For funeral service enterprises, the income is raised free or at low interest for long-term free (low interest) usage, which is a high-quality cash flow similar with the life insurance product in insurance industry. As the "first stock in domestic funeral industry", Fu Shou Yuan, (HK: 01448) has introduced PrePlan service in 2015. With few buyers (it is said only 100 orders placed up to the end of March this year when carrying out this service in Shanghai for half a year), with opening concepts among people and continuous development of funeral and insurance industry, more and more people will accept the service pattern.

4. Investment property of "death economy" based on theory of Chinese population economics

In China, death population each year is 10 million with an annual increase of 7‰. According to estimation of China Funeral Association in 2014, the consumption in 2020 will reach 600 billion. Industry annual output value in 2023 will exceed trillion. For example, the average gross profit of Fu Shou Yuan within three years is 80% which is the average level of China. Meanwhile, China has its own market ecological features:

4.1 Cultural conventions result in sellers' market

Traditional concepts established in thousands of years' agricultural society result in deep-rooted "lavish burial" concept higher to the emperor and inferior to the civil. Lavish degree of funeral equals to the respect degree to the dead which lead to a seller's market in funeral industry and bargain would be regarded as unfilial and excessive profit is inevitable.

4.2 Decision-making time is too short to compare price

Funeral is the most urgent as most people are not well prepared for death. Families are in a hurry to prepare for funerals and choose hospitals and relevant channel once recommended with no time or energy to compare price.

4.3 Administrative pattern results in imbalance between supply and demand for graveyard

China's funeral service industry is highly regulated by government with some procedures not completely open to private capital. Even highly open graveyard industry procedure requires for approval at all levels by governmental sectors (special land use property by Land and Resources Bureau and commercial cemetery license approval by Ministry of Civil Affairs), site selection and scale under strict regulation by governments lead to high threshold for enterprise into the market. As a whole, the operation mode is similar with real estate industry, but it is hard to conclude a transaction for secondhand graveyard.

According to 2012-2013 "Funeral Green Book", current graveyards in most cities will run out within 10 years. Beijing Municipal civil affairs bureau once replied high price graveyard that in the past ten years, no more land was added in 33 cemetery in Beijing cemetery land. Death population increase due to the trend of population aging, and unexpanded cemetery supply result in obvious supply and demand imbalance. The graveyard price rises sharply like the real estate price in Beijing. Multiple factors result in extremely scattered and low intensive pattern in China's funeral market. Most profits come from the burial part of graveyard transaction but the memorial part, i.e. funeral service accounts for a very small proportion. Market diversification and low concentration ratio is similar with education industry. Fu Shou Yuan has become China's largest funeral service enterprise but its business volume takes up only 1% of the whole country.

5. Prospect of "death economy" based on theory of Chinese population economics

According to market survey results and relevant research reports, future "death economy" (mainly for funeral service industry" will show following trend.

5.1 With the increase of death population and decrease of land supply, graveyard price will still maintain high and keep rising. High-end graveyard and tombstone demand will increase.

5.2 Meanwhile, peripheral service about funeral ceremony will have larger economic growth space.

5.3 The overall funeral market and concentration ratio will improve. Large-scale funeral service enterprise with more resources and capital ability will have larger market integration ability. For example, they can expand business to the whole funeral industry service chain including graveyard operation, funeral ceremony, equipment and cemetery landscape design, PrePlan (similar with testamentary trust), life service academy (cultivate and transport professional talents for funeral industry).

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Discussion on the Teaching Method of Combining the Basic Theory and Practice of University Computer

Yunqiu Shi, Chuansheng Wu
University of Science and Technology Liaoning, China

Abstract: University Computer Basic Course plays an important role in the training of practical computer skills and computational thinking. According to the characteristics of this course, such as strong practicality, strong innovation and fast knowledge updating, it is important to improve teaching methods and apply various teaching methods flexibly, so as to improve teaching quality and train students' practical ability. This paper discussed mainstream teaching methods of Computer Basic Course and their experiment content design, such as case teaching method, project teaching method, demonstration teaching method and video or MOOC teaching method. The emphases of different computer basic teaching methods and the principles of choosing teaching methods are are also presented.
Keywords: Computer foundation; Teaching method; Teaching innovation; Experiment design

1. INTRODUCTION

IT industry is the main driving force for the development of large data processing technology, an important part of the ability of a country with the size and use of data will become a comprehensive national strength, will become the new point of contention between countries and between enterprises on the possession and control of data. How to cultivate and improve the practical technology of computer skills of undergraduate students, improve students' ability to solve problems and the ability of autonomous learning, cultivating students' innovation ability has become an important topic of [1] application oriented university personnel training.

"University Computer Foundation" in Colleges and universities is a term of public compulsory course content include the theoretical foundation of computer, Windows operating system, Office office software, network and Internet applications, Dreamweaver pages, Flash animation, Photoshop image processing, multimedia technology etc.. In order to improve students' computer literacy, strengthen the computational thinking ability and innovation consciousness on the cultivation of application ability, data processing, the teaching goal is to grasp and understand the basic knowledge of computer theory, construct the computational thinking ability; computer network environment skills and information processing [2].

2. THE BACKGROUND AND SIGNIFICANCE OF COMPUTER BASIC TEACHING METHOD REFORM

The main problems of basic computer teaching in the process: one is the Internet Education and micro video teaching is not widely popular, most schools are still teaching in the classroom stage; two is due to an integrated and practical application is not strong or combination is not tight, leading to students' lack of interest, practical ability is weak not skilled, basic skills and operations, to solve some practical problems. Especially for non computer majors, learning computer is to use this tool to improve the ability of information acquisition, information analysis, information processing and processing. In order to realize students from knowledge to skills and hands-on practice transformation requires a lot of teachers need to set some and the actual work and life, creative and comprehensive hands-on exercises, in order to consolidate learning computer skills.

The traditional classroom teaching method in "learning", students passive learning, only to see the teacher's classroom operation demonstration, students can not remember the steps, when they operate on the machine feel unable to start. In today's Internet plus the education background of the global network, it is imperative to reform the teaching method of computer based.

Computer basic course practice is extremely strong, involves the use of a variety of applications, especially for the network video teaching + micro [3], convenient for students before and after class teaching again to watch the micro video, personalized and individualized teaching. At the same time the lecture by an application example as the forerunner, used in the method of "doing" [4], for example, making use of Word and resume form, use mail merge with the production of the ticket or certificate of production by mixed fine production of paper magazine, three directories and books long documents typesetting; the table frame and the template layout method, develop a small personal website with Dreamweaver class Excel; calculation results ranking, grades, generate charts; create a personal or professional profile with the exquisite Powerpoint presentation; making an advertisement animation and logo animation with Flash; Photoshop pictures, color, making synthetic adjustment logo picture and navigation etc.. The introduction of knowledge in case form, so that students are more likely to accept and master the knowledge and content learned, practical skills have been done in the exercise and training.

3. COMPUTER BASIC COMMONLY USED TEACHING METHODS AND EXPERIMENTAL CONTENT DESIGN

In addition to the traditional teaching method, the mainstream computer basic teaching methods mainly include case method, project teaching method, demonstration teaching method, game method, Mu class, video teaching, etc.. The following 4 commonly used teaching methods and experimental content design.

(1) Case method and experimental design

The case teaching and the traditional teaching method for example, is the case with typical events for real or virtual scene based on the discussion, to answer the teacher's questions, interactive teaching process, in order to achieve the learning teaching methods, cognitive skills objectives and requirements of [5]. In short, the case teaching method is the teaching method which uses case as the teaching medium to improve the comprehensive ability of students. The teaching method of office automation software, animation software and other application software is suitable for case teaching method. Case teaching begins with examples. The guiding ideology of the case method is to improve students' practical ability by typical cases and comprehensive cases [6].

For example, when explaining Word, four cases are used to explain text / paragraph format layout, table making, graphic text mixing and long document typesetting. Comprehensive document Word experiment is to design a "pond night", which contains the text format and paragraph formatting, column layout, dropcap, headers and footers, phonetic symbols, translation, mixed map and text, word art, tables, formulas, flow chart, SmartArt graphics, shape and other page elements, formatted and text typesetting.

When explaining Excel, explain the table format setting, formula, data screening, PivotTable, chart and so on with different small cases. Excel is a comprehensive experimental design student achievement table, the calculation of students' average score, using SUM function to calculate the total score for the AVERAGE function, calculate the highest score in the class with the MAX function, the calculation of the lowest points with the MIN function, calculate the grade by the nested IF function (excellent, good, medium, pass, fail) or scholarship. Calculation of each fraction number with COUNTIF function, calculate each student with RANK function ranking, the number of students in the class is calculated by using the COUNT function, and finally generate charts, mini map etc..

Explain the PowerPoint first give the students enjoy excellent and wonderful works of PPT, stimulate interest in learning multimedia works, and then make a text, images, tables and charts, audio and video and other basic elements of the presentation, and for each page to add the author's name, date, page number, the PowerPoint experiment requires students creative, making personal resume or professional profile presentation.

Animation software Flash through a small case to explain frame by frame animation, mask animation, boot line animation and other methods of production. Flash experiment requires the production of an advertisement animation, a text animation, an electronic album, etc., to reflect the key frame, layer, tween and other basic concepts and animation production principles.

Image processing software Photoshop experiment, making synthetic maps, Logo pictures, navigation bar pictures, color adjustment pictures, so that students master the common functions of Photoshop.

(2) Project teaching method and experiment design

In the project teaching method, the teacher is not designed to separate each knowledge point of the teaching case, but for the whole course, design a covering curriculum of different knowledge points throughout the project [7]. Project teaching method is beneficial to train students' ability of calculating thinking and solving problems, especially suitable for learning comprehensive computer knowledge and skills. The project teaching method needs to solve the problem according to the train of thought, reasonably synthesize many kinds of knowledge [8].

For example, using Dreamweaver to achieve web development is a comprehensive reflection of a variety of web technology, only through the case teaching local clear each knowledge point, students' innovative and comprehensive application ability is still not strong, at this time, teachers by creating, analyzing and solving tasks, such as a web site development embodied in site management, page layout, formatting "," mass production, database access and other knowledge. In each class, step-by-step introduction of knowledge from the shallower to the deeper, from simple text to text mixed, comprehensive framework, layer, tab, template and other layout from the ordinary table layout, from the properties of a single object set to use CSS CSS batch format ", from static to dynamic web pages, increasing the complexity of the problem in the web development process, leads to new problems and new tasks, in the process of solving the problem of knowledge and skills to master together. Students feel the sense of achievement in the process of completing the task, through the creation of their own works, to reflect the cultivation of innovative ability.

Dreamweaver also follow the principle of project, letting students choose theme making a small personal website, method of comprehensive application form, frame, template and other web page layout, text, images, animation, sound and video reasonably organized into a beautiful vivid website.

(3) Demonstration method and experimental design

The demonstration teaching method imitates the teacher's demonstration operation, this is one kind of effective teaching method of learning application software [9]. For example, when teaching the basic operations of different software, we first introduce the new file; 2. Save the file; 3. Open the file; 4. Close the file. When the teaching file operation select the file; the file rename the file; shear; the copy of the document; remove the search for files and other documents. This teaching method can give full play to the advantages of multimedia equipment, especially suitable for teaching of computer application software.

The experiment corresponding to the demonstration method is usually a variety of operations and settings of the software.

For example, the Window experiment requires students to the teachers' demonstration, set the taskbar and start menu, set the date and time, set the Internet option, set the folder options, create a user account, add / delete input method, install and uninstall program, set the desktop, file selection, copy, cut, rename, delete operation [10]. The experimental content of Dreamweaver site management is: new site; duplicate site; delete site; import site; export site. The contents of network and the Internet search engine, use registered mail, e-mail, search the library academic papers, the configuration of Web server and FTP server, instant messaging software, online shopping, online classroom use etc..

(4) Mu class and video teaching

The application of computer based office automation software, web, database, network and Internet software, very practical, teachers can not finish it again after the students master the knowledge immediately, if the recorded video teaching, so that students can be through the network after repeated viewing and learning, so the network + video teaching method is the new teaching method of basic computer worth using.

MOOC, that is, large-scale open online education, in December 1, 2014, the Chinese University MOOC online. The advantage of MOOC technology is to learn anytime, anywhere, never class. MOOC technology makes the flipped classroom possible. On the one hand, it standardizes the teaching process and improves the teaching efficiency. On the other hand, teachers more responsibility is to organize students to discuss and guide students to learn, so as to improve the students' interest in learning, stimulate students' learning enthusiasm, cultivate the students' research and innovation ability, communication, cooperation and cultivate students' ability of expression.

For example: according to the teaching content and teaching objectives, teaching design and development of knowledge based on micro video, will be taught by Windows, Word, Excel, Powerpoint, Dreamweaver, Flash and other knowledge of teaching examples, with the screen recording software the steps recorded within 10 minutes of the video, and then released to the Internet, students learn from the Internet video courses, books, online discussion etc.. Practice has proved that with video and network teaching methods, students' learning difficulty is reduced, learning interest and learning effect are significantly improved.

4. THE SELECTION PRINCIPLE OF COMPUTER BASIC TEACHING METHOD

In teaching, different teaching methods should be chosen according to different teaching contents, and attention should be paid to the combination of theory and practice. For example, the teaching method for explaining the hexadecimal conversion, can demonstrate the decimal integer into two, eight, sixteen hexadecimal C language program, which has introduced a semester of computer program design, and make students have an intuitive sense of mutual conversion between the number of the system.

In order to avoid the absence of trees, students should pay attention to carding the main line of teaching, and form a complete and unified knowledge structure [11]. For example, Word more than usual case teaching, the machine should be arranged in large operations, so that students will learn knowledge together, realize the flexible layout of the document, understand the comprehensive application of text, paragraphs, lists, graphic mix row, style, footnote, endnote, columns, page setup, comments, charts, formulas, paper set the. A "task driven" method of lecturing in the process of solving the task in the comprehensive use of a variety of "dispersed leap" of knowledge, but also for the important and difficult knowledge, give students some explanation or demonstration. For example, in the web design stacking style table CSS is the key and difficult, in addition to teachers teach students by the way of visualization using cascading method table CSS formatted page style, then summarize three kinds of different methods of CSS CSS introduced in the page: inline style, embedded style and external style sheets, and let the students to analyze the difference and summarize three kinds of methods, deepen students' understanding of CSS, this book knowledge is transformed into a truly internalized knowledge.

The use of demonstration teaching method, but also pay attention to summarize the main points of knowledge and inductive steps about organized clear knowledge logic and operation, such as Excel data statistics, classification summary is a statistical method based on field classification, the premise is to first sort of classification field, and PivotCharts is statistical methods two and above category field based teaching should clear the similarities between the two and their differences, and avoid operation for operation, to guide the students to learn the relationship and difference between observation and analysis between knowledge points, as to summarize the generality of the software. Most of the software the new document, open, save, close and exit operation is basically the same, the Windows program has a menu, shortcut keys, hotkey, dialog, window, tab, icons, buttons, drop-down box and other concepts, different software Office have fonts, paragraphs, style, frame, filling, alignment and other settings. In a word, teachers should teach students to draw inferences from other facts so as to adapt to the rapid development of computer technology.

The principles of choosing the basic computer teaching methods are as follows: (1) teach students in accordance with their aptitude. The students in the computer foundation, interest, learning ability are different, teachers should pay attention to the students of different abilities, specify different difficulty of the learning task, encourage the learning ability of students to self-study and explore the way to solve the problem. Provide the screen video of the example for the weaker students, and explain them carefully. (2) different teaching methods should be adopted according to the teaching contents. It is not a kind of teaching method applicable to all the teaching content. In addition, different teaching methods in the same course can also adopt different teaching methods [12]. For example, the theory part for college computer teaching method; demonstration teaching method for file and folder management; office software, Flash and Photoshop for the case teaching method; Web Design for task driven teaching method; "using the method of drawing" for using game teaching method; multimedia technology and computer network for situational teaching and demonstration method. The combination of. (3) different teaching methods need to integrate different teaching resources. Different teaching methods have different allocation of teaching resources, for example, abstract and complex computer working principle is best equipped with animation demonstration; the case teaching of office software should be synchronized with the computer training. Web design is very practical and artistic. It needs to provide students with a large number of excellent web works and teaching cases to improve their aesthetic, creative and design abilities. In short, basic computer application software to more Office software, Dreamweaver software, web design, Flash animation, Photoshop image processing and strong practical teaching cases should not only have rich resources, but also with the Internet + micro video teaching, and classroom demonstration in order to achieve good teaching effect.

5. CONCLUDING REMARKS

In basic computer teaching, teachers should strengthen the practice of practice, the computer application and personal learning, work and hobbies combined, lecture language should be easy to understand, the full implementation of the line of classroom teaching, online teaching, according to the actual needs of different teaching contents using flexible teaching methods so as to [9]. Received a better teaching effect.

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A case study of primary school students' interpersonal communication and psychological needs

HuiFang Cai
DaHuShan Road No.1 Primary School, Yangpu District, Shanghai,China
E-mail: 823830695@qq.com

Abstract: students are at the primary stage of primary and best interpersonal communication. If there is no students in interpersonal communication age appropriate to carry out good, it will cause a great impact on children's own personality and emotional and psychological aspects, and for the pupils after personal life has a direct impact. At this stage, how to guide pupils to achieve normal interpersonal interaction by reducing the difficulties of primary school students in achieving interpersonal interaction, so as to meet the needs of pupils, and promote the healthy growth of primary school pupils? Based on this, this paper analyses the cases of interpersonal communication and psychological needs of primary school students

Key words: Primary School Students' interpersonal communication; psychological needs; case analysis

1 .INTRODUCTION

The Interpersonal communication in the process of human growth is communication and mutual help between people, and achieve growth needs and achieve interpersonal communication in the process of continuous understanding and communication [1]. In the process of interpersonal communication, people want to get some concern and care for each other, which is related to everyone's physiological characteristics, personal experience and living environment. Good interpersonal relationship in primary school enables children to know how to do things correctly, understand right concepts, understand others and accept others' evaluation of themselves in the process of interacting with people. Thus, it can better coordinate the relationship between himself and others, and have good psychological quality.

2. THE RESULTS AND CASES OF THE INVESTIGATION OF PRIMARY SCHOOL STUDENTS' INTERPERSONAL COMMUNICATION

2.1 Analysis on the results of the investigation of primary school students' interpersonal communication

(1)Interpersonal communication is an important part of human social life.

Primary school students are the key stage of good interpersonal communication. At the present stage, the good development of children's communication is based on children's spontaneous perception stage, which is largely controlled by pupils' self consciousness. The main manifestation is the interpersonal communication of primary school students, which are usually the characteristics of difference, personality, diversity and independence [2]. Based on this, in order to understand the overall communication status of pupils, and accurately grasp the specific situation of students' interaction, this study investigated the pupils of grade one or two in a primary school and the teachers in the school by using a questionnaire. A total of 200 questionnaires were issued in this survey, and 200 were actually recovered. There are 100 students in grade one and grade two each. The number of boys in all students is 110, and the number of girls is 90. For teachers, they also use questionnaires, which are divided into class teachers' questionnaires and teachers' questionnaires, of which 35 are class teachers, 25 are teachers, and the rate of return is 100%.

Table 1.The Self cognition of low grade pupils

Question: do you think you are a disciplined student at school?									
attitude The number of	first grade		second grade		male		female		Student reasons
	The number of	ratio	The number of	ratio	The number of	ratio	The number of	ratio	
Yes	90	90.00	97	97.00	103	93.64	88	97.78	School class discipline must be observed in school

No	10	10.00	3	3.00	7	6.36	2	2.22	Do not want to violate discipline, is to forget at the moment

From the above table, we can see that when grade one enters school for the first time, there is a great degree of curiosity and interest in collectivization learning and life in schools. But at the same time, you need to get used to a new way of living and learning, so it needs a certain amount of time to adapt to the habit. After upgrading from grade one, grade two students have already had some comfortable learning life, and have already known many rules and regulations inside the school, and are willing to comply with them. Generally speaking, grade two students have been used to live together with their classmates together, and have been recognized by their friends and classmates in the learning process of game life, and also have the ability to achieve self control.

Table 2 The primary school students' peer relationship cognition

Question: are you happy with your classmates?									
attitude The number of	first grade		second grade		male		female		Student reasons
	The number of	ratio	The number of	ratio	The number of	ratio	The number of	ratio	
Yes	90	90.00	96	96.00	102	92.17	89	98.88	The students are all my friends
No	10	10.00	4	4.00	8	7.27	1	1.11	Do not like the shortcomings of the students

(2) Teachers' cognition in primary school students' interpersonal communication

Since the existence of teachers is teaching and educating, the treatment of every student in the process of imparting knowledge should be guaranteed to be equal and equal to the principle of treatment. In knowledge transmission and life, 96.7% of teachers can care for students fairly and fairly, and have a similar attitude towards teaching. However, 3.2% of teachers still teach students in accordance with their aptitude.

In the teaching process of the whole primary school stage, the teacher plays a more important role. The relationship between teachers and students can largely depend on how they treat each other. Therefore, in the process of teaching, how to choose suitable teaching methods and establish good communication with primary school students is particularly important. In this questionnaire survey, most teachers expressed their own attitudes towards students, and some teachers had some personal tendency in knowledge transfer and communication between teachers and students.

2.2 An analysis of the cases of primary school students' interpersonal communication

In the interpersonal communication of primary school, the communication between students occupies a major part of interpersonal communication. In particular, pupils with younger age tend to show more peer interaction and psychological needs, while those with higher age are less likely to interact with peers. In the process of participating in activities, junior students will have strong psychological needs for their existence. Once there are no accompanying people, they will lose their mood. And the older pupils have basically formed a fixed circle of friends and established a more profound friendship.

Table 3.The pupils' peer interaction in the process of interpersonal communication

Question: what should you do when a student is in trouble?									
attitude The number of	first grade		second grade		male		female		Student reasons
	The number of	ratio	The number of	ratio	The number of	ratio	The number of	ratio	
Yes	84	84.00	93	93.00	100	90.91	90	100.00	The students are all my friends
No	16	16.00	7	7.00	10	9.01	0	0.00	Do not like the shortcomings of the students

In primary school, primary school students not only communicate with their peers, but also occupy an important part of their communication with teachers.

Table 4 The communication between pupils and students in interpersonal communication

Question: are you angry when the teacher criticizes you?									
attitude The number of	first grade		second grade		male		female		Student reasons
	The number of	ratio	The number of	ratio	The number of	ratio	The number of	ratio	
Yes	2	2.00	1	1.00	3	2.72	1	1.11	The teacher is not fair and only criticizes me; it's not my fault. Why is the teacher criticizing me
No	98	98.00	99	99.00	107	97.27	89	98.89	You should be criticized for making mistakes

3. THE FACTORS AFFECTING THE INTERPERSONAL COMMUNICATION AND PSYCHOLOGICAL NEEDS OF PRIMARY SCHOOL STUDENTS

3.1 Characteristics of primary school students' interpersonal communication demand

According to the survey and related research data, it is found that most of the pupils show the following characteristics in the process of interpersonal communication, and change with the life experience and age changes of pupils [3].

One is the instability. In the course of students' communication, students' overall cognitive ability, emotion control and memory are not mature. Therefore, it is more unstable in the process of communication and communication with people, often with rapid emotional breakup. In peer interaction, pupils often fail to complete the development of coordination and unification, but focus on self - centered and more frequent disputes.

The second is dependency. In the initial stage of independent life learning, pupils are largely dependent on their parents and teachers because of their immature thoughts. [4] Therefore, when a pupil breaks away from a family to school, it will inevitably form a psychological view of their parents. They will trust teachers, respect teachers and imitate teachers, so that they can get the love and security of their hearts. They will have a strong dependence on teachers.

The third is the development of primary school students' interpersonal communication. The formation and establishment of interpersonal communication is mainly based on the interaction between people and through continuous communication. And this phenomenon will also be due to a variety of factors, constantly changing, so the interpersonal communication of primary school students is a certain extension of the development of [5]. As time goes on, the interpersonal communication of primary school students will continue to determine the direction and the goal of catching up.

3.2 primary school students' interpersonal problems

Through the above investigation and related research materials, there are three main problems in primary school interpersonal interaction: one is self centered communication type. This type belongs to the pupil's view of the world by its own perspective, and is not able to effectively recognize the objectivity of others [6]. In primary school interpersonal interaction, it is mainly reflected in the self perspective to decide their interests and feelings, only concerned about the gains and losses of their interests, ignoring the feelings of other companions, and only looking at solving problems by their own experience. This situation is particularly prominent among the younger pupils. The other is self closed type. Such pupils are less likely to participate in activities. Most of them are independent activities, no peer interaction, no group interaction, and no more prominent interests. The third is the pupil who has acted too well. In primary school, pupils' daily behaviors have been greatly affirmed, prompting them to develop good habits, but pupils' age is low and often bad.

3.3 Analysis on the factors influencing the psychological needs of primary school students

In interpersonal communication, pupils' major psychological needs tend to have larger cognitive differences, such as self denial, overconfidence and behavioral intensification[7]. Moreover, the cognition of communication itself is quite different. Every pupil's life experience and thinking are different, so their psychological needs are different. So the difference of psychological cognition will lead to the psychological needs of pupils. Secondly, the traditional teaching mode of the psychological needs of students caused certain boundaries, making the students for their inner needs is just too much about the results, leading to teachers for the psychological demands of students attention is weak, the development of the students is not a good interpersonal relationship.

4. STRATEGY IMPROVEMENT OF PRIMARY SCHOOL STUDENTS' INTERPERSONAL COMMUNICATION PROBLEMS

4.1 Building a comprehensive personality school family environment for primary school students

In order to promote students interpersonal communication, to meet the students inner needs, we need to build a comprehensive school and family environment, mainly to update the concept of teaching in school, build special teaching methods, implement the teaching concept of the continuous deepening of reform, so as to promote the further development of the school. In order to promote students in the learning process and students working together to solve the problem, we can set up the team to finish the group to explore the issue of cooperation, or to adopt to solve the problem of evaluation mechanism for elementary school students using a variety of different evaluation methods, to achieve the balanced development of students to promote.

4.2 Cohesion of the overall cohesion of the class of primary school students

In the process of learning, the overall cohesion of the class group is particularly important for the primary school students. We can create a team learning, strengthen the communication between teams, broaden students interpersonal communication range, attention for students to carry out mental health counseling regularly, in order to help students establish a correct concept of interpersonal communication, understanding their psychological needs. Or by developing comprehensive practice activities, we can promote pupils to play their own subjective communicative activeness. Combined with various teaching resources, we can cultivate pupils' optimism and confidence in learning practice.

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Exploration on the mode of AIDS prevention and education in Colleges and Universities Based on medical students' Associations-Take the universities in the Guangxi Zhuang Autonomous Region of Liuzhou city as an example

Liu Lili Lan Juan Wang Feilong
(Guangxi University of science and technology Liuzhou, Guangxi 545006)

Abstract: the work of AIDS prevention in Colleges and universities has always been an important part of higher education, and improving the effectiveness of prevention has become an important measure of this work. This paper takes Liuzhou city colleges and universities to carry out AIDS prevention work as the basis, and introduces the specific universities in Liuzhou relying on the professional disciplines of medical student organizations to carry out publicity and education on AIDS prevention work in Colleges and universities in Liuzhou city. This model is an effective way to prevent AIDS education in Colleges and universities in Liuzhou on the basis of its own and local characteristics. In this paper, the background, implementation conditions and specific content of the model are introduced in detail, in order to provide some practical enlightenment for the prevention and education of AIDS in other areas.
Key words: universities; student associations; prevention of AIDS; publicity and education

1 TO CARRY OUT AIDS PREVENTION EDUCATION BACKGROUND

Drugs and AIDS are social and public health problems that seriously endanger human health. In today's society, the global situation of drug abuse and the spread of AIDS has posed great challenges to school drug control and AIDS prevention education. In China, AIDS has spread from high-risk groups to the general population, and the infection rate has risen sharply. By the end of December 2016, the total survival of AIDS patients in Guangxi, Liuzhou City, more than 10000 cases survived and more than 5000 cases died the total number of reports in the first fourteen cities.

As the transportation hub and the main industrial city of Guangxi, Liuzhou has a large number of construction site migrant workers, rural residents, community masses, college students and so on. It is understood that there is a big gap between the 5 institutions of higher education in Liuzhou city, in carrying out propaganda and education work on AIDS prevention, and there is no systematic development. The main problems include the following aspects: first, some colleges and universities to implement the "prevention of AIDS" knowledge teaching hours can not be well guaranteed, it is difficult to achieve the desired educational effect. The second part, colleges and universities to carry out publicity and education activities is too single, the audience is not wide, have not formed an effective mechanism for publicity and education on AIDS prevention. Therefore, the results obtained are unsatisfactory. Third, part of the university student community has become the main force to carry out anti AIDS publicity and education activities, but technical guidance and financial support is difficult to guarantee, and has not yet formed a long-term support mechanism. Fourth, there is a wide gap between the rate of awareness of AIDS knowledge in different school students, did not establish a sound system of AIDS knowledge, it is therefore to strengthen the propaganda and education on AIDS prevention for these groups is particularly important.

2 TO CARRY OUT THE CONDITIONS OF AIDS PREVENTION AND EDUCATION

(1) Relying on the AIDS Prevention Education Association in School of Medicine of Guangxi University of science and technology, the early publicity and education achievements are remarkable, and the team has accumulated a wealth of work experience, providing professional group support for the implementation and development of AIDS prevention and education.

(2) We have professional guidance teachers to provide professional technical guidance for the prevention of AIDS propaganda and education.

(3) The development of community work has been supported by the Liuzhou Center for Disease Control and Prevention and other social forces.

3 THE MODE AND CONTENT OF AIDS PREVENTION AND EDUCATION WORK

(1) Create Liuzhou college students "Guan Ai" alliance. Sponsored by the Association for the

prevention of AIDS in medical college, the leaders of various student associations in Liuzhou jointly established the "Guan AI" alliance of Liuzhou university students, and formed a unified battle against AIDS propaganda and education in universities.

(2)In the medical school, a team of effective volunteers is set up. The experts and scholars from Liuzhou Center for Disease Control and prevention are invited to train 300 backbone volunteers for AIDS prevention and education every year, and carry out radiation type independent education by these volunteers.

(3)Open the "Youth Red Ribbon" WeChat public platform, use the new media to create an AIDS prevention experience for college students, and show a typical case platform for publicity and education. Opening "Guan AI" red ribbon warmhearted mailbox that can broaden the communication ways of "anti AIDS" and improve the educational effect, so that college students can understand more comprehensive and meticulous the knowledge and skills of "anti AIDS". In addition, in order to expand the publicity and education of the audience, the association not only explores the “Guan AI” movie station, but also plays movies, drama and other AIDS prevention theme film and television information so that the majority of students on AIDS awareness rate rising, the college students to further enhance awareness of prevention.

(4) In Liuzhou colleges and universities to carry out peer education. Train 100 peer education backbone of volunteers in Colleges and universities, through sharing information, deepen the concept and master the skills ,took about work experience, serve as a positive role to influence the peer group, and the use of easy to understand and identify ways of peer exchanges, expand exchanges influence.

(5)Using the "anti AIDS" propaganda day to carry out various forms of propaganda and education activities, to realize the knowledge of "anti AIDS" in the full coverage of the universities in Liuzhou. Take the 12.1 World AIDS prevention day as an opportunity; carry out a series of activities publicity and education in various colleges and universities in Liuzhou. Give full play a pioneering role in prevention of AIDS peer education backbone, through the "anti AIDS" signature ceremony, AIDS knowledge propaganda, theatrical performances, knowledge competitions, questionnaire etc. to further expand the publicity and education, improve education effect, improve students' awareness of AIDS prevention.

(6)Expand the outside platform and enhance the social experience of the volunteers. Take summer “San Xia Xiang” as an opportunity, carry out theatrical performances and on-site interviews for community residents, migrant workers and rural residents who are less aware of HIV / AIDS prevention awareness so as to further raise people's awareness of HIV / AIDS prevention. Through the organization and development of activities, people in the community have a certain understanding and knowledge of AIDS prevention knowledge and methods. At the same time, they also enhance the volunteer organization's ability to carry out activities, which greatly improves the effect of activities.

(7)At present, the serious reality of the current situation of AIDS transmission makes the education management of college students face greater challenges. College students are the main driving force for the development of the future society. Therefore, it is very important to improve the awareness of AIDS prevention for college students. Relying on student societies with a background of medical specialty to carry out AIDS prevention and education activities in Liuzhou which provides a reference model for AIDS prevention education in university students, as the same group of students, the education that are more likely to get the identity by college students, the emotions are more easily accepted, and can achieve better effect compared with the traditional mode of education. Of course, the propaganda of AIDS prevention education in many ways, this model is only a concrete combination with the actual situation in Liuzhou, its significance is limited. Only in combination with the actual conditions in the region can colleges and universities in other regions find an effective AIDS prevention and education model.

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The "beauty of nature" in the interior environment of the building

GUO Yu
Xinyang AgricultureandForestry University.
Xinyang, Henan,china
E-mail: Guoyu20004@163.com

Abstract: with the highly development of industrial civilization, taking the natural humanities as the guiding ideology and adopting artistic techniques, and designing the indoor ecological environment with rich regional cultural atmosphere and humanistic spirit has become a theme of life. In order to satisfy people's pursuit of nature and instinct and recover the original simplicity requirements, combined with natural and cultural beauty, people create livable and healthy indoor space.
Key words: the beauty of the harmonious environment in the building

1. INTRODUCTION

The background of ecological civilization endows architecture with more significance and value. The spirit of the harmonious development of the times also makes architecture no longer a simple and independent functional place in nature. Up to now, the development of architecture is undoubtedly fast. Meanwhile, human beings are keeping pace with the times. This requires today's designers start from building space, and space environment changes within the building ingenious organization, and deal with the relationship between the indoor environment and the outdoor environment to achieve a high degree of harmony with the natural environment inside the building and the design of a healthy and pleasant indoor space, and in order to give people different psychological and psychological feelings, and meet people on the building in the environment close to nature use function requirements.

The interior design of the building is an art creation activity to grasp the interior space from the interior of the building. We are in a society of rapid transformation from the industrial age to the information age. With the development of economy, urban and rural construction change rapidly, the long-term industrial civilization makes people's life more and more affected by the natural environment, but also evokes the pursuit of natural, recover the original simplicity. Under such a requirement, people pay more and more attention to the improvement of their living space and working environment. People are increasingly required to live in buildings that satisfy functional needs and have reliable technical conditions and are close to natural buildings. The basic requirement of human nature accords with the systematic analysis of psychologist Maslow's corresponding motivation for people's behavior, and also reflects the demand for indoor space division. On the one hand, the organization of indoor space should meet the requirements of people's practical function, and the purpose of human centered is to reflect the function service and life everywhere. On the other hand, it is necessary to form the cordial image that people can recognize through the concise, delicate and delicate processing of high - tech materials. By grasping the internal environment of the building, enabling the indoor space environment to arouse people's emotional identification in reason, we will make the unique artistic optimization of the material and human spirit of technology. Through this artistic spatial processing method, we can achieve the order arrangement of indoor functional space, improve the convenience of indoor space environment, and reflect the "natural beauty" of indoor space environment design.

2.THE DESIGN OF THE INTERIOR SPACE OF THE BUILDING EMBODIES THE RELATIONSHIP BETWEEN MAN AND NATURE.

Engels once pointed out that "we are more and more likely to learn to recognize and control those natural consequences that are caused by at least the most common production practices. But this happens more, more people are not only once again feel, but also realize the unity of self and nature, and a kind of contradiction between material and spiritual, human and nature, the soul and the body of the absurd, anti natural view, are far less likely to set up....... [1] "in Engels's view, man is not a natural outside, but a natural product and part. The unity of man and nature, which he speaks, refers to the attribute of man itself as a product of nature and always belonging to and dependent on nature. "Lao Tzu" in a book called "man law, law day, days France Road, imitation of nature [2]" that is the relationship between man and nature as a unity in order, finally are unified in nature, emphasizing the humanity to obey heaven, humanity should embody and practice the heaven. This traditional aesthetic spirit is embodied in Chinese classical garden art and interior space processing, and this simple philosophy directly influences the shaping of indoor and outdoor space. We can understand the layout of the pavilion, the platform, the building and the pavilions, and the scenery of flowers, grass, trees and wood, all together with the natural environment. It can not only benefit the natural environment, but also become a part of the whole environment. These traditional concepts of harmony and unity between people and nature have a profound influence on the design of architectural interior space today. The design and creation of the flowing villa by master Wright realizes the myth of ingenious combination of interior space and outdoor space, making the space environment of buildings and buildings an integral whole of man and nature. Mr. Ieoh Ming Pei also works with multiple chambers in series inside and outside space, combined with the natural environment and indoor space, the rich variety of indoor space.

Thus, the perfect design of the interior environment of the building is to respect the requirements of the harmonious development of the people and the nature. In the design, we should carry out the natural idea of "harmony between man and nature" and "sustainable development". We should use the connection and development practices, and the indoor space environment and building and building external environment as a system of nature as a whole to deal with, make indoor artificial environment become the extension and unity of the natural environment, the indoor space users in natural human overall and harmonious atmosphere of the indoor environment.

The environmental design of the interior space is a reflection of the regional cultural atmosphere and the humanistic spirit. In the book "science and technology in China", Tang Tong (Tong B.Tang) of Darwin college in Cambridge, England, points out: "Chinese traditions are very different. It does not strive to conquer nature, nor does it study the understanding of nature through analysis. The aim is to make agreements with nature, to achieve and maintain harmony. The tradition in China is holistic and humanistic, and it does not allow science to be separated from ethics and aesthetics, and reason should not be separated from good and beauty. The core of Chinese traditional regional culture emphasizes the harmonious coexistence between man and nature, and emphasizes that man and the earth are in an organic whole. Because a certain characteristic architectural style is decided by specific regional culture. All buildings inside and outside space are placed in a certain natural environment. Apart from the specific geographical environment, architecture is impossible to speak of. Therefore, we should take the space environment in the building as a "holographic element" to deal with, and take full consideration of the local natural climate and geographical features in the spatial organization characteristics, such as latitude and longitude, annual mean wind direction, topography and terrain. In the direction of style, we should make full use of local natural environment and regional materials, folklore, customs and so on, and borrow all kinds of decorative elements with local characteristics to analyze and reconstruct. The object has typical aesthetic attributes to create a harmonious atmosphere of geographical space has significance, strengthening the design ideas of indoor space environment, indoor space environment to reproduce the regional historical culture and the spirit of the times, the indoor space environment truly become an important place for cultural and regional cultural pride influence people's aesthetic style, in daily life. "The beauty of heaven and earth", "tomorrow's Germany" Kung Fu, "and there should do but don't know it" ("Chuang-tzu master") the space within the building environment and the nature harmonious coexistence.

The environmental design of the interior space of the building should create good microclimate conditions. The connotation of architectural space art is the high harmony of the interior space and environment of the building. In addition to the basic functions of this harmony, it is also necessary to ensure the internal and external harmony of the human being, that is, the external senses of the space audience, as well as the feeling of the internal [3]. This requires the construction of indoor space environment design to maximize the use of natural environment green potential, through careful design of the building space, the use of ecology, architecture, human engineering and modern high technology, the arts, humanities, natural integration. The relationship between the related factors we should reasonably arrange and organize the interior space and other fields, forming an organic whole and natural environment, regulate the indoor environmental comfort, and create a healthy indoor environment, the micro climate environment of [4] and the formation of interior space.

We can use the air according to the principle of thermodynamics, slight differences in indoor and outdoor air pressure and different temperature to make the natural wind convection formed under the natural state, and excluding the indoor air, the outdoor fresh air flowing in, and promote and improve indoor air quality, create a fresh, comfortable and healthy indoor environment "Aura" [5].

We can make use of the different colors and shades of natural environment in the change and transformation of climate and weather, and create the light and shadow changes and the cool and warm tones in the interior space of buildings. Design with nature color tone, with ecological plants, artificial scenery and other natural landscape elements, quality and shape design selection of wood and stone, bamboo, Teng, silk and other natural or synthetic surface material of the interior space of the interface, display materials, and highlight their "natural" characteristics, let people through seeinghearing touch smell produce Heart Association and aesthetic emotion, and feels in nature, realize the harmony of architectural space and natural beauty.

The construction of the space environment in the building is the soul of the building, the connection between human and nature, the combination of human art and material civilization, and the introduction of environment and human ecology into the building. With the help of natural law, we can not only create suitable environment for people to live, but also get the unique spirit of place. This is the only way to achieve the design of space environment, natural and humanistic beauty.

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The cultivation of College Students' innovation ability and Library Education

YuQing Huang Dan cheng
Hanjiang Normal University, Shiyan City, Hubei Province, China, 442000
Department of Art Hanjiang Normal University, Shiyan City, Hubei Province, China, 442000

Abstract: This paper mainly studies the necessity of Cultivating College Students' creative ability, and analyzes the innovation ability of college students. Finally, the paper puts forward effective measures for university library to cultivate college students' innovative ability, and hopes to provide some references for improving college students' innovative ability.
Key words: college students; innovation ability; Library Education

1. INTRODUCTION

In the era of knowledge economy, creative talents are needed, and libraries have an important advantage in cultivating students' innovative ability. The library should proceed from many angles and take measures to promote the improvement of students' innovative ability. The following is a simple analysis and discussion about the necessity of Cultivating College Students' creative ability.

2. THE NECESSITY OF CULTIVATING COLLEGE STUDENTS' CREATIVE ABILITY

2.1 The times call for talents with innovative ability

Twenty-first Century is an era of knowledge occupying an important position. Knowledge is an important force in determining development, and innovation is the inner core of knowledge. With the acceleration of the process of economic globalization, China will face more intense market competition. Essentially, this competition is the competition of innovation ability. Every country should enhance the emphasis on knowledge innovation, encourage innovation, and take measures to create a strong environment for innovation. Our country has long proposed the strategy of promoting economic development by innovation, and realized that innovation is the key driving force for national progress. Measures should be taken to enhance the cultivation of innovative talents. The United States has begun to pay attention to the importance of innovative talents and whether it has the ability to innovate as a standard to distinguish the talent level. Innovation is an important force to meet the challenges. Colleges and universities are duty bound to increase the training of innovative talents. We should start with training students' innovative ability and practical ability, so that students can have strong continuous innovation ability, so as to contribute to economic development and national prosperity.

2.2 Traditional education kills the creativity of talent

In the past, higher education was deeply influenced by traditional educational thoughts, and the training of students' innovative ability was little. Too much knowledge learning is a cramming learning. Teachers play a leading role in it. They mainly emphasize the grasp of theoretical knowledge and pay little attention to students' creativity. After graduation, students will only copy knowledge, lack of innovation ability, and fail to make greater contributions. Traditional education has greatly strangled the creative ability of students. The trained students can only be employed and unable to start their own businesses. A scholar once said that the students trained by Chinese traditional education are very hardworking and have a good grasp of book knowledge, but their practical ability and innovation ability are very poor.

2.3 The library has a unique advantage in cultivating the creative ability of College Students

University Library has abundant data and best learning environment, and has many advantages in developing students' innovative ability. It should become an important place for training students. On the one hand, the library collects data from all over the world, a large number of documents can allow students to read and learn, and a periodical room or reading room to give students the best learning environment. Students in the library can get all kinds of information and data that they want to obtain, which plays an important role in increasing their own knowledge reserves. And a quiet, free environment, together with a collection of knowledge from all over the world, is beneficial to students' thinking and inspiration and to improve their creative ability. On the other hand, the library has a group of experienced and strong professional staff, which can provide great help for students, give students guidance, and dig out students' innovative ability better.

3.COLLEGE STUDENTS SHOULD HAVE THE ABILITY TO INNOVATE

In short, innovative ability is the ability to deal with problems by using new methods, and is based on the existing knowledge reserves, which includes not only the change of original knowledge, but also the exploration of new methods. For contemporary university students should have the following abilities: the spirit of innovation and consciousness, to be able to find new ways to solve the problem, to the pursuit of innovation as the honor, have a strong curiosity; innovative thinking, has the ability to find new break the normal procedure, field. A solid reserve of knowledge, professional and extensive knowledge reserves are also important. In addition, there must be a sound personality, a unique personality and so on, and these all need the training of the University.

4. THE METHODS OF CULTIVATING COLLEGE STUDENTS' INNOVATIVE ABILITY IN UNIVERSITY LIBRARIES

4.1 Laying the foundation for cultivating the creative ability of College Students

Professional and extensive knowledge reserves are the basis for innovation. In the past, higher education focused on the education of students' professional knowledge and little knowledge of other majors, which caused students' lack of knowledge and restricted the development of students' innovative ability. Library has a large number of high-quality books, so that students can increase knowledge and expand knowledge places. Students can learn a lot of other professional knowledge and improve their comprehensive ability. The library should purchase and provide targeted books according to the characteristics of students and schools, pay attention to the cultivation of students' comprehensive quality, and provide students with all kinds of necessary documents.

4.2 Strengthen the cultivation of College Students' innovative consciousness and spirit of innovation

The innovation consciousness and spirit of innovation are the prerequisites for students to innovate. There can be no innovation without a strong desire for innovation. Libraries should make contributions to train students' innovative consciousness. For example, we can carry out lectures on innovation, introduce some stories about innovation, encourage students to innovate, and develop students' innovative potential. In addition, we can put some innovative books in a prominent position, and recommend students to read, so that students can have more opportunities to get in touch with innovative books, and raise awareness and spirit of innovation.

4.3 Cultivating the creative thinking ability of College Students

Creative thinking is the prerequisite for creative activities. For college students, only innovative thinking ability can be carried out effectively. The library should collect more books that can develop students' thinking, feel new ideas and ideas through reading, improve their mental activity, and improve their innovative ability. Library enables students to learn places frequently. Some books that can develop students' innovative thinking ability can be put in the recommended bibliography. Students' frequent reading plays an important role in developing innovative thinking. In addition, the library can often engage in some activities with the school to develop students' creative thinking and improve their creativity through intellectual competition.

4.4 Using the literature retrieval course to cultivate the information retrieval ability of college students, especially the online retrieval ability

The ability of literature retrieval is necessary for college students to improve their own innovative ability. In the era of knowledge economy, it is very important to retrieve the knowledge needed from the mass information center, and it is the key to innovation. However, excellent retrieval ability must be achieved through a lot of practice and training. In the past, college education tended to neglect the cultivation of College Students' retrieval ability, and failed to set up information retrieval related courses, which led to the lack of College Students' ability in this field. According to the requirements of the times, the library sets up a professional information retrieval course for college students, and trains the ability of the university students to use information retrieval. In the course, we should teach computer usage, database retrieval, Internet and other related knowledge, and lay a solid foundation for improving college students' innovative ability.

4.5 Create a beautiful and pleasant environment for cultivating students' creative ability

A library with a good atmosphere is an ideal place for the cultivation of students' innovative ability. On the one hand, the library should proceed from the overall layout and health point eliminate confusion, organized on the tables and chairs and books, to timely cleaning, keep clean inside the library, so that students can learn in a clean environment to absorb knowledge, better. On the other hand, libraries should regularly carry out some activities, such as book exhibition, so that students can feel the dense atmosphere of the library, get more ideas and knowledge, and improve their learning and creative ability.

4.6 Train the staff of the library with innovative spirit

The staff of the library often contact with the students, and the quality of this part of the people has a great relationship with the training of the students' creative ability. Staff with innovative spirit can affect the behavior of students by words and deeds. So the library staff should be fully aware of this, training, to take measures to strengthen the self innovation ability and innovative spirit of identification of faith, carry out creative work in their work, give full play to the important role of Library in cultivating the innovation ability of university students, to cultivate more talents with innovation ability I china.

5. CONCLUSION

In a word, the library plays an important role in cultivating the creative ability of college students. For the library, it is necessary to make full use of rich books and resources to continue to influence students, and to help students to improve their innovative ability. To the students themselves, we should learn to use the resources of the library, seize the opportunity, master more methods and knowledge, and constantly improve their innovative ability.

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The role played by ideological and Political Education of the rustic opinion In the cultivation of innovative talents in Colleges and Universities

LiuGang
Baoji University of Arts and Sciences, Shaanxi, Baoji 721013

Abstract:The Ideological and political education is an important content of teaching in Colleges and universities. It not onlyhas a great influenceon the formation of students' Ideological and political concept, but also plays a great role in the cultivation of innovative talents in Colleges and universities. This paper first expounds the importance of Ideological and political education in college personnel training, and then introduces the role played by ideological and political education in the cultivation of innovative talents in Colleges and universities, and points out the specific path of the role.
Key words: innovative talents training; colleges and universities; ideological and political education; role

1 THE IMPORTANCE OF IDEOLOGICAL AND POLITICAL EDUCATION IN THE CULTIVATION OF INNOVATIVE TALENTS IN COLLEGES AND UNIVERSITIES

Quality education covers physical quality, practical ability and innovative spirit education, scientific and cultural quality, psychological quality, and ideological and political quality. Among which quality, the ideological and political quality is the most important, and is the essence of all education. In the process of innovative talents training system, ideological and political education shoulders the responsibility of cultivating the ideological and political quality of College students. If we don't pay attention to the ideological and political education, the overall development of people and the overall quality of talents will be adversely affected. Therefore, colleges and universities must put the ideological and political education in the first place in the education program, so as to make the quality education work effectively.

2 THE ROLE OF IDEOLOGICAL AND POLITICAL EDUCATION IN THE CULTIVATION OF INNOVATIVE TALENTS IN COLLEGES AND UNIVERSITIES

2.1 The ideological and political education plays a role in promoting the cultivation of creative talents

First of all, the implementation of Ideological and political education isbeneficial to the development of students' innovative thinking and the improvement of students' creative spirit. With the help of the education ofhistorical responsibilitysense , it not only can effectively improve the students' awareness of innovation, but also will help students further develop their potential,then combined with the actual situation of students to carry out education work so that students' special skills and characteristics are fully demonstrated,expressing their innovative thinking, and improving their independenceand creativity. secondly, the implementation of Ideological and political education is very beneficial to the cultivation of innovative personality and the cultivation and promotion of innovative spirit. As we all know, promoting the all-round development of human is the ultimate goal of Ideological and political education. We can make various measures to carry out ideological and political education work in the process of cultivating innovative personality and innovative spirit of creative talents, such as social practice activitiesand so on. In essence, the process of human participation in social practice actuallyis the process of realizing the overall development of human beings.

2.2The ideological and political education plays a guiding role in the cultivation of innovative talents in Colleges and Universities

Firstly,the ideological and political education will helpthe creative talents to develop in the right political direction. It is generally known that political direction is the essence of cultivating innovative talents in Colleges and universities. Only by establishing a scientific, correct and reasonable political direction, can we effectively ensure that innovative talents in Colleges and universities serve the society and dedicate themselves tothe country. In recent years, with the promotion of reform and opening up, a large number of Western political ideas have poured into China, and some people's ideology has appeared westernized. Because of the lack of political firmness and identification ability, college students are vulnerable to the influence of Western political ideas. Nowadays, some college students in our country have questions what the socialist road, so it is urgent to carry out the education of political direction ofCollege students.

Secondly,with the latest theoretical knowledge of socialism of Chinese characteristics,ideological and political education in colleges and universities can be incorporated into the knowledge of socialist core values in the cultivation of innovative talents, cultivate and promote the "people-oriented education, moral education first, all-round development"of concept, calling for and cultivating college students a strong sense of social responsibility, strong innovation ability, the correct ideal faith and lofty moral principle. In other words, the scientific outlook on life, world and values are incorporated into the process of our daily study and work. Only by ensuring the correct direction, can we ensure that the moral quality of innovative talents trainedby Colleges and universities is good ,so as to contribute to the development of society.

3 THE CONCRETE WAY TO PLAY THE ROLE OF IDEOLOGICAL AND POLITICAL EDUCATION IN THE CULTIVATION OF INNOVATIVE TALENTS IN COLLEGES AND UNIVERSITIES

3.1 Creating a high quality campus environment and creating conditions for the cultivation of innovative talents

Firstly, strengthening the construction of College Students' learning environment,grasping the construction of learning atmosphere,other department ethos,school ethos,class environment, and positively organizing health, qualitycivilization, science and technology activities. Second, we should actively construct the living environment of college students, publicize the excellent deeds with the help of campus broadcasting and other media, and publicize the party's policy, policy and routes. In addition,increasing the frequency ofthe second classroom activities and sports activities, it not only let the campus life of college students become more colorful, but also let students learn and rest together, which is helpful the improvement of students' collectivism spirit and psychological quality.

3.2, the ideological and political theory course as a carrier of innovative talents training

First, from the institutional point of view, the education department shouldpay more attentionto the important role of Ideological and political education course in the cultivation of innovative talents. In the process of establishing the system, we should give the ideological and political education fairness and impartiality, and make the ideological and political education theory course become an important content of thenon intelligence education in the cultivation of innovative talents. All elements play their respective roles, show their responsibilities,and promote non intelligence and intellectual education to promote each other and complement each other. Secondly, school should establish a scientific and correct concept of performance, enhance the sense of social responsibility, and focus on the construction of Ideological and political education work team.Besides,school should attach importance to the opening and teaching of Ideological and Political Theory Course,grasping the educational staff and their assessmentpass strictly, and striving to improve the quality ofthe Ideological and political education staff.

3.3Innovation of method and content structure of Ideological and Political Education

First, we should innovate the methods of Ideological and political education, and focus on the way of inspiration. In fact, as far as the current students are concerned, the ideological and political theory course in our country is boring, uninteresting, and of little value. Therefore, the staff of Ideological and political education should think deeply about it, reform and innovate the traditional way of education, publicize and implement the heuristic education. For example, changing teaching strategies, imparting knowledge through conversation, focusing on discussion, reducing questions, etc.. At the same time, we should pay attention to the cultivation of College Students' innovative spirit, innovativeconsciousness and innovative personality, and strive to do these work well. Secondly ,innovating the content and structure of Ideological and political education, and organically integrating ideological and political education with mental health education. The traditional ideological and political education theory course is the classroom preaching, and think that theoretical teaching is the main framework.

4 EPILOGUE

To sum up, the twenty-first Century is the century of knowledge innovation, and the era of vigorous development of innovative education. In this environment, universities should really play the role ofIdeological and political education in the cultivation of innovative talents, and take the courage to creative ,moral excellence, personality integrity, professional qualityas the ideological and political education in Colleges and universities to carry out the point of the development and breakthrough of the innovative education. Strengthening the implementation of the ideological and political education, cultivating innovative talents, making college students' positive mental outlook, and cultivating moretalents adapted to the development needs of China's economic and society, which will effectively promote the modernizationdevelopment of socialismwith Chinese characteristics.

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