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Analysis of Construction Technology of Engineering and Its Measures to Manage Site Construction

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Abstract: With the development of social economy, the pace of urban construction is constantly accelerating. There are more and more construction projects and the scale is getting bigger and bigger. At the same time, people's quality requirements for construction projects are getting higher and higher. Therefore, this paper mainly analyzes the status quo of building engineering technology, discusses the current situation and importance of quality management of housing construction projects, and proposes the main measures to solve the quality management problems of housing construction projects.
Keywords: Construction engineering; Construction technology; On-site construction management

1. INTRODUCTION

With the continuous development of the construction industry, the construction technology of construction engineering is constantly improving, but there are certain quality problems in the construction engineering. Therefore, construction companies must strengthen the management of construction engineering quality, analyze the causes of the problems in the construction process and find solutions to ensure the quality of construction projects and reduce the probability of construction as much as possible.

2. CONSTRUCTION TECHNOLOGY OF ENGINEERING

2.1 Treatment Technology of Soft Soil Foundation

There are construction projects all over the country, and different regions have different geology. The existence of soft soil foundations with special properties in some areas is difficult to construct, because the soft foundation cannot withstand the weight of the building, and it is easy to cause settlement to tilt or even collapse the building [1]. At this time, it is necessary to use treatment technology of soft soil foundation to replace the foundation with a cushion or compact sand column, so that the building has a better foundation and is more stable and difficult to dump. But this processing technique has certain disadvantages, that is, it consumes too much manpower and materials.

2.2 Waterproof Construction Technology

Waterproofing construction technology is very important for building engineering. If it is not handled properly, it will easily lead to leakage and seepage of buildings. Therefore, in the construction of projects, it is necessary to adopt appropriate materials for rational waterproofing layout according to national waterproofing standards to prevent and deal with possible seepage and leakage in advance. Furthermore, it needs to adopt appropriate waterproofing materials to construct waterproofing system and avoid the phenomenon of seepage and leakage in buildings [2].

2.3 Construction Technology of Electrical Grounding

With the development of social economy, people's daily life, study and work are more and more inseparable from electricity. However, in the construction of electrical grounding, reasonable design must be carried out according to the different space, so that the space at all levels can play its role. Especially for buildings with metal as the main material, it is necessary to ensure the integrity and safety of electrical lines, and make sure that it can withstand the impact of thunderstorms and other bad weather.

3. THE CURRENT SITUATION AND IMPORTANCE OF QUALITY MANAGEMENT OF CONSTRUCTION ENGINEERING IN CHINA

With the continuous improvement of people's living standards, the increasing demand for buildings has promoted the rapid development of the construction industry. At the same time, the construction of projects has also aroused widespread concern in society. The quality management of construction projects in China has been improved, but there are still many problems in the actual construction process [3]. Therefore, construction enterprises must strengthen the quality management of construction projects, find out the causes of the problems, and puts forward practical and effective solutions to further promote the construction and development of housing projects. Construction quality management can not only ensure the smooth progress of construction projects, but also ensure the quality of construction projects. The construction process of projects mostly belongs to high-altitude operation, which is prone to potential safety hazards. Therefore, safety calculation management must be done well to ensure the safety of construction workers. Because the scale of housing construction projects is relatively large, the construction time is relatively long, so the quality of construction projects will be affected by many factor, such as, construction technology, construction management, construction materials and construction equipment. Therefore, in the construction process of projects, the quality management of construction projects must be strengthened on the premise of ensuring construction safety.

4. MEASURES FOR ON-SITE CONSTRUCTION MANAGEMENT

4.1 To Enhance Awareness of Quality Management

In order to improve the quality management of construction engineering, it is necessary to enhance the awareness of quality management and effectively supervise the quality of construction engineering in actual work. In the construction process of the project, strict supervision and management of the construction process, construction technology, construction materials and construction safety are required to ensure the smooth progress of the project. In addition, construction companies and relevant government management departments should also strengthen their own awareness of quality management, identify the causes of low quality management and low management awareness, and formulate relevant management regulations. For those who violate the relevant administrative regulations and fail to change their lessons over and over again, the corresponding punishment system shall be implemented [4]. At the same time, construction companies should also strengthen the training of the knowledge of the construction quality management personnel in the aspect of engineering quality management, and improve the quality management consciousness of the construction quality management personnel. Besides, it need to strengthen the communication between various departments in the construction project, and any problems should be discovered and dealt with in a timely manner.

4.2 To Establish a Sound Quality Management System for Construction Projects

Only a sound management system can ensure that all work can be carried out smoothly, reducing costs and improving work efficiency. Therefore, the construction industry must establish a sound quality management system for construction projects according to the company's own situation, and strictly supervise and manage the construction process, construction materials purchase, construction equipment use, construction safety, and project acceptance. The management standards of each link should be defined, and the responsibility system should be implemented so that all links of the construction process can be standardized and transparent, and the construction project can be completed efficiently. In addition, in order to fundamentally improve the quality management of construction engineering, it is necessary to improve the supervision and management system, construction acceptance system and project bidding system of the project.

4.3 To Strengthen the Supervision of Construction Workers

With the development of science and technology, the construction equipment is more and more advanced, but the advanced equipment can not be separated from human operation. So whether it is quality supervision, quality management, or quality inspection, it is actually the supervision of construction personnel. Therefore, in order to improve the quality of construction projects, the supervision and management of construction personnel is very important. The management and control of the construction personnel is mainly to train the quality consciousness of the construction personnel and restrain the behavior of the construction workers [5]. However, in order to effectively improve the quality of construction projects, the most important thing is to cultivate their awareness of engineering quality. If the operation of equipment is not standardized in the process of construction, it will easily affect the quality of the whole construction project, and even threaten personal safety. Therefore, it is extremely necessary to strengthen the supervision of construction personnel.

4.4 To Strengthen On-Site Management System

In the construction process, it is necessary to clarify the safety operation norms of each post and workflow, and establish the production management concept of "people-oriented, safety first". The construction process should consciously abide by the rules and regulations, and put the work in place. It is necessary to achieve the coordination of benefits and safety. In view of the safety problems caused by the negligence of construction workers in the construction process, strict supervision should be carried out. In addition, it is necessary to establish a quality management system for construction projects to strictly supervise and manage the whole process of construction, and to strictly check and accept the construction results to ensure that the quality of the project does not threaten the safety of society and people's personal and property. At the same time, regular safety inspection should be carried out on the construction site to improve the safety awareness of construction personnel and ensure the safe and efficient completion of construction projects.

5. CONCLUSION

Quality management of construction project is the main means to improve the quality of construction projects. Therefore, construction enterprises must conscientiously implement the quality management of construction, analyze the causes of problems in the construction process, and find effective solutions. Strict supervision and management of all aspects of construction should be carried out to effectively improve the quality of construction.

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Application of Flipping Classroom Teaching Mode in College Mathematics Courses of Applied Undergraduate Colleges

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Abstract: In recent years, different educational models have emerged, and the flipping classroom teaching mode has attracted a lot of attention. The flipping classroom mode is to reverse the traditional “learning after teaching” teaching process and become “teaching after learning”. The model is task-oriented and requires students to learn micro-videos outside the classroom. The teachers organize communication in the class, show the students' learning outcomes, realize one-on-one individualized guidance, and guide students to solve problems in the learning process. This paper first introduces the application meaning, application object and application goal of the flip classroom mode in the university mathematics curriculum, then analyzes the key problems to be solved in the flip classroom mode, then clarifies the advantages of flipping the classroom mode, and finally explains the problems of flip classroom mode in practical applications.
Keywords: flip classroom mode; application; meaning; goal

1. INTRODUCTION

The flipping classroom originated in the United States in 2011. In recent years, it has become one of the most discussed topics in the education sector in China. The strong attention of scholars and the positive reports of the media have made the teachers unfamiliar with them, but the real localization implements the flipping classroom [1]. The case is still limited, mostly based on primary and junior high school basic education, and it is confirmed that the research on the cultivation of applied undergraduate students' learning ability is still in its infancy. If students can practice more in the classroom and get the teacher's on-the-spot guidance, it will be very helpful to master the skills [2]. The difference between the flipping classroom and the traditional classroom in terms of teaching forms and classroom content can be seen that the form of flipping classrooms is more diversified, the elements are more diversified, the traditional teaching learning activities are gradually and gradually, and the online teaching resources are abundant [3]. The advantages are complemented, the theoretical content is taught by micro-video, the practical operation is guided by the teacher, and the three-dimensional teaching is realized in an all-round way to improve the teaching effect of the applied undergraduate course.

2. THE MEANING OF THE APPLICATION OF FLIPPING CLASSROOM MODE

1) Organize teachers to learn the necessary micro-courses and mathematics software, learn to produce multimedia teaching courseware, assist mathematics teaching, and promote mathematics teachers to master advanced teaching methods to realize the modernization of mathematics classroom teaching.

2) Upgrade the traditional roles of teachers and students, and flip the classroom to teach through independent inquiry, group discussion, and classroom demonstration. For teachers, the informatization production and uploading of students' self-learning teaching resources is completed in the early stage, and the online platform is used to communicate with students in time before and after class. Watch the learning videos before class, complete the task list, and use the network resources of the teaching materials to consolidate the knowledge after class. This kind of efficient “flip” also enhances the initiative and enthusiasm of students, and changes the learning atmosphere of the school.

3) Form a capacity-oriented assessment mechanism to fully mobilize students' enthusiasm for learning. During the implementation of the flipping classroom teaching mode, the student's learning process is tracked, and the performance of the homework and classroom activities are recorded. In this way, it is beneficial for the teacher to understand the students in more detail, and the evaluation mechanism thus formed is more comprehensive and reasonable. It changed the situation of relying on the final test in the past, and highlighted the assessment mechanism of students' ability orientation. In this process, the students' performance is highly recognized, which will stimulate students' curiosity, exploration and expression, and also benefit the development of application and innovation talents.

3. APPLICATION OBJECT OF THE FLIP CLASSROOM MODE

In the era of big data, in the face of the impact of MOOCs, applied undergraduate colleges must clarify their own school orientation, market-oriented, based on general education, improve students' comprehensive ability and quality, and professional learning and sustainable for students. Laying the foundation for development; taking the application of ability training as the guide, improving the quality as the main line, cultivating the comprehensive ability of self-learning ability and practical ability, and realizing the “promotional development of higher education” proposed by the party's 18th report and In the 13th Five-Year Plan proposal of the Central Committee of the Communist Party of China, it is required to “optimize the professional layout and talent training mechanism of disciplines, and encourage the transformation of qualified undergraduate colleges to apply” to achieve the application of undergraduate higher education and the demand of the job market balance. To this end, it is an indispensable link to explore the construction of the inverted classroom teaching reform suitable for the application of undergraduate public basic mathematics subject education. The application-based undergraduate public foundation course university mathematics curriculum will be more integrated into group discussion, on-site teaching, case teaching, etc. in the flipping classroom mode. Teachers should insist on being the collaborators, guides and participants of student learning, becoming their friends and encouraging students boldly questioned, actively participated in classroom teaching, and applied modern technology to create favorable conditions for the transformation of the traditional teaching methods to the new teaching methods of classroom turnover.

4. APPLICATION GOAL OF THE FLIP CLASSROOM MODE

The application-based undergraduate public foundation course university mathematics curriculum will be more integrated into group discussion, on-site teaching, case teaching, etc. in the flipping classroom mode. Teachers should insist on being the collaborators, guides and participants of student learning, becoming their friends and encouraging. Students boldly questioned, actively participated in classroom teaching, and used modern technology to make bold attempts to transform the traditional teaching methods into a new teaching mode of flipping classrooms.

By flipping the transformation of classroom teaching mode, mobilizing students' learning autonomy, improving the change of school students' style of study, and then forming a capacity-oriented assessment mechanism, fully mobilizing students' enthusiasm for learning, embodying the characteristics of applied undergraduate colleges, and building a high level applied undergraduate colleges to try.

5. THE KEY PROBLEM TO BE SOLVED BY FLIPPING THE CLASSROOM MODE

1) Encourage students to learn autonomy and achieve educational equity. The introduction of the flipping classroom has changed the lack of effective connection with other courses in the mathematics curriculum of public basic courses, so that students have a lot of rich teaching resources available under the class. In the process of self-study under the class, if students encounter problems that they do not understand, they can play back the teacher's teaching videos numerous times. On the other hand, they can also listen to the explanations of the masters through the micro-video self-learning platform, which is beneficial to them. Independently conduct inquiry-based learning, consciously integrate and learn other related courses to stimulate learning enthusiasm.

2) Form a capacity-oriented assessment mechanism to fully mobilize students' enthusiasm for learning. Compared with the traditional assessment and evaluation mechanism, the student's learning process is tracked after the implementation of the flipping classroom, and the performance of the homework and classroom activities are recorded. In this way, it is beneficial for the teacher to understand the students in more detail, and the evaluation mechanism thus formed is more comprehensive and reasonable. It has changed the status of “one life test” in the past, and highlighted the evaluation mechanism of students' ability orientation. The students’ performance is highly recognized, which will stimulate students’ curiosity, desire for exploration and expression, as well as cultivate application-oriented talents .

The flipping classroom has improved the communication between teachers and teachers, students and students, and responded to the demands of all parties. After the implementation of the flipping class, the teachers who teach the same course can work together, and the teachers who are vivid in the lectures will give lectures. The other teachers will work together to make the short and precise videos of the course. Through the online platform, students can watch and learn under the class and realize the resources shared. Young teachers can greatly benefit their professional growth by watching high-quality teaching videos. In the classroom, teachers, students will discuss the problems encountered in the study under the class. It will help to mobilize the enthusiasm of students to participate in classroom teaching. It is conducive to the collision of wisdom between teachers and students, emotional communication, and the cultivation of correct values. The discussion and exchange in the classroom between students and students also makes students stay away from the temptation of mobile phones and computers during class, purifying the classroom atmosphere, and promoting them to develop good study habits and grow up healthily.

6. THE ADVANTAGE OF FLIPPING CLASSROOM MODE

6.1 Features Of Flipping Classroom Mode

Encourage students to learn autonomy and achieve educational equity. It breaks the strange phenomenon of “teacher tells, students listen or ignore” in traditional teaching, cultivates students' problem awareness, and trains their ability to find problems, analyze problems and solve problems for applied undergraduate colleges. At the same time, application-based undergraduate college students can watch and listen to the video lessons of high-level teachers anytime and anywhere, and truly achieve educational fairness.

6.2 Innovations In Flipping Classroom Mode

Form a capacity-oriented assessment mechanism to fully mobilize students' enthusiasm for learning. Compared with the traditional assessment and evaluation mechanism, the student's learning process is tracked after the implementation of the flipping classroom, and the performance of the homework and classroom activities are recorded. In this way, it is beneficial for the teacher to understand the students in more detail, and the evaluation mechanism thus formed is more comprehensive and reasonable.

6.3 Application Value Of Flipping Classroom Mode

By flipping the transformation of classroom teaching mode, mobilizing students' learning autonomy, improving the change of school students' style of study, and then forming a capacity-oriented assessment mechanism, fully mobilizing students' enthusiasm for learning.

7. THE DIFFICULTY OF FLIPPING CLASSROOM MODE IN PRACTICAL APPLICATION

7.1 Curriculum Settings

Lack of effective integration with other courses. The setting of the university mathematics curriculum is to serve the professional training objectives, to lay the foundation for the basic courses and professional courses of the disciplines, and to pave the way for the students to enter the society.

7.2 Teaching Aspects

The teacher said that the teaching effect needs to be improved. At present, the teaching methods of applied undergraduate colleges in China are influenced by behavioral learning theory. Many public basic courses teach traditional teaching methods with “teacher-centered” and knowledge transfer as the main form.

7.3 Assessment Aspects

The evaluation mechanism is single and it is difficult to motivate students to learn. Most of the current public basic course assessments still use standardized test paper examination methods, and the number of student test scores is used as the standard for evaluating students. This kind of assessment method is worthy of recognition, but it is not suitable for the application of talents. The main performance is that the content of the assessment is simple, the assessment method is simple, and the assessment evaluation method is one-sided. The students usually do not study seriously. After the exam, the teacher waits for the scope of the teacher to sneak through the exam, and cannot mobilize the students' enthusiasm for learning. Many public basic classes usually have a high attendance rate, but there are not many people who listen carefully to the class. This is not conducive to the mastery of students' knowledge and changes in the form of assessment.

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Analysis on the Training Mode of Innovation and Entrepreneur Talents under the Background of “The Belt and Road Initiative”

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Abstract: With the continuous improvement of China’s economic strength, the cultivation and attention to scientific and technological capabilities has gradually increased. Talents have gradually become the most important backbone and level of judgment in the process of national development and progress. Therefore, the cultivation of innovative and entrepreneurial talents is currently National strategic deployment plays an important role. “The Belt and Road Initiative” as the new development concept and direction proposed by China in the 21st century is not only the performance of China’s positive response to the arrival of globalization, but also a rare development opportunity in China. Therefore, the cultivation of innovative and entrepreneurial talents is particularly important in this context.
Keywords: The Belt and Road Initiative innovation and entrepreneurship training model reform

1. INTRODUCTION

In 2015, China officially proposed the “The Belt and Road Initiative” economic development strategy, which refers to the development of the new Maritime Silk Road in the 21st century along the route of the Silk Road Economic Belt, and the promotion of economic exchanges and trade with neighboring countries. To create a multilateral mechanism for multinational harmonious diplomacy and rationally and fully utilize the resources of neighboring countries, not only to establish a mutually beneficial win-win situation in the economy, but also to achieve political consensus and balance, and to form a community of interests in the context of the new era. Thereby promoting the improvement of China’s strength and achieving the goal of national rejuvenation at an early date. [1]

2. THE POSITION AND SIGNIFICANCE OF THE CULTIVATION OF INNOVATIVE AND ENTREPRENEURIAL TALENTS UNDER “THE BELT AND ROAD INITIATIVE”

2.1. Improve the Standards and Objectives of Innovation and Entrepreneurship Training

The formulation and implementation of the “The Belt and Road Initiative” strategy requires a large number of comprehensive and innovative talents to actively participate and participate. The cultivation of entrepreneurial talents can help the economy to develop and transform in more directions and help realize the development of all aspects of China. And diversified exchanges with neighboring countries. Provide new ideas and directions for the cultivation of innovative and entrepreneurial talents[3].

2.2. Enhance the Development of Innovative Entrepreneurial Talents

The “The Belt and Road Initiative” strategy and background have portrayed a beautiful development blueprint for both China and participating countries, which will promote and promote the versatility and prosperity of various fields. Therefore, the market demand will become an important guide for the training and innovation of entrepreneurial talents. Helping the transmission and cultivation of innovative and entrepreneurial talents in China is more targeted and fully meets the needs of the market and development. The purpose and significance of achieving innovation and entrepreneurship [1].

3. CURRENT SITUATION AND PROBLEMS OF TRAINING INNOVATIVE ENTREPRENEURS IN THE CONTEXT OF “THE BELT AND ROAD INITIATIVE”

3.1. Lack of In-depth Exploration of Innovative and Entrepreneurial Talents

Under the background of The Belt and Road Initiative, China wants to break the existing economic development model and diplomatic environment, and create new development ideas and directions, which requires more innovative talents.In view of the current mode of talent training and the means of teaching in various colleges and universities in China, the exploration of innovative and entrepreneurial talents is not in place.In order to take care of the learning situation of each student as much as possible, most schools adopt the means of unified teaching, which is easy to obliterate the individualized and liberalized development of students, the application of exam-oriented education, neglecting the assessment of students’ practical ability and innovative thinking. It is also not conducive to the exploration of innovative entrepreneurial talents, which leads to the lack of a strong waiting team in the cultivation of innovative and entrepreneurial talents in China. In the end, the innovation talents have low success rate and low quality, and it is difficult to meet the needs of The Belt and Road Initiative development and promotion in time.

3.2. Lack of Reform of the Innovation and Entrepreneurship Training Model

In the past few decades, China has put its main development focus on economic recovery, which has correspondingly weakened the emphasis on the cultivation of innovation ability, and has been influenced and restricted by the traditional education and teaching thoughts in China. Even if the state strongly advocates innovation, In the specific implementation and planning, it is inevitable that there are one-sided and limited disadvantages.These will directly affect the quality of our country in the cultivation of innovative talents.Although the state encourages young people to start their own businesses, under the actual market economic system and related policies, the young people's entrepreneurial process is facing more difficulties and obstacles. The state still has more loopholes in the training mode of innovative and entrepreneurial talents. Insufficient [2].

3.3. There are Blind Confusions in the Cultivation of Innovative Entrepreneurial Talents

The proposal and implementation of the "The Belt and Road Initiative" strategy is not only to help China achieve economic development, cultural progress, scientific and technological innovation, but also to give full play to China's great power in the world and contribute to the peace and harmony of the world, so the demand for innovative talents It is a lot of urgency. Under such stimulation, China has a certain rush and blindness in the development of innovative and entrepreneurial talents. Some projects that have less development value and significance occupy most of the innovation resources. Some innovative entrepreneurial talents can not be properly cultivated and treated, resulting in insufficient innovation and poor results, without realizing the value and significance of innovative entrepreneurship projects.

4. EFFECTIVE MEASURES FOR THE REFORM OF THE INNOVATION AND ENTREPRENEURSHIP TRAINING MODEL UNDER THE BACKGROUND OF "THE BELT AND ROAD INITIATIVE"

4.1. Actively Contact Major Universities to Expand the Team of Innovative and Entrepreneurial Talents

In order to reform and improve the training mode of innovative and entrepreneurial talents and enhance the speed and quality of innovation and entrepreneurship training in China, the first thing to be solved is the selection and excavation of training objects.As a base for talent training and transportation, colleges and universities should actively contact the social innovation and entrepreneurship talents training organization, establish a direct counterpart conveyor belt, establish a good long-term and stable cooperative relationship with various company companies, and organize college students to use their professional knowledge in a timely manner. Work positions participate in practice, sum up experience and discover problems in practice, and promote the development of ideas and the cultivation of innovative abilities.At the same time, for the leaders and units involved in the training of innovative and entrepreneurial talents, it is necessary to be fair and impartial in the exploration and selection of talents, and to choose an open and competency assessment system. It is not limited to some well-known universities, but to a wide range of The exploration of talents in schools at all levels and levels truly realizes the purpose and value of the cultivation of innovative and entrepreneurial talents. [4]

4.2. Drawing on the Successful Experience at Home and Abroad to Achieve Reform of the Training Model

For China's current training of innovative entrepreneurs in the context of "The Belt and Road Initiative" In the process of confusion and blind problems and dilemmas, the most effective and direct solution is to "go out and introduce."Going out means the innovative and entrepreneurial talent training institutions and the national education department. It should promptly throw away the shackles of the training model under the traditional thinking. We should not only limit the cultivation and education of talents to the classroom, but also use the past teacher-based teaching model. This model is not only not conducive to the output of effective information, but also not conducive to the examination of students' learning progress and results. Therefore, it is necessary to first put down their own value judgment standards, take the existing educational and teaching environment, and go to successful schools and institutions. Learn to improve.The educational concepts and teaching methods of Western countries are obviously different from those of China. They advocate the liberation of students' nature, support the individualized development of students, and pay attention to the cultivation of students' practical ability and innovative thinking. China's innovative and entrepreneurial talents training plan can learn from foreign countries. Experience and mode, carry out "introduction."However, in the process of introduction, we must adhere to the principle of taking its essence to its dross. We must not copy the excellent development experience of other universities or foreign countries. Instead, we must combine our own development needs and positioning to carry out purposeful learning and reshaping. This will enable useful experience to really help to improve and improve the cultivation of innovative entrepreneurs in China [3].

4.3. Combine the Market with Clear Direction of Talent Demand to Achieve Counterpart Transportation

"The Belt and Road Initiative" is a new type of multilateral relationship and economic cooperation development strategy proposed under the current new international situation and economic development. To promote the deepening and implementation of The

Belt and Road Initiative, it is necessary not only for economic professionals but also for politics.

Innovative talents in diplomacy and military, combined with science and technology to enhance China's military level and economic strength, and play our country's world status.

5. SUMMARY

The development strategy of "The Belt and Road Initiative" is based on the current economic development status and political conditions in China, and it is more in line with China's current development laws and needs. Therefore, it is a rare opportunity and will bring challenges to various fields.For the innovation and entrepreneurship training work, it will be a promotion and promotion, and promote the improvement and improvement of the talent training program in the direction of internationalization, pertinence, standardization and openness, which requires all links and departments in the implementation process. Connect with each other and make full use of modern technology to realize the construction of a smart and scientific talent training model.

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Applicability of the Presumption of Legitimate Children for the Identification of Surrogate Parent-child Relationship

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Abstract: Nowadays, every country faces a difficult problem which is called "Surrogacy". Being closely connected with it, the identification of surrogate parent-child relationship is extremely difficult. As to the problem, our country should try to using a dichotomy method for the protectiveness of surrogate children under the legislation and the controversy of surrogacy, thus adopting the meaning presumption to make a breakthrough in the consanguineous presumption of legitimate children. Based on the behavior principles of unilateral identity, facts related to the presumption of legitimate children and the logical construction form of the legal presumption, it can be presumed that there is a declaration of will for the establishment of parent-child relationship with the agreement on the surrogate reproduction of both sides of a couple. The children born shall be the legitimate children of the couple who ask for the surrogacy, which shall come into force upon fecundation.

Keywords: The identification of parent-child relationship; The presumption of legitimate children; Surrogacy and the meaning presumption

1. PROPOSAL OF THE PROBLEM

At present, though the government has prohibited medical institutions and their staff from carrying out surrogacy via administrative laws and regulations, the underground surrogacy cannot be abandon in our country. There is a continuous controversy in the society and the academia. Some people think surrogacy is beneficial for ensuring the stability of a marriage and a family and the realization of marriage and family functions. However, some think it violates the principle of public order and good morals. It not only severely impacts on family relationships but also breaks the traditional concept of child-bearing.

2. APPLICABILITY OF THE PRESUMPTION OF LEGITIMATE CHILDREN FOR THE IDENTIFICATION OF SURROGATE PARENT-CHILD RELATIONSHIP

The Presumption system of Legitimate Children is on the basis of a rule- "Who gives to the child is the mother and the mother's husband is the father" to presume the parent-child relationship.

Advantages: we can't deny the historical function of the original theory on the presumption of legitimate children. The simple and clear presumption rules efficiently incorporated those children born by the wives as the descendant in family-oriented times, which satisfied the realistic demands for family expansion and prolongation.

Disadvantages: The limitation of reproductive entity is a characteristic of the original theory on the presumption of legitimate children in single-track reproductive times, which falls behind the development of reproductive technology. With the development of life science and technology, dual-track modes of reproduction like surrogate reproduction appear. However, surrogate reproduction is not equipped with a basic fact of "Being born by the wife in the period of marriage existence".

Reserve a distinction between legitimate children and illegitimate children. Being different from the cancel proposal for the title of illegitimate children, the writer thinks that a distinction is still necessary for the modernization of the presumption theory on legitimate children a. The instances of legislation in most countries and areas have defined that both legitimate children and illegitimate children enjoy the equal rights to be protected as an entity. b. There's the trial policy to separate the social evaluation of the children from the behavioral pattern with social attribute like violation of reproductive rights by the parents.

From the presumption of consanguineous facts to the meaning presumption. The logical construction of the original presumption theory on legitimate children is related to the duty of loyalty obeyed by the wife of a couple. According to the basic facts of being given birth or fecundation during the period of marriage existence, it is presumed that the fact to be identified, whether the children have the consanguineous relationship with the birth mother's husband, is true.

For the surrogate reproduction, the consanguineous facts between the marriage entities and the children have already defined through the artificial selection of sperm cells and egg cells once an assisted reproductive surgery is determined. Therefore, it is meaningless to presume the consanguineous facts in law. Some scholars are devoted to probing into the effectiveness of artificial reproductive behaviors like permission or prohibition, which involves too much policy control issues concerning on reproduction. While others try to opening up an independent medical jurisprudence and life jurisprudence for mediation, but most of them focus on the proposal of the problems and emphasize on the necessity and the importance. In which, the method of Contract Theory is subjected to a boycott. The Prohibition Theory states that surrogate reproduction violates the moral principles and social customs in our country. Where there is a confliction between the autonomy of will and the ethics, laws shall tend to compromise with the national ethics. The writer thinks these two kinds of methods fail to clarify the two different layers of meaning related to surrogacy. The first one is the meaning related to the establishment of parent-child relationship between the surrogate children and the couple who asks for the surrogacy. The second one is the meaning related to the surrogacy services of both parties in a Surrogacy Contract. It is the meaning related to providing surrogacy services, rather than the former one, that contradicts the moral principles and social customs. On the contrary, affirming the legal effect of the former one is in order to handle the vacuum problem caused by the incompatibility between the latter one and the social policy. Moreover, as to the artificial reproduction, it doesn't take gene or consanguinity as the sole criterion for identifying the parent-child relationship but relies more on the reproductive will of the parents.

The writer thinks that the interpretation function of identity laws can be perfected to use a dichotomy for the legal acts of a Surrogacy Contract and the unilateral establishment behavior of parent-child relationship performed by a couple who asks for the surrogacy via the autonomy of will. The original theory on the presumption of legitimate children can be developed via the facts related to the theory on the presumption of legitimate children in the Marriage and Family Law and the form of presumption system in the Procedural Law. When a couple agrees on surrogate reproduction, it can be presumed that there is an unilateral identity behavior as the declaration of will for establishment of parent-child relationship according to the conventional relations like the law principles of self-responsibility, the estoppels and the autonomy of will. This means the children born shall be the legitimate children of the couple who asks for the surrogacy and denial is allowed to provide an opposite safeguard, which shall come into force upon fecundation. [1]

The meaning presumption of the legitimacy for surrogate reproduction is confronted with the problem to be justified as well. Logical feasibility of the meaning presumption.

There's always a dispute about whether the declaration of will, as the core of the legal acts, in the region of Identity Law. Some people think that identity relationship is just an attaching report for the existing ethic relations in the humanistic society. Others think the effectiveness meaning of the identity acts is included in the life facts of an identity. For whether any space for autonomy of will in the identity acts, they have an obscure attitude. The writer inclines to support the proposition of Affirmation Theory. Though the content of autonomy in the identity acts is not an absolute freedom, the tension of many meaning contents is subjected to the limitation imposed by the country. However, the nature of the private law concerning on the autonomy of will, the autonomous decision-making and the rights and obligations of self-responsible establishment shall not be obliterated. The legal acts of identity is aimed to the changes of gain or lost in the identity relationship between the relatives. The contents about the autonomy of will are endowed with certain, stable and moral requirements. Three links, i.e. how to remove and establish the identity relationship, whether removal or establishment, and the category formed as well as the contents of the rights and obligations, reflects an unstable game relationship between national mandatory and the autonomy of private laws.

First of all, based on the category formed and the contents of the rights and obligations, existing categories of identity such as parent-child, husband and wife other human moral orders can be established. The rights and obligations of fostering and support concerning on a parent-child relationship cannot be conditional or be a selective acceptance with a deadline but universal acceptance. Because "Facts come first in the theory." thinks that an identity cannot be created artificially to deny the provenance of the legal acts of an identity. Secondly, A part of autonomy shall be expressly reserved for whether establishment or removal. The entity has the rights to decide whether entering or exiting a specific identity relationship freely. [2]

With the consideration of the category of parent-child status and under a mandatory prerequisite about the contents of rights and obligations stated as "Facts come first." the blood relationship shall not be essential to the establishment of parent-child relationship on the basis of the practice demands for social governance according to the deconstruction for the three links of the autonomy contents like above mentioned meanings. The meaning presumption of legitimate children can be deemed as a link of "how to form" to play a role of flexibility for its explanation. The declaration of will is independent of the effectiveness of a Surrogacy Contract, which shall come into force upon fecundation. Under the premise of dichotomy, the force of law shall be given to the unilateral declaration of will with the emotion, cognition and objective connotation. Hence, the rational parents in law can be prepared for the surrogate children to ensure parental fostering, which does not violate the public order and good morals.

To guarantee the interests of minor children's identity, the reproductive intention of the couple who asks for the surrogacy shall be respected. The meaning presumed shall be deemed as a core factor to handle the parent-child relationship of artificial reproductive children.

3. CONCLUSION

Generally speaking, the basic idea for handling the legal status of the surrogate children shall be the dichotomy between the protectiveness of surrogate children under the legislation and the controversy of surrogacy. The negative sanctions to the surrogacy shall not be realized by transferring the parent-child relationship of the surrogate children which ignores the best interests of the surrogate children. Based on the flexibility of the unilateral identity behaviors, the identification of parents' identity under the meaning presumption uses the legal presumption as the logical construction, meets the identification rules for the legal status of the artificial insemination children in our country, and overcomes the limitation of entity in single-track reproductive times. Therefore, we can try to using it to solve a lot of existed problems concerning on the parent-child relationship of the surrogate children.

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Analysis of the Reasons for the Failure of Khrushchev's Agricultural Reform from the Perspective of Public Management

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Abstract: Agricultural problems have always been one of the major problems in the Soviet Union and Russia. During Khrushchev's reign, he tried to reform, but still failed for various reasons. To sum up and evaluate Khrushchev's agricultural reform impartially, objectively and comprehensively is not only of great academic value, but also of great practical significance. Especially, it is of great reference and Enlightenment to study the causes and lessons of Khrushchev's failure. From the perspective of public management, this paper analyses the reasons for the failure of Khrushchev's reform from the aspects of the influence of traditional system, specific leadership and governance mode, factors of cadres and the influence of international environment.
Keywords: Khrushchev; Agricultural reform; Reasons for failure

1. INTRODUCTION

From the perspective of public management, the fundamental reason for Khrushchev's failure in carrying out agricultural reform is that it is difficult to get rid of the traditional system. So how much is the bondage of the traditional system to the present reformers? Why can the reformers not get rid of this bondage in a certain historical period?

Many scholars basically believe that Khrushchev can not overcome the drawbacks of the traditional system. Li Weiguo and Yu Haiya talked about the inevitability that Khrushchev could not overcome the influence of the traditional system in their article The Inevitability of Khrushchev's Reform Failure from the Perspective of the Impact of the Traditional System. Lu Nanquan talked about Khrushchev's limitations because Khrushchev was the product of Stalin's era. He hated and worshipped Stalin. Zhang Xueshan talked about the serious hidden danger of Khrushchev's reform in his article "On the Historical Lessons of the Soviet Union from Change to Retrogression" because of the lack of a solid political foundation and necessary personal authority. Once the reform harms the interests of the ruling group, it will be strongly resisted within the ruling group immediately, which will inevitably lead to it. The reform process was blocked, so Khrushchev had to establish and strengthen personal authority, which made Khrushchev unable to extricate himself from a dilemma. Lu Nanquan mentioned in his article "How to Evaluate the Reform in the Khrushchev Period" that Khrushchev's reform [6]of the cadre system involves a large number of personnel changes, and many people's interests have been violated. This has not been fully considered in advance, nor has it made proper arrangements, which is one of the important reasons for the failure of Khrushchev's reform to succeed. One. According to Zhang Aidong's "Policy Review of Khrushchev's Enabling University Graduates to Be Village Officials", in 1955 Khrushchev dispatched 30,000 cadres with higher or secondary professional education to replace one third of the chairmen of collective farms. Li Hua, in his article "An Analysis of the Term System of Cadres in the Soviet Union during the Khrushchev Period", said that there were imperfections and incompleteness in the reform of Khrushchev's cadre system. Too many and too frequent cadre replacements led to the instability of the cadre ranks and lack of security. In his article "How to Evaluate the Reform in Khrushchev's Period", Lu Nanquan said that one of the reasons for Khrushchev's failure in agricultural reform was that his reform never broke away from the framework of Stalin's system, and another important reason was that he did not break away from the shackles of Stalin's "Left-leaning" dogmatic theory in economic theory. The author believes that the failure of Khrushchev's agricultural reform can be explained from the following aspects. [7]

2. HIGHLY CENTRALIZED ECONOMIC AND POLITICAL SYSTEM

Among the traditional factors of the Soviet Union, the accumulation of highly centralized economic and political systems is difficult to return, resulting in the incompleteness of the reform, and even new negative consequences. Before and after the October Revolution in Russia, the development of world capitalism has entered the stage of imperialism, but compared with other developed capitalist countries, the economy [8]of the Soviet Union is relatively backward. As far as the proportion of agricultural population in the total population of the whole country is concerned, there has not been much progress. Before the October Revolution, it was 82%, and after the October Revolution, it still accounted for 80%. By the end of 1920s, it was still a very typical agricultural country, because industry accounted for less than half of the gross national economic output, and economic backwardness inevitably brought about cultural backwardness. [1]

Before the October Revolution, only 23% of the people in the country were literate. Such historical conditions and basic national conditions will inevitably have a negative impact on the new political system, but will also seriously hinder the process of Soviet socialism, thus making it difficult for policymakers to find a solution to the sharp contradiction between wishes and reality. In addition, Russia's feudal autocracy has a history of more than a thousand years. In the tradition of autocracy, people will form reverence and infatuation for power, which consciously and unconsciously affect people's value orientation and psychological preferences. All these will leave a deep impression on the formation of the Soviet Union's system and its subsequent reforms. In terms of political system reform, Khrushchev has also made new explorations. He has taken many measures, such as the implementation of cadre rotation system, the separation of Party and government, the restoration of democracy in the life of the party and the country, etc. But unfortunately, these reform measures have not been persevered in the end. For example, the reform of Khrushchev's cadre system, Khrushchev abolished the cadre's tenure system during his administration, and implemented the tenure system and rotation system. In terms of renewing the cadre contingent and enhancing the vitality and creativity of cadres, Khrushchev's cadre renewal system has a positive effect on overcoming the drawbacks of individual centralization. However, due to the stubborn influence of the traditional centralization system, this reform inevitably bears the brand of the old system. Mainly manifested in: the relevant provisions of the Central Document of the Soviet Communist [2]Party provide a legitimate theoretical basis for cadres to remain in office. As the Central Committee of the Soviet Communist Party expressly stipulates, "Some party activists can enter the leading organs continuously for a longer period of time, mainly because they have high political quality, recognized prestige, organizational quality and other qualities." With such an additional policy, there will inevitably be corresponding results. As a result, the average age of middle-level leading cadres has declined, while that of the Party's top leadership is still an old face. Instead of declining, the average age has risen a lot. These acts "caused widespread and profound disappointment and doubts about Khrushchev's ability as a party and state leader". It can be seen that Khrushchev's cadre renewal system still does not touch on the key of the cadre system, that is, to determine the Democratic cadre selection system. The limitations of the system itself, together with the deep-rooted traditional ideas and habitual forces, make the reform system strongly opposed. In 1964, the 23rd National Congress of the Communist Party of the Soviet Union simply deleted the provisions on the proportion of cadres renewed and the term of office, and declared that these "rigid provisions" were incorrect. [9]

3. INCREASE INVESTMENT IN AGRICULTURE, BUT NOT REFORM THE SYSTEM

Under the guidance of "tribute tax" theory, Stalin adopted a policy of exploitation for agriculture. The state invested less in agriculture and seized more. Khrushchev's macroeconomic policy is to substantially increase state investment in order to completely change this policy and raise agriculture to the top position in the development of the national economy. Throughout Khrushchev's reign, except in 1953, 1959 and 1960, the state's agricultural investment exceeded 10% of the total state's investment, reaching 14.3% in 1964. The expansion of investment is largely[10] due to large-scale reclamation and development of state-owned farms. Khrushchev's reform is not to eliminate the institutional disadvantages brought about by the overall collectivization, on the contrary, it is to further improve the degree of public ownership, give full play to the advantages of large-scale agriculture, and develop state-owned farms through large-scale reclamation and investment. Since the mid-1950s, state-owned farms have developed rapidly, and their proportion in the [11]whole agricultural production has increased rapidly. From 1953 to 1964, the number of state-owned farms more than doubled, from less than 5,000 to more than 10,000, and the total sown area increased by 4.76 times, from 151.55 million hectares to 87.3 million hectares. At that time, there were several ways to develop state-owned farms: changing a large number of collective farms in financial difficulties into state-owned farms; establishing a large number of state-owned farms in newly reclaimed areas; and merging small state-owned farms. During the period from 1958 to 1959, the investment in state-owned farms [12]was expanding. The biggest source of funds in this year was the reorganization of machine and tractor stations and the purchase of machine and tractor stations by collective farms. That is to say, the state will get funds from collective farms and invest them in the development of state-owned farms. It is certainly effective to develop agriculture by increasing investment in agriculture in a certain period of time, but this is not related to the reform at the institutional level. Once the investment is slowed down, the speed of agricultural production will slow down. From the point of view of the reasons for Khrushchev's resignation, the latter period slowed down the investment in agriculture and the total agricultural production declined, which is also an important reason why he was attacked and resigned. [13]

4. DEVIATION FROM COLLECTIVIST LEADERSHIP PRINCIPLES

The centralization of power in Khrushchev's hands deviates from the Leninist principle of collective leadership, resulting in the following situations: the central collective can not effectively and freely discuss many extremely important domestic and diplomatic issues; it ignores the views and opinions of other leaders and openly ignores the leadership of the Party and the government. Collective opinions and suggestions; in the latter half of his administration, Khrushchev had been trying to get rid of the supervision of the Presidium of the CPSU Central Committee; he had attributed all his achievements to himself, not to the whole Party and the whole country. It is in this case that the Presidency of the CPSU Central Committee finally had to make up its mind to "abandon" Khrushchev, which led to Khrushchev's eventual resignation. [3]In the early period of his administration, he strongly opposed Stalin's personal worship. However, after his administration, he even started to worship himself, and eventually deviated from the principle of collective leadership. Why did this happen to Khrushchev? I think we can try to explain this problem from the following aspects. At the 20th National Congress of the Soviet Communist Party, Khrushchev took the lead in opposing the personal worship of Stalin. Although Khrushchev made some mistakes and mistakes during this period, in general, Khrushchev was quite cautious in the process of using power and respected the opinions of leading collectives. Heavy. Therefore, when the Central Committee of the Soviet Communist Party elected the chairman of the Council of Ministers in 1957, Khrushchev was nominated precisely because it believed that he would use his power correctly now and in the future. Later, Khrushchev was able to build up a relatively strong personal prestige, which could not be separated from the efforts of the Central Committee of the Soviet Communist Party and the whole Party. For example, when the opposition to Stalin's personal worship caused the opposition to attack the CPSU Central Committee and Khrushchev, the CPSU Central Committee maintained Khrushchev, and the power was constantly concentrated in the hands of Khrushchev. [4] However, in the process of power transfer, there was no corresponding restraint mechanism, which eventually led to his possible abandonment. The principle of collective leadership also forced him to resign on his own initiative. In the middle and late period of Khrushchev's administration, many policies were not discussed with the leadership of the CPSU Central Committee, such as the slogan "catch up with the United States" and the implementation of the policy of large-scale planting of maize, etc. It is difficult to withstand the test of practice if the policy is formulated on the basis of temporary ideas and divorced from the leadership of the CPSU Central Committee.

5. REFORM OF THE CADRE SYSTEM DAMPENS THE ENTHUSIASM OF A LARGE NUMBER OF AGRICULTURAL CADRES

The most important practitioners of Khrushchev's reform are agricultural cadres from the central to the local level. The importance of cadres is self-evident. Khrushchev attaches great importance to and often promotes cadres who are knowledgeable and knowledgeable. He took a series of measures to promote the reform of the cadre system. However, these reforms, especially the [14]cadre renewal system, have changed too frequently, exceeding the endurance of agricultural cadres, thus losing the sense of stability and security of leading cadres at all levels. For example, it is stipulated that the secretaries of grass-roots Party organizations shall not be elected for more than two consecutive terms, each term of office being one year. As a result, the replacement rate of Party secretaries at grass-roots level has increased from 30-35% to 60% annually. This kind of frequent replacement and mobilization of cadres results in the lack of inheritance of leading cadres at all levels, instability of the cadre ranks and insecurity of the vast number of cadres, which greatly exceeds the endurance and adaptability of the cadre ranks and makes the vast majority of cadres resist. Some policies have also shaken the privileged position of some cadres and damaged their vested interests. For example, many cadres'special cars have been cancelled and the whole set of agricultural institutions have been relocated to the countryside. The conditions in all aspects of the countryside are certainly not superior to those in the cities. Agricultural cadres have lost their relatively comfortable working environment. Because the negative effects of these policies were not taken into account, the creative reform of cadre system was strongly opposed by the operators of the reform - cadres themselves, and Khrushchev himself lost the support and support of cadres. [15]

6. PRESSURE FROM THE INTERNATIONAL COMMUNITY

In 1956, the 20th Congress of the Communist Party of the Soviet Union was held. After the meeting, Khrushchev made a secret report on Stalin, which had a great impact on the international community, including the European and American countries, the socialist countries of Eastern Europe and China all have their own attitudes and views on this issue. Stalin's problem is just an opportunity for capitalist countries such as Europe and the United States to use it to attack the socialist system vigorously. The survival and development of the Communist Party in many capitalist countries have[16] been challenged severely; the socialist countries in Eastern Europe have also been greatly affected by chaos, the Polish and Hungarian incidents and so on; the two parties in China and the Soviet Union also hold different views on Stalin, and are influenced by other factors, and the construction society is concerned. The ideological controversy between the socialist road and the international communist movement has lasted for ten years between China and the Soviet Union. Pressure from all sides makes Khrushchev's attitude of anti-Stalin personal worship and his practice of self-reform vacillate from time to time. Some factors in China have also played an important role in the change of Khrushchev's attitude. At that time, China published several articles related to it. The situation at that time was very complicated and the ideology was confused. "It is not difficult for China's propaganda to frighten us on some issues, force us to be on the defensive, and urge us to adopt a consistent or completely wrong position. [5]"

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Analysis on the Development Status of China's Financial Market and Its Risks

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Abstract: With the continuous strengthening of the trend of economic globalization, there are more and more transnational trades in the process of economic development. For one of the largest developing countries in China, the development of the market economy has caused the financial environment of the country to change constantly. These factors have made the financial risks in the new situation quite different from the traditional financial risks. Under the new international and domestic situation, especially after the subprime mortgage crisis in the United States swept the global economy, the estimation and prevention of financial risks by governments have gradually taken an important position. This paper expounds the development status and development trend of financial market, and then discusses the financial market risk estimation, and discusses how the financial market should prevent risks under the new situation.
Keywords: new situation; financial market; risk estimation; prevention

1. INTRODUCTION

With the continuous development of economic financialization and economic globalization, the core position of finance in economic development has been consolidated [1]. In recent years, China's financial economic growth momentum has become more and more fierce, and the financial economy has a good development prospect. Experts and scholars are paying more and more attention to financial development [2]. The macroeconomic growth paved the way for the rapid development of the financial economy [3]. In the context of the current era of economic globalization, we must face up to the internal contradictions existing in the current financial economy. We must objectively, rigorously and scientifically analyze the various problems facing the current financial economy, and actively take corresponding measures to solve these problems.

2. THE NEW SITUATION FACING OUR ECONOMY

2.1 The Inflation Problem Still Exists

According to China's macroeconomic data in 2014, the gross domestic product of the first three quarters was 4,199.8 billion yuan, calculated at comparable prices, up 7.4% year-on-year. In the quarter, the first quarter increased by 7.4% year-on-year, the second quarter increased by 7.5%, and the third quarter increased by 7.3%. From the ring point of view, the third quarter increased by 1.9%. This shows that although the degree of inflation in our country has been greatly reduced, the inflation problem may still exist for a long time. There are mainly the following reasons: one may be that the root cause of inflation has not completely disappeared; the second may be that input inflation still exists, and the import prices of bulk commodities continue to rise; The ability of midstream and downstream companies to digest the price increase of upstream products has weakened; the fourth possibility is that price controls cannot continue in the long run.

2.2 The Stock Market Fluctuates Greatly

From the official opening on December 19, 1990 to the present, China's securities market has played a function of raising funds, which has effectively promoted the rapid and sustained development of China's economy, and also played a better role in optimizing the allocation of resources in the market and accelerated China's economy. The adjustment of structure and the transformation of economic development mode have increased the investment channels and investment methods of residents, and provided a good mechanism and way for all people to share the fruits of reform and development and increase the property income of the people. However, from the perspective of the actual operation of the securities market, due to the ups and downs of the securities market, the market environment is complex and the investment risk is huge. The investment function of the securities market has been greatly affected, which has weakened the investment role of the market and seriously affected investors. Investment confidence and investment behavior have even affected the development of China's real economy. The most prominent feature of the securities market is its large volatility.

"From the logic of the current round of market rise, the leader lies in the big finance represented by brokerages. There is no obvious rotation in other sectors. After all, the growth of the real economy is slowing down, the road to industrial transformation is tortuous, and only the capital market has imagination. The dilemma is also here, the entity basically does not support the stock index so fast. The high incremental funds rely on leverage (now more than 800 billion yuan, the upper limit is 1.3 trillion yuan), while the stock index rises depends on the brokerage and other sectors, unilateral Bullish concerns, even if the stock funds are not quickly pulled away, the growth of leveraged funds may be limited.” This news published on December 9th, 2014 in Netease Finance also shows that the current securities market is surging and often has large fluctuations. .

2.3 There Are Hidden Dangers in the Mechanism of Intervention in the Foreign Exchange Market

In recent years, the call for external appreciation of the renminbi has become stronger and stronger, and the pressure for the appreciation of the renminbi has become more and more serious. However, the so-called extremes must be reversed. According to the development experience of other countries over the years, the exchange rate continues to appreciate rapidly. After the inflow of hot money, it is often accompanied by the depreciation of the exchange rate, and the hot money flows backward. However, with the accelerating speed of economic globalization, the international financial market has shown a trend of “taking the lead and moving the whole body”. Once China adopts measures to maintain the stability of the RMB exchange rate, throwing out a large amount of US dollar assets in the short term will inevitably lead to a sharp drop in the prices of related products, and the turmoil in the international financial market will adversely affect the development of the global economy.

3. FINANCIAL MARKET IS FACING RISKS UNDER THE NEW SITUATION

3.1 Types of Risks Facing Financial Markets in the New Situation

3.1.1 Market risk

Market risk is a risk that has always existed along with the emergence of finance. With the strengthening of economic globalization, international trade has developed rapidly and market risks have become more and more complicated. The financial market itself is a complex existence. The risk mainly refers to the risk of potential losses caused by changes in stock prices, interest rates, exchange rates, etc. in the securities market, including equity risk, exchange rate risk, interest rate risk and commodities risk. Today's market is a global, international market. Its openness, flexibility and variability are unprecedented for China's financial market. Therefore, whether it is equity, exchange rate, interest rate or commodities, it has become more complicated in today's situation, and its risks for the development of financial markets are also increasing.

3.1.2 Operational risk

Operational risk mainly refers to a risk that the financial institution's internal operations and internal management cannot cope with the changes in the external financial environment and cannot achieve financial returns. The main reasons are as follows:

The tight coupling between finance and banking has, to a certain extent, led to “policy bad debts” of financial institutions.

Bank credit has become a hot industry, asset prices are unstable, and asset non-performing rates may deteriorate.

The maturity mismatch of bank assets and liabilities is serious, and asset-liability management and liquidity management are facing adjustment.

Small and medium-sized financial institutions have sprung up, and a large part of the scale is not up to standard.

In order to support the development of small and medium-sized enterprises and effectively curb the situation of private lending, the state has vigorously supported the development of small and medium-sized financial institutions. However, the phenomenon of financial institutions failing to meet the standards is everywhere. This has also caused the phenomenon that the capital adequacy ratio of many small and medium-sized financial institutions is generally low, and even some have closed down due to insufficient cash flow, causing huge losses to the national finance.

3.1.3 Data risk

Data risk can be counted as liability risk according to the risk carrier. It means that the large amount of data generated by financial institutions in the transaction process may be leaked for a variety of reasons, and this data is directly related to the financial situation of the financial institution and the customer's situation, and ultimately leads to a risk. The popularity of the Internet and the development of paperless office have made data protection and the risk of data leakage become an important issue in the financial field.

3.1.4 Operational risk

Operational risk is also known as operational risk. The operators of financial activities must be served by people. People are the main body of financial activities. The nature of human beings determines that as long as there are people involved, the risks in the financial sector are inevitable. With the application of high-tech and the widespread use of high-tech products, the content of technical operations is increasing, so that the technical risks are also increasing.

3.2 Characteristics of Financial Risks

Financial risks are characterized by uncertainty, universality, proliferation and suddenness.

3.2.1 Uncertainty

Uncertainty refers to the uncertainty of investors' expected returns, that is, there are a series of possible outcomes corresponding to various economic situations. People collect information as much as possible, and conduct scientific prediction and analysis on this basis. In order to grasp the various uncertain factors, especially the analysis of the degree of risk, so as to improve the accuracy of future losses or earnings estimates. In the analysis, the probability is often used to indicate the degree of risk, so as to predict the outcome of the investment activity.

3.2.2 Universality

The changes in the real world are eternal and universal. In the market economy where resources are allocated by price, the market faced by participants in financial markets is changing rapidly. Due to the asymmetry of information, it is impossible for anyone to fully grasp the movement of the market. Financial risks are widespread. It cannot be eliminated and can only be actively prevented and managed.

4. EVASION MEASURES FOR FINANCIAL RISKS UNDER THE NEW SITUATION

4.1 Deepen Financial System Reform

Under the current new financial situation, we must deepen the reform of the financial system, increase the innovation of the financial system, keep pace with the development of the international financial market, and establish a modern financial institution system that is compatible with the socialist market economy. First, we must cultivate a real market entity and competition mechanism to deepen economic system reform. Second, the opening up of financial markets must be targeted, phased, and orderly to avoiding excessive openness and affecting financial stability and economic security.

4.2 Strengthening the Supervision of Financial Markets

To strengthen the supervision of financial markets, we should start from the following points: First, we must constrain the internal financial market and establish an effective internal supervision system. Second, we must conduct self-discipline in the financial industry and do a good job of possible risks and violations. The prevention and treatment of behavior; the third is to strengthen the construction of laws, regulations and systems. Pay attention to the safety, liquidity and profitability of funds, increase the reserve ratio of accounts, and establish a deposit insurance system.

5 CONCLUSION

The subprime mortgage crisis fully shows that in today's increasingly globalized financial markets, increasingly active financial innovations, and increasingly complex financial products, the boundaries between traditional financial submarkets have faded, cross-market financial products have become increasingly common, and cross-sectorial regulatory coordination and regulation cooperation is becoming increasingly important. With the development of the market, the continuous adjustment of financial supervision and the continuous improvement of market rules will become the norm.

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Under the new perspective of retail development path to explore Chinese retailers all channels

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Abstract: Based on the discussion of the connotation and development of new retail, this paper takes Sam's club as a case and puts forward the strategy of the development path of Chinese retailers' omni-channel integration in the new retail.
Key words: New retail; Omni-channel integration; Development ways

I. INTRODUCTION

The IT leaders summit was held in Shenzhen as scheduled in April 2017. At the summit, Jack Ma mentioned the content of "new retail" and further explained the concept of new retail. He believes that with the effective combination of online and offline retail stores and the rapid development of smart logistics, service providers and operators can use popular big data and cloud computing and other emerging electronic technologies to promote the generation and development of new retail. According to MaYun's elaboration and explanation of new retail, many scholars and service providers have carried out further research and exploration on the related concepts and specific meanings of "new retail", and subsequently set off a wave of research on new retail. With the continuous innovation and improvement of new business technology and the upgrading of national consumption demand, this phenomenon promotes the emergence and development of "new retail".

As Jack Ma said, the era of pure e-commerce will soon end. There is no such thing as e-commerce in the future, only "new retail". Offline enterprises must go to the line, online enterprises must go to the line, online and offline combined with modern logistics, can be born a real new retail. Omni-channel retail means that in the era of Internet and e-commerce, retailers interact with customers through various channels and integrate various channels into a seamless "omni-channel" integrated experience.

II. NEW CHANGES IN CHINA'S RETAIL INDUSTRY

(1) Individual needs of consumers

The new generation of consumer groups are more self-aware and tend to be more personalized in their consumption behaviors and patterns, Compared with western countries, China is accustomed to using consumption data to give full play to the role of value-added services, so brand owners and retailers will try their best to meet the personalized needs of consumers. The new generation of Chinese consumers are attaching more and more importance to special brand values, especially brand owners such as environmental protection and public welfare. The new generation of consumer groups pay more attention to the consumption experience, and for marketing means and dissemination of information can also be a greater degree of acceptance. The rapidly rising mainstream consumer groups, "post-90s" and "post-00s", have strong receptivity to emerging things and are more adaptable to mobile Internet consumption mode. Meanwhile, they pay more attention to interactive shopping experience. To enter shopping center as a format of physical stores, indeed ushered in a new opportunity.

(2) Domestic retail is still in its infancy

In the past 30 years, there have been many physical retail enterprises in China, such as department stores, shopping centers and chain stores. However, the development of physical retail industry is not optimistic. First, retail industry concentration is not enough, lack of scale advantage. According to data from Euromonitor, the turnover of China's top three department stores accounts for only 5.6% of the total market volume, and the turnover of China's top ten enterprises only accounts for 13.3% of the total market volume. Compared with mature markets in Europe and America, China's physical retail industry still needs constant development. Second, China's per capita retail facilities occupy much less than the level of developed countries, and the development of various regions is uneven. Many retail businesses in the past are still concentrated in a few big cities. The retail industry in the first-tier cities is far higher than the market demand, while in the second and third-tier cities, the retail industry is very scarce, which is difficult to meet the consumption requirements of potential high-quality customers. Third, China's current retail industry is still using the traditional sales profit model, namely, the use of counter rental and the sale of commercial real estate to obtain profits, deviation from the nature of retail services, it is difficult to achieve sustainable development.

(3) Growth in the online retail market slowed

The growth rate of network retail market slows down, the growth rate of user scale drops obviously, the demographic dividend of network shopping basically ends. So far, China has taken the world's largest share of shopping transactions through the Internet. The profit margin of e-commerce industry is smaller, and its price level is basically the same as the physical retail industry. During the decade of rapid growth with the Internet, e-commerce has been stealing the offline profits as the price. Online and offline used to be fragmented, Now the dividend of Internet population growth has disappeared, and brick-and-mortar stores are facing the pressure of both online and rent. Both online and offline, they are now facing a big growth bottleneck. Shopping only accounts for about 15% of the total retail sales of consumer goods, and the traditional offline retail industry still occupies the majority of the market share. The result of separate online and offline activities is that there is a big gap and room for efficiency improvement.

III. RESEARCH ON RETAILERS' OMNI-CHANNEL DEVELOPMENT PATH

The development of traditional retail industry is not optimistic. The growth rate of retail sales in this industry continues to decline, and even many retail enterprises are unable to make ends meet and close down. The emergence of e-commerce industry has greatly affected the normal development of traditional retail industry. However, the fundamental reason is that traditional retail enterprises are difficult to meet the current consumer demand. All of them need to think about how to face the challenge of passenger flow differentiation, improve customer stickiness and improve operation results through service upgrading and experience enhancement. At the same time, the supply chain is transformed and upgraded to achieve end-to-end efficiency improvement. In the new retail era, retailers are no longer simply pursuing profit growth, but focusing on consumers, paying more attention to consumers' consumption habits and personalized needs, and improving consumers' trust and loyalty to the retail industry.

IV. RESEARCH ON RETAILER'S OMNI-CHANNEL DEVELOPMENT PATH TAKING SAM'S CLUB AS AN EXAMPLE

With the increasing maturity and wide application of online retail channels, the competition pressure of traditional offline retail physical stores is increasing. In order to effectively cope with the impact of online channels, Sam's club has realized comprehensive innovation from the management concept to the operation mode, and fundamentally implemented the "omni-channel retail strategy". Sam's club relies on the existing e-commerce platform and the online channels of high-quality partners to effectively expand the original consumer groups and achieve the successful integration of online channels and offline physical stores. On the one hand, the use of emerging retail channels can smoothly expand consumer groups. Since 2016, we have strengthened the friendly cooperation with jd platform, further expanded online retail channels, and extended Sam's club entity business by utilizing jd's mature supply chain and logistics chain. Through the development of e-commerce platform for more than a year, Sam's club has successfully obtained about 20% of new members from cities not covered by Sam's stores. On the other hand, to create and develop a new business model is conducive to effectively improve consumer stickiness. Sam's club will offer a special one-hour "super fast" service on the online platform for customers who are covered by the service. Make use of fresh food with high time requirement to achieve market breakthrough and improve customer consumption experience through efficient distribution. Since the one-hour service was launched in shenzhen, the monthly repurchase rate has exceeded 50%.

V. CONCLUSION

To achieve omni-channel marketing, we can consider the following aspects: 1. Online and offline products with the same price, so as to integrate online and offline. 2. Realize full channel data access. Realize the integration and exchange of commodity, member, transaction, marketing and other data, and provide consumers with cross-channel and seamless experience.

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Research on Multiple Interactive Teaching Model in Vocal Music Teaching

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Abstract: As one of the training objectives of music majors in higher normal colleges, vocal music is to enable students to have certain singing knowledge and skills. To achieve this goal of being quality application talents, it is important to strengthen and adopt an effective vocal teaching model. This thesis intends to elaborate on the vocal music individual class, vocal group class, vocal group class, vocal theory class, vocal performance class, vocal practice class, etc., in order to explore the construction of the diversified teaching mode of high school vocal music.
Keywords: Multiple interactive teaching mode; Higher vocational; Vocal music teaching

1. INTRODUCTION

Vocal music is an important subject of music major in higher vocational colleges. It is a compulsory course for music majors in higher vocational colleges in China which plays a very important role in the whole music education system. The training method of performing arts major in higher vocational colleges has always emphasized the enhancement of students' comprehensive ability. Based on the cultivation of professional quality as the core, the idea of practical teaching is strengthened, which embodies the modern concept of higher vocational education. It needs to emphasize artistic practice and arrange it reasonably according to the actual problems of employers on talents in teaching content and practical activities, combining theory with practice.

2. THE CONNOTATION OF MULTIPLE INTERACTIVE TEACHING

The multiple interactive teaching leads students to solve the problem when the problem is solved according to the processing method in the book. Basically, it is the same way of answering the solution. But many places in foreign countries are different; they use a variety of interactive teaching. In the process of teaching, some students find some problems in their own learning, they will discuss with the teacher and cite what actually happened, and then the teachers and students will discuss these issues together and actively seek answers. Interactive teaching will make students more motivated and give them more knowledge. In order to achieve this goal, the methods, means and modes of teaching should be diverse, that is, the multi-integrated vocal teaching model.

3. APPLICATION OF MULTIPLE INTERACTIVE TEACHING MODE IN VOCAL MUSIC TEACHING IN HIGHER VOCATIONAL SCHOOLS

From the status quo of higher vocational students, the students of higher vocational classes have complicated students. Nowadays, this traditional single teaching mode can no longer fully mobilize the students' enthusiasm for learning, and can't satisfy the students who are curious, pursue individuality and autonomy; they can't play the active participation consciousness of students. At present, how to create an atmosphere of artistic practice for the students of performing arts in higher vocational colleges, how to arouse students' active participation in practice is a difficult problem to be solved. Therefore, we urgently need a diverse, flexible and challenging teaching model to promote students' ability to improve their professional skills independently, and to convert passive learning into active learning.

3.1. Big Class-Multimedia Courses with Modern Teaching Methods (10 or More)

Students in higher vocational colleges have a large gap in singing so that hey use a variety of teaching modes to carry out teaching. At first, students should first establish a correct basic concept of sound, and stimulate students' enthusiasm for vocal music learning through multimedia and practical teaching. Vocal music teaching has a general theoretical basic knowledge, which is suitable for "collective class" teaching, and can also be intuitively taught using multimedia equipment. Based on the theory, use multimedia teaching to find out the key issues, teachers and students to jointly explore and carry out inquiry-based interactive teaching. This model not only promotes students' positive thinking, but also mobilizes their learning initiative. It also enables students to improve their professional skills while deepening their understanding of the theory, thus improving the quality of teaching and receiving good teaching results. In such a good learning atmosphere, students use rational and perceptual knowledge to solve a series of technical and artistic problems. Students learn from each other's strengths, not only enhance friendship, but also cultivate their ability to think and discover problems.

3.2. Group Class-Vocal Group Class (4-5 People)

The vocal group class refers to the teaching method of vocal music teaching in which the students with similar pronunciation, professional level and voice type are combined under the guidance of the teacher according to the principle of teaching students according to their aptitude. For students with a moderate level of vocal music, they will continue to learn from each other and study each other in class exercises. They can also learn and get more inspiration in an active classroom atmosphere. As teachers, they can get more unexpected teaching. From the perspective of practicality and operability in the process of higher vocational education, students can understand that teachers are dealing with different levels of problems in the teaching process. After a long-term training, students naturally I learned this skill. At the same time, in order to continually highlight the practicality and operability of teaching, it is possible to involve a variety of vocal singing forms in the group vocal music class. [1]

3.3. "One to One" Class (1 Person)

The “one-on-one” lesson, as a teaching mode, is also called the vocal lesson in which “one-on-one” teachers face students face to face. This form of teaching is the most common in teachers' colleges and music colleges, and is also widely used by various art schools. This kind of teaching mode has higher requirements on students' voice condition, image temperament and music literacy. At the same time, this model is mainly used to train individual capable students who can play solo works. It pays more attention to singing skills training and stage performance and training, physical temperament training. Therefore, his teaching progress, singing tracks, and teaching methods are all instructed by teachers to be tailor-made for him. This teaching mode is more targeted and flexible, which can fully reflect the individual's individual voice and artistic personality. In order to further clarify the teaching characteristics of higher vocational colleges and highlight practicality, through the combination of “collective class”, “group class” and “one-on-one” teaching methods, the vocal class will be simulated into a “small stage”. This teaching concept can not only reflect the characteristics of higher vocational education, but also can save teaching costs and reduce the teaching load of teachers if used properly, and can achieve good teaching results. [2]

4. THE SIGNIFICANCE OF MULTIPLE INTERACTIVE TEACHING IN THE TEACHING OF VOCAL MUSIC IN HIGHER VOCATIONAL SCHOOLS

4.1. Diversified Teaching Forms

In practice teaching, it is more diversified in the original form, adding new forms, breaking the single teaching mode in the traditional teaching mode, as a teacher to guide and encourage students to boldly participate in various art practice activities, and let the students themselves presenting training programs such as planning, rehearsing, and singing. In the process of organizing the event, the students do their best, including the performance plan writing, stage background design, clothing processing, music production, stage supervision and so on.

Practice opportunities are constantly being summarized and improved[3]

4.2. Promotion of Exchange Learning

Appropriate arrangement of teaching practice activities, teaching reports every semester; scheduling high and low grade students to concentrate on teaching and mutual observation, especially for senior students, has a very large practical promotion. In the course of teaching, teachers can indirectly guide questions and give correct answers. At the same time, the summer vacation arranges students' art practice activities, going to the countryside to give children free classes, or teaching assistants to music teachers. The development of this kind of teaching measures has a profound effective effect on stimulating the purpose and enthusiasm of students' learning.

4.3. Broadening of Extracurricular Practice

While carrying out various vocal performances in this school, we also joined hands with a number of performing arts companies outside the school to participate in the public welfare nature. The performance actively set up a practical performance platform for students, which allowing students to grow in practice, so that students have more opportunities to go on stage, in order to overcome their inner nervousness and enhance self-confidence on the stage. Summarize yourself through continuous practice outside the classroom. The shortcomings and problems, so as to avoid the recurrence of such problems, seek solutions[4].

5. CONCLUSION

As an important part of the teaching of performing arts in higher vocational colleges, vocal music teaching has a special role in the education and teaching of higher vocational colleges. It is in a very important position and cannot be replaced by other disciplines. Through the reform of vocal music teaching in higher vocational colleges, teachers will continue to expand their teaching ideas and change their concepts, in order to propose a more scientific teaching model and make students and the society truly integrate and work hard.

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Research on College English Teaching Problems and Countermeasures under the Background of Informationization

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Abstract: Technology changes education. This research focuses on the impact of informatization on education, and discusses some of the problems in college English education in China during the information age. Then, it starts from the application research of information technology in teaching, combines the characteristics of college English teaching, proposes strategies and discusses the innovation and reform of English teaching in the era of big data.
Keywords: Informationization; College English; Teaching mode; Strategy

1. INTRODUCTION

Informatization expands the time and space of education and has a great impact on higher education. The combination of traditional educational methods and modern educational techniques is increasingly conducive to improving teaching standards and improving teaching quality. The new adoption of English teaching in the context of information has changed our way of learning and thinking, and the education industry has been deeply affected. The prevalence of educational software, the increasing interest and targetedness of mobile education apps have greatly facilitated people’s use of fragmented time, enriched the means of learning, and improved the efficiency and quality of learning.

2. TEACHING PROBLEMS FACED BY COLLEGE ENGLISH IN THE CONTEXT OF INFORMATIONIZATION

In a large amount of English information and information, the ability of teachers to identify information needs to be strengthened. Teachers sometimes abuse network information, overuse images and audio effects, and easily overlook student interactions in the content of lectures. The use of various emerging technologies has caused the data to explode, and this inevitably requires data processing speed to be faster and faster, otherwise a large amount of data cannot be effectively processed. Coupled with the constant flow of data, once it is not processed in time, it may lose value due to obsolescence, and a large amount of data does not make any sense. Therefore, timely, accurate analysis, interpretation and processing of the collected data is essential, which puts higher requirements for teachers.

3. COLLEGE ENGLISH TEACHING STRATEGIES UNDER THE BACKGROUND OF INFORMATIONIZATION

3.1 Cultivating College Students’ Autonomous Learning Ability in College English Teaching by Using Information Technology

As for how to apply information technology in college English teaching to cultivate the self-learning ability of non-English majors, many theoretical research and mode discussions focus on the teacher’s “teaching”. Emphasize the importance of teachers in cultivating students’ self-learning ability. However, teaching is a matter for both teachers and students. It is important to cultivate the self-learning ability of college students. The reform and efforts of teachers in teaching content, teaching mode and teaching power are necessary, but from the relationship between external factors and internal factors, it should pay more attention to the students themselves, the coordination, diligence and the change of learning philosophy. So College English teaching can cultivate the ability of college students to learn independently from both teaching and learning.

3.1.1 Effectively using information technology to create teaching scenarios that are conducive to student knowledge construction by teachers[3]

Constructivism advocates student-centered learning under the guidance of teachers. Students are the main body of information processing, which is the active construction of cognitive structure rather than the passive recipient of external stimuli. Teachers are helpers and guides of meaning construction, not transmitters and inductors of knowledge. According to the constructivism, the English teaching of colleges and universities should realize the “student-centered” mode to cultivate the self-learning ability of college students. The key is to create a teaching situation that is conducive to students’ information processing and knowledge construction. Multimedia computer-aided teaching can give full play to the advantages of various media which the multi-dimensional and three-dimensional way vividly present the knowledge image to students from a variety of sensory stimulating students to stimulate and maintain students’ interest. In network teaching, teachers can make full use of the network without time and space constraints with rich teaching resources and communication convenience, and create teaching scenarios based on problems and tasks that can stimulate students' interest in learning and exploration desires. At the same time, through solving problems and collaborating with others to complete the learning task, students process various kinds of information comprehensively to complete the construction of knowledge and improve the ability of independent learning as well. [1]

3.1.2 College students should make full use of information technology to improve their ability to learn independently

The reform of college English teaching not only changes the teaching model, but also changes the learning philosophy of college students. In today's information-exploding society, the ability to learn independently and to learn for life is a must for the individual's own development. In the process of English learning, college students should abandon the old concept of "teacher-centered" and actively use information technology to learn English, make full use of the network environment, and improve the ability of English independent learning. On the one hand, based on the college English special website, the premise of independent learning in the time is that the special website or the network teaching system is open to the students on the campus network, including having their own electronic files. Read and write access to students can be accessed at any time. On the other hand, college students use the rich information resources on the Internet to conduct extensive English learning, or communicate with Internet users in English-speaking countries to improve their English expression skills.

3.2 Information Technology Combined with Traditional Classroom Teaching[2]

The new teaching mode based on information technology has improved some of the drawbacks of the traditional teaching mode and improved the teaching effect. The new teaching model based on multimedia teaching software and online teaching system contains much more knowledge than the traditional "blackboard lesson" model. Most of the teaching process is devoted to the presentation and learning of knowledge content. From the point of view of class size, non-English majors are basically large classes, and the number of people will increase due to the large-screen projection and online teaching in multimedia classrooms. Combining the two factors, the communication time between teachers and students and the time between students will be greatly reduced. Traditional classroom face-to-face teaching has the irreplaceable advantages and characteristics of computer and network. While introducing information technology into college English teaching, we should pay attention to the authenticity of English communication scenarios, and properly arrange the time of face-to-face teaching and face-to-face between teachers and students and students.

3.3 Realizing "Student-Centered" "Customized" Teaching with Information Technology

The teaching activities in the context of informatization will break through the previous time and space and geographical restrictions, and build an efficient and convenient platform for communication between teachers, students and students, such as MOOC and Superstar. The platforms emphasize the connection and interaction between partners. Students are more autonomous in their studies and are able to participate more freely, deeply and effectively in all aspects of teaching. At the same time, teachers can analyze the students' learning activities to understand their learning habits and needs. By collecting and analyzing the data in the students' learning process, they can find out the regular characteristics and finally provide "customized" learning resources and push. Educational services make it possible to teach students in accordance with their aptitude. In the process of transforming from "teacher-centered" to "student-centered", teachers will also face enormous challenges. The teacher is no longer the "porter" or "sound tube" of knowledge, but the instructor, monitor and evaluator of the student's learning. In order to adapt to the teaching under the background of informationization, teachers will change their thinking style and improve themselves in teaching organizations, the asynchronous management of teaching, monitoring research, and the creation of teaching environment. [4]

4. IN CONCLUSION

This research first discusses the impact of informatization on education, and analyzes the problems that arise in the informationization environment of Chinese college English teaching and the adjustment and response measures adopted. Informatization will make English teaching more flexible and more diverse. Under this circumstance, English teaching practitioners and planners must change their mindsets, adjust their roles, improve their knowledge structure and update their educational concepts, so as to promote college English teaching in the new era.

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Teachers' Cheating Events and NCLB: the Impact and Consequence of High-stakes Testing in the USA

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Abstract: A major aim of this paper is to draw attention to the assessment which seems to be a conducive thing for both teachers and students. However, when it comes to high-stakes testing, it is completely different. The paper starts with the definition of high stakes testing and its source. After that, there is a critical discussion of the standardized testing associated with No Child Left Behind Act (NCLB) in the united states, and finally it concludes the whole essay and puts forward some suggestions on the development and perfection of education reform.

Keywords: Assessment; High-stakes testing; Cheating events; NCLB

1. INTRODUCTION

Assessment is widely recognized as a useful measurement of students' performance in contemporary society. A high-quality and effective assessment can guide learners and teachers, and examine the results of acquisition as a tool or criteria. On the one hand, educators can obtain students' disadvantages from assessment to provide them with useful feedback and assist them bridge the gap between previous performance and future targets. On the other hand, an effective assessment will offer practical advice to educators as well, which will help them shape own teaching style (Sopina and McNeill 2015). In addition, assessment cannot only help students promote self-esteem and self-confidence from intrinsic learning motivation, but also can contribute students to become an independent learner, which means that assessment grades will afford an objective perspective to evaluate their existing performance and therefore improve themselves (Ballard and Clanchy 1991). [1]

Some scholars believe that high-stakes testing is an assessment that will produce serious consequence and influence on candidates. Passing the test, students will acquire plenty of benefits such as high school diplomas, scholarships, working licenses, and so on. In contrast, the test is not passing will have negative consequences directly (Hursh 2013) [2].

When the result of an evaluation method is directly linked to the interests of the assessor, which is a 'stake' assessment method. In addition, the person involved in the evaluation is likely to do something in the assessment process so that he or she can obtain benefits, which lead to the alienation of the assessment (Lewis and Hardy 2015). The current standardized testing is called high stakes testing because it is directly related to some important educational decisions. In other words, any test that can have significant impact or produce important consequences can be referred to as a high stakes testing (Au 2011). [8] [9]

For example, the high stakes testing that is of great concern in the United States is a standardized test related to the No Child Left Behind Act *(NCLB)*, such as the high school exit exam in different states and some standardized testing for academic proficiency in different grades will not only have impact on students, but also teachers and schools. [10] [11]

The results of the high stakes testing were used to determine teachers' salaries or renewal of contracts. Teachers had to 'teach for exams' and led to the alienation of teaching purposes. Therefore, some scholars said that "even if the test scores are raised under political pressure, it may not show that the students' real abilities are correspondingly improved. On the contrary, the increase in scores precisely reflects the distortions and corruption in the teaching process." Some teachers have even given students correct answers or tampered with their papers in order to improve student achievement. It can be seen that the high stakes testing did not bring about a substantial improvement in the quality of school education. Grade points for schools are ranked and rewarded and punished accordingly. As a result, in order to create a leading edge, the school does not hesitate to make the so-called 'bad students' repeating the grade or dropping out of school, in exchange for the progress of the overall performance, and eventually leads to a large number of students forced to leave the education system (Wang and Zhao 2004).

2. A CRITICAL DISCUSSION OF THE 'HIGH STAKES TESTING' IN RELATION TO A PARTICULAR EXAMPLE[12]

Since the implementation of the No Child Left Behind Act *(NCLB)* in 2002, examinations such as the Criterion Referenced Competency Test of Georgia, have a close relationship with teachers, schools, and school districts, which in the United States are collectively referred to as the high stakes testing.

Although cheating has existed for a long time, the United States now seems to have entered a ‘teacher era of cheating’. According to the report of the National Center for Fair and Open Testing in 2014, between 2009 and 2014, more than one cheating case occurred in 39 states and Washington, DC, and even a large number of cheating cases occurred in 19 of these states. Among them, Atlanta’s cheating incident was even known as the worst cheating incident in the United States (National Center for Fair and Open Testing 2014). [3]

In 2009, two journalists from the Atlanta Journal Constitution issued a paper challenging the extremely unusual test results of the Atlanta Public Teaching System in the Criterion Referenced Competency Test. Later, Governor Nathan Deal authorized an independent team to investigate this incident. The survey found that in this school district, as early as 2005, serious cheating happened, including teachers stole the test papers before the exam, altered the answer after the exam. But Beverly Hall, who was the supervisor at the time, not only did she not delve into this, but she retaliated against the whistle-blower. Her palliative indulgence eventually led to the widespread serious cheating in 2009 of 44 schools, nearly 50,000 students and 178 teachers (including 38 principals). When the investigation report of 2011 was publicized, the whole country was in an uproar. However, shortly after the exposure of the Atlanta scandal, another 11 schools in Washington, DC, were found to have cheated during the 2012 examinations as well (Severson 2011). [4]

3. ANALYZING TEACHERS’ CHEATING IN THE HIGH STAKES TESTING

Since cheating is no longer limited to a certain state, a school district. Therefore, it cannot be simply attributed to the moral character of certain educators. One survey found that in the National Assessment of Educational Progress test, which is also known as the United States’ National Education Report and used to assess students’ academic progress, so far, no teacher has been found cheating (Yang 2016). The ever-increasingly large-scale teacher cheating incidents that have been discovered and reported all occurred in the high stakes testing. This phenomenon is quite thought-provoking. By studying the comparison of education laws and policies in the United States after the introduction of the 2002 *NCLB* Act as well as the objective laws of improvement of students’ academic performance, it is not difficult for us to discover the reasons why teachers cheat on high stakes testing.

In fact, many scholars and experts believe that this phenomenon of teacher cheating is inextricably linked to the enormous pressure that the exam imposes on students, teachers, schools, school districts, and states. As the sociologist Campbell (2001) stated, “The more a social indicator is used in social decision, the more likely it is to be tampered with, resulting in the social processes that are used to monitor them are thus distorted and misinterpreted.” In other words, the more important the test score becomes, the more likely it is that the test score will be tampered with.

According to the accountability system of the *NCLB* Act that began in 2002, examinations such as the Criterion Referenced Competency Test of Georgia are not only related to the individual academic performance, and the results of examinations are even more significant with teachers, schools, and school districts. According to the *NCLB* Act, students from grades 3 to 8 and 10 in public schools receiving government grants are required to take part in reading and math tests, and to report their grades in terms of the categories of race, ethnicity, low-income persons, persons with disabilities and persons with limited English ability. The *NCLB* Act clearly requires that the grades of students under each category be improved year by year (adequate yearly progress), so that all students will achieve 100% ‘qualified’ in 2014 (this qualified standard is set by the states themselves). At the same time, the act also requires the states to develop corresponding annual tasks and timetables, which means schools that fail to complete their annual tasks will be listed as ‘School in need of improvement’ and will be subject to certain penalties. If the goal is not met for two consecutive years, all students can request to transfer; in the case of non-compliance for four years, the school must take ‘corrective’ actions, such as adjusting course settings, changing teachers; if the school fails to meet the standards for five consecutive years, the school will basically be closed and reconstructed, changing principals and teachers, and the school will be managed by private institutions, or be administered by the state government (Hess; Petrilli; and Rotherham 2006). [13] [14]

The NCLB Act has unprecedented emphasis on the importance of students’ test scores on teachers and schools. The students’ achievements are no longer just about individuals, and it is directly related to the work of teachers and principals, and even the existence of schools. In order to achieve the targets set by the Act, all states and school districts attach great importance to students’ test scores and take various measures to improve their performance. This is particularly true for Beverly Hall, the Atlanta school supervisor. She not only sets an annual progress goal that exceeds the statewide average, but also implements economic rewards that are linked to performance. If students perform well on the exam, teachers and principals will be rewarded; if students do not pass well, teachers and principals will be humiliated and even fired. Due to the significant increase in student achievement from 1999 to 2009, in addition to being personally awarded nearly 60,000 dollars in prize money, Beverly Hall, was also awarded the title of ‘National Model Supervisor’ by the American Association of School Administrators, and she was also the first school administrator to receive a Distinguished Public Service Award from The American Educational Research Association (Severson 2011) [5].

4. CONCLUSION

To sum up, high stakes testing has a great impact on students, teachers, and schools, but its influence is not just negative. In fact, there is a noble intention in high stakes testing, that is, schools and teachers are held accountable through test scores, so that schools and teachers are responsible for the students' learning, and thereby urging each student can receive a fair and quality education.

For the United States, as a decentralized country, this approach facilitates the supervision and management of local education by the federal and state governments, and has its inherent necessity and rationality. However, if people ignore the inequality on the root and force all schools to reach the same standard, it will result in unfair results. Schools and teachers in impoverished school districts are unscrupulous in order to achieve standards and freedom from punishment, but students who are ultimately punished are innocent. Therefore, it is necessary to reform the high stakes testing and perfect the evaluation system to help achieve the goal of educational equity. [6]

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Exploring peer assessment for EFL speaking class: A case of an exploratory practice

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Abstract: This study attempts to explore the viability of implementing self and peer assessment in EFL speaking class in Hainan Tropical Ocean University. By using normal procedural pedagogic activities as investigative tools, this small scale study, though exploratory, depicts the on-going process of the implementation of peer assessment activities among 22 EFL learners, which highlight on learner's concerns and experience during the implementation of such assessments in their speaking classes. The strengths and weakness of speaking peer assessment concerning will be taken into consideration for further instructional practice.
Keywords: Peer-assessment; EFL speaking class; Viability; Exploratory practice

1. INTRODUCTION

The recent growing demand for life-long learners highlights assessment practices in College English for non-English majors in China. It's argued that if learning means a life-long essentially social process, the use of instructional assessment procedures and practices should equally coincide with the aims of life-long learners in order to meet their needs of growth and progress (Torrance, 2007; Allwright and Hanks, 2009). Furthermore, self-, peer assessment activities should be integrated into instructional forms to support learning and underpin rather than undermine student confidence, achievement and progress. Many have argued that learners are serious, and that their opinions and insights should be taken into account with regard to personal learning (Mok, 2011; Allwight, 2005). To date, the notion of self-peer assessment is relatively new in the Chinese speaking research community in higher education though the College English curriculum encourages students to assess themselves. [1]

Inspired by global principles of exploratory practice (EP), this study therefore intends to explore the viability of PA guided by the EP principles to gain better understanding of the innovative implementation of self-, peer assessment for speaking learning activities in the hope that it will broaden my knowledge of the quality of classroom-based assessments within the context of a Chinese speaking class for non-English majors. It has given rise to the two concerns: [2]

Whether constant students' self and peer speaking assessment activities can facilitate my speaking assessment through regular pedagogic activities.

What the teacher's role in this instructional process is?

2. THEORETICAL FRAMEWORK

The concept of how assessment is implemented attached great interest within the extensive body of literature in recent years (Black et al, 2009, Bennett, 2011). Assessment form in educational literature is prevailingly regarded as summative and formative assessment, which is used to evaluate the effectiveness of sequences of instructional activities. However, Wiliam (2011) argues that understanding the impact of assessment on learning requires not merely on an inclusive result but more on how feedback operates with its feedback intervention by defining the term. To put it simply, it's not enough to assert learning is effective in educational system under certain conditions because students will have reached the same understanding, if they learn what they are taught even the instructional group starts on the same pace. On the contrary, teaching process should be treated as minute-by-minute and day-by--day practice by teachers, learners and peers who seek enhance dynamic learning through dialogue, demonstration, even observation.

From socio-cultural theory, the segment of assessment strategies postulate that learners learn best through interchange with others, especially more social proficient domain practitioner. Black & Wiliam (2009,) suggested five types of practical pedagogic activities which are particularly relevant to empower students to learn how to learner and learn autonomously. For teachers' pedagogical concerns, a substantial research basis on learners and their peers' assessment practice include:

1). Clarifying and sharing learning intentions and criteria for success;

2). Engineering effective classroom discussions and other learning tasks that evidence of student understanding;

3). Providing feedback that moves learners forward;

4). Activating students as instructional resources for one another;

5). Activating students as the owners of their own learning.

(Black & Wiliam, 2009, p.8)

Peer assessment (PA) is becoming more and more popular for two layers of meaning. Pedagogically, the growing support for the inclusion of students as assessors and assesses have provided guidelines in higher education and supported in studies of peer feedback in assessment made it possible less burdensome. From a social learning perspective, PA is suggested as perfect solutions for getting students involved in activities in class because they provide feedback to instructional practices. To this sense, assessment for learning is interesting in two levels:1) self assessment helps students to set goals and thus to learn for themselves, and 2) peer- assessment will help them to contribute constructively in collaborative efforts inclusive form of practitioner research developed. There is therefore a need to uncover the students' inner voice of the assessment form in research in a way that allows student to tell their own views of assessment activities. [3]

3. THE STUDY

My impetus of the study was to explore whether PA could complement my end-of term speaking assessment of learning. As I started to interact with learners and collect data, the second question emerged when considering my role in incorporating the self-, peer assessment for learning activities[4].

Therefore, the two questions guided the research were:

1) Can my PA implement the speaking assessment in speaking class in the workplace of my institute?

2) What is the teacher's role in the assessment for learning activities in the workplace of my institute?

3.1. A Case of Exploratory Practice[5]

EP is an inclusive practitioner research which evolves a set of guidelines of principles and practices that are intended to help teachers and learners make sense of their own lives in language classrooms. Though EP is not a methodology, I opted to a case to explore the PA in my EFL teaching because it was unique in the way that is devoted to understanding the quality of language classroom life with emphasis on insights deliberately gained mutual development between teachers and learners (Allwright & Hanks, 2009, p1).

The principles include: [6]

The 'what' issues

1). Focus on quality of life as the fundamental issue.

2) Work to understand it before thinking about solving problems. The 'who' issues

3) Involve everybody as practitioners developing their own understandings.

4) Work to bring people together in a common enterprise.

5) Work cooperatively for mutual development.

The 'how' issues

6) Make it a continuous enterprise.

7) Minimize the burden by integrating the work for understanding into normal pedagogic practice.

(Allwright and Hanks 2009, p.260, original emphases)

Familiar pedagogic activities including classroom observation, students' artifacts including their[7] conversation transcriptions, homework (proposals for assessment criteria), and interviews at regular intervals were employed to capture students responses to the implementation of PA for learning over time.

3.2. Participants

23 student participants with mix-ability EFL learning experience volunteered from various programs from speaking class were included by the time the study was carried out. As a participant-researcher, who was also responsible teacher for the teaching speaking session, I was able to garner 'a range of sources of data' from the case of students' involvement in self and peer assessment pedagogic activities in a natural approach.

3.3. Study Procedures

Data collection went through three phases of dialogic process through reflective conversation in procedural activities.

Phase 1: A mail survey voluntarily questionnaire on preference in peer assessment

As advocated earlier in principle 3, 4, 5, EP values a lot on the work to bring people together. In the initial preparing stage, I first drew up a rough designed procedure for integrating peer assessment into pedagogy before careful thought was required to re-frame pedagogy. Questions like "How would you like you speaking performance assessed in the final exam for this term?" were preliminary posed to elicit ideas about how PA could be integrated in the logic of drawing up their own speaking assessment criteria.

Phase 2: Implementing self-, peer assessment in normal instructional practice

With the ongoing analysis of data, I gradually sought ways to introduce PA into normal speaking pedagogic by involving students inappropriate classroom procedural activities (Principle 6, 7). With reference to the five strategies for my final speaking assessment were integrated into the teaching plans, the data were drawn mainly from the following appropriate classroom activities which covered a duration of 8 hours classroom procedures (four weeks) in-class sessions including a 2-hour for the final speaking exam.

Week 1: Sharing learning expectations

Week 2: Feedback and self assessment for speaking presentation

Week 3: Questioning and peer assessment for modifying speaking assessment sheet

Phase 3: A post interview for views on the implementation of peer assessment

3.4. Ethical Issue

All students' speaking practice is done with oral presentation, were mostly routinely handled during working session as every-day type of pedagogic tasks some interview might be conducted in Chinese at regular intervals. By doing so, I was able to gain some insights by taking advantages of integrating a series of staged assessment activities into students' routinely oral practice.

4. UNDERSTANDINGS AND IMPLICATIONS

The process of data analysis was drew from three phases and guided by EP principles. With puzzles dictated by immediate practicalities, each carried out directly after the previous phase's data had been collected, eliciting some corresponding understanding of the potential learning activities of PA for speaking class. The answers were in accordance with findings while I sought out to implement PA in my speaking class. [8]

4.1. Understanding from Pre- instruction

With regard to the issue of whether PA could facilitate my speaking assessment practice, my first concern was to find out whether students' own preferences in the logic of assessment criteria and motivation met my expectation of incorporating learning activities.

1) What were my students' preferences and attitudes towards speaking assessment their own speaking class?

2) Where they are in this their learning experience of PA?

In responses to this puzzling concern, 16 out of 23 students answered my mail survey questions voluntarily. The domain frequencies students' preference in the speaking assessment including time allocation, assessment organization, rating scale, content varied in different items. 9 students believed that a 5-minute speaking test task was reasonable and appropriate. For how they would like to be organized in the test, 8 students expressed their interests in being assessed as a group, with emphasis on the value of group work and cooperation. Their response towards the rating scale were somewhat interesting to me, 8 students stated that they preferred analytic scale but they did not further what area they were looking for when assessing speaking. Prevailingly in the quantitative terms, there were sizable students believed that a five-minute assessing speaking task (60%) in the form of group performance (58.4%) was reasonable for teachers to decide the quality of their speaking task based on an analytic rating scale (50%).

According to the raw data quotations from the open-ended questions, it's evident that the wealthy options for speaking test tasks were driven by their desirability for making speaking assessment both enjoyable and productive learning experience. In addition, for personal language development were most cited. The key themes suggested that students did make their points that they would like work collaboratively and looking forward to learning from their peers through social interaction with peers inside the class and more competent speakers outside the class, whereas their responses regarding the motivation for attending the speaking session triangulated their preferences in work as collegial working[9].

Observing the data, I was impressed by students' seriousness in making their own decisions on how they would like to be assessed regarding to speaking. In particular, I was impressed by their suggestions on various types of test format dubbing, drama show, reading poem, tell stories, impromptu speech or even singing, which I have personally never tried before in my previous speaking assessment. Though there were language errors and mistakes, I gained a general picture of how student like to be assessed in my EFL speaking class. Two themes emerged in my first phase interpenetration. There was a need for social interaction and a need for skill competences:

- students have positive attitudes towards learning speaking and they want to make learning / assessing an enjoyable experience;
- a preference in forming their own group
- Yet, they don't seem to know much about:
- what they are expected of in their speaking performance and
- the specific area they need to work for in their speaking performance except for the feature of pronunciation, fluency and grammar.
- With regard to the function and purpose of an assessment, students' respondents indicated that their practical concerns and desirability over speaking were mostly about the function of learning and somewhat vague in the purpose of learning.
- For me, the overall data results I gained from pre-instruction were encouraging. Yet I had a mixed feeling about this situation. For one thing, the responses generally coincide with my previous experience in assessing students' speaking performance: it sounds attempting and yet still practical for me to administer an end-of-term speaking exam in an hour., which means that we shared some basic agreement on the practicability of time management issue when working on the quality of life in my EFL speaking class. For example, the allocation of time issue. For another, the group nature of working together for an assessment made it logical for students to adopt the group format of assessment practice. However, I also realized it will be challenging for both parties: me since the low return response rate from the open-ended question (76.1%) suggested that I still need to work on the rapports and gain more trust from students so as to involve everybody in developing their own understandings and work collegial in a productive learning atmosphere (Principle 3,4,5).

If PA is to improve the learning possibilities, every student should demonstrate that they have identified the learning target in the assessment criteria and be clear about the whole assessment procedural and make contributions to their learning by engaging themselves in PA. From epistemological and ethical dimensions, this raise the issues of how the PA going to exhibit in their learning experience and my role in the instructional process. So

How do my students cope with PA in their learning with my instructional activities?

4.2. Understanding from While- Instruction

In the light of what I found about my students' current situation from phase one, I setting off supporting my learners with basic strategies and techniques through PA while working to understand the knowledge in this field during the second phase of instruction. The normal pedagogy activities offered me great opportunities to explore how well students could cope with PA. [10]

At the second phase, the data were drawn mainly from students' debriefs, in-class discussions, students' artifact (versions of proposal for a speaking assessment) and classroom observation. In particular, students' insights were mainly drawn from their oral presentation or conversations from which I can spot any the salient traits on the learning possibilities that could point to the strengths or weakness of PA.

Debriefings on peer assessment[11]

In the initial stage, students showed great interest when asked to record and transcribe their own oral debriefings on their phones with 30 seconds. The results from debriefings on the first week triangulated my previous analysis on the group format of assessment. In listening to their own oral presentations, I deepen my understanding on why students prefer group format of assessment. There are two types of psychometric cohorts among students who preferred group format of PA. I read such statements which were typical in their statements when sharing the learning expectations:

I think team work is very terrific. We can share our ideas with each other ..., I think it will be very interesting. And the most important thing is that it's a cooperation not a competition. (W1RS16)

I choose ...because they are my good friends. If we do this examination together, I think we will feel more relaxed and happy, and we'll have good jobs in this exam. (W1RS5)

These statements indicated that students with high self-efficacy were more likely to take the challenges, assuming that their peers would contribute to as the way they did by working collectively rather than individually. They seized the value of productive learning atmosphere and expecting benefits from PA.

Thos with low self-efficacy appeared to be more passive in their own contributions in the PA and seemed to treat their partners more of the facilitators rather than co-constructors.

Group gives me a sense of safety and it makes me feel relaxed. ..., when I have trouble, the other part of you help me to solve it. When people work together, strongly, anything problem isn't problem. .... .(W1RS22)

I can think may words on my mind. I just don't know how to express myself. I think it's hard for me because sometimes because I can't understand the teacher as well. (W1RS12)

Nevertheless, though both cohorts of students took different initiatives, they both were expecting the benefit of group format of PA. While I compared students' transcriptions of the 30-second debriefings, I found that student tended to refine their peers' language even I asked them to try to be honest with the authentic oral presentation. Here is an example which was from students' self transcriptions in class and after class:

Table 1 A comparison of debriefing transcriptions of PA

Original version of oral presentation	Peers' version of oral transcription
As a student whose major is news. I want to *use the English* to tell everyone the *messa*ge. But my character is shy and I'm shy to speak English in front of everybody. Once I defined my gold [goal], I would try my best to make my dream come true. Now, I would work hard to improve my oral English level.	As a student whose major is news. I want to tell everyone the information in English. But I'm shy to speak English with others face to face. Once I defined my gold [goal], I would try my best to make my dream come true. Now, I would work hard to improve my oral English level.

Note: The original version was collected during transcription in class, while the revised version was handed in as homework. [12]

As demonstrated in Table 1, students could learn independently if they know what they are expected of, and could be critical if given the chances. Though both the original and the revised version of in the 30-second monologue on how student would like to be assessed are very much the same in content. The reason covered a clear meaning with simple, short languages by eliciting the redundant phrases "to use English" and "my character is shy to speak' into a clear neat one (simply shy to speak" The phase "in front of" has been polished as a vivid expression "face to face"; Interestingly, though, she did not correct the wrong word "gold" right as in goal. This was not appropriate but I could live with that me since I had informed them earlier in the session that our intentional purpose of PA on speaking was to learn to be critical but not to criticize. Obviously, students were on the right track with regard to the whole concept of assessment for learning. They engaged themselves into the PA and deeper insights on how they would like to work in their learning target. By the end of the class, one gave such comment:

Today I have a very meaningful class. I dare not speak English because I'm afraid of pronunciation of English movies, and ... Fluently to communicate with foreigners. The teacher's motivation let us within [gain] confidence in learning English. (W1RS20)

To me, the experience I gained from this peer assessing activity was enjoyable. I realized that my duties in students' PA practices might be abundant, but diminishing their confidence by correcting every mistake they make in their speaking performance is not one of them. As I learned to be one of the other peer among their classmates and work with them, I was able to gain some rapports and trust bit by bit.

Discussions on proposals for peer assessment

The group nature of assessment made it logical for the group format to remain for assessment purposes. When paired-up students were asked to compare and discuss about the three assessment proposals which was also for, their first reaction was to look rather nonplussed. My intentional allocation time for five minutes students' discussion turned out to consume longer time than I expected. When listening to their discussions and comparing the audio content. I found that the discussions were normally help in a friendly, relaxed atmosphere, which students sharing their approvals or disapproval of the assessment criteria on a basis of the references given. In addition, their vocabularies and expressions used to express their ideas were limited to the sequence of given items. I also found that each episode shared a similar general structure:

Inquiring the criteria → discussing the practicality → reaching a consensus (sometimes not)

The discourse of the group interaction was often conducted as in pairs or in the form of three people. Through the conversational analysis, a member of the group take initiative to address the specific area to discuss, and the other(s) are engaged in comparing, defining it. The following case demonstrate how the group members involving in the discussion which often resulted in similar opinions. [13]

1 S10: Which one do you think is better?

2 S16: I think proposal 2 is better, because it's very clear, and after we reading this, we completely know how the exam performs, including participants, tasks and so on. We can get lots of information from it. As to proposal one, I think we can only get abstract and the details +++we can't get from it. How about you?

3 S10: I agree with you. I think the second one is better. Because it has different format, like imitate [imitating], read [reading] the English movies, read an English poem, and also their analytic rating is reasonable and comprehensive. That's all. (W2D, Episode 2, Group 2)

In this segment, there were two students discussing on the proposals for the speaking assessment criteria. Both students have demonstrated and contributed to this very short conversation. By using 'I think..., because....' their arguments are made sound and clear with supportive evidence. Firstly, S10 initiated the turn by asking a question for S16's opinions on his favorite proposal. Regarding to content, S16 successfully presented his insights by comparing proposal one and proposal two in sequence of items "including participants, tasks and so on"; the phase 'as to' was used as a good sign posing, and 'how about you' certainly was a good start to invite the turn-taking. S10 shared her insights and supported S10 comments and complemented her peer's opinion. On a whole, the discussion ended with a short and clear "That's all" (though it might seem less appropriate to me). This was a version of PA discussion with insightful ideas from respective students that had reach to an agreement on proposal two. [15]

1 S6: Em+, Do you agree ah~ on proposal one?

2 S8: No, I don't like this, you see, we don't have so many person [people] to be a group.

3 S6: 15 minutes is too long.

4 S8: Yeah. And we have +++22 person[people], （word) can't be divided into some groups. And I...

5 S6: One by one is too wasting time.

6 S8: Yes.+++ You like singing songs?

7 S6: Yes.

8 S8: But I think read [reading] an English poem aloud with expression and soft music is boring.

9 S3: Yeah

10 S8: Yeah, I agree.

11 S3: Right. It's very boring.

12 S8: Don't you think the proposal one is the perfect one?

13 S6:Yes. The second one is the best because +its' time is not too long, and three person is a perfect number in [for] a group.

14 S8:Yeah, and we all like English dub, right?

15 S6: Yes, and it can show our English skills.

16 S8: Yeah, and it's very interesting, you think?

17 S6: Yes.

18 S3:I agree.

19 S6/S8:OK.

(W2D, Episode 3, Group 4)

In this segment, the three members of the peers were discussing the assessment criteria sheet with focuses on the criteria of time allocation and the assessment format, pooling their opinions together to find their likest type of assessment. They took different roles in the discussion. S6 took the initiative in the discussion and led the conversation. Her turn-takings in the conversation took 8 out of 19, sharing her insights on the criteria assessment format (6), with focus on the time of PA (3,5,13), from starting the discussion to wide up the conversation. S8 was more of a conversation promoter who invited opinions (12, 14, 16), with critical opinions the assessment criteria respectively. By contrast, S3 was more a passive and negative attitude towards, showing no interests of joining in PA except when S8 pointed out that "sing is boring". [16]

Two prevailing ways of PA assessment of group format with the distinctive traits (active and passive participants) in students' respective contribution were evident in the discussion. Allied with immediately produce the wealth of puzzles students gained in week two, they knew what they were expecting of in the spoken English even though they need more support in the specific areas to work on. Each proposal from respective homework and offer more example to prompt them to think of their own roles in the learning process.

In the third week, students are given five minutes to benchmark their peer's assessment proposals which were receptively displayed on different places in the classroom for each group. They were encouraged to use the reading materials as reference to assess their peer's proposal for assessment sheet. They generally participated in discussions on their own, with very little teacher support, and often not following the conversation guildlines during the third week of the implementation, although this led to longer conversation, there were few but still obvious examples of knowledge co-construction. The following episodes the learning opportunities:

61 S5: What are the items they put in the proposal?

62 S9: Eh,+++

63 S5: Eh+++OK! [I am not asking for my own respondents].

64 S9: I..., exam direction, participants, tasks, rating scale.

65 S5: Ah, yeah. So next question. Do you agree or disagree on each item, and why?

66 S9: En. First of all, I think 15 minutes is too much. Eh, five minutes is enough. Ah, tests, +++ We have ++ we have what+++ imitate move, movie, and reading on poem.

67 S5: Poem

68 S9: And the music, too much.

69 S5: Too much, I think.

70 S9: I just choose one thing, they+++ want to check++.

71 S5: So,

72 S9: And the rating scale.

73 S5: Eh, about the rating scale, I think holistic rating is better than analytic rating. And because the analytic rating is too hard to work on. I think the holistic rating is easy to practice.

75 S9: Eh, I agree. Analytic, about analytic rating. Because I think pronunciation and fluency is very important. That' s all.

76 S5: OK! (laughing)

(W3D, Episode 2, Group 1)

In this episode, there were two students peer assessing and commenting on other group's job with reference given by teacher. S5 started the question by probing a question to invite the general idea about the assessment criteria sheet. S9 could not give an prompt answer in the first place. Then S5 kept waiting for response until she reminded her partner tjat she was expecting an opinion (in Chinese) and kept discouraging her group members before listing the criteria in sequence as reference, S9 finally managed to share her viewpoints (66,73). During this process, S5 helped when her partners had difficulties in the pronunciation of the word "poem" in turn 67. The conversation was productive and ended with a pleasant, happy learning atmosphere.

The feedback conversations during the in-classroom were also analyzed in the light of each group members' pre-post perceived on relevant test items in and intentional effort to uncover the complexity relationship. Despite the difficulties they assumed, students gained a lot potential learning opportunities while working with their peers. A wide range of students are lack of confidence in their own and peer's ability to use assessment sheets and the need for more detail explanation and instructions. Where the assessment task was a group assignment, each group was asked to submit three copies of the assignment to ensure that each triad received three assignments to evaluate.\In response to students' concerns about possible bias and collusion[17].

Their self-awareness during the interaction with peers towards the implementation of PA has been refined.

I wouldn't have met and talk with other classmates since we are not from the same programs and unfamiliar with other classmates. (W3IS12)

The fore illustrated interpretation of episodes from students' discussion, along with classroom observation has demonstrated the degree of cooperation among the group members working for assessment criteria sheet in their PA activity. The group format of assessment form was to remain as in pairs or three people for assessment purposes. The observable insight students' debriefings and discussions of PA led me to a deeper understanding of my practice at the second phase:

Students can be serious in choosing their partners and test tasks when performing PA; there were two types of roles students played in the PA process.

It's a harmonious and friendly format of learning activity that provides a good way to practice students' spoken English

there were insights of the strengths of peer learning and want to learn from peers through interaction in social process;

One student in the informal interview clearly stressed in the interview that:

I like proposal three because we did it. I think it's great! (W3IS5) [18]

Students will have researched different understanding of speaking assessments. They seek out like-minded people and form a cooperative group. Furthermore, if students know what is expected of them and have strategies to use, they can successfully perform the task. When sharing their views on the details of assessment sheet. Think about these and talk: 1) What are the items they put in the proposal? Do you agree or disagree and why? 2) Think and work on your own assessment sheet, a group presentation based on the following anecdotes: A, what are the things we'd like to put in the proposal sheet? B, How, How are we giving the score to our performance? C, Can we make it better?

So how would students interpret their own PA practice? I then devised a classroom survey and students were invited to write feedback on the topic of:

My views on the weakness and strengths of learners regarding the implementation of PA in my speaking class

4.3 Understanding Advantages and Disadvantage of Pa in Speaking Class.

The students' written feedback notes about their likes and likes about the PA can be summarized into the following points. The virtues of PA activity include:

It's relaxing and flexible format of assessment practice which offer considerable learning opportunities in practicing the spoken language.

PA spare much potential freedom to students' learning style, which they can take initiatives in choosing their own interest area and learning targets.

Group format of PA can ease their nerves when they work better with their partners and is a good way to demonstrate cooperative learning.

By working on their own assessment criteria with peers, they understand what is important in spoken English and to think independent and critically.

PA is a good way to understanding students' own strengths and weakness when peers assess their peers face to face.

The concerns of disadvantages of PA can be classified into the

Group format of PA may cause uneven workload for students and their contribution varied from time to time.

It's not easy to find out to identify problems other students have.

It's time-consuming when preparing the for the test task. Especially the process for submitting, distributing and moderating work.

The unfairness of peer assessment about the test results

The strategies and skills are not easy to obtain in a short-term period and it's difficult to manage.

My understand of students options about the virtue of PA is that

The quality of life in classroom generated the PA practices is creative and productive to learning atmosphere,

The on-going nature of assessment of learning makes the group format of PA a practical social activity, in which various cooperation such working collegial and creative.

The students' opinion about the deficits PA suggests that there is a limit in student' language competence and that student still need teacher's help with regarding to these aspects:

The constitution of PA is not always successful.

There is a lack of awareness of life-long learning.

The results indicated students can achieve a learning goal only if they understand that goal and can assess what they need to do to reach it. PA is unique and valuable because students may accept criticisms of their work from one another that they would not take seriously if the remarks were offered by a teacher. Peer work is also valuable because the interchange will be in language that students themselves naturally use and because students learn by taking the roles of teachers and examiners of others. The first-year students expressed the need for both peer feedback and the lecturer's direct guidance. Student, peer and teacher input weighted at 30%, 30% and 60%, respectively. When students do not understand an explanation, they are likely to interrupt a fellow student when they would not interrupt a teacher. There should be PA of professionalism as long as the assessment reflected their preference for how the assessment should take place. [19]

The students have extended some deeper understanding of the concepts of assessment for learning. At the first place, students worked on understanding the assessment process by. Students performed activities such as: discussing good and bad characteristics of sample work, discussing what was required in an assessment, and critically reviewing the literature. At the second level students worked to identify important evaluation criteria for assessment. At the third level students worked towards playing an active part in identifying and agreeing assessment criteria and being able to assess peers and themselves competently. Assignments included sharing preconceptions about teaching and learning; comparing goals; creating a community of learners; generating student explanations and improving communication; group quizzes; challenging thinking dispositions; post-test evaluations; and collaborative assessing.

5. CONCLUSION

The small scale study sought to understand the viability of PA in my EFL speaking class. The students as assesses and assessors, offer a valuable means of advancing our understanding of assessment activities in classroom-based speaking assessments, with highlights on experiences of learners' engaging in designing their own PA criteria in an undergraduate College English EFL speaking class.

Students set their own assessment task, modifying the appropriate marking scheme, self-, peer assessed their pre-arranged speaking assessment criteria. The study's analysis is complicated, reveal the nature of EP, and enrich our understanding of these aspects and sheds light on teachers' role in the implication for good assessment practice. My first stage of understanding was helpful in providing me with a general picture of where the learners are before approaching PA. It turned out that my first interpretation of how students learned are misled.

Although the understanding was dram solely from my own EFL speaking class, its findings which I drew from rich data through a case of EP enrich my understanding on the dynamics of teacher learning and rethink teacher's role in implementation of PA. The participants also found the assessment activities experience to be beneficial.

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Design of Indoor Environment Control System Based on PLC and Touch Screen

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Abstract: The quality of indoor environment is closely related to people's health. In order to better control the indoor environment and provide a more comfortable living space, an indoor environment control system based on PLC and touch screen is designed. This design USES PLC to receive indoor temperature, humidity, illumination, formaldehyde concentration and other information collected by sensors, and USES MCGS configuration software to design human-computer interaction interface. The change of indoor environmental parameters can be displayed and controlled by touch screen, and closed-loop adjustment of indoor environmental parameters can be conducted through manual and automatic modes. To realize the monitoring and adjustment of indoor environment parameters and achieve the goal of improving the indoor environment.

Key words: PLC; Touch screen; The sensor; The indoor environment

1. INTRODUCTION

Some indoor environmental parameters beyond the limit will have adverse effects on people, such as: indoor environmental temperature, environmental humidity, light intensity, formaldehyde and other harmful gas concentration. Therefore, the collection and control of these environmental factors are the main problems to be solved in this design system. This design USES PLC and touch screen to realize real-time monitoring of indoor environment parameters, realize harmful gas detection, air temperature and humidity regulation, light intensity control, etc. [4]

2. OVERALL SYSTEM DESIGN

This indoor environment control system mainly USES s7-200PLC and TPC1061Ti touch screen as the controller. The sensor is used to collect indoor environment parameters, and the data collected by the sensor are transmitted to the PLC register, which is displayed through the touch screen and used as the human-computer interaction interface. This design has manual and automatic working modes, which can directly realize the start and stop operation of external control equipment through the buttons on the touch screen. Automatic mode without human operation can achieve the control of indoor environment. Manual mode and automatic mode can also be switched at any time through the touch screen.

2.1. System Structure Diagram

The control system will sensors connected to the analog units, indoor environment temperature and humidity, light intensity and the concentration of formaldehyde collection, then collected parameters to PLC register, finally through the touch screen set in the script logic operation and control, realize the bulb, fan, heater, filter, humidifier for closed-loop control to adjust the indoor environment parameters, can be controlled by touch screen to monitor the environment parameter alarm display. The overall design block diagram of the system is shown in figure 1.

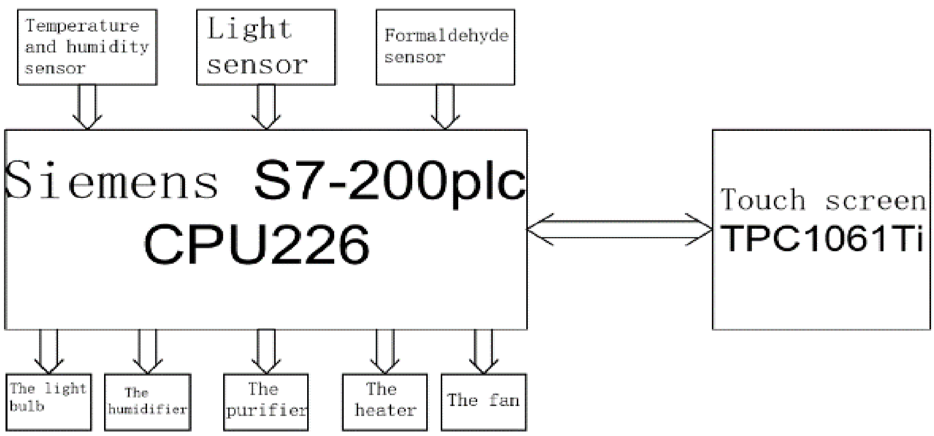

Figure 1 Overall block diagram of the system

2.2. Main Circuit Wiring Diagram of the System

The wiring of the output equipment of this system is shown in figure 2, with two phases of wire L and zero N. Each circuit is equipped with fuse FU1-FU5, air switch QF is the main switch, and KA1-KA5 five intermediate relays are used to control the start and stop of the five output devices.

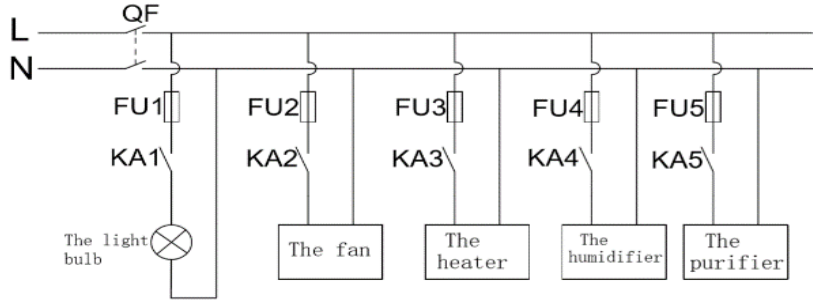

Figure 2 Main circuit diagram of the system

2.3. Hardware Circuit Wiring Diagram of PLC and Touch Screen

The PLC expansion module in this system adopts the analog quantity input module of em231-0hf22-0xa0, which is used to receive the analog quantity signal sent by the sensor.

Siemens PLC output point q0.4-q1.0 controls five output devices respectively. Siemens amx-200 PLC is compatible with Siemens s7-200PLC, with high-speed computing and data processing capacity. Its processor is CPU226, which is powered by 220V ac power supply. The touch screen TPC1061Ti is powered by 24V dc power supply, and the communication connection with PLC is RS485 communication cable.

The circuit diagram of hardware connection between PLC and touch screen is shown in figure 3.

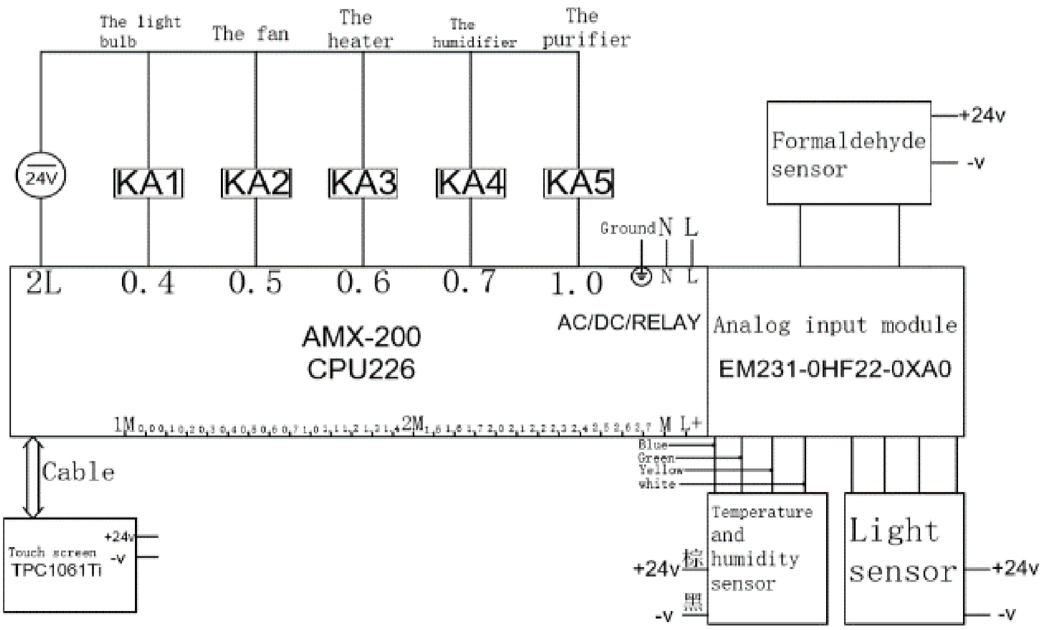

Figure 3 Connection diagram of PLC and touch screen hardware circuit

3. CONFIGURATION MONITORING DESIGN

The human-machine interface design of the indoor environment control system adopts Beijing Kunlun tongtai MCGS 7.7 multi-language version embedded configuration environment software. The configuration software has five settings windows, which are main control window, device window, user window, real-time database and operation strategy.

3.1. Establishment Project[1]

Set up a project called "indoor environmental control system" and save it. The user window entering the system workbench interface establishes five window interfaces, and the window names are respectively indoor environment monitoring system, alarm data, report output, real-time curve and historical curve.

3.2. Establishment of Real-Time Database

As the core of data exchange and data processing, real-time database is like the brain of touch screen. Variable names established include fan, heater, humidifier, purifier, bulb, etc. Variable types involve switch type, numerical type and group object type. Each variable should be connected with the channel of PLC. The variable allocation of the control system is shown in table 1.

Table 1

Number	Name	Variable types	Corresponding PLC connection channel	Annotation
01	fan	Switch type	Read-write Q000.0	Pilot signal

02	The heater	Switch type	Read-write Q000.1	Pilot signal
03	humidifier	Switch type	Read-write Q000.2	Pilot signal
04	purifier	Switch type	Read-write Q000.3	Pilot signal
05	The light bulb	Switch type	Read-write Q000.4	Pilot signal
06	Automatic or manual	Switch type		Manual and automatic mode switching
07	The environment temperature	Numeric	Read AIWUB000	Read the ambient temperature parameters
08	Upper limit of ambient temperature	Numeric		Set upper limit of ambient temperature
09	Lower limit of ambient temperature	Numeric		Set lower limit of ambient temperature
10	Environmental humidity	Numeric	Read AIWUB002	Read the environmental humidity parameters
11	Upper limit of ambient humidity	Numeric		Upper set value of ambient humidity
12	Lower limit of ambient humidity	Numeric		Set lower limit of ambient humidity
13	Light intensity	Numeric	Read AIWUB004	Read the light intensity parameters
14	Lower limit of light intensity	Numeric		Light intensity lower limit set value
15	Formaldehyde concentration	Numeric	Read AIWUB006	Read the formaldehyde concentration parameters
16	Upper limit of formaldehyde concentration	Numeric		Formaldehyde concentration upper limit set value
17	Various parameters	Group objects		Applied to alarm data

3.3. Man-Machine Interface Design

In the configuration interface of the indoor environment monitoring system, data display of indoor environment temperature and humidity, illumination intensity and formaldehyde concentration are set, alarm indicator light display and modification of upper and lower limits of parameters are set. Five output devices are equipped with manual control button and output status indicator, parameter alarm display bar and real-time data display. The configuration interface of the indoor environment monitoring system is shown in figure 4.

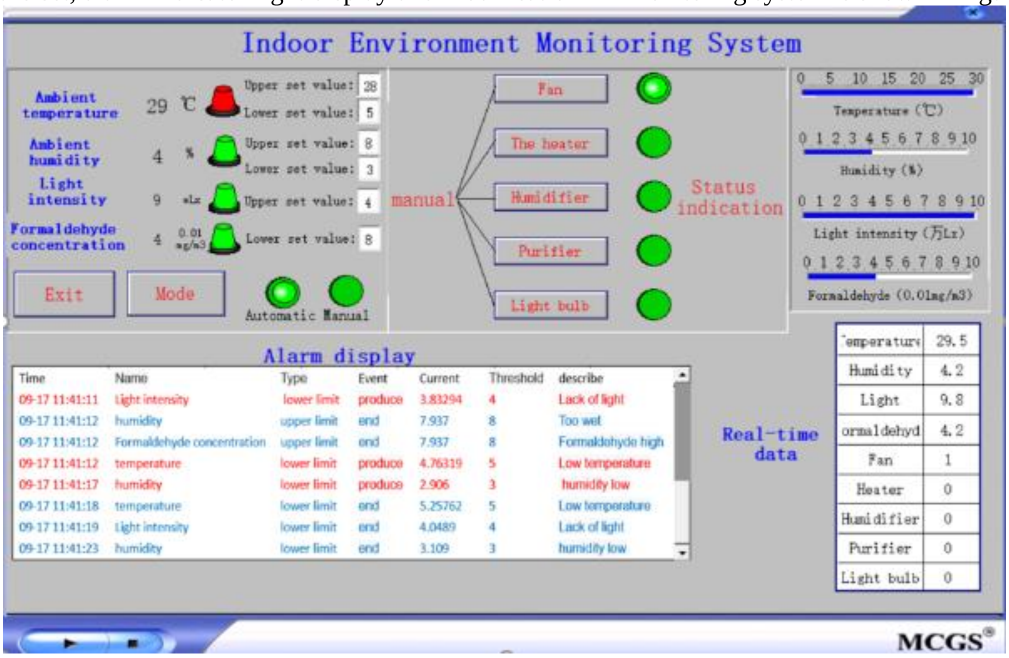

Figure 4 Configuration interface of indoor environment monitoring system

3.4. Device Connection

In the equipment window of configuration software, you can set the properties of the universal serial port parent device and the corresponding properties of the Siemens s7-200PLC, so as to realize the communication between the touch screen and the PLC. [2]

3.4.1. Setting of universal serial parent device

Configuration software device window under the following equipment need to add in the father, so under the Windows interface equipment add first father equipment general serial interface, and in the father devices add Siemens s7200PPI programming under the mouth as a child, and the parent equipment basic attribute is set, and the PLC communication baud rate is set to 6 BPS to 9600 BPS, digits set to 0 to 7, the data bits data parity check way, won't be able to communicate with Siemens s7-200 PLC is normal.

3.4.2. Setting of siemens s7-200plc programming port

To set the properties of Siemens s7200PPI programming port of the sub-device, first enter the dialog box of the device editing window. The minimum collection period is set to 100 milliseconds. Channel names are read and write and read-only, and connection variables are connected to variables established in real-time databases.

3.4.3. System operation and debugging

Will even after completing all the Settings for the machine run, after repeated operation and debugging, the system in manual mode, you can directly through the touch screen effective start-stop button on the fan, heater, humidifier, purifier, light bulbs for the indoor environmental control equipment, in automatic mode, the system can according to indoor environment temperature and humidity, light intensity, the change of the formaldehyde concentration automatic start-stop indoor environment regulating equipment, so as to realize the automatic control, and meet the design requirements. [3]

4. CONCLUSION

This design USES Siemens s7-200PLC, Beijing kunlun tongtai MCGS configuration software and TPC1061Ti touch screen to realize the design of indoor environment control system, the collection of indoor environment parameters by sensor is stable and reliable, and the display of touch screen man-machine interface works normally. The whole system is flexible and convenient to operate and can provide a feasible design scheme for the monitoring and control of most indoor environments[5].

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Inner Mongolia University of Technology College Students Innovation Project-Design of Indoor Environment Control System Based on PLC and Touch Screen.

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Research on Electrical and Instrument Automation Control System

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Abstract: With the development of automation industry, its application in various fields has also been paid attention by many countries. The automation technology of electrical appliances and instrumentation has made remarkable progress in many fields, such as industry, agriculture, manufacturing, etc. More in-depth and comprehensive research on it can make the country's industrial process develops more rapidly. Therefore, this paper will first discuss the characteristics and application fields of electrical automation, then analyze the technical composition of its control system and finally elaborate the development trend of electrical and instrumentation automation control system through the analysis of practical cases.
Keywords: Electrical Engineering, Automation Control, Instrument Equipment, Motor, PLC

0. Introduction

In recent years, information technology has been developing continuously. The automation level cannot be separated from the support of electronic and software technology, more advanced and scientific computer technology create more functions, characteristics and advantages in the field of automation. For its control system, the theory of automatic control and the support of software technology make it more perfect. [1]

1. FUNCTIONS AND CHARACTERISTICS OF ELECTRICAL AND INSTRUMENT AUTOMATION

1.1Intelligent Monitoring System

Intelligent monitoring function can make many devices work safer and more efficiently. Once there are some errors occur in the operation of mechanical and electronic equipment, the automatic detection system can check the errors in time and show the root of the errors through the instrument. The system can immediately notify the staff to repair the errors. At the same time, the abnormal situation of the system can be corrected automatically [2].

This function depends mainly on the application of sensor technology and light-emitting diodes. For example, in the production state of the system, the infrared diode can normally emit infrared light and the receiving diode can receive the light. The sensor can transmit the necessary system data through the detection of light intensity. Once there are some errors, such as when the resistance is too high, the line current of the light emitting diode decreases, which make the light decreases, so the sensor can detect the problem of the line. [5]Or when the line is short-circuited, the rapidly rising current will make the light intensity of the diode rise sharply, and the sensor can still receive the signal and transmit the information to the display device for warning.

Such automatic control application can greatly enhance the security of equipment operation.

1.2 Automatic Control System

Automatic control system is more dependent on the development of software technology, and electrical automatic control also makes many industries realize unmanned production and unmanned work. [6]

For example, for the automatic control of the motor, the early open-loop control structure makes the feedback signal of the load must be accepted and calculated by the staff, then gives the control signal of the motor, so that the motor can output the appropriate torque. But automatic control can make the motor automatically receive the feedback signal of the load, and input the feedback signal through intelligent calculation, so that the system can continuously automatically adjust the power output, the power output equipment can meet the power demand of the load at any time. Thus, the mechanical equipment can be operated normally in the state of no one to control[7]

2. Main Component Modules of Electrical and Instrument Automation Control System

2.1 PLC Module

PLC technology is widely used in electrical automation engineering. It is a programmable logic controller, which enables users to realize intelligent manipulation of machinery and electronic equipment through computer programming. In the past, in the control work of electrical instruments, the purpose of controlling equipment was often realized through the use of much real equipment and the connection of lines. But with the development of PLC technology, programming logic in computer can not only reduce the use of lines and real equipment, but also make programmers more flexible and logical in design and control mode according to actual needs. That is the main reason why the control of electrical and instrumentation equipment can reflect a higher scientific and high-tech usage. [8]

2.2 Information Transfer Module

Information transmission between different equipment is an important part of automatic control. During the past, the necessary cable connection is needed between electrical control equipment and power output equipment. With the continuous development and improvement of signal processing technology, remote control of electrical equipment and wireless signal transmission have been widely used. In addition, the electrical control system can also get useful large data from the network through the connection of the network through TCP and IP protocol, which can update the data settings in the actual work through the statistics and processing of network data. With the development of the Internet of things, electrical control equipment also has the ability to process [3]data intelligently. Many new electrical instruments and monitoring equipment are connected through the network.

2.3 Integrated Control Module

At present, the advanced electrical control technology is composed of integrated control system composed of micro-computer and display equipment. Different computers are responsible for different data processing and feedback work. The integrated information processing system has a high degree of separation, so it does not affect each other while working, and each module is responsible for one task clearly. That is why it can ensure the efficient operation of the overall control system.

The data monitored by the sensor is transmitted to the integrated control system. After signal processing, the computer processes the data through the logic of the built-in program and then feeds back to the power output device. This integrated control mode improves the efficiency of automatic control, improves the signal processing and signal conversion efficiency, and enables the electrical system to operate more intelligently than before.

3. APPLIED RESEARCH ON AUTOMATION CONTROL OF ELECTRICAL APPLIANCES AND INSTRUMENTS

3.1 BLDCM

Permanent magnet brushless DC motor (BLDCM) has been widely used because of the development of electric automatic control technology. Firstly, due to its high energy conversion efficiency and convenient maintenance, and China's mineral resources are suitable for the production of permanent magnets, this kind of motor is very suitable for industrial production and application in our country. However, the traditional automatic control methods cannot meet the working requirements of BLDCM, such as single closed-loop control is difficult to make the motor have good static performance. [4]

In recent years, with the development of automatic control and electrical control, more scientific and advanced control theory has been developed. The application of double closed-loop control system to control this kind of motor can solve many problems, so that the motor can output smooth torque. The problem of torque ripple that BLDCM has always had is expected to be realized by sensorless electrical control. In fact, in addition to BLDCM, the automatic control system of electrical and instrumentation can also make more power output devices show better performance.

Power input is an important part of all kinds of machinery industry, so through the analysis of this case, it can be proved that the development of electrical automatic control technology has greatly benefited many kinds of heavy industry in China

3.2 Field of Artificial Intelligence

AI technology develops very fast in recent years. Although it relies heavily on software technology, the technology of electrical and instrumentation automation control also plays a key role in many intelligent fields. [9]

For example, since 2017, the computer programming language Python has suddenly received intense attention, which is precisely because it has a good interpretation mechanism and is suitable for the development of artificial intelligence software. But in terms of hardware, the control technology of electrical and instrumentation is an indispensable part. For example, the intelligent road detection system proposed by Beijing in the construction of XiongAn New Area is to use pressure sensors to obtain information under the road surface, then transmit it to the computer, and then use the program to set up the control and monitoring equipment. The artificial intelligence irrigation system proposed in agriculture is also realized through the automatic control of irrigation system through the combination of temperature and humidity sensors and instrumentation technology. Therefore, whether from the integrated control theory of electrical automatic control equipment or the combination of automatic control technology and software development technology, these in-depth studies are promoting the continuous development of artificial intelligence.

It is believed that in the future, this field will become the necessary force for the construction of intelligent city and intelligent life.

4. CONCLUSION

In conclusion, the electricity and instrumentation automation control system has made remarkable progress in recent years. It has made remarkable progress in the field of software PLC and software technology. The motor, sensor and circuit elements in hardware have also become more efficient and practical with the development of the control theory.

Firstly, this paper analyses the function and characteristics of this research, then shows the general outlook of the system through the analysis of the specific main modules, and finally expounds the future development trend of this industry and the core discipline concept through practical application cases. Hope to provide effective theoretical basis and reference for readers.

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Analysis of the Reform of Music Teaching in Colleges and Universities in the Era of New Media

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Abstract: After entering the 21st century, the rapid development of new media technology has had a huge impact on people's lives and work. Music has the function of improving students' quality and cultivating students' minds. In the era of new media, the music teaching in colleges and universities has also changed accordingly. The traditional music teaching mode in colleges and universities has been subverted by using the simplicity, university nature and practicability of new media technology. This paper analyzes the necessity of reform in the era of new media and the specific ways of reform based on the reform of music teaching in colleges and universities, and provides effective suggestions for the reform of music teaching in colleges and universities in China to promote the better development of college music.
Keywords: Era of new media; College music; Teaching reform

1. INTRODUCTION

The rapid development of information technology has made today's society belong to the era of new media, making people's lives and work inseparable from new media. New media technology has also had a huge impact in the education industry, and it has continually urged universities to reform their education model to adapt to the development trend of the times. Music education in colleges and universities plays an important role in the growth of students. That how to improve the quality of music teaching has become the focus of research. The high efficiency, practicality and convenience of new media provide a new method for college music education, which helps to complete the reform of music teaching, improve the quality of music teaching in colleges and universities, and promote the development of music education in colleges and universities.

2. ANALYSIS OF THE IMPORTANCE OF THE REFORM OF MUSIC TEACHING IN COLLEGES AND UNIVERSITIES IN THE ERA OF NEW MEDIA AND THE EXISTING PROBLEMS

2.1. Analysis of the Importance of the Reform of Music Teaching in Colleges and Universities in the Era of New Media

New media is the theme of this era. In the process of music teaching in colleges and universities, the application of new media in teaching can improve students' learning efficiency and constantly optimize the way of learning. Through the new media, students can make rational use of the fragmentary time to learn, and learn music at anytime and anywhere according to their own needs [1], which saves the time of learning effectively and ensures the efficiency of learning. In addition, the use of new media can strengthen the communication between teachers and students, and activate the music classroom atmosphere. Music classroom teaching in colleges and universities should change the traditional “indoctrination” teaching mode, and assist new media technology to strengthen the communication between teachers and students to attract students' attention and stimulate students' love for music, and effectively improve the quality of music classroom. Furthermore, new media teaching can broaden teaching resources. For students who are learning music, because of their strong artistry, they need more resources to find inspiration and learn music well. The emergence of new media in music teaching can provide more teaching resources for music teaching, which is conducive to the improvement of students' creativity. With the learning of new media, students can contact more new music concepts, get more opportunities to practice, and promote their comprehensive development.

2.2. Problems in the Reform of Music Teaching in Colleges and Universities in the Era of New Media

At present, the development of new media in our country is relatively rapid, but there are still big problems in its development in music. First of all, universities have insufficient investment in their education. New media need a certain amount of capital investment to truly play the advantages of new media. However, there is a serious shortage of investment in new media for music education in colleges and universities. Some of the major new media music equipment are not purchased, and the welfare of new media music teachers is not enough, which hinders the reform of music teaching in colleges and universities in the new media era. Secondly, the leaders of universities and music teachers have insufficient understanding of the new media. Some university leaders and music teachers are not aware of the importance of new media in music teaching. It is the awareness of the importance of music teaching, so the lack of investment in new media has affected the development of new media in music teaching. At the same time, some music teachers are older, have longer music teaching and have stronger traditional teaching consciousness. They can not arouse students' interest in music learning, and the classroom atmosphere of music teaching is still relatively poor, which makes the teaching efficiency of music classroom inefficient.

3. ANALYSIS OF THE REFORM STRATEGY OF MUSIC TEACHING IN COLLEGES AND UNIVERSITIES IN THE ERA OF NEW MEDIA

3.1. To Change the Concept of Music Teaching and Pay Attention to the Role of New Media in Music Teaching

Modern society is a new media society. In the process of music teaching, it is necessary to change the traditional music teaching concept, transform ideas, improve the emphasis of new media technology in music teaching, and strengthen the application of new media in music teaching. Music teachers should deeply understand the advantages of new media in music teaching, fully reflect the role of new media, change traditional single music teaching methods, and adopt a variety of methods for teaching combining new media technologies [2]. Only if teachers pay attention to the role of new media in music, can they use new media to teach in the teaching process, use multimedia to find more music resources, enrich students' musical vision, and improve students' musical perception. In the process of music teaching, teachers do a good job of communicating with students, using new media to teach music, and improving students' music skills, to enable students to understand music in depth, truly understand the meaning behind music.

3.2. To Use New Media Rationally and Integrate Music Information Effectively

Each student has the characteristics of each student. Only by teaching according to the characteristics of the students can they be loved by the students, and can the teaching efficiency of the classroom be effectively improved. Music teachers should make rational use of new media tools, use their powerful functions, prepare corresponding music teaching resources according to the actual situation of students, and effectively integrate various resources to reflect students' interests and meet students' requirements [3]. For example, in the teaching of “The Dragon's Successor” which is a relatively classic chorus vocal work, the teacher first proposes the goal of teaching, and requires students to take the skills of chorus in the process of learning. For a vocal piece of chorus, it is necessary to understand its singing method and fully understand the meaning behind it to be full of affection. Then, if the traditional music teaching mode is adopted, it is mainly explained by the teacher, which cannot attract the attention of the students, and the students will feel bored and boring, and their enthusiasm for learning music will disappear. If the music teacher induces students to learn with the use of video and microblogging, it can not only meet the students' interests and hobbies, and students are willing to learn; on the other hand, learning through new media is more visual and intimate, making it easier for students to learn.

3.3. To use new media effectively to Promote Students to Become the Subjects of Classroom

In the era of new media, music teachers should change the concept of teaching, take students as the main body of the music classroom, and take advantage of the new media to guide students to learn music. Students in the classroom, only when they regard themselves as the protagonists, will they actively participate in the study of music, and conscientiously feel the charm of music. A great advantage of the new media is that the query resources are fast, and the students can provide music learning anytime and anywhere, promoting the students to become the main body of the music classroom effectively and improving the quality of the music classroom. For example, teachers use the advantages of new media to lead students to organize a variety of small music events to strengthen students' musical performance and improve their music level in music activities.

4. CONCLUSION

All in all, in the context of the new media era, music education in colleges and universities needs to be constantly reformed, and the teaching model must meet the requirements of the development of the times to promote the development of music education. Colleges and universities should increase the investment of new media in music education, strengthen the introduction of new media equipment and the training of music teachers, improve the overall quality of teachers, and use new media for teaching fully and rationally. Students are regarded as the main body of the music classroom to broaden the resources of music teaching. Teachers should provide the latest music teaching materials for students to improve students' interest and promote the efficiency of music classrooms.

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The Study of Numeral Hyperbole in Classical Chinese Poetry and Translation Strategies

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Abstract: Hyperbole is an expressive rhetoric method which states things in an exaggerated way so as to emphasize and deepen the readers' impression. Numbers are the essential way to exaggerate. Therefore, in the process of poetry creation, poets tend to use the technique of numeral hyperbole to narrate events, describe scenery, and express feelings to achieve artistic effectss. This paper expounds the definition of hyperbole as a rhetorical method and analyzes the pragmatic function of numeral hyperboles in poetry, and then sums up four translation strategies of numeral hyperbole in the translation of classical Chinese poetry.

Keywords: numeral hyperbole, classical Chinese poetry，translation strategies

1. INTRODUCTION

Hyperbole is originally from Greece. In the book "English rhetoric" it is explained as "Hyperbole is a figure of speech which deliberately exaggerates the truth. It is often used to express one's strong feeling or violent emotions by remarkable imagination and literary extravagance, for the effect of strong impression, humor, sarcasm, irony, etc." The purpose of exaggeration is emphasis. This rhetoric has a strong linguistic appeal and stimulates people's imagination. It is one of the rhetorical devices commonly used in English.

2. PRAGMATIC FUNCTION OF NUMERAL HYPERBOLE IN CLASSICAL CHINESE POETRY

One of the most prominent features of classical Chinese poetry in language is the use of numeral hyperbole, with which poets vividly describe the objective things in nature and render their feelings. This rhetoric method is employed to arouse the strong sense of identity and impress readers[1].

2.1 Describe Natural Scenery：

When describing natural scenery, the poets like to use numeral hyperbole to depict natural scenery in a magical and magnificent way, which makes the language of poetry vivid and extraordinary. Here is a poem by Li Bai, one of the greatest poets in Tang Dynasty.

Cataract on Mount Lu
The sunlit Censer peak exhales a wreath of cloud,
Like an upended stream the cataract wounds loud.
It is torrent dashes down three thousand feet from high,
As if the Silver River fell from azure sky.
(by Xu Yuanchong)

By using magical hyperbole "It is torrent dashes down three thousand feet from high," the poet presents the magnificent momentum of the towering Mountains and the waterfalls which are flying down. The use of numeral hyperbole paints a wonderful picture of the overwhelming and magnificent scenery of Lu Mountain and the Waterfall, and shows the poet's passionate and heroic spirit as well.

2.2 Express Strong Feeling

Numeral hyperbole plays an important role in conveying the poets' earnest thoughts and feelings. The poets eulogize beloved homeland, sincere friendships, or genuine love and hatred in the poems. The numeral hyperbole exactly conveys the poets' abstract feelings and arouses strong resonance among readers.

Li Qingzhao, a poetess of the Song Dynasty, wrote a lot of elegant poems. Here is an example:

To the Melody <Lip-Painted- in –Crimson> ---Li Qingzhao[6]
My own boudoir lonely,
One piece of my heart broken,
Thousand piece sorrows remain.
I have no way to keep spring to stay,
Some raindrops promote flowers to fall away.
(by Zhu Manhua)

She describes the late spring season, the boundless loneliness of the boudoir is like the pouring tide, this inch of her tender intestines but to tolerate hundreds and thousands of wisps of sadness. The dripping rain urges the flowers to fall and the return of spring. This poem expresses the woman's hatred of separation by describing the scenery that spring is about to leave. Using the method of numeral hyperbole, the poetess contrasts "one inch" tender intestine with "thousands of wisps" of sorrow in order to express the endless sorrow in her heart. So the readers have a strong sense of repression, as if she would break down and could no longer bear it. [7]

2.3 Stimulate Readers' Imagination

Numeral hyperbole is widely used in literary works. In order to leave deep impression, the poets develop rich associations and use the method of numeral hyperbole in the creation. They link their true feelings or thoughts with the things in nature so as to stimulate readers' infinite imagination and help readers understand the original poets' feelings. This is another poem by Li Bai:

My White Hair [2]
My gray hair grew up three-thousand –Zhang,
Due to my sorrows to has lasted too much long.
(by Zhu Manhua)

The first sentence is regarded as the best illustration of numeral hyperbole. Then Li Bai was 54 years old. The war would break out at any moment and the Tang Empire was unsteady. As a poet, he had no way to serve the country. When he saw his white hair in the mirror, he couldn't help sighing. The poet used "three thousand Zhang of white hair" as a metaphor for his melancholy, so the readers can develop their rich imagination and associate the abstract sorrow with the white long hair. They understand the poet's sorrow and helplessness clearly

3. TRANSLATION STRATEGIES FOR NUMERAL HYPERBOLE

The rhetoric method of numeral hyperbole is frequently used in classical Chinese poetry. “Ten”, “hundred”, “thousand”, and their plural forms are commonly seen in poems. Due to the differences in history, culture and social customs between different countries, the interpretation of numeral hyperbole is also different. Therefore, the translation of numeral hyperbole is an important task for the translation of classical poetry. Four translation strategies of numeral hyperbole in classical Chinese poetry are generalized for better appreciation. [3]

3.1 Literal Translation

Literary translation is a method that preserves both the content and the form of the original text. The reason why literal translation is adopted is that numbers play the most basic function of counting in both English and Chinese. For the sake of faithfulness, the numbers must be translated exactly. The following sentences by Su Shi are Popular in China.

To the Melody <The Riverside-City> Dreamed of My Late Wife at Night, Jan.20, 1075
For ten long years the living of the dead knows nought.
Though to my mind not brought,
Could the dead be forgot?
Her lonely grace is far, a thousand miles away.
To whom can I my grief convey?
(by Xu Yuanchong)

The poet and his wife loved each other sincerely. It was an expected event that his wife died of illness in 1065, at the age of 27. Su Shi never stopped missing her. On the night of the 20th day of the first month of 1075, Su Shi dreamed of his wife and woke up to write the mourning poem for her. Because the fact that his wife died just ten years ago, and her grave is indeed thousands of miles away, the two sentences “For ten long years the living of the dead knows nought.” and “a thousand miles away” are translated literally in order to be faithful to the original poem.

The other reason for literal translation is to retain the elegance of the language in Chinese poetry. The numeral hyperbole in the original poem, if not affecting comprehension, can make the target readers better understand the strong feelings that the original author expresses through the exaggeration. The following sentences are from one of Li Bai’s poems.

Invitation to Wine
Heaven has made us talents. We’re not made in vain.
A thousand gold cons spent, more will turn up again.
Kill a cow, cook a sheep and let us merry be,
And drink three hundred cupfuls of wine in high glee!
(by Xu Yuanchong)

There are two numeral hyperboles, the first one “A thousand gold cons spent, more will turn up again” express the poet's positive mentality of being talented and eager to serve the country. The other numeral hyperbole “three hundred cupfuls” is used to highlight the poet’s heroic mind to invite friends to drink more happily. [8]

3.2 Liberal Translation

Liberal translation is a method that only keeps the meaning but not the form of the original text. Influenced by different cultural and social backgrounds, people of different countries and nationalities have different choices and understandings of numbers. Therefore, liberal translation can be used to translate numeral hyperbole in poetry without violating the meaning of the original text.

The number "nine" plays an extremely important role in traditional Chinese culture. It is often regarded as the "supreme number" which has the meaning of "great, very high, very far", and is often used by poets for exaggeration. However，in English the number “nine” has no such cultural connotation. Here are two English versions of the last sentence in the poem *Cataract on Mount Lu*. Mr Xu Yuanchong translated it in this way：“As if the Silver River fell from azure sky”. While Mr He Zhongjian’s version is：“I wonder if it’s the Milky Way fallen from the nine skies.” This literal translation will cause confusion for English readers, for according to common sense, there is only one sky. Mr. Xu Yuanchong allows for the comprehension of the target language readers and chooses translation methods acceptable to English readers. So Xu’s version seems to be more perfect.

3.3 Fuzzy Equivalence[9]

Numeral hyperbole is a special language phenomenon. The basic function of numbers is counting and calculating, sometimes the meaning of numbers is vague. Some numeral hyperboles in poems do not mean the exact number, but a generalized virtual reference. The numeral hyperboles are powerful to foster the artistic conception of poetry and convey the poets’ feelings. Such numbers could not be translated into English literally. Their connotations should be reproduced appropriately and the English readers can appreciate the vague language and the sense of the poem. A poem by Li Bai serves as an example:

Sailing Down to Jiang Ling
Bai Di we left under rosy clouds at dawn,

To Jiang Ling we returned in a day’s journey a thousand miles long.
Amidst incessant howling of gibbons on the shores,
Through myriads of mountains our light boat had gone. [4]
(by He Zhongjian)

Here are two numeral hyperboles. The second sentence was translated literally. “To Jiang Ling we returned in a day’s journey a thousand miles long.” In the poem, “a thousand miles” and “a day” form a sharp contrast and depicts the poet's relaxed mood of being exiled and then released. The last sentence: “Through myriads of mountains our light boat had gone.” is more appropriate. “Ten thousand mountain” in the original poem is not a concrete number, but a vague statement which aims to highlight the speed of boating and the happy mood of the poet. Fuzzy expression “myriads of mountains” expresses the true connotation of the original poem to the greatest extent.

3.4 Omission

Omission is a translation method which omits words that are self-evident in the context, or words which appear abrupt or unfit for the convention of the target language if translated. When translating the numeral hyperbole in classical Chinese poetry, we adopt the method of omission. Take Li Bai’s poem as an example:

To Wang Lun
I, Li Bai, sit in a boat about to go,
When suddenly on shore your farewell songs overflow. [5]
However deep the Lake of Peach Blossoms may be,
It’s not so deep, O Wang Lun! As your love for me.
(by Xu Yuanchong)

The third sentence：“However deep the Lake of Peach Blossoms may be,” is the highlight in the poem，“a thousand feet” is not exaggerating the depth of the Peach Blossom Lake, but the sincere friendship between poet and his friend. Xu Yuanchong omitted the image of “a thousand feet” and employed an exclamatory sentence pattern to form a contrast. “How deep the lake of Peach Blossoms may be.” “It’s not so deep, O Wang Lun! As your love for me.” His translation praises the sincere feelings among friends without losing the meaning and artistic conception of the original poem.

4. CONCLUSION

Numbers are symbols that are used to indicate the number of things and the order in which events occur, while numeral hyperboles are often used by poets to deliberately exaggerate things when they describe the objective world. In classical Chinese poetry, numeral hyperboles not only promote the poets’ emotion, but also impress the readers and help them understand the poems better. Translators should accurately interpret the numeral hyperboles and reproduce the poets’ thoughts and feelings properly.

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Research on College English Listening and Speaking Teaching Model Based on Problem-Oriented in Network Environment

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Abstract: Based on the research of the current situation of college English teaching in China, it is obvious that Internet technology has been successfully applied to practical teaching, bringing increasing more vitality and convenience to college English. College English teaching in the context of "Internet +" has transformed college students from the traditional passive learning model to the active learning state of individualization and autonomy. This research will conduct an in-depth analysis and exploration of the problem-oriented college English listening teaching model under the network environment.
Keywords: College English Listening and Speaking; Teaching Model; Network Environment; Problem Orientation

1. INTRODUCTION

The current English teaching pays too much attention to the explanation and teaching of grammar and vocabulary, but ignores the students' practical English ability, especially the cultivation of listening and speaking ability. "problem-solving" teaching as a teaching mode, its implementation can make teaching naturally enter the new content stage of the curriculum, which is conducive to the realization of the specific objectives of the English curriculum reform, to achieve the objectives, structure, content, learning methods, Evaluate and manage changes in six areas. [1]

2. PROBLEMS IN TRADITIONAL COLLEGE ENGLISH LISTENING AND SPEAKING CLASSROOM TEACHING

The original "listening" course has been changed to the current "Visual and Speaking" course. The class location has also changed from a simple listening studio to an advanced multimedia voice lab. However, the large class capacity, limited class time and a large number of video teaching content are not close to the objective factors such as student life and interest points, which seriously hampers the students' actual participation in the college English "visual listening and speaking" class. In the audio-visual class, the part of “listening” is listened to by the students, and the teachers concentrate on explaining. Each student is in a separate space behind a computer screen to be a passive listener, and lacks two-way communication with the teacher or classmate. Traditional method of audio-visual teaching lacks the initiative and creativity for students to practice “speaking” in the classroom. Students can hardly express their own ideas if “speaking" is influenced by individual anxiety, time limitations, etc. Due to the difficulty of audio-visual materials, students are nervous and afraid of making mistakes while speaking which has affected the enthusiasm of students.

3. PROBLEM-ORIENTED LISTENING TEACHING RESEARCH

Based on the English listening teaching problem, according to How Net's “English Listening + Obstacle” fuzzy matching topic journal literature search, as of October 2017, 1207 English listening problem-oriented search results were obtained. According to journal articles Key keywords, it mainly covers English listening, listening comprehension, hearing impairment, countermeasures, as well as listening teaching, strategies, obstacles and other elements. Bases on the results of the English-based hearing impairment-oriented research, the hearing impairment of English learners in China mainly includes two major factors: language and non-linguistic factors. Among them, language factors involve speech, intonation, language skills, vocabulary, and grammar and so on. Non-linguistic factors involve emotions, background knowledge, cognitive patterns, and listening skills and so on. Among the countermeasures given, the methods, contents, forms and strategies of classroom teaching are mainly concentrated. At present, there is a lack of comprehensive overall planning for English listening.

4. PROBLEM-ORIENTED COLLEGE ENGLISH LISTENING TEACHING REFORM UNDER THE NETWORK ENVIRONMENT

4.1 Teaching Mode

Students' learning mechanism of learning autonomy and lack of method is a common problem among most of students. In order to fully solve the problems of emotional barriers, insufficient input, and lack of learning mechanisms in students' English listening comprehension, English teaching aims at the gap in the comprehensive design of the current English listening discipline, based on the problem-oriented, student-centered, in the continuous reform practice and improvement. With the social development environment, the introduction of modern network and mobile terminal application technology new elements explore a set of soaking Coverage, implementation of "dual tasks" (knowledge + strategy) in a variety of classroom teaching, implementation in time and space (online platform APP + offline second class) "two-way" layout of the three-dimensional hybrid "online + offline "teaching mode[2]

4.2 Problem-oriented College English Listening Teaching Model Construction under the Network Environment

4.2.1 Diversified classroom training

In order to reduce the emotional filtering of students (Krashen, 1982; Ellis, 2011), to improve the effectiveness of English listening teaching, the research team has been trying to diversify the organization, evaluation mechanism and teaching carrier of English listening classroom teaching. In the form of organization, the briefing, retelling, and discussion of listening comprehension links and the communication transition from input to output are added, meanwhile there are also selective additions, performances, and performances. In the evaluation mechanism, the research team adopted a formative evaluation mechanism for students' normal and final results. On the carrier of English listening teaching, the research group has created a multimedia teaching resource library suitable for all aspects of classroom teaching. Through the aid of multimedia video materials with rich themes and rich variety of styles, the students are trained to speak English in a real communication environment. The perception and recognition of the flow of speech establishes the schema cognition and stress mechanism of English sound memory.

4.2.2 Knowledge + strategy teaching content

Through the research and analysis of teaching practice, in the process of English listening comprehension, students can not concentrate, can not form a cognitive image of the words they listened and can not understand the listening content in the three stages of perception, analysis and utilization. In order to help students to dispel the confusion and anxiety in the process of English listening comprehension, it establishes the confidence and good learning mechanism for learning English, and introduces the strategy teaching in the new English listening teaching of undergraduate into English listening teaching. In addition to teaching linguistic knowledge this model teaches relevant English listening strategies and implements the “dual-task” English listening classroom teaching of knowledge + strategy from the perspective of cognition,.

4.2.3 Online + offline learning style[3]

As to On-line teaching, the research group introduced a network independent learning platform system for students to conduct English listening training online during extracurricular time. The network autonomous learning platform guides students to complete the listening comprehension training of relevant links of relevant topic modules through the process structured design and the collection of visual, listening and speaking multimedia interactive training content. The student's training track, duration and grades are automatically recorded by the system platform to monitor and motivate the students to help students supplement the English listening input during the extracurricular time and establish a good self-learning habit. Aimed at On-line learning the research group organized a rich second classroom activity to further solidify the communication skills of students in the English listening and speaking class, and improve the listening comprehension and application ability in the actual communication scene which can also play a role in enhancing the interest of English learning, broadening students' horizons, and stimulating students' interest and motivation.

5. CONCLUSIONS

At present, most of the college English teaching reforms are still in the pilot stage, and the reform of the relatively sound college English audio-visual system has not yet been formed. The advent of the Internet age has provided more advanced teaching equipment and richer teaching resources for college English teaching. The quality of college English teaching will inevitably be greatly improved. As a widely used teaching method, the problem teaching method is closely related to the Internet technology and platform. It also realizes the strong combination of the traditional teaching essence and modern teaching technology, accompanied by the continuous development of the two. Perfect, the degree of integration is bound to become deeper and deeper, and the role played in college English listening and speaking teaching will also become much more important than ever before. [4]

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Design and Implementation of Online Bookstore System

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Abstract: The traditional bookstore is being hit because the Internet is developing at a rapid pace, bringing an information revolution to the world and a bridge for information exchange between the world. Because there is such a good platform, the traditional bookstores try to find another way in the direction of the Internet, and since then, the online bookstore has been born. In response to this problem, this paper analyzes the online bookstore and the system design according to the characteristics of e-commerce and bookstores, and according to the process of software engineering methodology, and has completed the design of online bookstores in the same city.
Keywords: Online shopping system; Same city; Foreground part; Background management

1. INTRODUCTION

Everyone can't do without online shopping, especially young people, thanks to the strong rise of the Internet. As we all know, the beginning of foreign Internet has been several years earlier than China [1]. Although the development of China's Internet started late, it has won a vast territory and a large population. It has also promoted the development of e-commerce through the Internet, and it has promoted the innovative development of online bookstores. The prospect of bookstores + the Internet is becoming more and more optimistic. China has a bookstore that sells literature, old and valuable books and magazines [2]. In 1995, it established an online bookstore, which is the first online bookstore in China's Internet. In a few years, in 1997, Hangzhou Xinhua Bookstore created an online bookstore, which was also the first online bookstore in the history of Xinhua Bookstore. Since then, online bookstores have begun to rise in China [3].

2. ANALYSIS ONLINE BOOKSTORE

2.1. What is An Online Bookstore?

An online bookstore is one of the Internet stores, that is, a website-style bookstore, or an electronic bookstore or an online bookstore. E-commerce is a bridge between information and traditional economy. This is especially true for online bookstores. It is also a bridge for people to communicate with bookstores through the Internet. It is also a means. The main function of the online bookstore consists of two modules: the foreground function and the background function.

2.2. Practical Analysis of Online Bookstores in The Same City

Online bookstores bring a lot of convenience to people to buy books, and they can buy books without leaving home, but there are still deficiencies. The first one is that the transportation speed is not satisfactory, and the courier service attitude is uneven. The second is that it is difficult to guarantee the quality of after-sales service. If you encounter customer dissatisfaction and demand return, because of the long distance, you will waste a lot of time and energy from customers and bookstores.

In response to these circumstances, the creation of online bookstores in the same city can solve these problems smoothly. The first point is that in the same city, the transportation time is greatly shortened, so it is not difficult to deliver the same day. The second point can guarantee the quality of after-sales service, and can quickly handle the customer's dissatisfaction and no reason to return the goods.

Therefore, the idea of building a bookstore in the same city is in line with the market demand.

3. ONLINE BOOKSTORE DESIGN

3.1. Goal

If you want to create an online bookstore, you will be inseparable from these two parts, one is the front part and the other is the back office management. These two parts complement each other and are indispensable.

The front part is composed of customers browsing the page, searching, consulting and selecting books. Its main five functions are: registered users, modification information during the registration process, my order, message board and shopping cart. If you want to make a good website, you should consider the customer's experience and operation, such as browsing the page with pleasing eyes, and quickly searching for the desired books. Not only these, but also consider the layout of the page according to the characteristics of the book, but also can transfer the various data of the books in the database at any time. The core purpose of the front-end part is to create an environment that is efficient, fast to search, and easy for customers and managers to operate.

The background management is composed of book information management, order information management, and registered user information management, which facilitates the management, maintenance and protection of various functions of the website by management personnel. It is the top priority of the overall website, and it is also a complicated module.

3.2. Main Module Flow Chart

Flow chart of the main shopping links at the online bookstore front desk（Figure 1）:

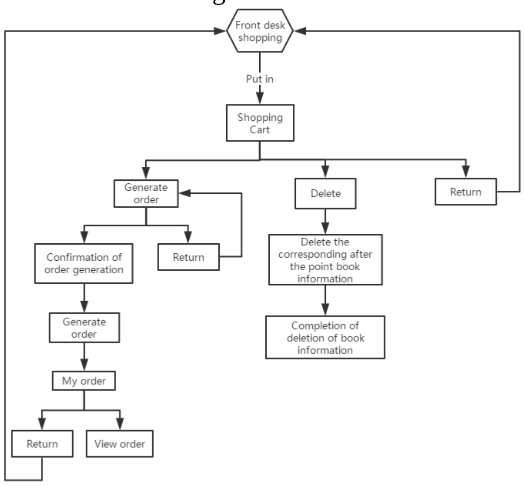

Figure 1 Front-end shopping flow chart

One of the main book information maintenance flowcharts for online bookstore background management（Figure 2）:

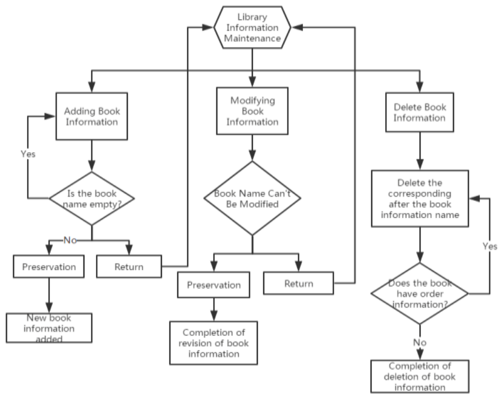

Figure 2 Book information maintenance flow chart

4. FUNCTION REALIZATION

(1) The main page is the first screen that the customer sees after opening the URL. The role of the main page is not only to introduce and present some books to customers, but also to enable customers to choose more other function buttons. The main page of the system is composed of three parts, namely user registration and login, book classification, and book browsing list. The design of the main page should consider the habits and preferences of the customer, such as the layout of the page to make the customer pleasing to the eye, in the final analysis, put the customer's needs in the first place.

(2) The function of the user registration page is to allow the customer to register on the page. If the customer is not registered, the page can only be viewed as a visitor, and all functions cannot be used. This is a registered user. In the process of designing the customer registration, it is necessary to ensure that the customer can identify the account number, user name, password, and confirm whether the password is correct. If there is no problem, you can proceed to the next operation, continue to enter the phone number, date of birth, etc., and also ensure registration and return landing success.

(3) The function of the shopping cart is to facilitate the customer to join the product, and also increase or decrease the number, and also facilitate the customer to fill in the information and place an order.

(4) The function of the user order is to facilitate the management to browse and manage the information after the customer places an order.

(5) The function of book information maintenance is to enable the management to add, modify and delete the book information.

(6) The core function of the order management center is that the customer order must be approved by the management personnel before payment, and can also deal with special circumstances. If the product has been warned, the manager can cancel the customer’s order request. Managers can also view customer personal information and product details for the order.

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An Analysis of the Integration Path between the Achievements of Reform and Opening-up and Ideological and Political Education in Colleges and Universities

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Abstract: After 40 years of reform and opening up, China has made great strides in social and economic capacity, comprehensive strength and scientific and technological level, and its political status in the world has also been significantly improved. Based on the current situation of Ideological and political education in Colleges and universities, this paper firstly introduces the definition and connotation of achievements of reform and opening up, secondly analyses the necessity of integration of achievements of reform and opening up and ideological and political education, and finally introduces the integration path of achievements of reform and opening up and ideological and political education in Colleges and universities, hoping that it can be effectively promoted. The level of Ideological and political education helps college students to strengthen the theoretical, institutional and cultural self-confidence of the socialist road with Chinese characteristics in a real sense.
Keywords: Reform and opening up; Ideological and political education in colleges and universities; Integration path

1.INTRODUCTION

Forty years have passed since the Third Plenary Session of the World Central Committee of the Communist Party of China put forward the policy of reform and opening up. Over the past 40 years, China has undergone historical changes, and has made remarkable achievements in economy, culture, science and technology, as well as in politics. This is closely related to the process of socialist modernization and the results of reform and opening up. In order to further explore the ways of combining ideological and political education with the achievements of reform and opening-up in Colleges and universities, the definition and connotation of the achievements of reform and opening-up are introduced as follows [1].

2. OVERVIEW OF THE ACHIEVEMENTS OF REFORM AND OPENING-UP

In the past 40 years, the Party and the state have made achievements in various undertakings, which is the result of deepening reform, but also reflects the diversity and depth of cultural system and reform. Among them, the 40 years of reform and opening up are also the 40 years of external development. China's economy has been gradually liberalized by means of closure, semi-closure and full opening up. By establishing various special economic zones and joining the WTO, China has achieved dual development of international and domestic markets, and achieved remarkable results in resource and market management. According to the data, the country's GDP in 1978 was only 364.5 billion yuan, while it increased to 82.7 trillion yuan by 2018, with an average annual growth contribution rate of more than 30%. In addition, the grain production capacity has reached 120 billion yuan, the quality of life has been improved, the poverty-stricken population has been reduced, and the per capita disposable income has increased significantly. The people have made some achievements in health, medical treatment and other fields. While making remarkable achievements in Ideological and cultural construction, the soft power of culture has also been enhanced, the achievements of ecological civilization construction have been consolidated, and it has become a participant and co-founder of ecological and cultural construction. Through reform and opening up, we have become the largest developing country and the second largest economy in the world. People live in a stable and safe life, and have a sense of self-identity and social identity, which are brought to us by reform and opening up [2].

3. THE NECESSITY OF INTEGRATING THE ACHIEVEMENTS OF REFORM AND OPENING-UP WITH IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

3.1. Firm Ideals and Beliefs

As the main force of national construction in the future, it is indispensable for college students to verify their social ideals. By strengthening social ideals and beliefs, college students'enthusiasm for social participation and work enthusiasm can be effectively mobilized. At the same time, it can effectively promote the efficiency of political education and reflect the value of Ideological and political education [3-4].

3.2. The Purpose and Needs of Colleges and Universities

Through the integration of socialist education with ideological and political education and the achievements of reform and opening up, students can feel the purpose and characteristics of running a university. At the same time, the route of reform and opening up is the way for the Party to guide the economic development of the whole country, and it is also the way and way to provide practical cases for ideological and political education of College students. Law, therefore, by introducing the achievements of reform and opening up, can help college students more intuitively understand the essence of Marxist theory, thus more in line with the purpose and requirements of running colleges and universities.

3.3. The Needs of Further Reform and Opening-up

The achievements of reform and opening-up are objective and concrete. By introducing the achievements of reform and opening-up into the ideological and political education, students'enthusiasm and creativity in participating in social construction can also be stimulated, their innovative and practical abilities can be continuously improved, and they can make positive contributions to socialist modernization and deepen the achievements of reform and opening-up. Unremitting efforts.

4. INTEGRATION PATH OF ACHIEVEMENTS OF REFORM AND OPENING-UP AND IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

4.1. Leadership Confidence

By integrating the achievements of reform and opening up, we can effectively strengthen the education of Ideological and political theory and enhance college students'confidence in the leadership of the Communist Party of China. In fact, through the reform and opening up, our life has undergone tremendous changes. In the past, housing was built to shelter the wind and rain, but now it is moving towards the direction of modern housing and apartments. In terms of transportation, culture and other aspects, we have made corresponding achievements. Expressways are accessible in all directions and civil airports are very convenient. Through witnessing these changes, college students can also further understand what the leadership of the Party has brought us and what way to go in the future, which is of great help to help college students build up self-confidence and self-awareness, and improve their self-cultivation and working ability.

4.2. Theoretical Confidence

The achievements of reform and opening up are based on the background of socialist theoretical system and the result of practicing the socialist road with Chinese characteristics. Through reform and opening-up, we have constantly formed new theories adapting to the development of the times, including Deng Xiaoping Theory, the Three Representatives Theory, the Scientific Outlook on Development and the Socialist Ideology with Chinese Characteristics in the new era. In addition, the reform and opening up has also brought us new theoretical guidance and direction, through learning these theories and achievements, are necessary conditions to strengthen college students'theoretical self-confidence and integrate into the achievements of reform and opening up. In the education of theoretical self-confidence, the combination of various development theories and the background of the times will become the core of education. Through Deng Xiaoping's theory, we have solved the problem of liberation of development power, made the development plan for the primary stage of socialism, made clear the corresponding market economic system, and realized the integration of market resource allocation and government. It has made great contributions to the construction and development of social economy. From the point of view of ideological guidance, the ruling level and ability of our Party are fully embodied. Through promoting the overall layout of integration, the poor people are lifted out of poverty. At the same time, the ideological and political theory curriculum also makes full use of the theoretical guidance of socialism with characteristics. All these provide students with firm theoretical self-confidence. Conditions have been made.

4.3. Institutional Confidence

The socialist system with Chinese characteristics, as the guarantee of the achievements of reform and opening up, is also the constraint of institutionalization. In the process of long-term practice of reform and opening up, we find that the achievements brought about by the continuous improvement and development of the socialist system with Chinese characteristics are outstanding and irreplaceable. These include the system of the People's Congress, the system of multi-party cooperation and consultation, the system of public ownership as the main body and the system of joint development of multiple ownership, which are prerequisites for the remarkable results of reform and opening-up. Only by strengthening the ideological and political education of college students and incorporating new historical achievements, can we effectively enhance the college students'sense of identity for the system, and at the same time stimulate their sense of mission. Through the achievements of reform and opening-up, we can easily find that whether it is the Three Gorges Project, the South-to-North Water Transfer Project or the High-speed Railway Network Project, all of these let the world see the strength and strength of China, but also let contemporary universities realize that understanding the institutional characteristics of socialism with Chinese characteristics and sharp contrast will help students. We should further recognize the superiority of the socialist system and embody its self-confidence.

4.4. Cultural Confidence

The great achievements of reform and opening up make college students firm cultural self-confidence is not only the choice of society, but also the choice of the development stage of human civilization. Any kind of system self-confidence and theoretical self-confidence originates from cultural self-confidence. Only by identifying with culture can students be motivated to participate in national construction and protect political system. Only through cultural inheritance and development can the cultural foundation of socialism with Chinese characteristics be established. While strengthening the education of cultural self-confidence of College students, it also helps college students gradually form a pen which likes cultural learning by opening up various cultural industries, digging deeply into the education of cultural self-confidence, and carrying on the inheritance of the excellent national traditional culture through various ways such as classroom. In addition, in the course of curriculum education, it is also necessary to show China's advantages and cultural self-confidence, help colleges and universities to establish good ideas, maintain a clear mind, strengthen cultural self-confidence, and maintain cultural independence through moral cultivation.

5. SUMMARY

In summary, 40 years of reform and opening up have made our productive forces develop rapidly, people's living standards have improved significantly, and political and ideological awareness has also improved accordingly. College students are the future of the motherland, and their comprehensive ideological and political quality will also determine the future direction of the country. When carrying out ideological and political education for college students, we must help them understand the hard-won life of today through the integration of the achievements of reform and opening up, and then develop into a text through leadership self-confidence, theoretical self-confidence and institutional self-confidence. Self-confidence, so that college students can set up good ideological and political goals, self-goals and social development goals are integrated, and make positive contributions to socialist modernization.

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The application of the lattice pattern in the art design of textiles

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Abstract: The art design of textiles is characterised by a long history, large variations, and wide applications. In this field, the lattice pattern is particularly used on a wide scale as it shows a unique type of beauty, succeeds a special history, and illustrates ethnic culture. It plays an important role in the art design of textiles. Following that, the paper will explore how the lattice pattern is applied in the art design of textiles, expecting to provide support for the future study [1].

Keywords: Textiles; Art design; the lattice pattern; Application

1. INTRODUCTION

Textiles are significant to daily lives. They cover areas such as clothing, interior decoration, and industrial textiles. They are closely related to our lives, and their presence goes almost everywhere. In the art design of these textiles, the lattice pattern is the mostly applied pattern and was the first pattern applied in history. As early as the inception of textile technology, the lattice pattern had come to become an idea of the textile design in the process of beautifying the textile. Later, since the development of modern science and technology and an improved aesthetic sense among people, the lattice pattern has been growing with a large number of variances.

2. THE IMPORTANCE OF THE ART DESIGN FOR TEXTILES

At present, as the public aesthetic sense is changing rapidly, textiles are a necessity for daily lives, and people's life quality is improving, the requirement for the art designs of textiles has become higher. As society develops in diversity, designers must seize the awareness of innovation during the designing for textiles. They should integrate the essence of the tradition into the design and creatively succeed and reform the traditional culture, matching the design with the need for aesthetics and consumption. The digital printing technology may be considered, and they can include trendy elements, such as cartoon characters, movie scenes, the image of internet celebrity and the online catchwords, into the pattern design. This will meet the demand for the beauty and diversity in textiles, and serve the purpose of improving the aesthetic sense and usability of textiles, like the other decorated objects. On the other hand, as a way of decoration, the art design for textiles should focus on humans and concern about the relationship with humans. Its application should be both artistic and practical, and should not sacrifice the usability for decoration.

3. THE LATTICE PATTERN IN THE ART DESIGN OF TEXTILES

Patterns are originated from mural painting. As a decorative art, patterns have improved the complacency in the modern material and spiritual lives. People in both China and the West would appropriately and skilfully apply beautiful patterns to their daily lives, and the lattice pattern has taken the most part of the art design for textiles. The style of the lattice pattern may vary across countries and ethnic groups. The reason for applying the lattice pattern is that this pattern gives a beautiful, open, and simplistic view. As an important branch of pattern designs, the lattice pattern may illustrate different styles in textiles with different compositions; it may be simple, luxurious, or modern.

In Western countries, the most reputable lattice pattern is "Scottish Lattice". It is why in the textile industry in Europe and America, there is such a saying: "The Scottish Lattice shows the history of Great Britain". In modern clothing design, the Scottish Lattice is frequently used, and the method and the style of using the Scottish Lattice are continuously evolving towards a large quantity and diversity. In China, the earliest used lattice patterns are squares and diamond, but with the development of the art design, the lattice patterns have become increasingly diversified. These patterns have demonstrated the characteristics of the Chinese people with a strong aesthetic sense.

4. THE METHOD OF USING THE LATTICE PATTERN IN THE ART DESIGN OF TEXTILES

4.1. Single Lattice Patterns

Lattice is one of the most usually seen geometric figures. According to Repetitive Aesthetics, it is illustrated by the repetition of the elements with the variance of the size of the blocks and colour, constituting the beauty of the textiles with both flexibility and integration. It also illustrates the sense of layers as if the patterns are different when looking at them from different angles, or the picture that comes with the connections of colours, or the sense of order that comes out of the pattern's complexity instead of simplicity. Moreover, having a single lattice pattern repeated carries a deeper visual impact, which attracts consumers.

4.2. A Mixture of Lattice Pattern and Other Patterns

Apart from repeating a single type of lattice pattern, the combination of the lattice pattern and other patterns, or having the lattice pattern mounted on other patterns with repetitions, is also a choice for the art design of textiles. The result would give a special grid pattern. Another method might be for the elements to combine with the blocks. This will enhance the sense of layer, provide a greater visual impact, be highly attractive to consumers, and motivate them to purchase the product [2].

First, the combination of the lattice pattern and plant images.

With the spreading notion of environmentally friendly development, people are increasingly aware of the need for returning to nature and living with nature, and of the connection between human and plants. Plants add organic and relaxing feeling to the living space, and people all have the preferred type of plant. Over time, plants have been a spiritual symbol or the object that carries people's feelings. Today, as the urbanisation is developing rapidly and the people's lives have been increasingly intensive, many young people would print the preferred plants on the textile products in order to make a relaxing environment at home. It also shows their outgoing characteristics. That is why we now have increasingly diversified plant images on the textile products. Meanwhile, the colour combinations and the elements of the plant images are becoming popular and even giving attention to the fashion community every season. Combining the plant image with the lattice pattern would produce a clear, multi-layer result, making a strong visual impact and a special, natural style.

Second, the combination of the lattice pattern and animal images.

The combination of the lattice pattern and animal images was widely used in ancient China for the noble's preferences. On their clothing, there were flying or land animals, representing hierarchical differences. It was especially found in the Ming and Qing Dynasties. Today, the popularity of animal images remains in the art design for textiles. The cartoonised animal images are especially preferred, as they attract young people and are popular among the textile producers as they frequently use them. In real cases, the use of animal images is similar to the use of plant images – combining them with the lattice pattern. In a typical design, the two may be given equal or different weight. And if the design gives a greater view of the lattice pattern, it would tend to give an abstract feeling; otherwise, it would focus on the specific objects.

This method can be exemplified by my design – the Year of Birth, the mosaic pattern that shows the Chinese Zodiac images. In this design, we can analyse the combination of lattice pattern and animal images from the "horse pattern" and the "snake pattern".

For the "horse pattern", I applied a continuous, repetitive pattern arrangement with two types of horses – a running horse and a walking horse. The negative space is applied to the basic pattern, before it is extended with the horizontal and vertical reverses in a particular order.

The "snake pattern" is designed with geometrised curves, the combination of triangles, and a continuous, repetitive arrangement. The structure of the pattern is made with grid, too.

5. WHAT WE SHOULD CONSIDER WHEN APPLYING THE LATTICE PATTERN WITH OTHER PATTERNS IN THE ART DESIGN OF TEXTILES

5.1. The Application in the Same Area

In the art design of textiles, we may use the lattice pattern for the complement of other patterns, attach the lattice pattern to other patterns in the same area, and divide the elements into sections and fragments. This method will make a new type of pattern, which provides a strong visual impact and attracts attention. During the designing process, we should be aware of the following points: when combining the lattice pattern with the other patterns for the fashion design, we should produce a sense of layer in any specific area, emphasising the difference between the top and the bottom part of the clothing; when designing the household textiles, especially the curtains and bed covers, we should appropriately combine and compare the lattice pattern with geometries, and illustrate a both regulated and flexible feeling. This will enhance the visual impact of the design [3].

5.2. The Application in Different Areas

Applying the combination of the lattice pattern and the other patterns in different parts of the textile products during the design requires the involvement of different patterns. This will highlight the artistic feeling of the design and provide a relaxed feeling. For example, when designing for textile clothing, the application of patterns may consider the functional differences among the tops, the bottoms, the inner or the outer clothes. The size of the pattern should be the same, in order to illustrate the sense of balance. Specific to the inner or outer clothes, we should enable the pattern the sense of layer, revealing the role of the clothes in hierarchical and functional senses.

6. CONCLUSION

Pattern is an important symbol of human civilisation. It is originated from human lives and decorates human lives. As an important kind of patterns, the lattice pattern has not only satisfied the need for materials but also satisfied the mental enjoyment. Therefore, the application of the lattice patterns should serve both functions and aesthetics. Meanwhile, textiles are used for almost everything in today's society. It is related to clothing, food, accommodation, and transportation. As modern people have an improved aesthetic sense and they have been caring more about their living environment, the lattice patterns have been widely applied in the art design for textiles, and they are found in products such as curtains, beddings, table clothes, cushions, and carpet. This requires the designers to extend their ideas and overturn the tradition. They should adopt innovative designing ideas in order to highlight the artistic, balanced, and stratified feeling of textiles. They must ensure the design to be with a clear topic, clear colours, and a unified style. In all, only when innovations have been adopted in the lattice patterns can we produce freshness to modern designs.

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Discussion on the "Scenic Design" Issue in the "Star-Version" Desire under the Elms

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Abstract: When rehearsing theatrical works, scenic design must take the original script as an important reference basis. The setting by the author in stage directions is often significantly related to theme revelation, environment rendering, atmosphere creation, the foreshadowing of given circumstances, as well as the echoing of characters' actions. Any deletion or alteration may affect the conveying of manifest or underlying information in the original work. Stage artists are supposed to make trade-offs and innovations based on a thorough understanding of the author's intentions. Otherwise, it may not only violate the spirit of the original work, but also damage the viewing effect.
Keywords: *Desire under the Elms*; Eugene O'Neill; Scenic design; Stage directions; Setting

1. INTRODUCTION

Generally speaking, playwrights have specific considerations for the design of stage setting, mainly based on two main points: functionality and symbolization. Although it is not necessary to indiscriminately "copy" the whole stage when performing the "second creation", regardless of the form, the stage directions in the original work must be fully considered so as to make a correct and reasonable scenic design choice. In *Desire under the Elms*, the playwright Eugene O'Neill apparently made an "intentional" emphasis on the spatial layout and setting design of the stage. The stage directions of this play clearly and specifically outline the physical environment in which the characters lived, potentially map their spiritual environment filled with isolation, trap and depression, plus explain many details. Among them, elms and stone walls are of extremely vivid metaphorical and symbolic colors. They have quite important functions and meanings for theme revelation, environment rendering, atmosphere creation, the foreshadowing of given circumstances, as well as the echoing of characters' actions. However, in the scenic presentation of the "star-version" performance at the Shanghai Culture Square Theatre on October 6, 2016, numerous important stage directions in the original work were intentionally or unintentionally ignored, which not only violated the spirit of the original work to a certain extent, but also seriously affected the viewing effect. This paper will specifically discuss the relevant "scenic design" issue in this performance.

2. THE "DISAPPEARANCE" OF ELMS

In this version of performance, elms on each side of the house in the stage directions of the script are completely removed, and the symbolic artistic conception of the plants themselves are entirely abandoned, making stage space lack the dull, blocked and suffocating atmosphere caused by the squeezed natural environment. With strong vitality, elms can reach a height of 25 meters, and can also survive and grow in the wasteland. The branches and leaves that elms stretch out are often characterized by an enormous length and a large size, showing a strong sense of control. In the stage directions at the beginning of the script, the author describes the elms in detail, "They bend their trailing branches down over the roof. They appear to protect and at the same time subdue. There is a sinister maternity in their aspect, a crushing, jealous absorption. They have developed from their intimate contact with the life of man in the house an appalling humaneness. They brood oppressively over the house. They are like exhausted women resting their sagging breasts and hands and hair on its roof, and when it rains their tears trickle down monotonously and rot on the shingles [1]." From such meticulous and vivid words, we can feel that elms not only echo the word "desire" in the title, including complex connotations such as temptation, jealousy, coercing, giving and guarding, but represent a type of multiple imagery on the living environment and spiritual environment of the characters in the play against the natural environment. This kind of "besieging-like" suppression and confinement also have a subtle and profound metaphor for the psychological world and spiritual life of the Cabot.

3. THE "COLLAPSE" OF THE STONE WALLS

The setting of "stone walls" also contains the deep meaning the author intended to express, but it wasn't given full attention in the performance. Scattered gray-black stumps, together with other houses and tables and chairs of the same color and material, blurredly replaced the rocky places that should have been highlighted. The potential symbolic meaning implied by stones and stone walls is mainly manifested in two aspects: on the one hand, like elms, the "stone" repeatedly mentioned in the script has a rich imagery carried by its own characteristics. The heavy space volume and the permanent existence time of the stone are best suited to express the power of people. Hard, strong but short of temperature, it not only shows the hardship of the environment, highlights the physical and spiritual dilemma of the characters' survival, but also seems to be a materialized analogy that Ephraim Cabot repeatedly proclaimed himself as a "tough man". The "stone" farmhouse that Cabot worked hard to reclaim and built on the ground forms some echo with the characteristics of the elms that they can overcome the harsh environment to grow and multiply. On the other hand, the "stone wall" is also the realistic cage and spiritual shackle that the characters in the play desired to get rid of and escape. It not only limits the living space of people, but besieges their freedom, thus becomes the object people want to be smash and break. In the opening chat between the two brothers, when talking about the dream of "Gold in the West" Peter said, "Here -- it's stones atop o' the ground -- stones atop o' stones -- makin' stone walls -- year atop o' year -- him 'n' yew 'n' me 'n' then Eben -- makin' stone walls fur him to fence us in! [2]" His longing for the West is not only a material pursuit, but also a dissatisfaction with such "prison" life day after day. When he was about to leave, in addition to nostalgia, he also said: "They's gold in the West -- an' freedom, mebbe. We been slaves t' stone walls here [3]." Yet, in the eyes of the youngest son Eben, the heart of his two brothers seemed to have been polished by the stones to be cold and ruthless, "An' makin' walls -- stone atop o' stone -- makin' walls till yer heart's a stone ye heft up out o' the way o' growth onto a stone wall t' wall in yer heart!" [4]. The author not only made repeated directions and direct metaphors to the stones in the lines, but also detailed the stone walls in the scenic setting. Nonetheless, in the performance, the above two lines were completely deleted, and the scenic design also blurred the "stone walls". All settings showed a wooden texture, which greatly weakened the sedimentary component and deep connotation that the "tones" should have.

Apart from scriptwriting work, many Western playwrights often have multiple theater identities or experiences such as directors and actors. They are familiar with the stage, and hence, they usually take highly comprehensive and thorough consideration of scenic design while writing. In *Desire Under the Elms*, O'Neill's scenic design in the stage directions has its own meaning, and any deletion or alteration may affect the conveying of manifest or underlying information in the original work. The "second creation" on the stage should still take stage directions in the original script as a fundamental reference, and trade-offs and innovations are made based on a thorough understanding of the author's intentions. Otherwise, it may not only violate the spirit of the original work, but also damage the viewing effect.

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Applying Thinking Skills to English Teaching in Chinese Junior High School

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Abstract: Owing to the exam-oriented education in China, students only learn how to memorise knowledge instead of thinking. Therefore, most of students have no idea about how to be critical in different aspects when meeting with problems. This article aims at emphasising the significance of applying one of the thinking skills named De Bono's Six Thinking Hats (STH) to English Language Teaching in Chinese Junior High School.
Keywords: English language teaching; Thinking skills; English in secondary education

1. INTRODUCTION

Admittedly, Chinese students are excellent at calculation abilities yet underperforming in terms of innovation. For example, they are able to score first in worldwide mathematics competition, while rank at or near the bottom in "imagination and creativity" [1]. As the innovation and creativity are highly required in current society and particularly in education, there is a call for some changes need to be done in traditional education in China. For most of Chinese students, the most important part of their lives is passing examinations. They spend too much time studying and have little time to cultivate their interests, neither for creativity education. Due to the large population of China and a lack of resource commitment in educational sectors, the scores that Chinese students obtain in school examinations become the sole criteria to determine whether students succeed or not. This reason for this situation can be attributed to a highly electively educational system in China, such as Zhongkao (Senior High School Entrance Examination) was designed by Chinese government. When students are totally absorbed in studying theoretical knowledge without extracurricular activities or real experiences, their imagination can hardly be developed. To overcome the shortcomings of exam-oriented pedagogy, specialists in applied linguistics have proposed the Communicative Language Teaching (CLT) as well as Task-based Language Teaching (TBLT) pedagogy. It does cultivate students' logical thinking, oral expression and ability to properly handle relationships. Therefore, in this context, this article aims to appeal English teachers to apply critical thinking skills into ELT in Chinese junior high school. The author mainly illustrates one of the most prevalent thinking skills called De Bono's Six Thinking Hats as an example.

2. RATIONALE OF DE BONO'S SIX THINKING HATS

With the efforts in the thinking skills, Edward de Bono's STH has been prevalently applied to practice in the world. De Bono has developed and popularized the STH, which could help transfer the thinking "tools" to enhance the productivity of the thinking [2].

2.1. White Hat

The white hat is responsible for collecting the basic and general information, such as fact. It has been indicated by De Bono that White Hat presents the absence of colour [3]. Students can imagine that there is nothing on a white paper and does not present any standpoint, just stay in neutrality.

2.2. Red Hat

As for Red Hat, De Bono has suggested that due to the similarity between people's emotion and fire or warmth, Red Hat can represent what people feel about a thing, which can provide people opportunities to express their feelings and emotions, such as anger, surprise, doubtfulness and neutrality.

2.3. Yellow Hat

The Yellow Hat expresses the enthusiasm due to symbolling like sunshine, which is used to express the optimism and the positive things. The Black Hat is regarded by De Bono as the most significant hat in the Six Thinking Hats [3].

2.4. Black Hat

The Black Hat points out how something does not fit our resources, our policy, our strategy, our ethics, our values, and so forth. Therefore, although Black Hat consists of critical judgment and the limitations, however, Black Hat does not refer to the negative aspects. It just aims to evaluate something from the perspective of weakness and limitation.

2.5. Green Hat

Once referring to Green Hat, De Bono has suggested that it can be assumed as vegetation, such as new leaves, which can produce freshness and contribute to creativity and productivity [3]. Therefore, using Green Hat to generate new ideas and opinions creatively is the aim and function of Green Hat.

2.6. Blue Hat

At last, Blue Hat is can be associated with sky. Due to the vastness of sky, Blue Hat can be recognised as overview of something. In addition, Blue Hats can be also regarded as the ending of thinking, such as make a summary.

In general, according to De Bono [4], every person has the option to decide to use any of the six hats anytime. Any colour of the hats has its definition, and those who choose the hats should play the role of that colour. The STH are of equal importance. Any of the colour hats could not overweigh the other hat, and they are in the same. That is, they are the necessary parts of the thinking. They line in the same row, without the first or the second order. The problem could decide which colour hat is supposed to be used. Briefly, the STH framework is intended for overcoming the prejudice.

3. THE EFFECT OF DE BONO'S SIX THINKING HATS

Conventionally, De Bono's STH aims to solve problems from different perspectives [3]. As Kivunja presented, ''No coloured hat is prettier than another [5]. None is more important than the other. They are all of greatly equal value. And each has potential to contribute to the understanding of a problem and to identifying how the problem can best be solved. Tapscott and Trilling and Fadel present their opinions that Six Thinking Hats can play a significant role not only in teaching and learning, and it can also be taken into practice during working [6-7]. Besides, STH framework is dedicated to searching various perspectives to evaluate things, which can probably enable L2 learners to expand their perspectives. In addition to the enhancement of critical thinking skill, communication skills can be probably promoted. Rutherford, Mathur and Quinn have revealed that L2 learners can be probably provided with opportunities to think about other peers' opinions from a different angle [8]. For example, Vijayaratnam in his research pointed out that when assigned a topic or problem to discuss about, students state that they can think about the topic from positive, negative and creative perspectives [9]. Additionally, collaborative learning can be promoted to alleviate students' reticence in the classroom. For collaborative learning, students are supposed to help with each other through providing their own opinions and try to assist quiet students to elicit his or her ideas [10]. In such situation, STH framework can probably be the helpful way to facilitate these quiet L2 learners to express their opinions. Moreover, Gillies has presented that there are some key components of successful [10]. One of the most significant components are L2 learners' reflection on their discussing process. Students are required to think about what they have achieved and what they still need to achieve, such as possible solutions and predictions and what information can be concluded. These thinking dimensions are referred to Blue Hat and Green Hat. Moreover, parallel thinking dispositions can enhance students' writing skills. has revealed that the application of STH can enhance students' academic writing. Participants in Al-Bakri's study could obtain benefits from STH to improve their writing, such as composing style, usage of references and the improvement of logic. As is often the case, when assigned a writing task, students probably have few ideas in their minds. With the help STH, students can brainstorm to generate logical opinions and be potentially enlightened with some ideas for the writing [11].

4. CONCLUSION

To summarize briefly, STH framework can be applied in various way. Basically, it is suggested that STH framework is not used for fun in class, instead, it is used for teachers to teach students how to use Six Thinking Hats to think critically [5]. Additionally, STH framework not only can apply to enhancing students' critical thinking skills, but also can apply to achieving pedagogical goals, such as writing, speaking and reading [11-13]. Above all, every hat plays its unique role in critical thinking and as Kivunja said 'no coloured hat is prettier than another [5]. None is more important than the other. They are all of greatly equal value. And each has potential to contribute to the understanding of a problem and to identifying how the problem can best be solved.

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The mediating of Occupational Well-being effect on the Psychological Capital and Employees’ job performance in SMEs of China

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Abstract: The purpose of this study is to explore the influence of psychological capital and occupational well-being on job performance in small and medium-sized enterprises. Researchers used cross-sectional studies to validate the framework. It is found that psychological capital and occupational well-being have significant impacts on employees' job performance in small and medium-sized enterprises. The actual impact is to identify best practices in theory, personal and workplace practices to customize and enhance the development strategies of small and medium-sized Enterprise.
Keywords: Psychological Capital; Occupational Well-being; Job performance

1. INTRODUCTION

Small and medium-sized enterprises (SMEs) play an important role in improving economic structure, stabilizing employment situation and providing social services in the world [1]. China’s SMEs has quick development, but these SMEs are also facing many new problems, such as export pressure, financing environment, social services and employees’ attrition. Recent relevant research shows SMEs lack a systematic staff training system and care method, Most enterprises think that employees are only the means of making money for enterprises. They think employees only do their best in their positions they can bring profits for enterprises. But these small enterprises ignore the satisfaction and psychological needs of employees. In fact, it is this kind of thinking that causes these enterprises to gradually withdraw from the stage of market competition.

Therefore, in this study, an integrative model of psychological capital influence on job performance is proposed. This includes both the direct impact and the mediating effect of occupational well-being in order to improve the employees’ job performance.

2. THEORETICAL OVERVIEW

2.1 Psychological Capital

With the rising of positive psychology, Luthans (2004) takes the ideas of positive organizational behavior as the thinking frame and put forward the concept of “psychological capital” [2]. It refers to a positive psychological state of the individual in the process of growth and development. As the development of psychological capital theory, the public’s attention t to be attracted to the influences that psychological capital has on leaders and employees. At the individual level, psychological capital is the important factor that makes contributions to the growth, development and the improvement of performance of individuals. At the organization level, psychological capital has similar functions to human capital and social capital, it can help the organization gain competitive advantages and make most organizations give full play to all the potentials of their human resources and improve people’s work job performance.

2.2 Occupational Well-being

The rise of positive psychology breaks the negative mode of “failures, problems and obstacles” that psychology has focused on, and the “positive” transformation of organizational behaviors makes the original orientation of “improving disadvantages” shift to researches on “how to make employees acquire happiness” [3]. So employees need to know and show their abilities and realize their values through working organizations and they need to show themselves by working and look for the meaning of life. Therefore, only when the employees’ positive psychology has been fully developed and their occupational well-being have been improved and can they work more merrily and be more active to devote themselves to companies [4]. As a result, developing and exploit staffs’ occupational well-being can make organizations obtain competitive advantages and high performance.

3. RESEARCH HYPOTHESIS

This study verified the relevant conclusions while building psychological capital, job well-being and job performance relationship model, discussing among the direct and indirect effects. Thus, propose the following hypothesis:

H1: Psychological capital has a significantly positive effect on the employees’ job performance.

H2: Psychological capital has a significantly positive effect on the occupational well-being.

H3: Occupational well-being has significant influence on employees’ job performance.

H4: Occupational well-being has a mediating effect on the psychological capital and employees' job performance.

4. RESEARCH METHOD

The data of this study were collected through questionnaire survey methods [5]. Stratified random sampling was used as sampling method. A total of 600 employees of SMEs in China were randomly selected. Questionnaires were sent out manually and electronically. The researchers spend two months to get questionnaires.

5. RESEARCH FINDINGS

5.1 Profile of the Respondents

Out of 600 respondents, 75 % of them 41.4% were females and 58.6 % were male. The respondents were age below 25 years old (25.3%), 26 to 36 years old (38.6%), 36 to 45 years old (27.6%) and more than 45 years old (8.5%). The respondents were high school and below educational level (14.8%). Bachelor (46.8%), master and above (38.4%).

5.2 Correlation Analysis

The correlation analysis showed that psychological Capital showed significant connection with job performance (r= 0.469, p<0.01) and Occupational Well-being (r=0.627, p<0.01). Occupational Well-being has a significant correlation with job performance (r=0.664, p<0.01).

5.3 Multiple Regression Analysis

The regression analysis results showed that psychological Capital explained 48.5% of variance in job performance (R^2=0.485, F=22.995, p<0.01). The psychological capital had significant influence on the job performance (B=0.147, T=2.987, p=0.35). The regression analysis also examines the effect of the psychological capital on occupational well-being. The result show psychological capital explained 20.4 % of job performance (R^2=0.204, F=30.024, p<0.01). The predictor showed significant effect on occupational well-being. (B=0.357, T=4.280. p=0.44)

Lastly, this section also examined the effect of occupational well-being on job performance. The result indicates that occupational well-being explained 35.4 percent variance of job performance (R^2=0.354, F=42.517, p<0.01). The effect of occupational well-being on job performance was significant. (B=0.291, T=5.475, p=0.43).

5.4 Mediating Effect on the Psychological Capital and Job Performance

The analysis to examine the mediating effect of occupational well-being. The predictor has fulfilled path 'a' and had fulfil path 'c'. The model also meets the requirement in path 'b'. This result indicated that occupational well-being has partially mediates the relationship between psychological capital and job performance. (B=0.354, T=0.529, p=0.39), showed in the Figure 1.

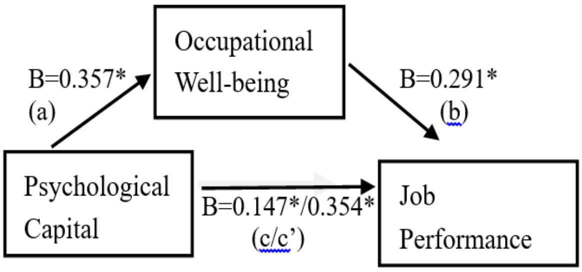

Figure 1: Mediating Effect on the Relationship between Psychological Capital and Job Performance

6. CONCLUSION

The results also supported the proposal that psychological capital and employees' job performance have significantly positive correlation. psychological capital and occupational well-being have significantly positive correlation. occupational well-being has significant influence on employees' job performance. Occupational well-being mediated the relationship between psychological capital and job performance. H1, H2, H3, H4 are all supported.

Therefore, the leaders and organizations of SMEs should pay attention to their employees' job well-being and psychological capital, organizations should regularly organize activities to relieve employees' work mood. And leaders should care about individual needs of employees and help employees to solve problems and give guidance to work. In this way, employee's work performance will be improved.

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On the Role of Western Literature Teaching in College English Classroom

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Abstract: In College English classroom, literature teaching plays an important role in activating the classroom atmosphere and stimulating students' interest. Literature is the form of social culture and it is the carrier of language and writing. Literature and language have certain relevance with the help of literature learning language. However, many people have not yet realized the importance of Western literature in college English teaching. This paper analyzes the role of Western literature in college English classroom and puts forward constructive suggestions on how to make use of Western literature in order to provide theoretical reference for college English teaching.
Keywords: Literature teaching; Language learning; College English teaching

1. INTRODUCTION

Literature teaching as important part cannot be ignored in the college English teaching. The outline of English majors in Colleges and Universities stipulates: "the main purpose of literature course is to cultivate students' undefined ability to read, appreciate and understand the original works of English literature, and to master the basic knowledge and methods of literary criticism. Through reading and analyzing the works, we can promote the improvement of students' basic skills and humanistic literacy, and enhance their understanding of western literature and culture." Thus, it can be seen that western literature is an important cultural resource. Learning foreign excellent literary works is helpful to enhance students' basic aesthetic ability, cultivate their positive and healthy outlook on life, and promote the all-round development of students [1]. In college English classroom, strengthening the study of foreign literature plays a positive role in promoting students' English language, shaping sound personality and cultivating cultural literacy. Most of the college students have insufficient literary recognition when they come to the reading and speaking. Without enough cultural cognitive input, there are difficulties for their interpersonal communication. The goal of learning a foreign language is the ability to use it, to communicate. Hall argued that "culture is communication and communication is culture". Thus, "Teaching literature within a cultural model enables students to understand and appreciate cultures and ideologies different from their own in time and space, and to come to perceive traditions of thought, feeling and artistic form within the heritage the literature of such cultures endows [2]."

2. SOLUTION

Why not literature in college English teaching classroom? Povey, in summarizing the aims of using literature in Foreign Language Teaching, argues that " literature will increase all language skills because literature will extend linguistic knowledge by giving evidence of extensive and subtle vocabulary usage, and complex and exact syntax. However, in many college English classrooms, both the teachers and students fail to pay enough attention to the literature teaching. Little literary information is explained in the classroom. Students have no common sense about the frequent mentioned literary legends and stories, not to mention the origins of the language. In order to improve the literary education in college English classroom, necessary strategies need to be paid great attention [3].

For schools, sufficient literary textbooks should be listed in the course of the students' syllabus curriculum schedule. Students have convenient access to available literary information by accessible networks. Schools also can hold some parties and performances for the classic Western literary works to help students comprehend the background culture better. For teachers, there is a need to improve the reserve of teachers' literary quality; they need to have sufficient materials to relate the language to the culture[4]. In college English classroom, teachers should teach students in accordance with their aptitude and creating democratic and equal atmosphere. Meanwhile, teachers should enrich the teaching method and teaching means and reform the way of examination. For students, they also need the sufficient learning about the culture. Vast reading materials should be given to the students, which will help them to understand the connotation of the target language. To make the learning activity interesting and easy to implement, they can improve their literary comprehension by watching movies or series adapted by classic western literary works.

3. CONCLUSION

Literature is the carrier of a nation's culture. The teaching of western literature provides students with the opportunity to understand the background knowledge of western cultural tradition, social politics and economic system. The cultural knowledge, literary knowledge and its philosophy, humanities, aesthetics and other values contained in western literary works are the microcosm of western national culture. The western literature is also an important learning content for students to achieve their personality self-improvement and improve their own quality. In view of the shortage of western literature teaching in college English classroom, there is an urgent necessity to apply sufficient literature teaching into the learning classroom and present the arrangement of such practice.

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Interpretation of Postmodern Subculture in the New Media Environment

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Abstract: The youth subculture group under the influence of the new media builds a wall of self-protection with network technology. Today's youth subculture is more fluid, virtual and hybrid in the context of global integration of postmodernism and cultural economy. The traditional binary opposition perspective can't explain today's complicated network subculture phenomenon. In the new media environment, the post-modern subculture releases the original cultural values and the marginal social groups with innovative cultural values through consumption and construction. Subculture can even seek the personal strength of global commodity consumption by imagining to break through the limitations of localization. In this way, the new media completely deconstructed the classical theory of the Birmingham period. This paper analyzes the different sub-cultures in the new media, and analyzes the various sub-cultures in the new media environment when traditional subculture studies cannot interpret the current discourse and symbolic system. Try to use the post-subculture keywords to interpret today's online youth culture to see the trend of the traditional theme of subculture in the new era.
Keywords: Post-subculture; Deconstruction; New media

1. INTERPRETATION OF NETWORK CULTURE BY USING POST-ASIAN CULTURAL KEYWORDS

1.1 "Scene"

Scenes is closely related to the gathering of young subcultures. Dance scenes, music scenes, club scenes, etc. are all spatial backgrounds of subculture behaviors and activities. The scene is an important resource that constitutes resistance - not only a resisting site, but also a resource for identity resistance. The scene reserves space for the expression of "friendship" based on the combination of entertainment, relaxation and pleasure, and provides a strategic application place for controlling rights and resisting rights. The space provided by the new media for the subculture is virtual and short. Taking underground music subculture as an example, with its continuous expansion, subculture researchers have discovered that underground music subculture is out of position and is breaking from its roots. Because many of the participants in underground music only learn subculture underground music in new media, and use this to identify their non-mainstream identity. But in reality underground musicians build a collective straightforward identity by participating in face-to-face underground music scenes. They think that face-to-face scenes are the basic elements of underground music. Therefore, many musicians worry about that underground music is dissociating from the original subculture through the expansion of new media, and is moving away from its resistance and counter-culture tradition. In addition, the rise of the barrage has also opened up a new scene of the virtual interaction of the network youth culture. The large-scale appearance of the live comment and comment makes the internal viscosity of the scene increase and the radiation to the outside weakens. The barrage scene revelry is not bound by the external hierarchy, it is a spoof, subversion and rebellion against tradition. The popularity of live tease reflects the resistance of the barrage culture - the deconstruction of classic texts and the subversion of mainstream aesthetics. But in essence, the barrage is a social behavior, and it is one of the subcultures established by the otaku. Like the underground music, the barrage loses the resistance of the subculture itself in the process of gradually moving toward the public's vision.

1.2 "Lifestyle"

Pierre Bourdieu used the concepts of "taste", "segmentation" and "cultural capital" to explain and explain the changing styles of identity politics and the various styles of contemporary youth. This concept focuses on the creativity of consumers and the significance of the various ways in which goods play a role as cultural resources. Lifestyles attribute this reflexivity, which can activate the desire of individual consumers to create, to the individual's desire to create or recreate images and identities. Post-subculture scholars who use "lifestyle" instead of the formation of subcultures pay more attention to status rather than class, and pay more attention to life mode rather than class subculture. Brady Roberts and Andy Bennett found through research on youth social behavior on MySpace and Facebook: Rather than organizing ownership systems around specific tastes and styles, participants in social networking sites tend to build a sense of belonging in a more diverse way, which is fluid and personally centered. They point out that these subcultures show a greater range of lifestyles, habits and tastes, which are closer to the new tribal concepts of today's sociology than to traditional subculture theories. The prevailing otaku culture "Lolita" has transformed from a fringe novel and movie that first expresses pedophilia and precocious puberty into a style of clothing. The corresponding "cute" culture and derivative "brother and sister love" preferences have also become commercial packaging. "Girls wearing Lolita" came out of the "AGC" of the utah's cultural extreme ["ACG" can be said to be synonymous with otaku, referring to Animation anime, Comic comics and Game video games], whose lifestyle is used as a commodity. The "Lolita girls" with the same lifestyle forms a new subculture group, and their individual differences are concealed under the commoditized lifestyle.

1.3 "New Tribe"

French sociologist Michel Maffesoli believes that post-modern society has been fragmented, and that uniform social organizations have been divided into short-lived, unstable, emotionally-oriented tribes. These tribes have developed their respective complex symbols and meanings. Maffesoli believes that after the period of post-modern social disintegration and extreme individualism, post-modern individuals began to turn, in addition to seeking their own subjective identity, they also need the support and recognition of external groups. Therefore, group identification no longer depends on traditional structural factors such as class, gender and religion. Consumption has become a new form of personal creation of contemporary society and small-scale social groups. "The tribe does not have the hard standard of the organizational form we are familiar with. It refers more to an atmosphere, a state of consciousness, and is perfectly presented by improving the appearance and the 'form' lifestyle." This new social approach encourages individuals to participate in multiple, fluid, temporary, rather than fixed, decentralized, and surrounding group identifications. Postmodern subculture theory uses Mafsori's new tribal concept to show the existence of "postmodern and postmodern feelings" The tribal concept plays a role in the post-modern theory and the role of ideology. The "new tribe" is actually a loose organizational form in which subculture participants can be separated between different tribes. The affiliation between individuals and groups is temporary and mobile. The disconnection of online fans between the various sites shows the state of the new sub-culture of the post-Asian culture. They are no longer chasing cars and metamorphosis as in the sketch. Todays fan groups will divide "the life" and "wall" to advocate "Buddha Stars", the essence of which is the short-lived activities in various tribes, complementing the fan culture.

2. THOUGHTS ON FUTURE AFTER POST-SUBCULTURE

As a medium of globalization, new media has expanded the contact between users in different parts of the world, expanded the space for Internet users to interact, and on the other hand, it has easily led to the weakening of the relationship between real groups. In a certain sense, the network culture shows a postmodern narrative style that deconstructs the grand narrative, and constructs a special discourse power through this narrative. At the same time, it dispels the hegemony of ideological discourse and intellectual elite discourse, promotes the reproduction of consumerist cultural ideology, and has certain positive significance for promoting cultural democracy. However, the subculture of network culture may lead to network entertainment, serious literature, lack of humanistic spirit, physical and mental health of young people, and social and spiritual crisis. Today, China's subculture faces a double attack between dominant culture and business culture. We cannot regard this opposition as a simple absolute opposition between the two. When post-modern culture is full, culture itself has broken the existence pattern of "dual opposition". Whether it is politics, business or subculture, they all have post-modern fragments diverse, torn and complex cultural characteristics. The common development of subculture, leading culture and business culture in tearing and the power struggle between them hidden the power of subcultures. Whether the fate of subcultures is self-contained or integrated is a cruel and worthy consideration.

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Soft Start and Speed Control of Three-Phase Asynchronous Motors

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Abstract: The application of three-phase asynchronous motors is quite extensive, but there are problems such as excessive starting current and low operating efficiency during their actual production. The starting current will affect the function of the power grid to a certain extent. When the heavy load is increased to a certain extent, the starting current will damage the equipment and cause serious accidents. Therefore, in the process of starting three asynchronous motors, step-down start or soft start should be adopted to control start-up current within a suitable range and avoid the occurrence of adverse events such as equipment failure. In this paper, the soft start of three-phase asynchronous motor is studied to realize that the motor can be started and shut down freely to improve the efficiency of operation.
Keywords: Three-phase motor; Soft start; Speed control

1. INTRODUCTION

Under the background of energy shortage and environmental pollution, realizing the rational utilization of resources and developing energy-saving industry have become the focus of current research. Motor is a tool to convert electric energy into mechanical energy. As the most widely used motor at present, three-phase asynchronous motors should be strengthened to solve the problems during its application [1]. The motor with excessive starting current is the main problem in the application of three-phase asynchronous motors at present. The soft start of motor can control the starting current within a suitable range, which is of great significance to reduce energy consumption and save the production cost of enterprises.

2. APPLICATION VALUE OF SOFT START OF THREE-PHASE ASYNCHRONOUS MOTORS

The application value of soft start of three-phase asynchronous motors is mainly manifested in the following aspects: (1) The soft start of three-phase asynchronous motors can avoid the obvious reduction of grid voltage caused by start-up, which is of great significance to maintain the normal operation of other equipment in the public power grid [2]. (2) It can effectively reduce the impact current of the motor and control the local overheating of the motor, which is of great significance for improving the service life of the three-phase asynchronous motor. (3) It can reduce the mechanical impact during the start-up process, reduce the wear of the transmission mechanical shaft and prolong the service life of the three-way asynchronous motor. (4) It can reduce electromagnetic response and ensure that the electrical instruments of three-way asynchronous motor are in normal working state.

3. CATEGORIES OF SOFT START OF THREE-PHASE ASYNCHRONOUS MOTORS

The soft-start of three-phase asynchronous motor can be divided into two types, that is, stepped and stepless. The soft-start regulation of stepped three-phase asynchronous motor is graded, while the soft-start regulation of stepless three-phase asynchronous motor is continuous. Compared with the soft start of stepless three-phase asynchronous motor, the soft start of stepped three-phase asynchronous motor originated earlier. The common soft start of stepped three-phase asynchronous motor are Y/△ arrogant step-down start and autotransformer step-down start. The soft start of stepless three-phase asynchronous motor is carried out by means of relevant instruments. Common ones are electrolyte soft start, thyristor soft start and frequency converter soft start, among which the soft start of frequency converter is one of the most widely used [3].

4. SOFT START MODE OF THREE-PHASE ASYNCHRONOUS MOTORS

4.1. Soft Start of Three-Phase Asynchronous Motors with Current Limit of Electrolyte

The liquid resistance of the electrolyte is used to limit the flow to carry out the soft start of the three-phase asynchronous motors. The electrolyte mainly conducts electricity through ions, and the resistance value is related to the distance between the two electrode plates and the conductivity of the electrolyte. These two factors can be artificially controlled. In addition, the liquid resistance also has the characteristics of large heat capacity. Therefore, the electrolyte can be applied to the soft start of the three-phase asynchronous motors to effectively reduce the higher harmonics and reduce the impact of the starting current on the grid. Although the soft start of three-phase asynchronous motors with electrolyte liquid resistance current limit has been widely used, it still has some application problems, which is mainly reflected in the following points: (1) The volume of the liquid resistance box is large, and the temperature of the electrolyte will rise from 10 to 25 degrees celsius after each start of the three-phase asynchronous motor, so it can not be started frequently. (2) The moving plate needs to be equipped with the corresponding servo structure, and its moving speed is slow, and the starting mode is single [4]. (3) The moisture in the electrolyzer of the three-phase asynchronous motors will be significantly reduced after soft start, and it is necessary to supplement the safety of the soft start regularly. (4) If the electrode plate is immersed in the electrolyte for a long period of time, surface corrosion may occur, and surface treatment is required periodically. (5) The soft-start device of three-phase asynchronous motors with electrolyte liquid resistance as current limiting device needs to be installed in a specific environment, which is not suitable for ice-prone, bumpy and other environments. The three asynchronous motor soft start devices that are limited by the electrolyte liquid resistance need to be installed in a specific environment, and are not suitable for environments such as ice formation and bumps.

4.2. Soft Start of Three-Phase Asynchronous Motor with Thyristor Current Limiting

The soft start of three asynchronous motors with thyristor current limiting is also called the soft start of thyristor. It includes soft start, soft stop, light load energy saving and other functions, including start-stop control device and soft start controller. It mainly controls the input voltage of three asynchronous motors by the principle of thyristor phase shift control. Soft start control device of thyristor soft start naturally consists of thyristor and electronic control circuit. It mainly controls the input voltage of three-phase asynchronous motors by means of thyristor phase shift control principle. When three asynchronous motors start up, the conduction angle of thyristor gradually shifts from zero to zero, and the terminal voltage with motor also happens. As a result, there is a certain correlation between the two. When the terminal voltage of the motor reaches the soft start standard of three asynchronous motors, the motor starts smoothly. At the same time, the soft starter automatically replaces the completed thyristor from the bypass contactor to provide extra for starting the three asynchronous motors. Voltage, on the one hand, reduces the energy loss and improves the working efficiency of the three asynchronous motors, on the other hand, reduces the heat loss of the gate and prolongs the service life of the soft starter. At the beginning, the offset gradually increases, and the terminal voltage with the motor also increases. In addition to the soft start function, the soft starter also has the soft stop function. Compared with the soft start, the soft stop function is just the opposite. Its voltage and speed gradually decrease until zero. Small size, compact structure, various functions and good start-up repeatability are the main characteristics of soft start of thyristor. However, the application of thyristor will cause high-order harmonics, which is not suitable for popularization. Generally, it is applied to three asynchronous motors, i.e. no-load and light-load.

4.3. Soft Start of Three-Phase Asynchronous Motors with Current Limiter

The soft start of three-phase asynchronous motor with current limiter is also called soft start of inverter. It is the most widely used soft start mode of three asynchronous motors. The main function of frequency converter is to change the constant current and voltage of power grid into variable frequency current and voltage that can be adjusted and controlled. Zu Zihong achieves the goal of achieving the click-shifting motion. The frequency converter includes control current, rectifier circuit and inverter circuit. The main function of the control circuit is to control the main circuit and the rectifier circuit to change the alternating current into direct current, so that the three-phase asynchronous motors can start smoothly. Inverter circuit is to convert direct current back to alternating current again. For the soft start of the inverter, a CPU and control circuit for torque calculation are indispensable [5]. In addition, it also involves modern control theory and special basis of click protection, so as to make its motion effective. The soft start of the inverter has many functions such as voltage regulation, frequency modulation, voltage regulation, and speed regulation. It is the main feature of simple operation and good performance. However, it is expensive and has a small starting current, which is often used for light load starting.

5. CONCLUSION

If we start three-phase asynchronous motors directly, it is easy to damage the power grid, which affects the normal operation of other equipment. Therefore, it is important to study the soft start of three-phase asynchronous motors. By analyzing several commonly used soft start modes of three-phase asynchronous motors, it is found that each soft start mode of three-phase asynchronous motors has its own advantages and application scope. And reasonable selection is needed during practical application to achieve ideal soft start effect.

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Investigation on Factors Affecting Behavioral Intention to Use Bike-sharing in Nanning

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Abstract: Sharing economy has been applied in many field widely and it was the turn of bike-sharing in recent years. Since the year 2016 witnessed a burst of bike-sharing in China, bike-sharing brought many business opportunities attracted more and more business entering this field, competition becomes further furious. Time files to the year 2019, bike-sharing still survived which proved that it has market demand, but the major operators were not as competitive as they used to be. In order to make sure the sustained development, User's behavioral intention to use bike-sharing and the influencing factors must be understood if the bike-sharing operators want to stand out in the market. So, this study aims to explore factors that effect on user's behaviour intention and apply to the bike-sharing industry.

With use TPB model and TAM model combine with other factors to analysis the development of bike-sharing set research variables, based on the previous studies to design proper hypothesis and then though the questionnaire pre-survey correction variables, at last through the questionnaire to collect data from Nanning to make conclusion.

The result was examined by the data collected from Nanning with 493 valid questionnaires and analyzed by structural equation model (SEM). The result as the author expected that all hypothesis was accepted and supported the proposed model. What's more, it indicated that perceived usefulness, attitude and subjective norm was the top three significantly and directly influenced bike-sharing users on behavioral intention to use. Among them, perceived usefulness had the highest contribution to user's behavioral intention to use. Consider different situations, there still had more factor that effect on user's behavioral intention to use and more further research could study.

Keywords: Bike-sharing; Behavior intention; TPB; TAM; SEM

1. INTRODUCTION

Bike-sharing was an innovative idea of sharing economy combine with smart applications, environmentally friendly and a low cost public transportation aims to solve the commute problems on the high cost of short-distance transportation called "Last Mile Problem" This problem can be explain like when people facing the distance it is too far for walking and too near for use car as it may looks like a kind of waste in people's daily traveling. China's bike-sharing system provide great flexibility that the ability for users picked up and left bikes anywhere without worrying about losing or maintaining it. Using mobile app to unlock the bike by scanning a QR code on the frame. It was equipped GPS on the bike in smart phone locations allow the next users to find them on the app, making them convenient or for users.

In the process of bike-sharing industry growth, many problems related to both operators and users attracted more attention. There will list five main problems to point out which part should operators consider more and change their strategies to solve problems. The first one was competition affects the user experience, second was the lack of credit system of bike-sharing services, the third was potential safety hazard of bike-sharing services, the last was imperfection of relevant law and unhealthy profit models.

As mentioned above, the bike-sharing industry was unhealthy currently, and some operators occupy the top of the industry, and some have been facing bankruptcy issues. The result of this paper would be excepted benefit from both bike-sharing operators and users. For the bike-sharing operators, making changes from their own and listen to people's views through this channel. For users, making them to understand the development of bike-sharing industry was not easy. Everybody was responsible to protect, maintain and support this industry. Helping it achieve sustainable development so that it could offer users safe and convenient bike-sharing services.

2. LITERATURE REVIEW

2.1 Theory of Planned Behaviour (TPB) and Technology Acceptance Model (TAM)

TPB was an extension of the theory of reasoned action (TRA) by Fishbein and Ajzen in 1985, made necessary by the latter model's inability to deal with behaviors over which individuals have incomplete volitional control. [1] Both TPB and TRA were designed to provide simple explanations of informational and motivational influences on behavior. Further, base on the TPB, there have two main factors that subjective norms and perceived behavioral control. Subjective norms represents the result of the question about does someone want to do that, and perceive behavioral control represents the result of the question about does someone really have ability to do that. [2] According to TPB, people's actual behavior in performing certain actions was directly influenced by their behavioral intention and determined by their subjective norms and perceived behavioral controls to performing the behavior. [3]

TAM was an information system theory that explains how users come to accept and use a new kind of technology. According to TRA, belief influences attitude, which in turn shapes behavioral intention. The two key factors, perceived usefulness and perceived ease of use are also effect an individual's intention to use a technology.[4] Both perceived usefulness and perceived ease of use influence the individual's attitude toward using a system. Attitude and perceived usefulness, in turn, predict the individual's behavioral intention to use it. In consideration of bike-sharing also apply the technology to use bike and this theory developing up to now, it already apply to many field base on literature review.

2.2 Subjective Norms

Subjective norms consist of a person's beliefs about whether significant others think he or she should engage in the behavior. When bike-sharing has become a socially desirable behavior as the same with public bus, then the individual will more want to use it. A strong subjective norm of using bike-sharing from others in the society will make people to use it more normal.[5] It can be considered that the subjective norm was the social pressure that the individual perceives when taking some kind of behavior, so it was a social influence.[6]

Users are also influenced by family and friends when deciding whether to use a shared bike. If a person's friends use a shared bicycle, even if he doesn't want to use it, he will use it with his friends. Which means that people around you will let you try to use it.

H1: Subjective norm positive effect on attitude.

H2: Subjective norm positive effect on user's behavioral intention to use.

2.3 Perceived Usefulness

Studies indicates that perceived usefulness as the final outcome resulting from a chain of shopping activities while users associate ease of use, enjoyment with one's shopping process.[7] The main purpose of bike-sharing users was make daily traveling more convenient. Bike-sharing users use this service to save their time and money, no need to wait for subway, bus, or get stuck in traffic. Spending less for a short distance move, no need to call taxi.

H3: Perceived usefulness positive effect on user's behavioral intention to use.

2.4 Perceived Ease of Use

Perceived ease of use was defined as the level in the context of bike-sharing, which means that users believe the use of the bike-sharing was free of effort. Perceived ease of use to bike-sharing was the degree of easiness users think of the operation and process of bike-sharing's application and bike. For bike-sharing, users only use smart phones to unlocking and the finger on the screen to finish payment process.

H4: Perceived ease of use positive effect on user's behavioral intention to use.

2.5 Perceived Enjoyment

Perceived enjoyment was a major factor that drives users to use a new technology. Previous researches indicates perceived enjoyment in formation of the attitude and intention of users to use new technology. In addition to satisfying people's basic needs, many people choose to use shared bikes because it bring pleasure to their lives. Enjoying the relaxing feeling of cycling to exercise or touring. The perceived enjoyment of using a shared bike not only influence their attitude towards sharing a bicycle, but also affect their willingness to use it.

When people use bike-sharing, people take part in this group as a member of users to reduce the car pollution and traffic congestion to build a secure and environment-friendly society. People can feel the enjoyment that they help this industry to growing and make bike-sharing become a daily transportation.

H5: Perceived enjoyment positive effect on attitude.

H6: Perceived enjoyment positive effect on user's behavioral intention to use.

2.6 Attitude

Attitude as positive or negative sense about the desired behavior. Behavioral intention refers to individual's intention to perform a behavior and is a function of attitude. [8] If users were interested in bike-sharing, they will try to use it, or think that shared bike will bring them benefits, so users will be more positive about shared bikes. However, users also may have a negative or indifferent attitude, if they think that shared bikes has had a negative or negative impact on their work or life, then they will be negative attitude toward bike-sharing.

H7: Attitude positive effect on user's behavioral intention to use.

2.7 Behavioral Intention and Actual Use Behavior

Behavioral intention to use as a measure of the likelihood that a individual will adopt the things or application. It was not easy to obtain an objective measurement of an individual's intention to engage in behavior. [9] What's more, behavioral intention refers to individual's intention to perform a behavior and was a function of attitude.

For sharing bikes, each consumer decides whether to use it as travel tool in different situations, depending on their preferences or other factors. The more consumers who use shared bike, the more it will help to reduce urban traffic pollution and environmental protection. When people have the experience of bike-sharing, it will result in a stronger and stable behavioral intention. [10]

H8: User's behavioral intention positive effect on user's actual use behavior.

3. METHODOLOGY

3.1 Research Design

The questionnaire was adopted from relevant studies and modified it careful to reflect the relevant information of bike-sharing system. The questionnaire was consist of three parts. The first part was try to collect the basic private data to understand each respondents. The measurement scales of part one were adopted by nominal and ordinal. The second part was about the status quo of bike-sharing user's behavior. The third part indicated to measure the respondent's opinions and attitude of each factor result in the outcome by the research model had mentioned above.

3.2 Data Collection

The data was collected by the convenience sampling method which was purposive. To ensure the validity, each participant will engaged in a survey that according sample survey to select the sample meet the specifications about 400 questionnaires, and because the users of bike-sharing are in Nanning, the capital city of Guangxi province, the participants for this study were looking for help from the questionnaire institutions wenjuanxing and Tencent wen juan, then send the questionnaire to local website and forum, such as nnbbs.com and bbs.gxsky.com.

3.3 Data Analysis

As the purpose of this research require to test the hypothesis, the SPSS software will be used to do the statistical analysis of the sample data, including the descriptive analysis and reliability analysis. What's more, for test the model fit will require AMOS software to do model testing.

As mention above, the descriptive statistics of this paper include the demographic factors of the sample and the normal distribution of the measurement items, such as gender, age, education level, occupation and average annual salary. For CFA and SEM testing, six indices were recommended since they were frequently reported in literatures. Including Chi-square/degrees of freedom (CMIN/DF), the goodness-of-fit index (GFI), Normed fit index (NFI), Tucker-Lewis index (TLI), Comparative fit index (CFI) and Root mean square of approximation (RMSEA). This paper will measurement the consistency between the items and reliability.

4. ANALYSIS RESULT

4.1 Demographic Characteristics

There were 493 valid questionnaires from among the 589 samples collected. From the analysis result shows that the percentage of gender was close, 246 males accounting for 49.9% of the total and 197 females accounting for 50.1% of the total. The majority of respondents was from the group of 20 to 29 years old(54.1%), most respondents has bachelor degree in education(43.6%), students and company employee were the majority users(41.5% and 33.6%), and the monthly income of respondents were generally in two level, less than 3000 yuan per month(44.8%), and 5001 to 7000 per month(23.7%).

4.2 Descriptive Statistics of the Status Quo of Bike-Sharing User's Behavior

There were 41.8% respondents used yellow bike and 37.6% respondents used mobike as traffic tool. Most of them knew bike-sharing from social software (42%) and advertising (30.7%). When asked the reason why they use bike-sharing from good side, both convenient and good for health were the main reasons(62.5%), also inexpensive were the advantage of bike-sharing(57.6%). From other side, when asked the shortcoming that they think bike-sharing have, parking chaos(64.7%) and occupying public space(60.4%) got most respondents agree. Bike-sharing normally used for changing for public transportation (73.4%), also used to work and for school (56.6%). Most respondents will talk about bike-sharing with their friends (76.1%) and also discuss with their colleague (69.6%). What's more, twice a day seems to be the best frequency of use bike-sharing and 11 to 20 minutes was enough for short transportation.

4.3 The Level of Agreement Analysis

For the agreement level of variables, the highest average mean variable was perceived usefulness (mean=3.71); the second highest mean was variable behavioral intention to use (mean=3.70); next one mean was variable perceived enjoyment (mean=3.64); then followed by were variable subjective norm and actual use behavior both same mean (mean=3.62); the last two variables were perceived ease of use and attitude (mean=3.61).

4.4 Hypotheses Testing Result

After data collection, the two-stage procedure of SEM was applied to conduct data analysis. The first procedure examine scale validity from the measurement model by confirmatory factor analysis, and the second procedure interprets hypothesis testing by the structural model. SPSS 23 and AMOS 23 were adopted as the tools for analyzing the data.

4.4.1 Validity and reliability analysis

The result of following based on sample size were 414, because too many samples affect the results after preliminary test and had found that it was better to adjust simple size from 493 to 414.

The standardized estimates as the results of the confirmatory factor analysis, compared with the proposed model, the final model can expressed more clearly and more professional the relationships between each factor. And table 1 showed the six indexes were all achieve the acceptance levels. The result meet the standard and the overall model fit was acceptable.

4.4.2 Test for validity analysis result

Before doing the factor analysis, there should use Bartlett's sphericity test and Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy to test whether the multi-item correlation or not. The KMO value should close to the 1, and the more it closer to 1, it means that the correlation between the variables is stronger, and the original variable is more suitable for factor analysis. And the results as follows. KMO was 0.897 and the Bartlett's Test of questionnaire was significant.

Table 1 Model fit result

Index	Result	Standard
CMIN/DF	1.429	<2
GFI	0.913	>0.9
NFI	0.915	>0.9
TLI	0.969	>0.9
CFI	0.973	>0.9
RMSEA	0.032	<0.08

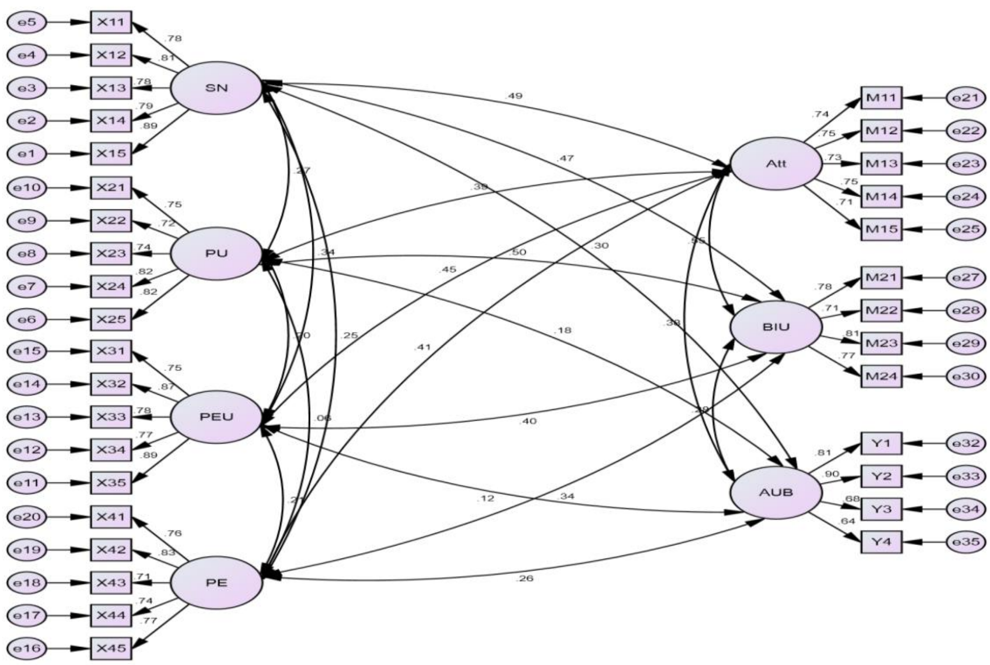

Figure 1 The results of the confirmatory factor analysis (CFA)

The interpretation rate of the first dimension before the rotation was 27.081% which less than 40%, it indicates that there was no common method deviation problem. Secondly, a total of 7 components was extracted. The cumulative interpretation rate was 69.445%, indicating that the overall extracted component can represent the information of the questionnaire. What's more, each item load was greater than 0.5 and less than 0.9, indicating that questionnaire can be effectively attributed to the dimension, and there is no cross-factor load of a certain questionnaire which has further statement every part of them got higher quality.

4.4.3 Reliability analysis result

The table 2 showed that Cronbach's Alpha larger than 0.7, and the more it close to 1, the reliability is higher. Indicating that this questionnaire has good reliability which suggested the measurement model was acceptable.

Factor loading were significant as required for convergent validity. Indicating that each item has good attribution to the dimension. At the same time, it can tell from table 3, the AVE of measured variables were greater than 0.5, indicating that all measures had good reliability and the aggregation efficiency was better.

Table 2 Cronbach's alpha

	Cronbach's Alpha
SN	.905
PU	.879
PEU	.907
PE	.874
ATT	.856
BIU	.849
AUB	.844

4.4.4 Analysis of structural model and hypothesis tests

The overall fit indices for the measurement model and all the indices met the recommend value for model fit. As table 4 showed, both GFI, NFI, TLI and CFI greater than 0.9. Beside, CMIN/DF was 1.599 less than 2 and RMSEA was 0.038 less than 0.08.

Table 3 Standardized regression weights and AVE

	AVE
SN	.659
PU	.595
PEU	.663
PE	.582
ATT	.544
BIU	.589
AUB	.584

Table 4 Model fit result

Index	Result	Standard
CMIN/DF	1.599	<2
GFI	0.904	>0.9
NFI	0.903	>0.9
TLI	0.957	>0.9
CFI	0.961	>0.9
RMSEA	0.038	<0.08

After the validity and reliability test, the first hypothesis "subject norm positive effect on attitude" (β=0.426, p<0.001) was accept. The second hypothesis "subjective norm positive effect on user's behavioral intention to use" (β=0.198, p<0.001) was accept. The third hypothesis "Perceive usefulness positive effect on user's behavioral intention to use" (β=0.342, p<0.001) already supported. And check the fourth hypothesis "perceived ease of use positive effect on user's behavioral intention to use" (β=0.151, p<0.002), it also could be supported. And then the result of fifth hypothesis "perceived enjoyment positive effect on user's attitude" (β=0.305, p<0.001) was accept. What's more, the sixth hypothesis is "perceived enjoyment positive effect on user's behavioral intention to use" (β=0.163, p<0.001) also accept. Additionally, the seventh hypothesis predicted that "attitude positive effect on user's behavioral intention to use" (β=0.212, p<0.001), it also can accept. The last hypothesis "user's behavioral intention positive effect on user's actual use behavior" (β=0.31, p<0.001), with positive path coefficient between the two constructs, this hypothesis was supported. Figure 2 showed the results of the structure equation model (SEM), regular numbers represent standardized regress weigh.

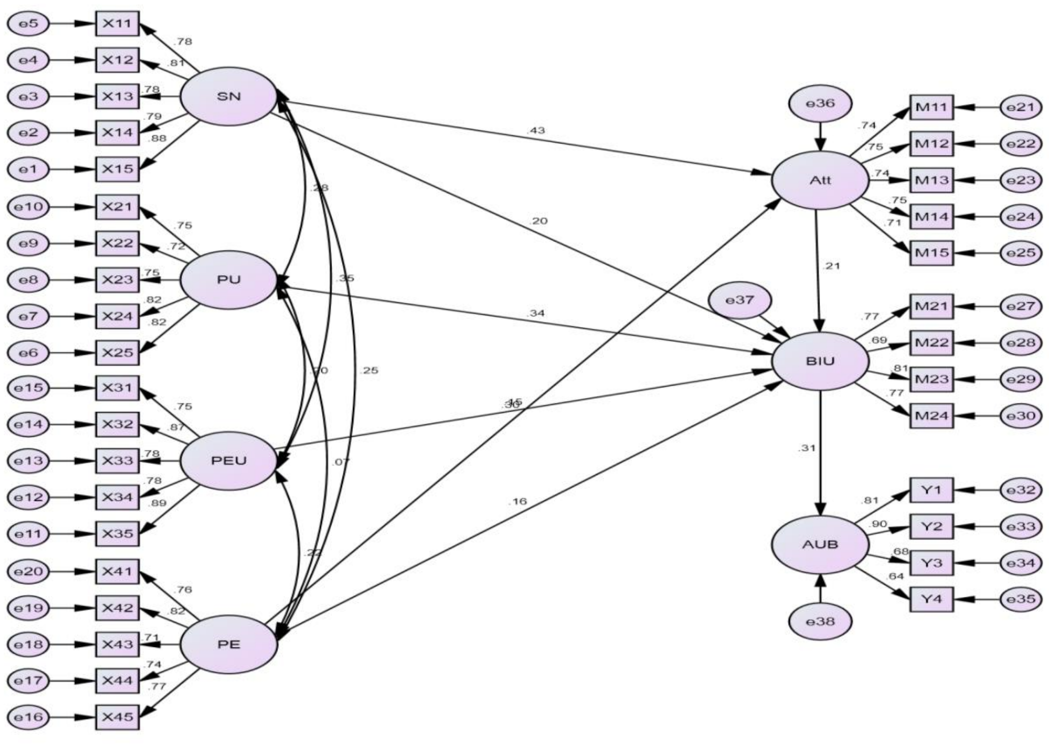

Figure 2 The results of the structure equation model (SEM)

5. CONCLUSION

5.1 Subjective Norm

As Conner and Armitage assumed that subjective norms was assessed the social pressure on individuals and then effect their behavior.[11] Through analysis could got the conclusion was most people who was important to respondents holds what kind of attitude also influence themself. Both of them proved the framework of this study.

The result of this research shows that significant value of this relation was 0.000 (less than 0.05), which means this hypothesis was accepted, subject norm had significant positive impact on attitude. And the same as subjective norm positive effect on user's behavioral intention to use. During this two hypothesis, the path coefficients of subjective norm between attitude was higher than subjective between behavioral intention to use.

5.2 Perceived Usefulness

Comparing with previous studies mentioned that perceived usefulness was a major determinant of user's behavior and intention. Among the five hypothesis related to user's behavioral intention to use, the higher path coefficients were perceived usefulness which proved that opinion. And the significant value of this relation was 0.000(less than 0.05). This suggestion that the more convenient that bike-sharing create, the more stronger relationship between them.

5.3 Perceived Ease of Use

The previous studies assume that the ease of use can enhance use's enthusiasm to use services and the complicated process will bring bad feelings to uses. Although the hypothesis was accepted by the significant value of this relation was 0.002(less than 0.05), and it does proved users influence by the degree of easy as previous studies pointed out that the less efforts that users needed, the more possible that uses would have positive attitude to use it. However, it did not direct explained the complicated process will bring bad feeling to user. In other words, the results obtained the idea of Teo and Beng Lee that people willing to use new technology for convenient, but there were not clean about if the complication situation.[12]

5.4 Perceived Enjoyment

The results obtained in this research indicated that perceived enjoyment positively and significantly influenced the attitude and behavioral intention to use. Comparing with this two hypothesis, the relationship between perceived enjoyment and attitude is stronger than the relationship between perceived enjoyment and behavioral intention to use. Both reach the significant value was 0.000 and 0.002(less than 0.05), but the path coefficients of later was less than the former. This result conformed that the standpoint of previous studies that perceived enjoyment in formation of the attitude first and then effect on intention of users to use new technology.

5.5 Attitude

For attitude, the result show directly effects the individual's behavioral intention and indirectly effects the individual's real behavior. This result was verified by many previous researches, and also proved it again in present study. The hypothesis was accepted by the significant value of this relation was 0.000(less than 0.05) , the same as the idea of previous studies that behavioral intention refers to the individual's intention to perform a behavior which was the function of attitude.

5.6 Behavioral Intention and Actual Use Behavior

According to the results showed that the significant value of this relation was 0.000(less than 0.05) and the hypothesis was accepted which represent the significant influence between them. This result was verified by many previous studies. Based on the respond from respondents, most respondents indicated that they often used bike-sharing.

6 CONTRIBUTIONS AND RECOMMENDATION

Through questionnaires and data analysis, some conclusions as follows. First, perceived usefulness was the most importance factor effect on use's behavioral intention to use (β=0.342). From the measure questions, respondents considered that bike-sharing not only provide convenience in daily traveling, but also save their time. Results reveal that respondents care about what kind of benefit that bike-sharing could bring. The operator should keep this advantage, improving their quality of service, making their service characteristics and advantages more distinct, more humanized. For example, bike-sharing could save time of users and also save their expenditure, in terms of promotion strategies, it was recommended to carry out promotional activities with the government, schools and other units to present gifts and prizes. Free or discounted events on holidays to increase user engagement.

Second, attitude also an importance factor positive effect on attitude (β=0.212), indicating that people's attitude could strong determine their behavioral intention. From the part of business, the operator should support a brand image to user to show that their faith, let users realize that operator would like to did better on bike-sharing services. A good operating attitude was worth users treating with a good attitude. What' more, from the questionnaire about the part of attitude can found that users pay more attention to spiritual life. They enjoy their life with bike-sharing. Business aside, the operator should give back to the society, and they could attract more users to join in public welfare activities. Like a green travel, it was beneficial to hold public welfare activities, operators could setup brand image and improving user's self-quality.

Third, based on the findings obtained in the present study, subjective norm was the most important factor to effect on attitude and positive effect on user's behavioral intention to use(β=0.198). And for this study context, user's attitudes could determine their willingness to use bike-sharing services. It was necessary to suggested that operators adjust their strategies start from subjective norm. Which means that operators could launch some activities to connecting users with their friends and family. For example, the primary account could allow user's parents join in as secondary users, it saves unnecessary deposit and attract more people to use it. Among five measure questions, respondents considered if people around them stop to using bike-sharing will effect them also stop to using it, which means that increase user engagement could be a top priority.

7 LIMITATION AND FUTURE RESEARCH

Because of the limited knowledge, time and experience and the writer facing the region and the understanding of the sample may nor enough cause imperfection in this study. This paper just focuses on part of reasons for user behavior, but other related user analysis needs further research.

Based on the limitation above, there are two opportunities for future research. First, with the advancement of new bike-sharing services technology, the release of new bike-sharing policy and the development of new bike devices, some new factors or constructs could be added to study more. In the future study to discover the other characteristics of bike-sharing and the impact of other factors

Second, users in different areas have different bike-sharing operator to offer services with different opinions, so the conclusion form this study does not apply to all of the users in this huge market. So, it is better to examine whether or not these factors could positively and significantly effect on different ares.

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Language Sexism in Chinese

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Abstract: Language sexism exists in both English and Chinese. As language is a mirror of society, social changes have left traces in language. This article is an analysis of the phenomenon of sexism in Chinese, the reason for its existence and the impact of social development on the language. Through this analysis, the article attempts to bring people a new understanding of how, through history, language has influenced the status of women in society.
Keywords: Language sexism; Women's status; derogation; Bias; Change

1. INTRODUCTION

Language is a mirror of the society. It reflects the fact of a society (Yongling Yang) [1]. There is sexism in society. For centuries, the oriental women have been in an inferior position, and it has left traces in language. Hence, it is meaningful to have some knowledge about the sexism in Chinese.

Sexism affects Chinese known by people as semantic derogation. This term means that words change their meanings in a negative way. Generally, speakers are not aware of it that when they speak a word associated with males, it takes on positive connotations, especially connected with power or large size. On the contrary, when the word is associated with females, it takes on negative connotations. Certain language can help to reinforce the idea of male superiority and female inferiority. There are lots of examples to show the language sexism in Chinese. We will discuss these in four aspects: how the character "nv", which means woman, came into being, the address terms, the problem of names, and certain proverbs.

2. LANGUAGE SEXISM PHENOMENON

2.1. The Chinese Character "nv"

The Chinese character "nv" reflects sexism. According to Liushu, "nv" is a pictograph, symbolized a woman half kneeling, with her hands tied before her breast. It indicated the women are in a ruled position. In ancient times, the prisoners of war were bound up hands and brought home to be the slaves. Thus "nv" is the original form of "nu" in "nudi" which means slave in Chinese (Yunlai Dong) [2]. Since most of the slaves were women, then, "nv" was used to refer female. The form of "nv" reflects the women's position when this character was made. Since the character "nv" maintains an inferior status, other characters combined with "nv" have a derogatory meaning, such as "fu". The inscription on bones or tortoise shells shows that the right part is the image of a woman, and the left part the shape of a broom. Together, they mean a woman uses a broom, doing housework. In Shuoshu it writes that "to be a wife is to be obedient, and do some housework like cleaning, washing and cooking" [3]. There are about 120 characters containing "nv" this component, and most of them have the derogatory meaning. Like, "lan" in "tanlan", which means greedy, rapacious or avaricious; "wang" in "kuangwang", arrogant, frantic, unbridled, and presumptuous; "jian": crafty and evil, treacherous. Other characters are obvious to show the derogatory meaning like "ji", "chang", "biao", "yao" and so on.

2.2. The Chinese Address Terms

The Chinese address terms indicate the same problem, and we just focus on the address terms used between husband and wife. Before Liberation, women used some humble words to address themselves since they were in an inferior status. Some of these terms are "Qieshen", "Jianqie", "Nujia". On the contrary, when they addressed their husbands, they should use the terms, which show their respect. Like "Fujun", "Guanren", "Langjun", "Zhangfu" and so on. Even some old woman in the rural areas still call their husbands as "Zhanggui de","Dangjia de" and so forth. This is another aspect to show that man acts a leading role in the family. However, when the husband mentioned his wife to others, the general terms used were "Jiannei", "Neiren" etc. in the rural areas, the wife was called "the one inside the room", "children's mom". Sometimes only one word "ai" was used to have the wife's attention. Only the women in the upper class could be addressed as "Furen" or "Taitai". Nowadays, both man and woman can use the address term "I" to refer to oneself, "you" the person one speaks to. The husband and wife can call each other by their names. This is a sign of equality between man and woman [4].

2.3. The Problem of Names

In ancient China, only the elder men of the family had the right to name the children. Most women did not have the right to name the children, or to have a name themselves. They only had the family name without first name, or with the first name seldom being called. There are two reasons for this problem. One is that those women were limited to home; they had little social activities, so they did not need a name. The other one is that the girls were called by their nick name, and they would use their husbands' family name after marry. It seemed that it was not necessary to get the names before they marry. Most of them were call "someone's daughter", "someone's wife", "someone's mom", "someone's family". Even before the eve of the founding of the People's Republic of China , most young girls were called "Nizi", "Yatou", "Niu" before they marry, and "Zhang Wang's family", "Aunt Wang" , "Sister-in-law Li" after they marry [4]. All these are not formal names. It's true that some women of upper class did have their own names. Like Ban Zhao in Donghan Dynasty, Qingzhao Li in Nansong Dynasty, etc. However, most common women did not get this right. To our pleasure, many women noticed this inequality, and they carried out a movement to keep their family name. While today, both man and woman have the right to own their names. Nowadays, women not only have the right to name her children/ grandchildren, but also their names are not limited to "shu, li, xian, hua" [4]. It is no doubt that the women's status has been raised.

2.4. Proverbs in English and Chinese

There are many Chines proverbs related to sexism. Here are some common sayings:

1) A woman is a flower, cooking in front of the kitchen gate.
2) A married wife is just like a horse you bought, you can ride it or beat it whenever you wish.
3) Women have long hair and short wisdom.
4) The most poisonous thing is woman's heart.
5) Three women make a play.
6) A woman is worth five hundred ducks.

3. WAYS TO AVOID LANGUAGE SEXISM – LANGUAGE REFORMS

Sexism is the most difficult bias to avoid, however, more and more people realized that language reflects social concepts. Language reform is an effective way to get rid of language sexism, but not all the language reforms are accepted. The Chinese characters experienced one. A letter from Wanlin Cao to National Women's Union of the Democracy was published in the Chinese Langage, July, 1952. He suggested that we should abandon three characters, and change some characters with the side of "nv" into characters with other side, because all these characters indicate sexism [4].

Certainly, we can make some partial reform about the characters, for example, simplifying the characters; or even entire reform, say change the characters into Pinyin. It is really a good deal if the character reform can also clear out sexism in language, anyhow, it is not the main purpose for the character reform to clear out the stigma of society, neither the stigma of sexism. Since the characters are the systemic sign to record language, as well as parole, they serve for all the people who use them, not only a certain class. When we say "jian", this kind of characters contain the mark of sexism, we mean the forming process of these characters indicates sexism; When we say those characters can serve all the people without distinction of sexes, we mean the usage. Even in the time of forming characters, there were only certain characters showing sexism, not the whole character system.

In addition, the social problems in characters are in many aspects, if some people change certain characters according to sexism. Others can also change characters according to some other kind of reasons. So, this kind of chain reaction would surely bring extreme inconvenience to the usage of characters. Thus, whether a character should be changed or not would follow one rule, that is, the convenience for all the people who use them. Since the users would never use these characters with the association of the original meanings, the users would not use these characters with the mind of sexism. More than 60 years have passed, until now, such characters as "jian" are still written in its former forms. Therefore, though the language reform is an active way to avoid sexism, the most important thing we face is not the language reform, but people's stereotypes about women [6].

4. CONCLUSION

If we think more about our languages, we will find them more interesting than we can imagine. We have witnessed how women's status has been improved in language. Though there is no gender distinction in Chinese, the people's bias still exist in communications. Women were considered as a disadvantaged group, with an inferior position reflected in language in many aspects. By concentrating on the original meaning of the character "nv", we witness the women's status having been elevated with the social developing. Woman has equal rights as man. Language sexism will become smaller and smaller.

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Role of Ideological and Political Education in English Education

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Abstract: With the development of socialist market economy, China has undergone earth-shaking changes, which have had an important impact on the moral quality and ideology of young students in China. Due to the special nature of the school, English education in school needs extensive contact with Western culture, and deeply studies the connotation of Western culture. If students lack relevant ideological and moral qualities, it is easy to distinguish between them and blindly accept Western culture. They are unconsciously influenced by western culture and are influenced by Western bourgeoisie. Therefore, for English teachers in our country, we must not only master English knowledge, but also have good ideological and moral qualities, carry out ideological and political education for students in real time to increase students' ability to distinguish different cultures, absorb useful knowledge, and abandon harmful knowledge to enable students to continuously improve their outlook on life, worldview and values in the process of students' English learning.
Keywords: Ideological and political education; English; Role

Under the new background of reform and opening up, China attaches great importance to the ideological and political education of students. On the one hand, a large number of students with a strong patriotic enthusiasm can keep up with the pace of the times, care about the country's future and personal development, and constantly improve their ideological and moral qualities. On the other hand, students are also vulnerable to some negative effects of corruption in society, misunderstanding of social morality, becoming disregarded of collective interests, focusing on their own interests, and being self-centered, forming various bad habits. As an international language, English plays an important role in promoting the development of Chinese students. Through the study of English courses, students can improve their English application ability and broaden their international horizons. However, there are great differences between the value orientation, ethical concepts and social customs of Chinese and Western cultures, which requires teachers not only to teach English knowledge in the course of teaching, but also to learn to combine the teaching content and reasonably judge Western culture to guide students to form a correct attitude towards different cultures and cultivate high-knowledge talents with all-round development.

1. THE ROLE OF IDEOLOGICAL AND POLITICAL EDUCATION IN ENGLISH EDUCATION

1.1. Promoting Students' Political Literacy

Teenagers are the future of the motherland and the hope of the country. Their moral education plays an important role in school education. To a certain extent, the value orientation of adolescents determines the future value orientation of society. In the important period of moral formation, we should strengthen the cultivation of students' values. There are many kinds of school curricula. In addition to completing various assignments, students have no time to take into account the improvement of their own ideological and political education. Most students will not take the initiative to care about the current political points. In English class, teachers can guide students to pay attention to political issues. They can discuss the differences between Chinese and Western political cultures. They can not only learn English culture, but also discuss the differences between Chinese and Western political cultures, which will help students improve their political literacy and help them to set up correct ideas and have a patriotic heart, and promote the healthy growth of students.

1.2. Promoting Communication Between Teachers and Students

English class is one of the main courses in schools. English class is also the main place for students to learn English. Ideological education in English class can not only improve students' interest in learning English, but also strengthen students' ideological and political education.

The school has rich and colorful life, and students have a lot of extracurricular life. Many schools use the students' spare time to carry out ideological education to enhance the emotional communication between students. Other schools will set up independent psychological counseling rooms to conduct one-to-one ideological education for students in need and to guide students with ideological problems. Integrating ideological and political education into the teaching process of English class, teachers can help students to relieve pressure after class and to actively communicate with their classmates, which is more helpful for teachers to understand the psychological changes of students. Because students spend most of their time in school, they do not have enough social experience, and do not know enough about the problems in interpersonal communication. In the process of communicating with others, they often encounter some problems. So ideological and political education for students can help students understand themselves, find their own shortcomings and make up for their weaknesses, learn to distinguish between right and wrong, and take less detours in study and life [1].

2. THE COUNTERMEASURES OF IDEOLOGICAL AND POLITICAL EDUCATION IN ENGLISH EDUCATION

2.1. Improving the Overall Quality of Teachers

To become a qualified teacher, only profound subject knowledge is far from enough. Teachers also need to constantly improve their comprehensive quality. As a teacher of the new era, we must treat students with sincerity, care about the learning and growth of students, carefully guide students, and promote the all-round development of students. Teachers play an important role in the overall class management. They must improve their ability to manage the class, determine the development direction and goals of the class, carefully supervise and inspect students' problems in learning, and promptly feedback the students' learning situation to parents to guide students to develop in a better direction. As a teacher, you should learn to combine the management of students with the education of students to ensure that their education work is carried out along the scientific track. In addition, schools can carry out more activities to improve the overall quality of teachers, such as inviting excellent teachers to share teaching experience. Teachers must not only improve their professional quality, but also establish the concept of lifelong learning, constantly improve their English level and set a good example for students. Furthermore, teachers should improve their moral literacy, pay attention to their words and deeds in the teaching process, infect students with their words and deeds, and lead them to become a young and knowledgeable youth to infiltrate ideological and political education into English teaching [2].

2.2. Actively Innovating Classroom Teaching Mode

Ideological and political education for students is a long process. Teachers can try to change the previous teaching mode and infiltrate ideological and political education from the side. Teachers can choose to start with the teaching materials, select positive and upward teaching materials according to the teaching content, and use the teaching materials to educate the students so that students can develop good moral qualities. In addition, teachers can regularly show students educational English movies. Through the film, many positive energies can be passed to students, so that students can learn English while watching movies [3]. In addition, teachers can also give students ideological education by assigning homework and group activities, so that students can try to create positive articles in English. This way can deepen students' impression and achieve better teaching effect. Besides, teachers can organize activities such as English speech contest, drama contest, singing contest to encourage every student to participate in. By the efforts of students and cooperation between students, they complete the contest and get different gains, which improves class cohesion and promotes students with all-round development.

3. CONCLUSION

School education is an important part of basic education in China, but also is the basis for the improvement of the national education system. The work of school education requires the participation of both schools and parents to ensure the stable development of school education. Teachers shoulder the responsibility of teaching and educating people. Teachers should not only impart subject knowledge to students, but also cultivate students' good ideological and moral qualities, and guide students to use correct outlook on life and values to treat all aspects of learning and life. Therefore, teachers should pay more attention to ideological and political education, link English teaching with ideological and political education to train more excellent builders and successors.

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On the Cultivation of Students' Innovative Consciousness in Badminton Teaching in Colleges and Universities

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Abstract: Badminton is an important but basic content in physical education in colleges and universities. It is popular with the masses. Badminton has low relatively low requirements on movements and skills but high standards on site and facilities. It is highly entertaining and competitive. Under the background of new curriculum reform, some problems still exist in the badminton teaching in colleges and universities which fail to satisfy actual needs of students. Therefore, we should innovate teaching methods, cultivate students' innovative consciousness, and exercise their innovative abilities. This paper mainly analyzes the cultivation of students' innovative consciousness in badminton teaching in colleges and universities, discusses the existing problems in badminton teaching, and puts forward relevant solutions, hoping to provide some reference in badminton teaching in colleges and universities and promote the development of China's educational cause.

Keywords: Physical education in colleges and universities; Badminton teaching; Innovative consciousness; Cultivate

Badminton is a very popular sport which is loved by the masses in China. The related skills are easy to learn by regular people, but with great fitting effect. Badminton teaching also occupies an important position in the physical education in colleges and universities in China. Therefore, badminton is not only a very popular sport in colleges and universities, but also an essential part of the physical education system. With the continuous development and progress of the society, the traditional badminton teaching methods can no longer meet the learning needs of students. Therefore, relevant educators should strengthen their studies along the time to improve the badminton teaching, cultivate students' innovative consciousness, and exercise their innovative abilities [1].

1. SIGNIFICANCE OF BADMINTON TEACHING IN COLLEGES AND UNIVERSITIES

1.1 Cultivate Students' Lifelong Sports Consciousness

Badminton is simple and easy to understand, which makes it easy to become a popular sport. In this sport, the human body bears a large amount of exercise load, which can effectively improve the quality of human body. Therefore, at the present stage, many students take badminton as an exercise and entertainment tool, which is also one of the key contents of physical education in colleges and universities. During the college, students can learn badminton to build solid sports foundation, which is of great significance for them to keep exercising in the future.

1.2 Improve Students' Comprehensive Quality

Undoubtedly, playing badminton can effectively improve students' physical quality. What's more important, it is of great importance in developing students' quality and ability in other aspects. With the development of society, people's living standard and eating habits have been generally improved, which may easily lead to obesity of some students. On the other hand, due to insufficient enthusiasm on sports, students are facing declining physical quality and sub-health. Therefore, great attention should be attached to the physical education teaching in colleges and universities. Many sports have been carried out in colleges and universities to attract students with the aim of strengthening students' physical functions and improving their physical quality. The competitive and recreational nature of badminton can exercise students' physical coordination and sensitivity, strengthen their interpersonal communication ability, and improve their physical quality [2].

2. REASONS WHY CURRENT BADMINTON TEACHING HINDERING THE CULTIVATION OF STUDENTS' INNOVATIVE CONSCIOUSNESS

2.1 Insufficient Site and Equipment Failing to Meet Students' Needs

Despite the relatively low requirement for site and facilities, playing badminton still requires appropriate site and facilities, which are basic conditions for cultivating students' innovative consciousness through badminton teaching. Currently, increasing number of students participate in playing badminton, which requires colleges and universities to provide more sites and facilities for students. However, badminton sites are not increased in colleges and universities, which in turn reduce students' enthusiasm for sports due to lack of sites and facilities. In addition, badminton sites are not fully used in some colleges and universities. In other cases, badminton sites only open within a specified time duration, which discourages students from exercising.

2.2 Excessive Competitive Teaching but Insufficient Ability Cultivation

Badminton is very popular and everyone can participate in it, but it is difficult to achieve higher skills. This is mainly because people do not have enough theoretical knowledge of badminton. In the physical education of colleges and universities, teachers often focus on movements and sills, but neglect the cultivation of interests, which discourages students' enthusiasm in learning badminton. This teaching model is too superficial, which is not conducive to long-term learning and development of students. Some PE teachers simply adopt the traditional teaching mode, which is too simple to mobilize students' initiative and enthusiasm, resulting in students' loss of interest in learning [3].

2.3 Neglect Individual Teaching

Some non-badminton major students participate in this sport just out of their own liking. However, some students with poor physical quality and lack of physical coordination and acceptance ability may encounter many difficulties when they participate in badminton. Without targeted individual teaching for these students, they are likely to lose interest soon. Therefore, badminton teaching needs to start from the foundation, cultivate students' innovative consciousness, organize more badminton competitions in some schools, encourage students to show themselves, and help students to experience the joy of success.

2.4 Unreasonable Allocation of Professional Teachers

Professional badminton teachers are required by students who want to learn standard badminton skills. Compared with other ball games, badminton has stronger competitiveness and more abundant skills. However, at present, badminton teachers in many colleges and universities are not professional. They lack sufficient comprehensive quality and understanding of badminton, leading to low teaching level and affecting the comprehensive development of students. Badminton teaching materials in some universities are relatively old with out-of-date skills, which hinders students' learning.

3. TEACHING STRATEGIES TO CULTIVATE STUDENTS' INNOVATIVE CONSCIOUSNESS

3.1 Strengthen the Construction of Teachers to Create a Team of Teachers Responsible for the Cultivation of Innovative Consciousness

Colleges and universities need to strengthen the construction of teaching staff and organize various types of professional teachers to carry out relevant training activities. Through various training and study, teachers will be equipped with higher teaching level and correct teaching idea to better cultivate students' innovative consciousness. First of all, teachers should have sufficient badminton skills and relevant knowledge and experience, which is also an important prerequisite for the development of badminton teaching. Through continuous learning, teachers should improve their professional quality and optimize their teaching skills based on actual teaching needs. At the same time, colleges and universities should interact and learn from each other for mutual progress. Teachers can also organize students to watch badminton competition videos in and out of China, analyze the technical characteristics of athletes, help students understand and master relevant skills, develop students' interests learning, and improve students' innovative consciousness [4].

3.2 Extend Funding Channels and Improve Equipment and Facilities to Meet the Needs of Cultivating Innovation Consciousness

Site for playing badminton, which is currently short in colleges and universities, is important for students to study and train their skills. Students need a large amount of sites and equipment to playing badminton. However, colleges and universities cannot provide enough sites and equipment to meet students' needs. Therefore, it is necessary for colleges and universities to make reasonable plans according to their own development and remove obstacles according to specific development conditions. First of all, the investment of funds is an important condition for the development of badminton. According to their own development status, colleges and universities need to broaden their funding channels, strive for government support, obtain more education funds, and build sites and purchase more equipment. Second, after solving the above problem, colleges and universities should make sure the utilization of these sites and equipment and encourage students to fully participate in the badminton sport [5].

3.3 Constantly Update and Set Training System and Content Matching the Innovative Consciousness

According to the development trend of badminton, teachers should constantly update their ideas and skills, attach importance to the cultivation of students' innovative consciousness, and optimize the teaching content system. First of all, besides badminton skills, teachers should pay attention to the psychological state of students during teaching activities. Through badminton teaching, teachers can help students relieve physical and mental pressure, form the right mentality, and cultivate innovative consciousness. Second, teachers should innovate teaching contents and methods. Badminton is constantly developing and changing, which requires teachers to keep pace with the times, update their teaching theory in time, impart new teaching theories and movement skills to students, cultivate their innovative consciousness, and exercise their innovative ability. For example, during warming-up, teachers can put some music to help students warm up effectively, create a good teaching atmosphere, encourage students to carry out bold innovation, and stimulate students' innovation potential.

3.4 Explore Diversified Teaching and the Educational Mode Suitable for Cultivating Innovative Consciousness

Teachers should realize diversified teaching in physical education and explore more teaching methods to cultivate students' innovative consciousness, such as competitive teaching, situational teaching and game teaching. Teachers can also organize badminton clubs to unite students who love badminton for better facilitate communication and interaction between teams. In this way, teachers can help cultivate students' initiative, develop their innovative consciousness, enhance friendship among students, and promote comprehensive development [6].

4. CONCLUSION

In general, badminton is a very important teaching content in the physical education of colleges and universities. However, the current teaching model cannot meet the requirements of the new curriculum reform. It is necessary for teachers to update educational concepts, innovate teaching methods, and establish the concept of happy and healthy teaching, to cultivate students' innovative consciousness, promote the common development of students' physical and psychological quality, promote the comprehensive development of students, and cultivate more high-quality talents for the badminton development in China.

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Impact of Cross-border E-Commerce on Salt Export

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Abstract: With the rapid development of cross-border e-commerce, cross-border e-commerce is also affecting the salt export of various countries. This paper analyses the status of salt export of various countries, and analyzes the impact of cross-border e-commerce on salt export, and puts forward corresponding suggestions on this basis.
Keywords: cross-border e-commerce; Salt industry; Export

1. INTRODUCTION

At present, many countries in the world are trying to extract salt so that people can enjoy food and other uses. Some of these countries can produce enough salt to meet global demand, while others can only produce enough salt to supply their own people.

According to the British Geological Survey, China is the largest salt producer of the world. In 2014, China has produced a staggering 64.338 million tons of salt. The United States produced 44.1 million tons of salt, ranking the second largest amount in the world. India produced 27.637 million tons of salt in 2014. In 2014, Canada, Australia, Germany, Mexico, Chile, France and the Netherlands produced between 14.169536 million tons and 6.5 million tons of salt. In 2014, countries producing more than 1 million tons of salt included Peru [1], Bangladesh, Thailand, Brazil, Saudi Arabia, Pakistan, Romania, Egypt, Poland and the United Kingdom. At the bottom of the list are the African countries Mauritania and Djibouti, which produced 700 and 300 tons of salt respectively.

According to the data of China Customs, from 2009 to 2017, the amount and quantity of edible salt exported by China showed a fluctuating growth trend, and the import amount and quantity of edible salt imported by China also showed a fluctuating growth trend [2]. Since China has been implementing the exclusive system of edible salt, the production and price of salt products cannot be circulated across regions, and the output and price of products are also controlled, so the development of varieties of salt by local salt enterprises lags behind that of other countries. Especially the United States, Japan, South Korea and other Western countries have not only developed a variety of edible salts, but also a variety of packaging.

2. STATUS

Salt is an irreplaceable essential element for human growth and development, and there is no substitute. The top five countries by volume are China, the United States, India, Germany and Canada, with the production volume accounting for 60 percent of the world’s production (China ranks first with 27 percent). The next five countries are Australia, Mexico, Chile, the Netherlands and Brazi [3] l. The top ten countries produce about 75% of the world’s output. And with the exception of Chile and Brazil, the top ten countries are all showing a slight growth trend.

China, the United States, India, Germany, Canada and Japan, Brazil and the Netherlands are major consumers of salt. Chile, Mexico, Canada and India are major exporters of salt, especially Chile and Mexico, where salt is mainly used for export. The United States, Japan, China and Germany are the top four salt importers. The United States is rich in salt resources, but its imports are increasing year by year, accounting for 40% of the world’s total imports. This is mainly due to the high domestic transportation cost of the United States, which is more economical to import directly from Canada and Mexico.

Western Europe accounts for about 12% of the world’s total imports, of which Germany is the biggest importe r [4]. Salt imported to Europe and America is mainly used for industrial raw materials and snow melting agents. Different from European and American countries, Japan relies on import of 87% of the salt, accounting for more than 20% of the world’s total import, and is the second largest importer in the world, mainly used in chemical industry, as its salt resource is poor within the country.

At present, salt system in the world today generally fall into three broad categories: the first kind is to adhere to the monopoly system, such as India; the second is to rely entirely on the competition of market entities, such as the United States and the United Kingdom. However, the competition policies adopted by the two countries are slightly different. The United States adopts the principle prohibition policy to oppose market monopoly, while the United Kingdom adopts the principle of regulation and malpractice to prevent the formation of trust groups, but ultimately a number of natural monopoly salt enterprises are still formed; the third kind of countries gradually liberalize the exclusive market and realize marketization, such as Japan, South Korea. After a transformation reform of five-year of industrial protection period (including three years of import control), Japan abolished the franchise system in 2005, but the state still retained the basic security and strategic reserve function of salt, and adopted a system between market and government, which is related to the poor conditions of Japanese salt resources.

Except a handful of countries such as America, developed countries such as the United Kingdom, France, Germany and other developed countries, have all experienced the era of salt monopoly system or salt tax system. But as the application of salt extends to chemical industry, which leads to the dramatic drop of the proportion of edible salt, industrial salt has achieved large-scale production, and the safety supervision system of salt has been constantly improved. The salt industry system has gradually changed from monopoly to marketization.

With the rapid popularity of the Internet, more and more industries have entered transactions through cross-border e-commerce platforms. In the cross-border e-commerce environment, customers are no longer limited by geographical regions, which leads to choose trading objects and seek the required goods among a limited number of merchants as they are used to. Through cross-border e-commerce platform, we can find trading partners and choose goods globally. Besides price advantages, the quality of service has become a more critical factor for business activities in a sense.

With the help of network, salt export enterprises can make global users have the opportunity to understand and recognize the enterprise and salt products. Salt export enterprises carry out marketing through the network, and communicate with customers through the network to provide users with fast and convenient pre-sale and after-sale services. By using cross-border e-commerce platform, enterprises can attract more customers, thus establishing a good image and reputation among customers, as well as bringing more potential economic benefits for salt enterprises.

The use of cross-border e-commerce by salt export enterprises can improve the efficiency, increase revenue, reduce costs, improve services, and improve the development and package of salt products, so as to enhance the export competitiveness of salt products.

3. CONCLUSION

Salt is a product with relatively single attributes and low value, and consumers' limited cognition of salt has affected the large-scale sale of salt products on the Internet. Therefore, it is necessary to turn salt, which is a necessity of life, into a sought-after consumer product. In order to better promote the sale of salt products on the Internet, it is necessary to strengthen the upgrading of salt products, enhance the status of salt in consumers' minds, extend the derivative products and increase their added value.

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The Security Encryption Algorithm for Vehicle Management System Based on Internet of Things

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Abstract: With the improvement of the level of social science and technology, the Internet of Things (IOT) technology has been gradually applied in the intelligent transportation system, and this technology has been highly valued by relevant research institutions at home and abroad in the application process. This paper mainly analyzes a vehicle management system scheme based on IOT, including the related content of IOT, the application in the vehicle management system and the application of the encryption algorithm.
Keywords: IOT; Vehicle management system; Security encryption algorithm

With the continuous improvement of people's economic level, the automotive industry has also entered the stage of rapid development. The automobile has a higher and higher penetration rate, which can facilitate the public to travel and improve the efficiency of people's life and work. However, the rapid development of the automotive industry also has certain drawbacks, especially in terms of supervision. The cost of vehicle management is high, and the more vehicles there are, the more serious the safety problem. Therefore, it is necessary to enhance the safety of vehicle management without reducing vehicle usage to provide better convenience for vehicle management.

1. CONTENT OF IOT

IOT refers to the application of radio frequency identification (RFID), global positioning system (GPS) and other information sensing devices to connect all objects to the Internet in accordance with the agreed protocol, so that the object can be intelligently identified, located, tracked, monitored and managed [1]. At present, the International Telecommunication Union has expanded the connotation of IOT. The goal of the development of information and communication technology has been connected to anyone from any time and place to connect to any object to form IOT. Several technologies of IOT include radio frequency identification technology, license plate recognition technology (LPR) and global positioning system. RFID is also known as electronic tag, wire-less radio frequency identification. It belongs to a type of communication technology, which can use radio signals to identify specific targets and read and write related data, and set up mechanical or optical contacts between unrecognized systems and specific targets. It is a key technology in the composition of the IOT. LPR uses the functions of computer video and pattern recognition to locate and recognize the unique license plate number owned by the vehicle. It is widely used in parking lot charge management. The basic steps of the technology are character segmentation, positioning license plate, recognition license plate and character [2]. GPS is the main technology to obtain the spatial position information of objects, which has the advantages of high precision, high efficiency and convenient operation.

2. SECURITY MODEL OF IOT SYSTEM

The structure of the IOT is usually divided into perception layer, transmission layer and application layer. The analysis is based on its corresponding security model as follows.

2.1 Perception Security layer

The main function of the perception layer is information capture, and the key technology is sensing technology, including temperature sensor and humidity sensor. It can also be used in radio frequency identification technology. When the sensor transmits data such as humidity and temperature to the backstage, the calibration code will be added. During the period, the load of transmission should be considered. When receiving the data from backstage, the calibration code will be carried out to give full play to the performance of the cloud computing, which can reduce the transmission pressure and hardware cost of the front data. Shielding and blocking tags can be used to ensure the confidentiality and information of radio frequency identification technology.

2.2 Transmission Security layer

The function of this security layer is to ensure the security of all kinds of sensor information in the transmission process. TCP/IP protocol is usually used in IOT for information transmission, which can reduce the cost of investment. At present, TCP/IP protocol has been applied to PGP encryption, SSL/TLS, IPSeS. These transmission solutions can be synthetically analyzed to identify the data packet, then encrypt and sign, to make sure the secure transmission [3].

2.3 Application Security layer

It mainly protects the cloud storage and cloud computing of IOT. It can be used for data encryption in vehicle management, and the vehicle user data leaks during cloud computing and processing. The following solutions can be taken to prevent from leaking, for instance, user information can be stored in encryption way; virtual machines need to be isolated from each other, and virtual machines can not authorize access. Cloud technology is used to achieve cloud users, enhance identity recognition, cloud antivirus, and cloud protection.

3. APPLICATION OF SECURE ENCRYPTION ALGORITHMS

The radio frequency identification module, global positioning system module, license plate recognition technology, and control center module can be included in the vehicle system management. The radio frequency identification module is mainly to read the vehicle tag and return to the control center module, and the global positioning system is used to locate the specific location of the vehicle and send the vehicle information to the vehicle owner terminal equipment; the control center module controls and processes the data obtained by radio frequency identification, and global positioning system in English, and the alarm information is sent when the data is illegal, and is handled by the management personnel. The radio frequency technology is sent to the owner terminal equipment by reading the vehicle label information, deduction fee and other information. When the data is unqualified, the owner can issue information such as prohibition of leaving through the terminal equipment, and the management personnel can deal with it in time. When analyzing the data by combining with the IOT security model, data security transmission and data security storage are the most critical. Encryption algorithms can be used to encrypt the database, which can ensure the security of user data, such as the specific information of vehicle users. The application of encryption technology can store the security of IOT client data, but it will also bring inconvenience to the use and the processing will also have a large burden. Therefore, applying encryption algorithms in vehicle system management requires fast and efficient processing and analysis of user storage ciphertext, which will not affect the development of application of IOT. Related research analyzes various encryption algorithms and finds that homomorphic encryption is a more advantageous solution [5]. It mainly deals with the encrypted data to get an output, and decrypts the output data, the results obtained are the same as those obtained by dealing with the unencrypted data. Therefore, if the homomorphic encryption is applied, the plaintext storage is not required in the data storage, and the privacy of the user is not affected when other unknown vulnerabilities are caused by the data leakage. The operation in homomorphic encryption includes addition and quantity multiplication. The goal is that the user can freely operate the dense state data, realize fast analysis and encryption processing of data, and has the feature of high convenience, being ease of use, and high efficiency. There is no security issue with data transmission and storage in the network. For example, the vehicle user sends the encrypted personal privacy data to the management terminal, and the full homomorphic encryption technology can be utilized. The process of processing the data by the management end is the same as before but the password is not required to be cracked, and the obtained processing result can also be returned to the user through encryption. Users decrypt and read in their own systems. The encryption algorithm is applied to the vehicle system management to reflect the condition of the vehicle in time and ensure the personal privacy of the vehicle user.

4. SUMMARY

IOT technology has been widely used in various industries. The application of IOT technology in vehicle management system can let owners know their vehicle status at anytime and anywhere, which ensures vehicle safety and reduces the cost of vehicle management units. With the continuous development of IOT technology, face recognition and license plate recognition are gradually introduced. However, there will still be information leakage in data transmission and storage, which can be combined with encryption algorithm to further ensure the owner's personal privacy, enhance the safety of vehicle management, and reduce the potential safety hazards, and the car owners can get better service.

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Understanding a Community with a Shared Future for Humanity: Connotations and Significance

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Abstract: China put forward the initiative of jointly building a community with a shared future for humanity and an open, inclusive, clean and beautiful world that enjoys lasting peace, universal security and common prosperity. This initiative is not an empty slogan, nor an illusionary utopia. It is a blueprint for mankind's future based on a keen understanding of history and the trend of times, in line with the long-term and shared interests of humanity. This proposal has hence received high recognition and acclaim from the international community, and shown strong vigor and vitality. More importantly, it is of great significance to the development of the world.
Keywords：A community with a shared future for humanity; Rich connotations; Great significance

1. INTRODUCTION

A community with a shared future for humanity refers to the process of mutual benefit and win-win cooperation, taking into account the legitimate interests of other countries in the pursuit of their national interests and promoting common development with other countries in the promotion of their national development. This concept has rich connotations and great significance. In fact, with the rapid development of science and technology and the deepening of economic globalization, our world has become a global village where our interests and futures are closely entwined.

2. THE RICH CONNOTATIONS OF BUILDING A COMMUNITY WITH A SHARED FUTURE FOR HUMANITY

The connotations of building a community with a shared future for humanity are extremely rich and profound, which are mainly embodied in: "building a lasting peace, universal security, common prosperity, openness, tolerance, clean and beautiful world".

2.1 In the Political Sphere

All countries should respect each other, consult on an equal footing, resolutely abandon the thinking of confrontation, persist in dialogue and communication, establish a partnership of equal treatment and mutual understanding, and consciously form a kind of natural aggregation. The international society now needs to establish a new type of international relations with win-win cooperation at the core. Under the guidance of this new concept of interaction, countries and regions need to establish different forms of partnerships to form a global partnership network.

2.2 In the Area of Security

The International community should persist in resolving disputes through dialogue, resolve differences through consultation, deal with traditional and non-traditional security threats as a whole, oppose terrorism in all its forms，and advocate the concept of comprehensive security, common security and cooperative security. Peace, progress and development are eternal themes. All countries should abide by the basic norms of international relations, such as respect for sovereignty, independence and territorial integrity, and non-interference in each other's internal affairs, and coordinate and safeguard traditional and non-traditional security. The international actors have equal power to participate in regional security affairs and have the responsibility to safeguard regional security. Security issues should be solved through dialogue and consultation and mutually beneficial cooperation.

2.3 In the Economic Sphere

All countries should work together to promote trade and investment liberalization and facilitation, and promote economic globalization towards a more open, inclusive, balanced and win-win direction. And China plays an active constructive role in this process. China has not only won a positive response from the international community to China's "great power responsibility and responsibility" by promoting the "Belt and Road Initiative", but has also successfully hosted large multilateral cooperation meetings such as the APEC summit, the G20 summit and the BRICS summit at home. These actions have effectively promoted the recovery of the international economy and provided a strong driving force for the development of the world economy. In addition, members of the international community should strengthen global economic governance, solve the problem of development imbalances between the North and the South and within the region, so that the fruits of development will benefit all people more and promote the overall and sustainable growth of the world economy.

2.4 In the Field of Culture

The peoples of the world should respect the diversity of world civilizations, transcend the estrangement of civilizations with the exchange of civilizations, learn from each other over the conflict of civilizations, and coexist with civilizations beyond the superiority of civilizations. Because different civilizations condense the wisdom and contributions of different nationalities, this should become the driving force for the progress of human civilization. At the same time, the international society should promote harmonious but different, inclusive civilized exchange and dialogue, learn from each other's strengths and weaknesses in competitive comparison, and develop together in exchanges and mutual learning, so that civilized exchanges and mutual learning can become bridges to enhance the friendship of the people of all countries and promote the driving force for the progress of human community.

2.5 In the Field of Ecological Protection

Participants in the international community should adhere to environmental friendliness, cooperate to deal with climate change, and protect the earth home on which humanity depends. The status and role of ecological environment in human survival and development are becoming more and more prominent. It has become the general consensus of all countries in the world to protect the ecological environment and take care of the earth home on which human beings depend for their survival and development. Consequently, all nations should solve the contradictions brought about by industrial civilization, and realize the sustainable development of the world and the all-round development of human beings for the purpose of living in harmony with nature. Meanwhile, it is necessary to establish a sense of respect for nature, adaptation to nature and protection of nature. All international numbers ought to learn from each other the policy and policy of ecological environment protection, adhere to the road of green, low-carbon, circular and sustainable development, and promote the construction of a global ecological system that respects nature and green development.

3. THE GREAT SIGNIFICANCE OF CONSTRUCTING THE THOUGHT OF A COMMUNITY WITH A SHARED FUTURE FOR HUMANITY

3.1 Advancing Global Governance

The challenges facing the world today are extremely serious and the global governance problems need to be addressed urgently. No country or other international actor can respond to these emergencies on its own, and there is a need to strengthen cooperation and contribute to many aspects. The proposal of the community with a shared future for humanity is a program to promote global governance, and requires all countries to advocate joint consultation, joint construction and sharing on the basis of seeking common ground while reserving differences and opening up and inclusiveness. Taking the construction of a community with a shared future for humanity as the guiding concept of global governance will conducive to the search for incremental improvements in the global governance system and the promotion of the reform of the global governance system with favourable opportunities.

3.2 Promoting Interdependence among the Countries of the World

It is the general trend of the world today to promote the establishment of a community with a shared future for humanity, promote the common development of different countries, win-win cooperation and mutual support. In common development, all states have formed a bond of interest, and emphasized on seeking common ground while reserving differences. The close ties between countries in all directions and in many fields have promoted mutual understanding among countries and cultivated the concept gene and practical basis of "community with a shared future for humanity" between countries.

3.3 Furthering the Interests and Needs of the Common Development of the World

One of the core concepts of a community with a shared future for humanity is to emphasize win-win cooperation. Under the initiative of this idea, countries all over the world have established extensive and in-depth cooperative relations. International cooperation is a voluntary cooperation between international actors for common interests and common goal values. Therefore, choosing dialogue over confrontation, all countries should work vigorously to develop partnerships that are more inclusive and constructive, and point out the direction and path for the future peace and development of the world.

4. CONCLUSION

The contents of security, economy, culture and ecology in the concept of a community with a shared future for humanity are being perceived, accepted and accepted by the world. This idea has been written into United Nations resolutions. A community with a shared future for humanity is the key Link between the present and the Future, emphasizing the objectives of peaceful development, common prosperity, exchanges, mutual understanding and friendly cooperation. In addition, ecological environment protection is also a beautiful goal. These goals are not short-term intentions, but long-term careers. Continuous efforts by actors in the international community are needed.

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Analysis of Cost Control in Bidding Stage

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Abstract: Project cost control runs through the whole process of project implementation. The bidding stage is an important stage in the process of construction project implementation, and it is also a key stage affecting project cost. This paper takes the cost control in the bidding stage as the research object, analyses the influencing factors of the current bidding cost control and the main problems existing in the bidding cost control. Finally, according to the existing problems in the current bidding stage, the paper puts forward the corresponding solutions.
Keywords: Project cost; Bidding; Cost control

1. INTRODUCTION

Project cost not only counts the cost required in the early, middle and late stages of the project, but also includes the cost control in decision-making, design, bidding and construction of the project. Project cost control runs through the whole process of project implementation. The bidding stage is an important stage in the process of construction project implementation, and it is also a key stage affecting project cost. Reasonable cost control in the stage of project bidding is conducive to bidding investment decision-making, enterprise's cost control, effective reduction of waste of resources and funds, guaranteeing the interests of both owners and contractors, controlling project cost within a reasonable range, and accumulating project construction. Polar function.

2. IMPACT ANALYSIS OF COST CONTROL IN BIDDING STAGE

2.1 The Impact of Bidding Documents on Project Cost Control

Bidding documents play a very important role in the bidding process. They are programmatic documents in the whole bidding process. They are compiled by the tenderer or its consulting body. The tenderer's publication is an important part of the cost control in the bidding stage. The quality and depth of bidding documents are closely related to the success of the whole bidding work. The bidding documents perfectly stipulate the bidding process, and further clarify the requirements and technical indicators of the project bidding. Perfect preparation of bidding documents can ensure the smooth implementation of construction projects and effectively control the cost of construction; however, if there are imperfections in the preparation of bidding documents, bidders may make use of this loophole to increase investment and cause engineering disputes and claims in subsequent construction. This will increase the cost of construction projects.

2.2 Impact of Bill of Quantities on Project Cost Control

At present, in the bidding stage, the valuation of engineering projects mostly adopts the valuation method of bill of quantities. The bill of quantities will list all the projects completed by bidders and their corresponding engineering entities, providing bidders with the basic content, quantity and quality requirements of the proposed projects. In the process of bidding, the tenderer prepares the bidding control price of the bidding project according to the bill of quantities, and the bidder calculates the bidding price according to the quota of the enterprise according to the contents expressed in the bill of quantities, and fills in the unit price and the joint price of the items listed in the bill of quantities independently. After the contractor provides the bill of quantities, the accuracy of quantities will directly become the main factor affecting the pricing standard, and also affect the cost control of the whole project through the quotation of the bidding enterprise. If the quotation is not accurate, then the control of the later project cost will also have errors, which will give the management of the enterprise. Management and project profits have a tremendous impact [1].

2.3 Impact of Bidding Scheme on Project Cost Control

In the process of bidding, bidders usually use different quotations according to the different characteristics of the bidding project. When bidding, we should not only consider our own advantages and disadvantages, but also analyze the characteristics of the bidding project. The bidding strategy is selected according to the different characteristics, types and construction conditions of the project. If bidders adopt different bidding strategies, the cost will also be different. For example, if bidding with the lowest bidding price, the cost may increase, and if conventional bidding is adopted, the bidding may not be successful. In the actual bidding process, many bidding units, in order to ensure the economic benefits of their own enterprises, will take the initiative to reduce the cost of project bidding. After winning the bid at a low price, they often resort to jerry-building, underfilling and other practices, or by means of blackmail to ask the investor to increase the investment of cost funds, resulting in the subsequent construction of the project. Price constraints have declined. [2]

2.4 Impact of Bid Evaluation Method on Project Cost Control

Bid evaluation is an important stage of bidding activities, and the way of bid evaluation directly determines the value orientation of the bidder to determine the winning bidder. In the evaluation of engineering bidding, many technical and economic tenders are often in an independent state, which makes it difficult to achieve practical and economic technical solutions. Therefore, in the process of bidding for construction projects, it is very important to select reasonable and scientific evaluation methods to determine the final bidder and control the project cost. At present, the two commonly used evaluation methods are comprehensive evaluation method and reasonable low-price quotation method, but both of them have a certain degree of artificial arbitrariness, which can not fundamentally guarantee the fairness, fairness and openness of the evaluation process. The improper use of bid evaluation methods can easily lead bidders to use these methods to carry out some illegal activities, thus making the project cost unable to be effectively controlled. Therefore, the selection of bid evaluation methods should be combined with the actual project, in line with local bidding laws and regulations, carefully selected and flexibly used to ensure the quality of the project and make the cost of the project more effectively controlled.

3. PROBLEMS OF COST CONTROL IN BIDDING STAGE

3.1 The Form of Bidding is not Rigorous

The bidding documents are not only the basis for the bidding units to make the bidding documents, but also the basis for the bidders and the winning bidders to sign the project contract. The quality and depth of bidding documents are directly related to the success of the whole bidding work. [3] Bidding documents contain many contents. For various reasons, the faults of the staff may cause the incomplete and unclear contents of the bidding documents, resulting in many loopholes in the bidding documents. Bidders'misunderstanding of the bidding documents often leads to the rejection of the bidding documents. When the effective bidding documents are not reached. When it comes to the quantity of bidding requirements, it may cause bidders to re-invite bids, which wastes time and increases investment costs. In addition, in the actual bidding process, some bidding owners often abuse their bidding power for their own benefit and fail to carry out fair and fair bidding work in accordance with the procedure stipulated in the bidding law, which makes the bidding become a formality and just go through the motions, and ultimately makes the construction project cost deviate from the actual cost and unable to build the project. Effective price control.

3.2 Incorrect Calculation of Bill of Quantities

As a programmatic document, the bill of quantities in the whole process of construction always guides the whole process of bidding and project implementation. The correctness of project valuation is also affected by the quality of bill of quantities. In the process of tendering and bidding, tenderers often make inaccurate calculation of engineering quantity because of the following reasons: inadequate understanding of engineering construction design drawings, incomplete understanding of the actual situation of the construction site, and inaccurate expression of all sub-projects when calculating engineering quantity. Contents and related requirements often arise in the calculation of less, more, missing and remaining gaps. This results in the unbalanced quotation of different bidding units in the process of bidding, which leads to the additional situation of project cost in the construction process. [4]

3.3 Non-standard Bidding Behavior

Up to now, our country has not established a bidding market normative system that fully conforms to the market conditions of our country's construction market. In the current situation of increasingly fierce competition in the construction market, many bidding enterprises blindly reduce the bidding price, or even not, in order to improve the probability of winning bidding in the bidding process, regardless of the actual situation of the project. Considering whether the bidding quotation will be lower than the cost price of the project construction, the phenomenon of bid enclosure, bid collusion and bid accompanying is still very common in the bidding stage. In order to obtain the project, the bidding price can not meet the cost and cost needs of the construction project by raising or lowering the bidding quotation jointly with other bidders and maliciously raising the project price. After winning the bid, the construction standard should be lowered to avoid loss, cheap materials should be adopted and workers'wages should be paid in arrears. This will greatly damage the interests of other bidders or owners, and also seriously endanger the construction market, which will lead to the healthy and fair competition among the construction industry gradually developing into vicious competition. Finally, the quality of the construction project is poor and the rework and reconstruction are carried out. The double cost is much higher than the cost, which makes the cost difficult to control.

3.4 Unreasonable Bid Evaluation System

As a very important stage in bidding activities, bid evaluation decides whether the whole bidding activities are fair and fair, and finally selects the winners who can meet the requirements of the bidding project in all aspects. At present, there are still unreasonable ways to evaluate construction projects in bidding. Some bidding units pay too much attention to the level of quotation and qualitative evaluation, and neglect the link of quantitative evaluation. In the process of bidding evaluation, most of the experts are managers, leaders and financial personnel, lacking of engineers and technicians with first-line engineering construction experience and strong professionalism. The traditional method of bidding evaluation is still applied. In the process of bidding evaluation, they mainly start with macro-indicators such as time limit and price, and lack of construction materials. Material, construction technology, equipment and other details of the control. Many bidders often collude with each other, maliciously raise the bidding price, or there are illegal acts such as colluding with the relevant person in charge of the bidding unit, which can not effectively control the cost of the project, thus causing the risk of bidding to rise gradually, and the cost of the project can not be effectively controlled.

4. METHOD OF OPTIMIZING COST CONTROL IN BIDDING STAGE

4.1 Strengthening the Compilation of Bidding Documents

The preparation quality of bidding documents will directly affect the progress of project bidding and the construction cost control of the whole project. In the compilation of tender documents, strengthening management is the main means of application. Therefore, in the compilation of tender documents, it is necessary to establish a database of experts, conduct a comprehensive review of the prepared documents, formulate clear terms in the tender documents, and scientifically and reasonably explain and explain the terms and conditions. When the tender documents are sent to the supervisory department for the record, the relevant experts must thoroughly examine the contents of the tender documents, examine the obvious unfair or tendentious clauses in the tender documents, and finally give the conclusions and suggestions of the audit to ensure the smooth bidding work. Conduct.

4.2 Compile a Reasonable Bill of Quantities

Bill of quantities is the core content of project cost control, and also the basis of tender base and tender quotation compilation. Scientific, reasonable and comprehensive bill of quantities can not only ensure the accuracy of construction project pricing, but also directly affect the cost control of construction projects. Reasonable use of bill of quantities compilation technology is also an indispensable link in the bidding control of construction projects. This process requires good basis management of compilation and proper division of projects. In compiling the bill of quantities, we should follow the principle of "risk sharing" of "separation of quantity and price". Firstly, the tenderer compiles the bill of quantities according to the design documents, and the tenderer is responsible for the accuracy and completeness of the bill. The bidder completes the combined quotation of the project according to the actual situation of the enterprise itself and refers to relevant information, and undertakes it. Risk. Secondly, to ensure that there are no omissions, duplicates and errors in the bill of quantities, and to ensure that the amount of work can be calculated correctly. Finally, the project characteristics and work content description of the bill of quantities should be complete and accurate. [4]

4.3 Standardizing Bidding Behavior

In bidding activities, a series of non-standard behaviors such as enclosing and crossing bids by bidders not only make the project cost deviate from the normal direction, but also seriously disturb the normal market order. In order to maintain the normal and orderly conduct of bidding, it is necessary to establish standards of good faith for bidders, clarify what non-good faith behaviors are, and publish them in the market through documents. In addition, the establishment of bidder integrity evaluation system, including: bidder's business capital operation, business ability, staff quality, etc. and the performance of the bidder's reputation. According to the standards of honesty and credit, a punishment mechanism for honesty and credit should be established. All kinds of dishonest acts of bidders in bidding activities and performance of contracts should be recorded. Bidders with serious dishonesty problems should be listed in the blacklist of honesty and credit, and publicized to the public.

4.4 Improving the Bid Evaluation Mechanism

Scientific evaluation method is an important technical guarantee to ensure the evaluation effect. By using scientific evaluation method, more reasonable bidding units can be selected, and the project can be completed with quality and quantity. Therefore, first of all, we should formulate a more reasonable bidding method, according to the actual situation, to ensure that the actual needs of the project can be met, and we must achieve fair and open bidding standards; secondly, in actual operation, we should also be open and transparent, and the winning bidder should pay project margin before bidding, in order to ensure construction. Set up the quality of the project and the completion time of the project. At the same time, we should strengthen the professional level and comprehensive quality level of expert evaluation judges. Only in this way can we carry out fair, fair and transparent evaluation principles, and ensure the scientific and rational bidding methods. According to the actual project situation, formulate the evaluation criteria, in order to ensure the requirements of the evaluation, we should also improve the binding force of the evaluation criteria, and give full play to the role of normative standards. [5]

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The Role of Gaming in College English Mixed Teaching

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Abstract: The state has consistently attached great importance to the cause of education, and is actively and effectively promoting educational reform. In the current era of rapid development of information technology and continuous renewal of educational concepts, there are many problems such as lagging behind in the concepts and methods of College English teaching, curriculum design and so on. Combining with the current mixed teaching theory in the field of education, it is reasonable to apply it to the current college English teaching. At present, in the mixed teaching of College English, there is a trend of game playing, which makes it possible to combine teaching with pleasure. On the basis of fully mobilizing students' learning enthusiasm, the classroom teaching efficiency will be continuously improved. Starting with the analysis of the concepts of game-based teaching and mixed-mode teaching, this paper makes a clear analysis of the practical role of game-based teaching in College English mixed-mode teaching, and puts forward some practical ways of game-based education.

Keywords: Gaming; College English Hybrid Teaching; Concept; Function; Gaming Teaching Method

1. ANALYSIS OF THE CONCEPTS OF GAME-BASED AND MIXED TEACHING

1.1 The Concept of Game-based Learning

Game-based learning is easy to understand literally, that is, learning corresponding knowledge through game-based way, which is also called "play-based learning". This way of learning is essentially the same as that of entertainment. They learn knowledge through playing, that is, they learn knowledge on the basis of stimulating interest [1]. They can be divided into two types: digital games and active games. Starting from the students' hobbies and freshness, the game is regarded as the platform or way of learning. The whole process of knowledge transfer will become more vivid, which will change the traditional inculcation teaching methods, and knowledge learning into a two-way communication link. In a real sense, it embodies the people-oriented educational concept, fully respects the students' principal position in learning, and contributes to the continuous improvement of students' learning efficiency and teachers' teaching efficiency [2].

1.2 Conceptual Analysis of Mixed Teaching

At present, the widely used mixed teaching, in essence, is a kind of "online + offline" teaching mode, which combines the advantages of online teaching and traditional offline classroom teaching. Through the organic combination of the two, we can fully realize the study from shallow to deep. Among them, online resources are the important premise and offline teaching activities are the way to realize them [3]. The forms of both are not unchanged, but need to be adjusted according to the actual subject and teaching needs. This kind of teaching idea is mainly developed from three kinds of theories. The specific theoretical name and its important theoretical points are shown in Table 1.

In the actual hybrid teaching process, students themselves develop and integrate their original knowledge structure with the help of various scenarios created by the network, thus forming a new cognitive system about the world. The communication between students and teachers and students breaks through the time and space limitation of the original teaching mode, which stimulates students' higher-order thinking in their own innovative ability, and at the same time improves students' own interpersonal communication ability. From this point of view, the concept of Hybrid Teaching and the theory of in-depth learning come down in one continuous line.

2. THE SPECIFIC ROLE OF GAMING IN COLLEGE ENGLISH MIXED TEACHING

2.1 On The Basis of Stimulating Students' Interest in Learning, Fully Mobilize Their Enthusiasm.

English itself is a subject with strong applicability. Its essence determines that if it is not applied to real life, it will not achieve ideal learning results. Although our country is actively promoting the reform of education, some teachers are deeply influenced by the idea of exam-oriented education. In the actual English classroom teaching, they still use the indoctrination teaching method. Even if they use the mixed teaching method, they only transfer the knowledge from books to online. Off-line teaching activities still use blackboard and chalk, essentially there is no change. The knowledge of English itself is dull, and the influence of this teaching method makes students lose interest in English learning, let alone the practical application of English knowledge. In the mixed teaching, game-based teaching method is integrated into the game. Through the preschool or after-class presentation and other links, through these games, the English knowledge and vocabulary sentences learned are integrated into the game, so as to achieve a real pleasure in teaching. In essence, this method makes perfect use of the general principles of information processing in cognitive psychology. This principle can be expressed in Figure 2.

Table 1. The Contrast table of three theoretical sources of mixed teaching

Theoretic Name	Emphasis	The Role of Students	The Role of Teachers
Constructivist Learning Theory	Emphasizing the practical role of cognitive subjects, the concepts formed in learning should be realized on the basis of enriching their own cognitive experience.	From Passive Knowledge Receiver to Active Architect in Information Processing	Teachers change from presenting and imparting knowledge points to guiding students' active construction.
Humanistic Learning Theory	It emphasizes the practical creative role of human beings as cognitive subjects and holds that the meaning of things is endowed by human beings.	Placing students' own thoughts and emotions in the main position of learning	Teachers gradually change from knowledge inculcators to guiders and facilitators of knowledge learning, and need to act as potential tappers of students.
Deep Learning Theory	It emphasizes that on the basis of understandable learning, a high-level cognitive processing link can be derived. On the premise of reasonably criticizing the knowledge learned, new knowledge can be mastered by combining its original cognitive structure and system.	Students still play a dominant role in learning, but their learning is no longer restricted by space-time factors.	Teachers have changed from knowledge inculcators to students' friends, and become the leaders of their learning and the excavators of their ability improvement.

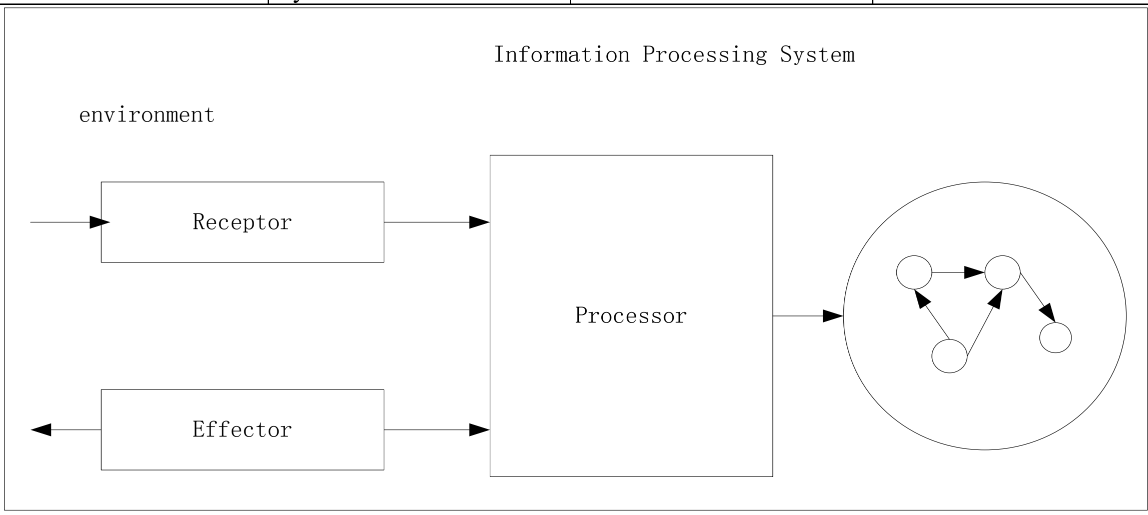

Figure 2. General schematic diagram of people's information processing

In the game-based teaching method, people's senses are fully mobilized under the influence of good external atmosphere, and their ability to accept information is improved. Under the influence of external stimulus, the efficiency of information processing system will also be improved. At the same time, with the help of environmental impact, the memory of knowledge is relatively deep, so that when encountering similar situations, the knowledge learned will naturally emerge. This way is very helpful to improve students' learning efficiency.

Influenced by the traditional idea of exam-oriented education, in the actual English learning, the main body of the classroom is not the students but the teachers. Teachers, as the center of the classroom, only focus on the endless teaching of knowledge, but ignore the sociality of human beings themselves, that is to say, neglect the proper communication, resulting in students becoming a passive receptacle of knowledge. In addition, the dullness of English itself makes students lose interest in English learning, which is totally inconsistent with the people-oriented concept required by the current educational reform. By incorporating game-based teaching into mixed teaching, the dull classroom atmosphere in the previous inculcation-based teaching mode is broken, and the students' subjective status in learning is re-established, so that the dull and boring English knowledge can be displayed in a vivid and interesting way. At the same time, teachers will be exposed to more educational concepts because of the change of teaching methods, which has a very significant effect on the continuous improvement of their overall quality of education.

3. PRACTICABLE GAME-BASED HYBRID EDUCATION

3.1 Dialogue Exercises among Students

Dialogue, as the most commonly used game-based teaching method in English teaching, plays an obvious role in improving English daily communication ability. For example, in the first volume of the second edition of College English Audiovisual Course in New Horizon, there is a lesson entitled "It's a nice to meet you". Before using this method, after introducing the cultural background of some English-speaking countries to the students, they are shown greeting video clips in daily life and formal social occasions. Finally, the students are divided into two groups. After practicing, we should have dialogue and communication, and find out the difference in language between them. It is easy to arouse students' resonance through this scene which is similar to the daily life of students. It is very helpful to improve the learning efficiency of knowledge and the practical application ability of language.

3.2 Forms of English Drama Performance

As a special form of literature and art, English drama has some differences in language environment and daily life terms. After dividing the students into groups with suitable numbers, the students can create a completely different ending by letting them choose their own performance segments of English drama, giving them some rehearsal time and encouraging their bold innovation. At the end of each group's performance, the performance, pronunciation and so on were evaluated. This kind of game pays more attention to the participation of all the students. While improving their language communication ability, it also improves the students' ability of innovation, cooperation and so on.

4. CONCLUSION

Under the influence of the current education reform, the traditional inculcation teaching has been gradually abandoned. At present, mixed teaching method has been used in College English teaching. In view of the existing problems, game-based teaching method has been integrated into it to fully mobilize students' learning enthusiasm. Under the influence of this type of teaching method, teachers' comprehensive quality will be significantly improved.

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Site Selection of Gardens

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Abstract: There are 21 gardens in Zouping's jurisdiction in Ming and Qing Dynasties recorded in "Zouping County Annals", Volume 10, Garden Pavilion. By sorting out their location, location, function and owners, the general situation and situation of gardens in this period can be understood. Among them, the most interesting is the site selection of the garden, which is closely related to the traffic thoroughfare by combining maps and ancient place names, thus creating the layout orientation of the garden and affecting the effect of its function.
Keywords: Garden Site Selection; Guandao Post; City Friends

Garden landscape is one of the surface landscapes created by human society and plays multiple roles such as entertainment, communication and politics. In the local chronicles compiled and kept in the Ming and Qing Dynasties, there are chapters specifically recording gardens, which provide us with the most direct and detailed information. The Yuan Ting, volume 10 of "Zou Ping County Annals", compiled in the 8th year of JiaQing (1803) and the 16th year of DaoGuang (1836) in the Qing Dynasty, records the prosperity, decline and decline of gardens in the Ming and Qing Dynasties. It is supplemented and referenced by literary travel notes and poems, which is of great help for us to understand the basic situation of gardens in this period. Combined with other materials in the county annals, such as market, landscape and other factors, we can also see the important influence of these factors on the garden site selection. [1]

1. ACCORDING TO HISTORICAL RECORDS

The "historical records" mentioned here refer to the "Zouping County Annals" of the Ming and Qing Dynasties. We have made the information about "gardens" into the following two sets of tables for analysis and use. [2]

1.1 Information in the Two Tables

1.2 extraction and Generalization of Effective Information

As can be seen from the two tables, choose the location of the garden. The garden site is mainly located in the south-west and south-east of the park site. The pavilion is based on scenic spots and is distributed around the county seat and not far away. Statistics are as follows:

Firstly, the location of 12 gardens in Ming Dynasty.

There are six gardens in the southwest, namely, the RiShe Garden, the Hemei Garden, the Medicine Garden, the Interesting Garden, the Quanhu Lake and the MoWang Pavilion. Except that the MoWang Pavilion is far from the city wall, the others are all distributed nearby. [2]

In the southeast, there are tuchai, yuehezhuang and luquan mountain dwellings, totaling three. except that luquan mountain dwellings are far from the city wall, the other two are near the city wall.

In the fuzzy direction are the Huijing Garden outside Dongguo and the Heqiao outside Nanguo, totaling two places. [3]

There is a place in the city called Jiqing Garden.

According to this, there are eleven gardens outside the city and one in the city. Moreover, the location of the gardens outside the city can be known as southeast and southwest. [4]

Second, the location of nine gardens in Qing Dynasty.

Located in the south of the city are Yuzi Mountain Hall, Bamboo Gallery, Dagu Mountain Hall, Caizhi Mountain Hall, Changbai Mountain Hall and Yigong Mountain Hall. From the distance, they are all garden attractions far away from the city wall and built in the mountains of Changbai Mountain.

Located in the southeast of the city is a half garden (named BanYuan), outside the city wall.

Located at the east gate of the city is a place to avoid noise (named BiXuanYuan), which should be within the city wall.

Located in the southwest of the city are Shenggeng Garden and Mahalanobis Garden, which are not far away from the city wall.

There is Zhan Heng Xiaopu in the city, which is within the city wall.

According to this, there are a total of nine gardens outside the city, most of which are located either in the east or in the south. At the same time, gardens are constructed in the mountains with beautiful scenery. [5]

Secondly, the comparison of garden locations in Ming and Qing Dynasties. By sorting out the first data and analyzing it, we can see that the gardens in the Qing Dynasty broke through the old pattern in site selection and began to arrange and plan a large number of gardens in the Changbai Mountains. Compared with the distribution characteristics of the vast majority of gardens in the Ming Dynasty located in the southeast and southwest not far away from the city wall, the number of gardens in the Qing Dynasty was only three, a sharp decrease.

Table 1 "Zouping County Annals" Volume 10 "Monument Examination 3 Garden Pavilion" Ming Dynasty Part Thirdly, the identity of the owner of the garden.

Garden	RiShe Yuan (outside southwest of the city)	TuChai (Southeast of the city)	Ji QingYuan (In the city)	HuiJingYuan (Outside the east of the city)	HeMeiYuan (Outside the west of the city)	Medicine nursery (Southwest of the city)	SheQu Yuan (Southwest of the city)
Garden owner	ZhangYandeng (Minister of Civil engineering)	ZhangYandeng	ZhangYandeng	ZhangYandeng	ZhangWanzhong (The third son of Zhangyan Deng, Zhenjiang Officer)	Zhang Wanhu (Zhang Yandeng's Fifth Son)	Cheng Shengyun(the officer of lianghuai)
Garden	YueHe Zhuang（Southeast of the city）	QuanHu Lake (Next to the Ri SheYuan outside southwest of the city)	MoWangTing (Twenty miles southwest of the city)	HeQiao Bridge (Outside the south gate)	LuQuan (Southeast of the city)		
Garden owner	ZhangYandeng	ZhangYandeng	Wang Xiangjin (Wang Shizhen'sgrandpa，Vice Governor of Zhejiang Province)	Zhang Shu (Zou Ping county magistrate)	Cheng Jiayun (The governor's deputy of GaoYou)		

Judging from the official title and corresponding social status of the gardener attached to the table, it is mainly the official clan, with Zhang Yandeng's three generations, Wang Xiangjin's three generations (Wang Shizhen built Fu Yu Ting in Zishan in his later years) and Cheng's uncle being the most obvious. The rest of the prefectural officials and those who passed the examinations also bear the characteristics of "official brand". [6]

Fourth, the time when the garden was built. From the end of the Wanli period of the Ming Dynasty (when Zhangyan ascended the gardens) to the early years of the Qing Dynasty (when Majiao "Ma Shi Yuan") about 130 years ago, the number and distribution of gardens in the late Ming Dynasty were more than those in the early Qing Dynasty.

Among them, it is worth thinking about the reason why the "garden site" is mostly located in the southwest and southeast of the county seat.

First of all, in terms of natural geography, the northeast and northwest of ZouPing county City Administration is a plain area. As the Yellow River and Xiaoqing River flow through, floods and dike breaches have frequently occurred in history, resulting in the continuous change of county location and the organization of human and material resources to flood control and dam construction in ancient liang Zou County, which was later merged into Zou Ping. However, the flooding of the Yellow and Qing Rivers has become a limiting condition for social stability and economic development in the north and northwest. [7].

2. COGNITION OF CHINESE INTELLECTUALS IN MING AND QING DYNASTIES

2.1 Impact of Flood on Urban Site Selection

For example, Wang Shixing's "Guang Zhi Yi "recorded the flood disaster in Xiaoqing River (Yanhe River) during the Wanli Period(1573-1620) of Ming Dynasty.

"(Xiaoqing River) Silt up and overflow, and leave the old road for a long time. Water resources are lost and water disasters are flourishing, If Qinghe River is not repaired, the water resources of the people of the East will not be lifted. It is feared that the fields will be deserted and there will be no day of wealth. "

As for the losses caused by the Yellow River along the way, we will not repeat them here.

However, ZouPing county is located in the southwest, far away from the threat posed by the flood of Huanghe River and Qing River. The southwest and southeast of the county are the Changbai Mountains, which can be used as a refuge place (Wang Shizhen lived with his family in Luquan of Changbai Mountain in 1643, the 16th year of chongzhen. When he was ten years old, he fled the war with his family. In 1646, when Shunzhi was three years old, he came here to avoid chaos. Therefore, the county seat also chose Changbai Mountain, which is relatively safe and far away from floods. [8]

Table 2 “Zouping County Annals” Volume 10 “Monument Examination 3 Garden Pavilion” Part of Qing Dynasty

Garden	Zhan Heng Garden (In the city)	Dagu Mountain Hall, Caizhi Mountain Hall (Thirty miles south of the city, in Changbai Mountain)	Dagu Mountain Hall, Caizhi Mountain Hall(Twenty miles south of the city, in Changbai Mountain)	BanYuan(Two miles southeast of the city)	ChangBai Mountain Hall (Thirty miles south of the city, in Changbai Mountain)	Yigong Mountain Hall (Ten miles south of the city)	BiXuan Yuan (East gate of the city)
Garden owner	Cheng Jinzheng (Secretary General of Taiyuan City)	ZhangXie Ju (the son of Zhang Wan hu)	Zhang Shiju (the son of Zhang Wan zhong)	Zhang Shiju	Named wang	ZhangYi gong	ZhangJingchen
Garden	Sheng Geng ting (About five miles south-west of the city)	MaShi Yuan (About a mile southwest of the city)					
Garden owner	Cheng Su qi (Zou Ping County Magistrate)	MaFan (Neihuang County Magistrate)					

2.2 The Shaping of City Location by Administrative Geography

Above, we analyzed from the perspective of natural factors, namely floods, and below we analyzed and summarized from the perspective of human factors or specific administrative geography. The direction of the county government is precisely located on the transportation arteries of the provincial capital Jinan and the provincial capitals of Dengzhou, Laizhou and Qingzhou, which also plays an important role in the selection of the park site.

“Zou Ping is very close to Jinan, which he sea can be connected to the east, is the capital’s rush to communicate with Deng, lai and Qing ...”

The choice of garden site must depend on the existence of the city, since most of the gardens mentioned above are built outside the city walls, the gardens in the Ming Dynasty will inevitably be destroyed by soldiers in the scuffle between the Ming and Qing dynasties. The gardens near the city walls in the Qing Dynasty are much smaller than those in the Ming Dynasty. The internal causes are worth exploring in the future.

This is an important factor that affects the construction (structure) of gardens, namely location (location). For example:

“The four doors named: East reads “Tong Qi,” South reads “Xing Xian,” West reads “Ying En,” and North reads “Ren Yi”. ...... Pool turn at the gate, the city deep and wide are looking for zhangs, water bridge outside the south gate. ...... “

The material of the city gate will not be described again. What needs to be explained is the naming of the city gates, which is quite meaningful, and it has also become an important driving factor for the garden to be distributed in the southwest and southeast of the county-administered city.

“TongQi” in the east gate leads east to Qi (Qi territory in cultural and regional sense). “Greeting Grace” by west means that the west is the capital and the northwest is the imperial city, which has political significance. It is in the vicinity of western door, that is, within 10-14 miles from the present Xiguan. [9]

“In times of peace and prosperity, morality is shown and force is not boasted. Accused rape and sent mail to explain Wang Zheng. ZouPing, is very close to Jinan, which he sea can be connected to the east, is the capital’s rush to communicate with Deng, Lai and Qing ...Do you think it’s safe not to order them? For “soldiers yi kao”.”

This paragraph aims to explain the purpose of compiling “Bingyi Kao”. By describing Zou Ping’s geographical location, it shows the importance of put in order’s military stationing and urgent delivery. Among them, the naming of “Renyi” in the north gate and “Xingxian” in the south gate is of cultural significance. As mentioned earlier, the southern part of Zouping is the Changbai Mountains. Wang Yuyang’s experience of avoiding war in childhood also fully demonstrates its importance in the “shelter”.

The southeast of Changbai Mountain is the county seat of Changshan County. It is located on the plain road and has close communication with zouping county. Then, it is reasonable that the gardens are distributed to the south of the east and west. As contained in the county government, the most intuitive is the "fair trade", one of the cultural landscapes:

"In the county seat, the east, west, north and south main streets are opposite to each other in longitude and latitude. The county's east-west border passes, when the tunnels are stormed, the people are scattered and the merchants converge. On the 3rd and 8th of the month, trade will be conducted in round trips, with or without money and grain, with or without transportation, with or without leather goods, free of market taxes, so as to facilitate the people. On the 1st and 6th, there will be a mini-set at Xiguan. North and south two customs, year-end collection."

"Fair trade" is a product of economic activities that exchange needs. Considering the site selection of gardens, the two parts overlap, which indicates that the site selection of gardens must be closely related to the economic activities of that period.

2.3 Space Selection of Gardens and Communication between Literati

This paper analyzes the interaction between gardens and literati in the private gardens of Zhang yandeng in zouping county in the late Ming dynasty.

2.3.1 The communicative function of gardens in the late ming dynasty between officials and literati

In the county annals of the natural landscape and garden site selection and construction of the written information is quite detailed, only the following example:

"Huangshan Mountain is three miles south-east of the city and faces mt. Yuzi River from north to south. There is Bixia Palace in the sky and rabbit firewood in the mountain shade. In the Ming Dynasty, there was little protection for Zhang Gong's career. There was a detached cave with a bronze statue of the White Rabbit. There are half a ket mountain house, west beautiful building. Dong Qichang wrote "Rabbit Chai" and "Changbai Mountain Record". The "Zhang Shaobao" mentioned in this article is Zhang Yandeng. The Zhang family and their sons (here, Zhang yiheng and Zhang yandeng) built a special trade in Huangshan (yellow mountain, hence the name) in the southeast of the county-run city, which serves as a place for socialites and celebrities to socialize, play and rest. Other businesses are not far from the county-level cities and have convenient transportation. Whether it will be like Wang Shi, his in-laws and new town, who took part in the literati party struggle in the late Ming dynasty, was not handed down to Zhang Shi in the official history books. The specific situation is not clear, so he regarded his association with scholars and celebrities as an entertaining courtesy.

2.3.2 Garden plays an external role in late ming dynasty.

In 1623, Korea's Guanghaijun was ousted and King Renzu was overthrown anyway. In the fourth year (1624) and the sixth year (1626) of the apocalypse, Li Mincheng, Li Dexuan, Hong Yihan, Jin Shangxian and others were sent to China with Liu Hongxun, an "angel" from Changshan, to Shane. They took the waterway (Bohai Sea) and then the land route (Yantai-Dezhou Line) to enter Beijing along the North Canal. The route was indeed the official route of the Ming Dynasty. Through Zou Ping, I visited Zhang's garden, and many scholars at that time had sung the same words (Jin Shangxian's "Tian Tian Lu" was published in China and was very popular for a while), leaving written records and keeping them in "Yan Xing Lu", such as:

"Topic Zou Ping Zhang Chayuan Yufeng Pavilion outside the city

Is it true that the cave mansion in Lingshan has been handed down, and I am looking forward to seeing it for many years to come. We must go to Penglai sea road to find immortals from the flat ground.

And more detailed records, such as hong yihan's "Mr Hua pu sailing record":

"March 6th Jiayin, sunny. ...... Stay in zouping county xiguan Zhang Dongfan home. On the evening of the evening, Taifu Qing Zhangyan and Deng Zi sent the two of them to the gate. Please meet each other and say, "I saw the chariot in the autumn before. Leave questions everywhere. When I went out of the countryside, I was hospitable and hurried away. I still thought that plum blossoms were in full bloom today and all the flowers were lovely in spring. I am fortunate to have temporarily lost my crown, and I would like to express my gratitude". Repeated entreaties forced him to do so.

On the seventh day of the month, the second day of the month was overcast. Xiao fa. Go straight to Zhang Jia garden. It is still too early for the young man to arrive. I was very busy with my thoughts. I couldn't see it all over again. I looked at the transcendental cave. An eyebrow pale, remote in the cloud tree, meaning very disconsolate. Cross the salt river.

One of the more important words, for example, "Xiguan" in the first paragraph refers to the area outside the west gate of the county seat, which is also the address of "Zhangjia Garden" in the second paragraph. This shows that Zhang's garden must have been located and built on the favorable conditions of east and west tunnels.

Zhang Yiheng, Zhang Yandeng and their son exchanged views with North Korean scholars in China. The latter drew pictures (sketching and marking out Liquan Temple, Fan Wenzheng Gong Du Tang, Fu Tang Ling, Fu Sheng Ci, city regulations, etc.) which can be proved by the written garden materials. First, the garden site is the garden location, and the west gate outside the city is the above-mentioned east-west tunnel. The second point is the entertainment function, which is most direct and obvious in the exchanges between the Zhang family and the Korean envoys.

3. SUMMARY

As the northern part of the city is vulnerable to the floods of Xiaoqing River and Yellow River, the mountains and rivers in the south of the city are beautiful and suitable for seclusion. However, the two are not located in the east and west channels, so the entertainment function of the garden cannot be brought into play, which will affect the realization of its value (unless Zhang Shiju, or Zhangyan Dengsun, lived in Changbai Mountain in seclusion in build house because his family background was so rich in Ming and Qing dynasties that he did not enter the city. The “Caizhishan Hall” constructed only has the functions of self-entertainment and daily living), and the garden owner pays special attention to the selection of the garden site. On the contrary, the importance of the garden site also determines whether the garden function is played or not.

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On the Role of Business Administration on Development of Enterprise

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Abstract: In recent years, comprehensive national strength of China has continued to increase, and market economy has continued to develop. Under the background of rapid economic development in China, the number of Chinese enterprises is increasing. If the development of enterprises wants to adapt to changes in society, it is necessary to accelerate the reform of enterprises and transform them from extensive enterprises into intensive enterprises in order to develop steadily in the new environment. Chinese market is composed of countless large and small enterprises, each of which will face different development problems. At this stage, the business philosophy of Chinese enterprises is changing, and more and more attention is paid to business management, so that the market environment can operate under the conditions of standardization and rationalization. Therefore, if a company wants to develop in the market, it must combine the actual development of the enterprise itself, improve the level of business management of the enterprise, and promote the development of the enterprise.
Keywords: Business management; Enterprise; Promotion

Today, socialist economy of China is developing faster and faster, and the economic aggregate has been significantly improved, and the number of large and small enterprises has continued to grow. The arrival of the era of economic globalization has brought enterprise development of China to a new height. In a highly competitive market environment, companies must attach great importance to the development of your business and management to have a place in the economic wave. Business management is the main means for the government to manage the economic operation and development. The effective supervision of the industrial and commercial administration departments plays an important role in maintaining the prosperity of the socialist market economy with Chinese characteristics and plays an important role in the development of enterprises. In the context of marketing, market competition in China is becoming more and more fierce. If a company wants to keep up with the times and develop and operate stably in the market economy, it must continuously strengthen its industrial and commercial management.

1. THE MAIN FUNCTIONS OF BUSINESS ADMINISTRATION

In business management, one of the most important tasks is to supervise the market environment to ensure the operation and development of enterprises and the development of market economy. In addition to the role of supervision, business administration also has the functions of social management and providing public services. Business administration is formulated and implemented according to the development of the socialist market-oriented economic system with Chinese characteristics. The effective development of this work largely guarantees fair competition among enterprises. Business administration can create a good market environment to ensure that enterprises can self-develop and self-improve in this environment, effectively maintain the order of market development, and improve the speed and level of operation of Chinese market. Industrial and commercial management has distinct characteristics of supervision and service. Through administrative penalties and supervision by public opinion, it provides a suitable environment for the development of enterprises to ensure the development of enterprises, industrial and commercial management can also effectively safeguard the legitimate rights and interests of consumers and ensure the rights and interests of citizens. For example, in the construction industry, in order to pursue higher economic benefits, some enterprises will have Jerry work and reduce materials in the construction process, which will reduce the quality level of the project, cause the development of engineering accidents and endanger the safety of life and property of the society and the public. In the process of construction, some enterprises only pay attention to speeding up the progress of the project, but neglect the problems of environmental protection and workers' safety, in order to sacrifice the environment for the economic benefits of enterprises. The administrative departments of industry and commerce will severely punish the improper practices of these enterprises and actively guide their sound development.

The industrial and commercial administration department can not only supervise and correct the daily work of the enterprise, but also provide services for the enterprise and promote the development of the enterprise. For example, some enterprises do not understand the regulations of industrial and commercial administration enough, and some improper acts occur in the development of enterprises.

The administrative departments of industry and commerce will punish these enterprises accordingly. At the same time, they will provide necessary services for enterprises. Starting from publicity and education, they will help enterprises understand the relevant laws and regulations, so that enterprises can set up correct development. The exhibition view can help enterprises solve their problems. In addition, business management can also promote fair competition among enterprises and establish a healthy and benign development mechanism among enterprises. For those enterprises that cheat and adopt vicious competition, once these problems are found, they will never tolerate and seriously investigate the responsibility of enterprises. Through the use of industrial and commercial management, the order of market economy are regulated and rectified, providing a friendly development space for market economy in China, creating a fair and just competition mode in enterprises, and let more enterprises grow and grow up [1].

2. MEASURES TO STRENGTHEN THE ADMINISTRATION OF INDUSTRY AND COMMERCE IN ENTERPRISES

2.1. Enterprise Establishes Human Resource Management Concept

Working talents are an indispensable blood for business management. Strengthening the cultivation of talents in enterprises can effectively improve the marketing ability of enterprises and enhance their competitiveness. In today's era, the competition of enterprises is the competition of talents, that is, the competition of new technologies. The structure and quality of talents in an enterprise largely determine the development prospects of an enterprise. Talent is the most important asset in an enterprise and an important embodiment of a company's core competitiveness. With the development of social economy, more and more enterprises have gradually realized the important role of human resources in the process of enterprise development. Therefore, many enterprises have increased their investment in human resources and spent more money and time to strengthen the recruitment and training of their talents. The rewards of employees can not only stay at the material level, but more importantly, strengthen the rewards at the spiritual level, and cultivate employees' sense of belonging and responsibility to the company. By establishing a sound talent incentive mechanism, enterprises can motivate employees to continuously improve their abilities. At the same time, they can attract more marketing talents to join the enterprise, link the development of each employee with the development of the enterprise, and give full play to the creativity of employees and mobilize the enthusiasm of employees to maximize the potential of employees [2].

2.2. Continuously Improve the Ability of Business Management Personnel

In the era of rapid development of science and technology, business management ability is the soul of the development of the entire enterprise. Therefore, it is necessary to strengthen the management ability of business management personnel, and the development concept of the enterprise can be synchronized with the development of society, so that enterprises can cope with various opportunities and challenges in the market environment. The business administration department must learn to keep pace with the times, continuously enrich and improve the management ability of the company, and serve the enterprise wholeheartedly. Managers combine the characteristics and development of the company to develop a system suitable for enterprise development, fully mobilize the enthusiasm of employees, and fully promote the development of the enterprise. If a manager has a high management ability, it can drive the development of the enterprise, and the existing bad system will be adjusted to further enhance the competitiveness of the enterprise. If a manager has poor management ability, it may hinder the development of the enterprise and even ruin the future of the enterprise [3].

3. SUMMARY

Any enterprise will face many problems in its development process. Without an effective business management mechanism and crisis management consciousness, it may hinder the future development of enterprises. Numerous examples prove that business management plays an important role in the healthy operation of enterprises and the realization of marketing objectives. Enterprises can formulate reasonable crisis management measures according to the changes of external economy and the development of enterprises themselves, and keep a clear understanding of enterprises and the market at all time to effectively deal with all kinds of situations and promote the development of enterprises. The arrival of economic globalization has promoted the development of many enterprises in our country. At present, if an enterprise wants to get sufficient development in the competitive market environment, it must strengthen the management of industry and commerce, because the management of industry and commerce is the basis of promoting the development of market economy, maintaining the normal operation of market environment and promoting the stable development of enterprises. Enterprises should fully understand the market economy environment, actively take measures to improve the content of business administration, establish a stable development relationship between business administration departments and enterprises, and promote the development of enterprises and markets in China.

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Why the Beijing 2008 Olympic Can be Considered a Media Event and a Media Spectacle

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Abstract: This essay aims to critically assess the meaning of 'media event' and 'media spectacle', sum up the features and characteristics of them, and united with relevant theories analysis why Beijing Olympics are considered as a media event and media spectacle. Beijing 2008 Olympics not only provide examples of it as media event and media spectacle, but also achieved media's education function through internal propaganda. In what follows, this essay will review early researches, summarize main ideas of those articles. Secondly, review the history and development of Olympic Games. Then I will critically discuss what is media event and take examples from Beijing Olympics and other Olympic editions. After that, this article would like to assess the conception of media spectacle, and provide example to prove the 29th Olympics was global media spectacle. At the end, this article will analysis the implicit meaning of China host 2008 Olympics successfully.
Keywords: Beijing 2008 Olympic; Media spectacle

The 2008 Beijing Olympic Game is seen as a great global media festival, which indicate that China's growth of political power and economic power [1]. The ritual of opening and closing ceremonies of Beijing Olympics show a lot of chinese elements, such as the traditional chinese musical instruments called 'Fou'. As Luo mentions, using the opening and closing ceremonies is an essential way for China to realize its dream about appearing entire new the image of itself as a nation. According to Polumbaum, each Olympic Games always emphases its own characteristic and a series of culture expression. The 29th Olympic Game was seen as the ''first truly multiplatform Olympics'[2], it created the record of the most watched television event in U.S, and expand online media, it won both politic and commercial successful. In Zhou, Ap and Bauer's. study, government plays important role in media event since it is the direct stake-holder. In China, the main motivation of government to host 29th Olympics is shown the achievements of reform, unified citizenry and enhance national pride. 2008 Olympic Games were more than athletic game, the data shows that at least 30000 global reporters came to China for this media event, it plays an important role in eliminating misunderstanding, showcasing China's culture and development to rest of the world, as well. As International Olympic Committee (IOC) president Jacques Rogge highlighted in the closing ceremony, the Games' meaning was far more than just a sport competition, but an educational event as well, "Through these Games, the world learned more about China, and China learned more about the world".[3]

1. BEIJING OLYMPICS AS A MEDIA EVENT

As Dayan and Katz defined that media events are televised the historic and most important occasion of a nation state to all over the word. [4] Kellner (2010) notions that media events more like media get the admission to report orchestrated events, like presidential inaugurations and sport competitions. According to their concept, there are some main differences between media events and other broadcasting genres.

Firstly, media events are about exceptional things, but are special enough to interrupt other regular TV program content and get monopoly rights to report. During the opening ceremony, in addition to the first two, three, five and seven of CCTV, integrated HD channels, CCTV.com were full live, most countries and regions have terminated the schedule of normal production, and the made the Olympic Games - related programs.

Second, media events have to happen in live, in real time, it might use television live to broadcasting this issue. Like in 1936, the Berlin Olympic Games televised games nationally for the first time, the first edition of the Olympic to be televised globally was the one of 1936, when the Games were held in Melbourne. This feature has been well reflected in 2008 Olympic Games. A number of television stations at home and abroad conducted a live broadcast, although some TV stations rebroadcast CCTV's program, but the audience is still seen in real time. Television live is not only to allow the audience to understand the opening ceremony of the relevant information, more importantly, to give the audience a sense of participation, the audience really feel China's five thousand years of brilliant achievements. The public is invited by the TV media to join in this grand festival to witness this historic moment.

Thirdly, unlike fake news, media events are organized outside the media, it means media could do nothing more than report this occasion realistically. As we all know, the 2008 Olympic Games opening ceremony was directed by Zhang Yimou, who was only responsible for organizing committee, not for any media or individuals.

Last, media events are preplanned and advised well in advance. Since 2001 China won the bid for the 2008 Olympic Games, the media began to pay attention on the opening ceremony of the Olympic Games, and leave suspense like "Olympic theme song " and "who will finally light the torch " to catch audiences eyes. With the Olympic Games approaching, the media is to increase the coverage of the Olympics efforts, this makes the opening ceremony of the Olympic Games has become the focus of attention. It was almost a monopoly of all the audiences'attention. The Magic Bullet Theory seems to be verified through the opening ceremony of 2008 Olympic Games.

2. BEIJING OLYMPICS AS MEDIA SPECTACLE

Keller describe media spectacle is spread some events which is necessary to been seen in dramatic ways [1]. Media spectacle show different functions of media, spread information on time and also have entertainment function. According to Seeck and Rantanen, there are two kinds of media spectacle, one of which is sudden, such as the Clinton sex scandal and the 911 attract, and the other is arranged in advance, such as the Oscar, super bowl and the opening ceremony of the Olympic Games. The media spectacle has shifted public attention from the pressures of life to the media's exaggerated programs. The main characteristics of media spectacle are the followings:

Firstly, it has two functions of media, communication and entertainment. The athletic competition itself is for the entertainment of the public, reporting Olympic Games is an important way to meet the needs of entertainment, sports and business. Sports stars' private affairs will also become one of the focus of the audience on the field. For instance, in 2008 Olympic Games, Liu Xiang drop out the race is typical media spectacle.

Secondly, reported information will be influenced by media because of profit and media bias. Selling rebroadcasting right of the opening ceremony of Olympic Games become a high profit industry, in 2004 Athens earned 300 million dollars through this way. In 2008, many abroad media spend high price to get Beijing Olympic Games rebroadcasting right, but some of them use it to get more profit. For example, the biggest American notional broadcasting corporation NBC paid 90 million dollars to transfer the opening ceremony of 29th Olympic Games, but most American audiences did not saw the ceremony in real time on TV, since NBC company delayed 12 hours of present this show in order to get more advertisement fee, and they cut some the content of the opening ceremony for media bias.

Lastly, the information audience get is after edit. As Lippmann propose the theory of pseudo-environment, this theory indicates that the information environment, which formed by the mass communication activities, is not a mirror type environment reconstruction, but an environment through the mass media of news and information selection, processing and reporting, restructured. [5] Since most people did not came to scene, audiences got information from media, but the world that media reported is different with the real world. At the same time, more and more television program like deep report about athlete or Chinese culture appeared, during 2008 Olympic Games, BBC set a variety of special programs to reflect Chinese culture, such as the introduction of Chinese cuisine, Chinese villages and the history and culture of China, and even on the official website of the BBC set up a program to learn Chinese.

3. CONCLUSION

The original purpose of the modern Olympic Games was to eliminate the nationalism of each country and enhance the communication among varieties countries, but it has direct relationship with athletes and national honors, the Game always be influenced by economic or political factors. After all, only if the country is strong enough, it would get equal treatment in international issues. All Chinese people had 100-year-old dream, China had applied the right to host the Olympic Games twice, held 2008 Beijing Olympic Games not only achieved Chinese Olympic dream, but also mean China's international status has been recognized. The opening ceremony exhibited a new China to world, it was an important media event, with an amazing director, the ceremony connected with Olympic spirit to express Chinese culture and harmonious society through the local and global media. During the Games, the related reports reflect the role of the media, that is spread information and entertain the public at the same time. While in 2008 Olympics, a lot of athlete stars also caught audiences' eyes, thus the Games as a media spectacle. Last but not least, in order to broadcasting Beijing Olympic, noncommercial advertisements were televised during games, it show media's education function, which is special in Olympic media history.

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On the Reasonable Orientation of Business English Professional Training in Higher Vocational Colleges

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Abstract: Business English majors in higher vocational colleges are highly complex and interdisciplinary. Therefore, there are some disputes about the orientation of talents. The training mode of Business English major in higher vocational colleges is "wide, thick, lively and three-dimensional ability". In the process of teaching, there are great demands on students' language ability, business knowledge and comprehensive skills. Therefore, the talent orientation of Business English major in higher vocational colleges is more to highlight compound and applied talents.
Keywords: Higher Vocational College; Business English Major; Talent Training; Orientation

Nowadays, with the expanding scale of the internationalization wave and the increasing demand for international talents, it is necessary to pay more attention to foreign language majors. Business English majors in Higher Vocational Colleges in China have been developing rapidly. They are devoted to cultivating compound and applied foreign language talents. In the process of practical training, we need to integrate the characteristics of business English majors and make a scientific and reasonable orientation according to the current situation of business English talents in China, so as to cultivate high-quality business talents. Professional English talents.

1. CHARACTERISTICS OF BUSINESS ENGLISH MAJOR IN HIGHER VOCATIONAL COLLEGES

Business English majors have been teaching and researching for decades, and they are popular with students in Higher Vocational Colleges in China. However, compared with other countries, the teaching and research of business English major in China is relatively backward. To cultivate comprehensive and applied talents, we need to make full use of the characteristics of our business English major.

1.1 Characteristics of Business English Major

Business English majors in higher vocational colleges are first of all English majors. The trained talents must possess solid language ability, at the same time, they must possess certain humanistic knowledge and basic skills such as listening, speaking, reading and writing. In addition, English teaching in higher vocational colleges is more about cultivating talents with special abilities, and English teaching is more of a strong business nature. Thirdly, the specialty is an interdisciplinary and complex specialty, and relevant talents must master certain knowledge of business and trade specialty. [1]

1.2 Characteristics of Higher Vocational Colleges

Higher vocational education is an important part of higher education in China. Its greatest teaching feature is practical and practical. Therefore, the talents trained by these colleges are all applied talents. According to the needs of enterprises for talents, the national education department formulates a talent training plan for Higher Vocational and technical colleges. In the process of practical teaching, besides attaching great importance to theoretical teaching, it also attaches great importance to students' practical operation ability, so as to cultivate applied and compound business English majors with strong practical ability. Only then.

1.3 Characteristics of Higher Vocational College Students

Compared with undergraduate students, vocational college students are different in many aspects, so their English proficiency also has some problems, and their ability of autonomous learning and knowledge acceptance are relatively poor. In addition, the teaching equipment of higher vocational colleges is relatively backward, and the overall quality of teachers is not very strong. [2]

2. THE ORIENTATION OF BUSINESS ENGLISH PROFESSIONALS IN HIGHER VOCATIONAL COLLEGES

Since joining the International Trade Organization, China's foreign trade industry has developed rapidly. At the same time, the demand for talents in the field of business is expanding. Therefore, it is necessary to strengthen the training of business English professionals. The following is a detailed analysis of the training orientation of business English professionals in Higher Vocational colleges.

2.1 Training Objectives

The aim of training business English majors in higher vocational colleges is to cultivate comprehensive talents with solid business English foundation, knowledge of business and trade, skilled operation of office equipment and software, and competent for foreign trade, finance and other professions in the process of practical work. The determination of training objectives is determined by the characteristics of Higher Vocational Colleges and business English majors.

2.2 Culture Specification

First of all, the students of this major must pass CET-4 to ensure that their basic English ability meets the requirements. Secondly, to improve students' English listening, speaking, reading, writing and translation skills, education and teaching should be aimed at catching up with Undergraduates' level. English-related professional courses accounted for about 15% of the total courses, and appropriate extension of text practice hours. Finally, students should be trained to operate modern office equipment, familiar with the operation of computer, photocopy and other office equipment, to ensure that students out of the college can complete their tasks in the corresponding positions, and be favored by enterprises.

2.3 Training Model

In the process of training business English majors, the common training modes are "wide, thick and live" mode, in which "wide" refers to having strong basic competence, while "thick" refers to having certain professional competence, and "live" means that talents can adapt to a variety of different positions. Therefore, in the process of practical teaching, we need to focus on the above three dimensions. In order to cultivate comprehensive talents who can adapt to different positions, we need to strengthen the cultivation of students' business knowledge by grasping the basic quotient of English knowledge and skills. [3]

2.4 Curriculum

In the curriculum design of Business English major in Higher Vocational colleges, we should directly reflect the goal of cultivating compound and applied talents. English as the basic subject, with additional knowledge of business and trade specialty, and high-intensity teaching of students' practical courses to enhance students' practical ability. In addition, in the course of curriculum design, we should fully integrate the syllabus of English major in Colleges and universities, take the cultivation of language ability as the core, pay attention to the training of basic language workers, and cultivate students' ability to apply and innovate business English, so as to cultivate applied people with strong specialty and wide abilities. Only then.

3. CONCLUSION

In summary, with the increasing demand for business English talents in China, it is very important to orientate business English professionals in Higher Vocational Colleges reasonably. Because the education of higher vocational colleges has its own characteristics, and business English is a compound major in itself, it is necessary to orientate reasonably in the process of personnel training, set clear training objectives, training specifications and training modes, select professional classroom contents, and ensure that enterprises need to be trained. Applied talents are needed.

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The Effect of Travel Motivation, Perceived Risk and Destination Image on Tourist Satisfaction-A Case Study of Chinese Tourists Having Revisit Intention in Bangkok, Thailand

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Abstract: Bangkok, the capital of Thailand, which is the top destination for Chinese tourists. The number of Chinese visitors traveling overseas and the level of tourist consumption are also growing in latest years. The purpose of the study is to explore Chinese tourist having revisit intention to Bangkok from travel motivation, perceived risk and the destination image affect satisfaction. The methodology of this study is quantitative research and use random sampling from probability sampling method to collect 400 Chinese tourists who were traveling in Bangkok. Descriptive statistical analysis and regression analysis were conducted for the collected data to explore the relationship between variable dimensions. The findings of result shows that the travel motivation and destination image have a positively effect on tourist satisfaction. The perceived risk has negatively effect on the tourist satisfaction. The tourist satisfaction has a positively effect on revisit intention. The main implications of this study are to provide useful suggestions and references for tourism organizations and managers as well as the future market development of the government and TAT.
Keywords: Travel motivation; Perceived risk; Destination image; Tourist satisfaction; Revisit intention

1. INTRODUCTION

Thailand is known as the “land of smiles”, which has unique tourism resources, cultural resources, rich religious and so on. According to international tourist arrival in Thailand, the number of all tourists ramped up to 29,923,185 in 2015 and climbed to 3,2529,588 in 2016, peaked at 35,381210 in 2017. Especially Chinese tourists reached 9.8million in 2017 [1]. And the big data report on Chinese outbound tourism, Thailand was the most popular destination for the top 20 Chinese tourists in 2017 [2]. But on the July 5th,47 Chinese tourists died because of boats sank near Phuket island. The incidents have raised concerns among Chinese tourists about the safety of Thailand. The capital and largest city in Thailand is Bangkok. During 2015 to 2017, Bangkok was on the top of destination Cities. The Chinese tourists reached 2,554,052, which around 47% of total numbers arrived at Bangkok airports in 2017. With China’s booming economy in recent year, which Chinese people have an increasingly strong concept of tourism, So Chinese tourists are regarded by the international industry as a large market.

Tourist satisfaction is essential for visitors to revisit. Repeat visitors not only increase word of mouth but also play a recommendation effect on potential visitors [3]. The successful matching of travel motivation is critical to the marketing strategy of the target region, and the examination of travel motivations is useful for market segmentation, the design of promotion plans and target development decisions [4]. This study to explore satisfaction about Chinese tourists and revisit intention to Bangkok from Chinese tourists’ travel motivation, perceived risk and destination image, which analyze how the three factors affect tourist satisfaction.

2. LITERATURE REVIEW

2.1. Travel Motivation

Dann [5] said that travel motivation is a significant psychological state, it can be split into push factors and pull factors. Lee [6] revealed that motivation has a significant impact on tourists satisfaction.

2.2. Perceived Risk

Perceived risk is defined as the tourist could get to any major risks while traveling, it refers to consumers’ perception of the overall negative impact of certain behavior [7]. Horvat and Došen [8] stated that tourists’ risk perception affect their satisfaction.

2.3. Destination Image

Destination image is an interactive system of ideas, emotions, visualizations, and intentions about the destination, which is people feel about anything which they are aware [9]. Puh [10] reported that destination image has a beneficial impact on tourism satisfaction and the more favorable image of the destination, the greater tourist satisfaction

2.4. Tourist Satisfaction

Husić et al [11] noted that tourist satisfaction is a sense of pleasure due to the availability of attractive services. The higher the positive satisfaction, the higher the possibility of revisiting [12].

2.5. Revisit Intention

The conception of revisit intention is from behavioral intention, which is the act of repeating a previously enjoyable experience [13]. Gitelson and Crompton [14] illustrated that repeat tourist were important, destinations needed repeat visitors.

3. METHODOLOGY

Research Framework and Measures

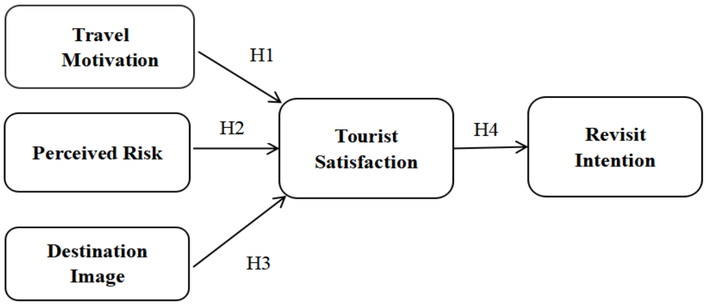

Figure 1 The conceptual framework.

The conceptual framework was adapt from Sri Astuti Pratminingsih; Rimenta (2014) and combining with the literature of Horvat, S., and Došen.

Each respondent answered the questions on a 5-point likert type based on how he or she agreed with statements. 5 means strongly agree and 1 means strongly disagree.

Research Hypotheses

According to literature review, the hypothesis of this study are as follows:

H1 Travel motivation has positively effect on tourist satisfaction.

H2 Perceived risk has negatively effect on tourist satisfaction .

H3 Destination image has positively effect on tourist satisfaction.

H4 Tourist satisfaction has positively significant effect on revisit intention.

3.3. Measures Pilot Test

In the light of Aaker (1996) and Keller (2000), using the five-point Likert Scale of the questionnaire to evaluate the agreement level. The researchers conducted a questionnaire survey on 30 samples to test the reliability of the questionnaire. The value of Cronbach's Alpha are as above 0.7.

3.4. Sampling Techniques and Data Collection

A quantitative and random sampling from probability sampling method was to be used in this study, which was from a sample of Chinese tourists who visiting to Bangkok. This study used the Yamane sample size table (Taro Yamane, 1973). According 95 percent confidence level with sampling error of 5 percent to calculate the data of samples. To collect data more comprehensively, the questionnaire survey on Chinese tourists was divided into FITs and travel agency. Questionnaire survey collection time was from Jun1st -30th, 2019. 200 questionnaires were at four scenic spots (Grand Palace; Chatuchak Weekend Market; China Town; Train Night Market) and 200 questionnaires were distributed two travel agencies (Kanghui; wangguo).

4. DATA ANALYSIS

After data processing, the analysis was performed in this chapter based on 400 questionnaires. The first part is demographic description analysis of respondents. The second part explores the descriptive statistic of all variables. The third part is to use regression analysis to test the relationship between the independent variables and the dependent variable.

4.1. Demographic Data of Respondents

In Table 1, it was shown that the majority of respondents are Female with a total of 251 respondents (62.8%) and 149 Male (37.3%). The majorities of respondents' age are in the range between 20-40 years old, education level in Bachelor's degree equals to 239 respondents (59.8%), and monthly incomes are above5,001RMB. Most of them are first time, which equal to 64.8%.

Table 1 Numbers and Percentage of Respondents by Characteristics.

Item	Characteristics	Frequency	Percentage (%)
1	Way to travel		
	FIT	200	50.0
	Package tour	200	50.0
2	Gender		
	Male	149	37.3
	Female	251	62.8
3	Age		
	16-20 years old	28	7.0
	21-30years old	172	43.0
	31-40 years old	136	34.0
	Over 41 years old	64	16.0
4	Education level		
	High school/ Vocational School	92	23.0

	Bachelor's Degree	239	59.8
	Master's Degree	61	15.3
	Doctoral Degree	8	2.0
5	Monthly Income		
	Less than 5,000RMB	96	24.0
	5,001RMB-10,000 RMB	179	44.8
	10,001RMB-15,000RMB	81	20.3
	More than 15,001RMB	44	11.0
6	Times		
	First time	259	64.8
	1-2 times	57	14.3
	3-4 times	39	9.8
	More than 4 times	45	11.3
	Total	400	100

4.2. Summary of Descriptive Statistics of All Variables

From Table 2, it was shown that the mean of the travel motivation was 3.89 and the standard deviation was 0.741. Push motivation (Mean = 3.85, SD = 0.717) and pull motivation was (Mean = 3.93, SD = 0.726). It was distributed to 20 items, which are considered to be agreed level or strongly agreed level. The highest mean of Pull factor is "The tourism promotion is very attractive" (Mean = 4.25, SD = 0.703),and the lowest one is "participate in some activities" (Mean = 3.60, SD = 0.879).

Table 2 The agreement level of travel motivation.

Travel Motivation	Mean	Std.	Interpretation
Push factors	3.85	0.717	Agree
1. To escape from the pressures	4.15	0.635	Agree
2. To relax and reset	4.05	0.453	Agree
3. To experience a different life	3.88	0.726	Agree
4. To realize the dream of traveling abroad	3.95	0.720	Agree
5. To make new friends	3.66	0.742	Agree
6. To enhance knowledge and experience	3.92	0.630	Agree
7. To have enjoyable time with family/friends	3.79	0.822	Agree
8. To participate in some activities	3.60	0.879	Agree
9. To visit friends and relatives	3.63	0.764	Agree
10. To strengthen the bond	3.87	0.802	Agree
Pull factors	3.93	0.726	Agree
1. The tourism promotion is very attractive	4.25	0.703	Strongly Agree
2.A great variety of Thai food	4.02	0.645	Agree
3. The festivals here are very attractive	3.99	0.485	Agree
4. The consumption levels are low	3.70	0.815	Agree
5. It is affordable to travel	3.78	0.745	Agree
6. There are a lot of shopping places.	3.78	0.783	Agree
7. It is convenience of Visa for tourists	3.92	0.813	Agree
8. Many famous historical and cultural sites	3.89	0.698	Agree
9. It has many religious and spiritual sites	3.96	0.837	Agree
10. The exotic atmosphere is very attractive	4.04	0.736	Agree
Total	3.89	0.741	Agree

From Table 3, the mean of perceived risk (Mean = 2.56, SD = 0.870), which was at the level of disagree. There were five risks, total 13 items. Only the financial risk was neutral level. Performance risk (Mean = 2.50, SD = 0.959), following by Social-psychological risk (Mean = 2.52, SD = 0.857), physical risk (Mean = 2.56, SD = 0.849), time risk (Mean = 2.56, SD = 0.865), financial risk (Mean = 2.65, SD = 0.870). The result showed that respondents most agree with "Extra expenditures", following by "some insecurity problems of food" (Mean = 2.74, SD = 0.886).

Table 3 Level of agreement of perceived risk.

Perceived Risk	Mean	Std.	Interpretation
Physical risk	2.56	0.849	Disagree
1. Insecurity problems of food	2.74	0.886	Neutral
2. Infectious diseases	2.50	0.876	Disagree
3. Theft and snatching	2.50	0.816	Disagree

4. Terror actions	2.56	0.820	Disagree
5. Political unrest	2.49	0.847	Disagree
Financial risk	2.65	0.870	Neutral
1. I don't received sufficient service for the amount I paid	2.48	0.867	Disagree
2. Extra expenditures	2.81	0.813	Neutral
Social-psychological risk	2.52	0.857	Disagree
1. Change opinions about me	2.48	0.798	Disagree
2. Holiday doesn't suit my personality	2.56	0.916	Disagree
Time risk	2.56	0.865	Disagree
1. Holiday is a waste of time	2.54	0.846	Disagree
2. Plan and program is a waste of time	2.58	0.884	Disagree
Performance risk	2.50	0.959	Disagree
1. Personnel in hotels aren't kind	2.48	1.006	Disagree
2. The hotels are not satisfactory in terms of service quality	2.52	0.912	Disagree
Total	2.56	0.870	Disagree

From Table 4, the mean of destination image was 3.95 and the standard deviation was 0.687, which was identified as the level of agree. It contains four factors, such as natural environment (Mean = 3.88, SD = 0.689), infrastructure(Mean = 3.99, SD = 0.634), social environment (Mean = 3.95, SD = 0.726) and entertainment (Mean = 3.91, SD = 0.70). It was distributed to 12 items, they were all ranked in agree level. The result showed that respondents most agree with: "The people here have a different culture and customs", but the lowest score was "a clean city" (Mean = 3.75, SD = 0.664).

Table 4 Level of agreement of destination image.

Destination Image	Mean	Std.	Interpretation
Natural Environment	3.88	0.689	Agree
1. The scenery of the city is beautiful	3.76	0.685	Agree
2. Bangkok is a city with pleasant climate	4.12	0.718	Agree
3. Bangkok is a clean city	3.75	0.664	Agree
Infrastructures	3.99	0.634	Agree
1. Quality roads	3.90	0.603	Agree
2. Public transport system is good	4.05	0.591	Agree
3. Good capacity of being a traffic hub of Thailand	4.02	0.708	Agree
Social Environment	3.95	0.726	Agree
1. A safe city	3.83	0.694	Agree
2. People are hospitable	3.81	0.693	Agree
3. A different culture and customs	4.22	0.791	Agree
Entertainment	3.91	0.70	Agree
1. A unique charm of the project	4.06	0.732	Agree
2. A great nightlife	3.94	0.738	Agree
3. Many discotheques and clubs	3.91	0.630	Agree
Total	3.95	0.687	Agree

From Table 5, the mean of tourist satisfaction was 3.70 and the standard deviation was 0.602, which was recognized as the agree level. It was distributed to3 items, they were all ranked in agree level. The first most agree with: "Better than expected" was (Mean = 3.72, SD = 0.555), followed by "Be satisfied with over experience" (Mean = 3.71, SD = 0.629), "It is a Worth trip" (Mean = 3.66, SD = 0.621).

Table 5 Level of agreement of tourist satisfaction.

Tourist Satisfaction	Mean	Std.	Interpretation
1. Better than expected	3.72	0.555	Agree
2. Be satisfied with overall experience	3.71	0.629	Agree
3. It's worth trip	3.66	0.621	Agree
Total	3.70	0.602	Agree

From Table 6, the mean of the revisit intention was 3.60, and the standard deviation was 0.817, which was identified as agree level. It distributed to 3 items, they were all ranked in the agree level. The first most agree with: "Travel again in the future" (Mean = 3.65, SD = 0.806), followed by "The priority is high" (Mean = 3.63, SD = 0.794), "Priority choice in future" (Mean = 3.51, SD = 0.852).

Table 6 The level of agreement of the revisit intention.

Revisit Intention	Mean	Std.	Interpretation
1. Priority choice in future	3.51	0.852	Agree

2. Travel again in the future	3.65	0.806	Agree
3. The probability is high	3.63	0.794	Agree
Total	3.60	0.817	Agree

4.3. Hypothesis Testing

4.3.1. Multiple Regressions

It showed that 27.7% of the variation in tourist satisfaction was influenced by three factors. The significance value of each factor is 0.000, which below the significance level or the alpha level of hypothesis test (a = 0.05), it means the variables have at least one variable effect on tourist satisfaction. Moreover, the finding showed that travel motivation and destination image have positively affected tourist satisfaction, perceived risk has negatively affected tourist satisfaction. The equation of tourist satisfaction as Tourist satisfaction = 2.140 + 0.219 (travel motivation) - 0.293 (perceived risk) + 0.368 (destination image) (Table 7).

Table 7 The result of influence between travel motivation, perceived risk, destination image, and tourist satisfaction.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Model Summary	ANOVA
		B	Std. Error	Beta				
11	(Constant)	2.141	0.396		5.399	.000	R2=0.282	F=51.947
	Tourist motivation	0.219	0.061	0.154	3.591	.000	Adjusted R2 =0.277	P=0.000
	Perceived Risk	-0.293	0.051	0-.282	-5.736	.000		
	Destination image	0.368	0.063	0.290	5.862	.000		
a. Dependent Variable: Tourist satisfaction								

4.3.2. Simple regressions.

The results of simple regression analysis are shown in Table 8, It appeared the value of Adjusted R Square is 0.471, which can be predicted that it is most closely related to the revisit intention. Tourist satisfaction (B = 0.979), which implies that tourist satisfaction has a beneficial impact on the intention of revisiting. The linear regression equation of the revisit intention is:

Revisit intention = -0.023 + 0.979 (tourist satisfaction)

Table 8 The result of influence between tourist satisfaction and revisit intention.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Model Summary	ANOVA
		B	Std. Error	Beta				
11	(Constant)	-0.023	0.194		-0.120	.905	R2 =0.472	F=356.035
	Tourist satisfaction	0.979	0.052	0.687	18.869	.000	Adjusted R2=0.471	P=0.000

a. Dependent Variable: Revisit intention

5. CONCLUSION, DISCUSSION AND RECOMMENDATION

5.1. Conclusion And Discussion

This study explored the Chinese tourists to have revisit intention in Bangkok, Thailand. This study aims to examine the effect of travel motivation , perceived risk and destination image on tourist satisfaction in Bangkok. Data was collected in June 2016, and it was analyzed using regression analysis. The findings of the result show that travel motivation and destination image have a positively effect on tourist satisfaction. The perceived risk has negatively effect on tourist satisfaction. The tourist satisfaction has a positively effect on revisit intention.

Hypothesis 1 was conducted as “Travel motivation has positively effect on tourist satisfaction”. Results of data showed that H1 supported the theory and previous research. For example, Lee revealed that motivation has a significant impact on tourists satisfaction. Related departments should take some marketing strategies in an increasingly competitive market environment.

Hypothesis 2 was conducted as “Perceived risk has negatively effect on the tourist satisfaction”. The result indicated that H2 supported theories and previous research findings. Such as Horvat & Došen stated that tourists' risk perception affect their satisfaction. Once perceived risk decreases, which have resulted in increasing of the satisfaction. Therefore, the relevant departments should try their best to reduce tourists’ perceived risks to their destinations.

Hypothesis 3 was conducted as “The destination image has positively effect on tourist satisfaction”. The result indicated that H3 supported theories and previous research findings. For example, it coincided with Puh reported that destination image has a beneficial impact on tourism satisfaction and the more favorable image of the destination, the greater tourist satisfaction. The relevant departments need to promote the clear creation of destination image to enhance the satisfaction of tourist with the destination.

Hypothesis 4 was conducted as “Tourist satisfaction has positively effect on the revisit intention". The result indicated that H4 supported theories and previous research findings. As stated by Baker and Crompton, the greater the beneficial satisfaction, the greater the chance of revisiting. Therefore, positive satisfaction is high, the possibility of revisiting will be great.

5.2. Recommendations

Travel agencies should meet the diverse needs of tourists and develop tourism products or activities market segments according to the gender of tourists. Travel agencies and hotel managers should improve service quality and work skills in the service industry. Such as training language services to improve the language recognition ability of service personnel.

The Thai government and tourism authority should develop products to meet the motivation of tourists according the different market segments of the population, and focus on organizing social events such as festivals, events, and sports. To control strictly the food safety and hygiene and crack down on unreasonable or inflated fees. The most important point is to keep the city clean and beautiful.

5.3. Limitations of the Study and Suggestions for the Further Research

The limitations of this study have been issued and suggestions for further as follows:

Firstly, the sample group is limited, which about information of the respondents for a month. And different seasons and special festivals make Chinese tourists have different views on the destination of Bangkok. In future research, the sample size needs to be expanded. The survey should be conducted in different sampling periods and seasons.

Secondly, this study is only used for the questionnaire survey. In terms of research methods, increasing the number of surveys through follow-up research, combined with in-depth interviews, question-and-answer methods or other survey methods.

Finally, in terms of target objects, this research focuses only on Chinese visitors and does not address visitors from other nations. In the follow-up research, the research object may be expanded to tourists from other countries for data comparison.

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The Impact of Brand Image and Customer Satisfaction on China Smart Mobile Phone Brand Loyalty in Guangxi, China

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Abstract: The purpose of the study was to investigate the impact of brand image and customer satisfaction on China smart mobile phone brand loyalty in Guangxi China. There were 400 qualified questionnaires from Guangxi China smart mobile phone customers were used in this analysis. The finding indicated both brand image and customer satisfaction had direct positive effect on brand loyalty, and brand image had direct positive effect on satisfaction of China smart mobile phone in Guangxi China. If they plan to improve brand image or customer satisfaction, it would be more beneficial to enhance brand loyalty from customers. Therefore, research could be useful information for China smart mobile phone companies managers in an environment of keen competition.
Keywords: brand image; customer satisfaction; brand loyalty; mobile phone industry

1. NTRODUCTION

With the development of market economy and the progress of science and technology, mobile phone has become a necessity in our life. In the competition of China's mobile phone market in 2018 from IDC report[1], the top four mobile phone brands are all come from China. At the same time, different mobile phone brands will launch new 5G smart phones in the future, this meaning that the 5G battle has begun. Chinese consumers are no longer willing to change mobile phones frequently, therefore, customers will be more cautious in choosing new mobile phones, especially those who want to change new brands, how to strive to maintain consumer brand loyalty it is of great significance to enterprises. This paper studies the impact of brand image and customer satisfaction on brand loyalty of China smart phones, aiming to help mobile phone brand enterprises grasp the influence and relationship of these factors on brand loyalty of mobile phones and give improve recommendations.

2. ITERATURE REVIEW

2.1 Brand Image(BI)

Zhonghe Han[2] show that the brand image is the consumer's impression and recognition of the product brand, which is reflected in the brand connection. Andreani[3] researched that brand image has a positive influence to brand loyalty.

2.2 Customer Satisfaction (CS)

Strenitzerová[4] research that if the customer satisfaction is relatively high, the market share will become larger, and get a competitive advantage in the market. Lili[5] research found a significant positive correlation between the dimensions of mobile phone brand image and customer satisfaction.

2.3 Brand Loyalty (BL)

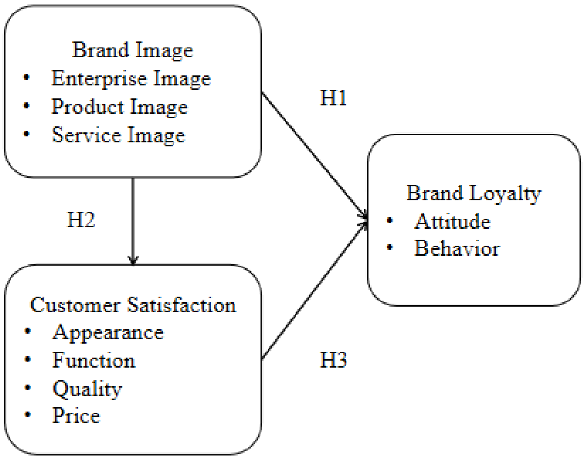
Chandrasekar[6] concludes that customer satisfaction affects brand loyalty because there is no brand loyalty without customer satisfaction. P.G. Mostert[7] indicates that consumers have a direct positive relationship between customer satisfaction and brand loyalty to smart phone brands.

3. ETHODOLOGY

Research Framework

The conceptual framework in this study was modified from the conceptual framework of Hashed AM .Li li and P.G. Mostert. Each respondents answered the questions on a 5-point Likert type based on how he or she agreed with statements 5 means strongly agree to 1 means strongly disagree.

Figure 1 The conceptual framework



3.1 Research Hypotheses

The research hypothesis is based on the analysis, the hypothesis of this study are as follows:

H1: the brand image has a positive affects the brand loyalty.

H2: the brand image has a positive affects the customer satisfaction.

H3: the customer satisfaction has a positive affects the brand loyalty.

3.2 Sampling and Data Collection

This research based on purposive sampling and use online questionnaire, choice HUAWEI, OPPO, vivo and MI, each brands 100 users from Guangxi. This study used the Yamane sample size table. According 95 percent confidence level with sampling error of 5 percent to calculate the data of samples.

4. ATA ANALYSIS

In the data analysis, part 1 is the personal data analyzed with descriptive statistical analysis and cross tables analysis. In part 2, the reliability test is conducted to evaluate the items of each variable. In part 3 is the multiple regressions analysis are used to examine the postulated hypothesis.

4.1 Demographic Data of Respondents

In Table 1, the outcome shows the demographics of the respondent who was female occupied 53% and male occupied 47%. The major age range was 21-30 years old (66.8%), major highest education level of respondents was bachelor (68.3%), and the major range of monthly income was 2,001-4,000 RMB (46.8%).

Table 1 Numbers and Percentage of Respondents by Characteristics

	Frequency	Percentage
Gender		
Male	188	47.0
Female	212	53.0
Age		
under 20	5	1.3
21-30	267	66.8
31-40	81	20.3
41-50	26	6.5
above 50	21	5.3
Education		
under high school	17	4.3
high school	72	18.0
bachelor	273	68.3
master and higher	38	9.5
Income		
under 2000	26	6.5
2001-4000	187	46.8
4001-6000	133	33.3
above 6000	54	13.5
Total	400	100

4.2 Summary of Descriptive Statistics of All Variables

In Table2, for the brand image, enterprise image (Mean=3.9831, SD=0.7490), product image (Mean=3.6575, SD=0.7871) and service image (Mean=3.7719, SD=0.8098) which was considered as agreeable level. For the customer satisfaction, appearance (Mean=3.6381, SD=0.7630), function (Mean=3.8400, SD=0.8064), quality (Mean=3.6913, SD=0.9288) and price (Mean=3.5625, SD=0.8197) which was considered as agreeable level. For the brand loyalty, attitude (Mean=3.6906, SD=0.9056) and behaviour (Mean=3.5806, SD=0.9653) which was considered as agreeable level.

Table 2 Level of Agreement

Item	Mean	S.D	Level of agreement
Brand Image			
Enterprise Image	3.9831	0.7490	Agree
Product Image	3.6575	0.7871	Agree
Service Image	3.7719	0.8098	Agree
Customer Satisfaction			
Appearance	3.6381	0.7630	Agree
Function	3.8400	0.8064	Agree
Quality	3.6913	0.9288	Agree
Price	3.5625	0.8197	Agree
Brand Loyalty			
Attitude	3.6906	0.9056	Agree
Behaviour	3.5806	0.9653	Agree

4.3 Hypothesis Testing.

4.3.1 Multiple regressions

Table 3 Result of Hypothesis the BI, CS Affects the BL

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.455	.079		-5.769	.000
	brand image	.284	.061	.183	4.693	.000
	customer satisfaction	.948	.050	.739	18.981	.000
a. Dependent Variable: brand loyalty						
b. Significant level = 0.05						

From the Table 3, The Sig. value of brand image and customer satisfaction are lower than the level of significant or the alpha level (α=0.05) for the hypothesis test. In addition, considering the value of Coefficients Beta, brand image is 0.284 and customer satisfaction is 0.948,so customer satisfaction has the most strongly relationship with brand loyalty at about 94.8%. The second strongest relationship is brand image about 28.4%.

Brand loyalty=-0.455+0.284(brand image)+0.948(customer satisfaction)

From the Table 4, The Sig. value of brand image is lower than the level of significant or the alpha level (α=0.05) for the hypothesis test. In addition, considering the value of Coefficients Beta, brand image is 0.994,so brand image has the most strongly relationship with customer satisfaction at about 99.4%.

Customer satisfaction=0.135+0.994(brand image)

Table 4 Result of Hypothesis the BI has a Positive Affects the CS

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.135	.079		1.707	.089
	brand image	.994	.035	.819	28.481	.000
a. Dependent Variable: customer_satisfaction b. Significant level = 0.05						

4.3.2 Summary of hypothesis testing

From the Table 5 it was showed that result of all the hypothesis were supported.

Table 5 The summary of hypothesis testing result

Description	Result
H1: the brand image has a positive affects the brand loyalty.	supported
H2: the brand image has a positive affects the customer satisfaction.	supported
H3: the customer satisfaction has a positive affects the brand loyalty.	supported

5. CONCLUSION, DISCUSSION AND RECOMMENDATION

5.1 Conclusion and Discussion

The relationship between brand image and brand loyalty, according to the result of the tests of hypotheses, the Sig.value is lower than the level of significance or the alpha level (α=0.05) for the hypothesis test. Brand image has the relationship with brand loyalty is 28.4%.Hence, the brand image has a positive affects the brand loyalty. The relationship between brand image and customer satisfaction, according to the result of the tests of hypotheses, the Sig.value is lower than the level of significance or the alpha level (α=0.05) for the hypothesis test. Brand image has the most strongly relationship with customer satisfaction at about 99.4%.Hence, the brand image has a positive affects the customer satisfaction. The relationship between customer satisfaction and brand loyalty, according to the result of the tests of hypotheses, the Sig.value is lower than the level of significance or the alpha level (α=0.05) for the hypothesis test. Customer satisfaction has the relationship with brand loyalty at about 94.8%. Hence, the customer satisfaction has a positive affects the brand loyalty.

5.2 Recommendations

For brand image, customers more pay attention to company which has a good reputation in the market and position of the mobile phone brand in the industry. Company needs to focus on advertisement, increase advertising and creativity to attract customers memories. Customers more pay attention to company provided on-site service it is very convenient or not, Administrators should periodically carry out training and assessment on the service attitude of the employees in order to ensure that the customer gets good service attitude and quality every time. Both male and female pay more attention to the design style and the durability and quality of cell phone batteries, so, the corporate should focus on these two important points to improve the marketing mix type to attract more customers.

5.3 Limitations of the study and suggestions for the further research

Firstly, in this research, the data collection only focuses on Guangxi smart mobile phone users, the next research for the other provinces. Secondly, the sampling groups come from various backgrounds, which may cause an effect on the questionnaires. The next research for the person who is interested in this issue can focus more on foreigners who use China smart phone. Finally, future researcher can explore the other factors that can influence customer satisfaction and brand loyalty of China smart phone brand or whole brand.

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Design of Intelligent Home System Based on Internet of Things

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Abstract: With the rise of smart homes, more and more people are paying attention to the quality of service of smart homes. Therefore, design a smart home system based on the Internet of Things. In the hardware part, the master node hardware device and LED control card are designed; in the software part, the design of CGI software and voice and video transmission is realized. The experimental results show that compared with the existing home intelligent system, the smart home system based on the Internet of Things has obvious more efficient service quality and stronger application advantages.
Keywords: Internet of things; Smart home; Quality of service; LED control card; CGI; Voice and video transmission

1. INTRODUCTION

With the rapid development of science and technology and the continuous improvement of people's requirements for quality of life, smart homes have gradually entered people's lives and provided support for intelligent life[1]. It is not difficult to see from the development of various home furnishing industries at home and abroad that major home furnishing companies are stepping up research and development and upgrading of smart home products, which shows that smart homes have ushered in a great development space. Generally speaking, the smart home we often say is based on the premise of the personal home address, by using high-tech network communication technology, comprehensive layout, multimedia link device, automation and other technologies, the basic facilities and daily necessities of the surrounding environment will be linked together, and efficient, scientific, reasonable and intelligent family facilities and their synchronous system management will be set up to increase the comfort and convenience of people's daily life and enhance people's quality of life. Due to the rapid development of the 4th generation (4th-Generation, 4G) Internet networks in recent years, the concept of Internet of Things (IOT) and smart home has once again become a key issue that people are currently paying attention to. For example, the visual speech of residential property to user's residence, home burglar alarm, home monitoring device, etc. have become a universal product. Digital, intelligent and automated security management is the future development direction of smart home system[2]. In this context, combined with mainstream 4G network, Internet of Things technology and Location Based Services (LBS) technology, the development of smart home systems based on the Internet of Things, in order to meet people's needs for intelligent, automated life

2. HARDWARE DESIGN

2.1 Master Node Hardware Device

In the intelligent home system based on the Internet of Things, the main node hardware devices are mainly divided into Cortex-M embedded MCU, Zigbee wireless data transceiver module, GOM module, human-computer interaction device and so on. Cortex-M embedded MCU is a key part of the master node; Cortex-M is a wireless receiving module suitable for the standard IEEE882.15.89, thus realizing the wireless transmission and reception of data[3]; The terminal includes a common RS332 and an external input/output device using the network, which is mainly used for connection with a home device, and realizes simultaneous control of the collected data and the furniture instrument execution unit. In addition, it is necessary to make necessary links with the personal computer network terminal to debug and check the internal running performance of the system one by one. Due to the functionality and intelligence of the system, the external GPM and Bluetooth devices are used for remote monitoring and real-time monitoring of the external environment of the home at home[4]. Human-computer interaction has functions such as buttons and liquid crystal display (LCD) screens, which is conducive to human-computer interaction, and its power supply can provide voltage for the total system. The center controller uses ARM990T S1C2900 as the main controller card. The central controller adopts the ARM990T S1C2900 as the main control chip. The TFT/SPN LED display controller integrated in the wireless data transceiver module is mainly used to transmit recording data and generate video signals, supporting external vertical screens and horizontal scrolling screens. The LED terminal can directly contact and communicate with most LCD screens through the LED control display set in S1C2490, the filter and contrast of LCD screen controlled by IC bus are realized by IC terminal interface, thereby the establishment of the human-machine exchange interface is completed.

2.2 Led Control Card Design

The LED control card is an important part of the smart home system and the master control center of the entire system. Its actual use environment determines that it must operate independently of the limitations of the upper PC device. That is, after the completion of the program recording, the Microcontroller Unit(MCU) needs to realize that it can acquire a certain amount of data signals under the use of the clamp state, and can achieve the goal of controlling the display of the LED display page[5]. The design idea is: precise and reasonable, with certain usability. In the design based on the IOT smart home system, the entire LED control card is actually the smallest operating system of a single-chip microcomputer. That is, there are many input terminal interfaces left in the external environment, two network cable sockets, and the 5th battery power supply is used to link the common power switch, so that there are a total of 15 input terminal interfaces. At the same time, on the other hand, an 18-pin output 06 power terminal interface socket is designed, which is suitable for network connection with LED display. The single-chip player selected for the design of intelligent home system based on the Internet of Things is the STC15C5A90S1 single-chip player. It is a single-time machine produced by the listed intelligent programming company. Its operation cycle is 1 T. Moreover, it is a new generation of enhanced 9051 single-chip record player that combines high-speed, convenient, scientific, effective, reasonable and anti-interference. Its code program is compatible with traditional 8051 program operation. However, its execution efficiency is 10-16 times faster than that of ordinary single-chip players. With the vibration frequency of 18MHZ crystal, it is applied to the operation of LED display screens. The resolution is obviously increased and stable, and there are no adverse effects such as flickering and flashback[6]. The operating current range of the STC12C6A60S8 is 6.6V - 8.5V, and the space code of the client program, that is, the number of bytes stored in the flash program memory is 80K, which is sufficient for the driver program with a small byte size.

3. SOFTWARE PART DESIGN

3.1 Cgi Software Design

The Common Gateway Interface (CGI) is actually a simulation program that runs on the terminal server port and provides the necessary network services for the terminal interface of the client interface. First, sensors such as smoke, flames, human body infrared sensing, humidity, temperature, light perception, and vandalism transmit the collected information to the SPCE091A central control panel. After the SPCE081A key operation control panel further decodes and analyzes the received information, the information is slowly transferred to the uploading central control panel of the storage data group every 1.5s. Once the alarm signal is found, the input time of the system upload information will be changed to 0.25s to improve the immediacy of the system design. Finally, in order to facilitate the "Environmental Monitoring" button through the central control panel and the operation interface, the current optimal temperature, humidity, light intensity, and information under normal conditions such as smoke, flame, and human body sensing are displayed.

3.2 Voice and Bideo Transmission Module

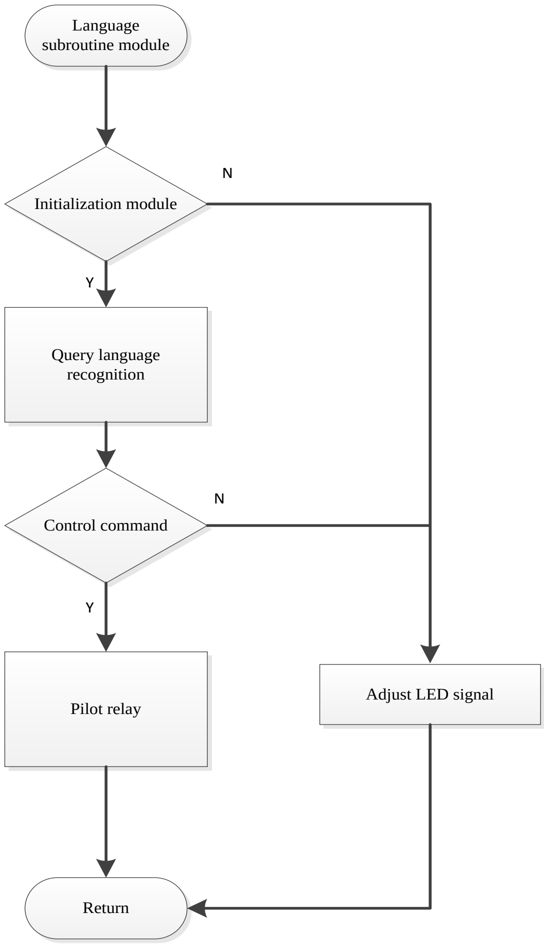

Figure 1 Schematic diagram of voice and video transmission process

The intelligent home system software part of the Internet of Things is divided into two parts, namely drivers and applications. Generally, the direct drive interface LED display screen of the single chip microcomputer can be divided into two types according to the position of the stored storage data: one is to display the data storage condition in the driver operation panel, and the other is to display the data storage condition in the expanded data information parallel or serial memory. This system is basically controlled by a medium-sized LED display. The status of the data information displayed by the two-color indoor LED display in the static state indicates that the data display length of such a unit panel is 69 (length) × 42 (width) / 6 (data space) = 712 bytes (0.7KB). In other words, only 3KB of memory data bytes are needed to use the display consisting of these 4 unit panels. In addition, the data part of the program panel operation and a considerable part of the need to change the display data byte, this is sufficient for the single-chip player with 70K memory. The voice and video transmission process is shown in Figure 1.

4. EXPERIMENT AND RESULT ANALYSIS

In order to verify the effectiveness of the smart home system based on the Internet of Things, the following experiments were designed to verify. The experiment was conducted in the same residential area, and two households with the same home setting were compared. In order to ensure the rigor of the experiment, the traditional security alarm system is used, that is, as a comparison of experimental argumentation, the quality of service is counted. The experimental demonstration result curve is shown in Figure 2. Through the comparison of experimental data, it can be clearly seen that the smart home system involved in this paper basically exceeds the traditional security system design in terms of service quality, and maintains the stability of service quality. Due to the development of the 4G mobile communication network and the further maturity of the IOT technology, smart home is welcoming its rapid development space with scientific, professional, automated, intelligent and low-cost features. Safety is a necessary condition for smart homes to settle in people’s daily lives, and it is also a key and important part of the smart home concept. The various early warning devices of the traditional home security system are expensive, have a single function, and have a high trigger rate. Only by timely warning and alarm functions, real-time recording of crime scenes or disaster scenes can greatly reduce people's financial losses and save lives.

5. CONCLUSION

Relying on the development of Internet of Things technology, in order to meet people's requirements for home intelligence and automation, a smart home system based on Internet of Things was designed. The experimental results show that the system has extremely high effectiveness and greatly improves the service quality of the smart home system.

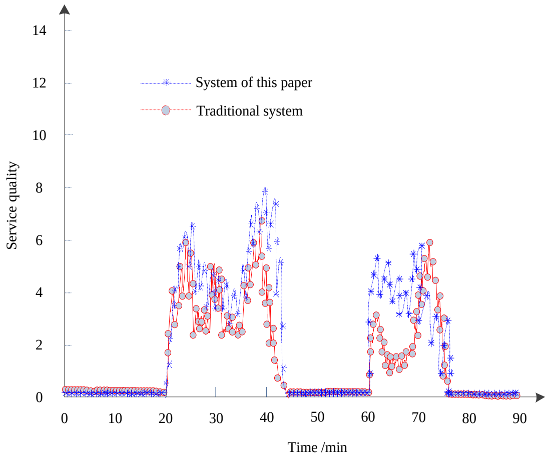

Figure 2 Comparison of service quality of different smart home systems

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Research on the Teaching Reform of Mental Health Education for College Students under the Strategy of New Economy and Management

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Abstract: Firstly, based on questionnaire survey and individual interviews, this paper analyses the current situation and main problems in the teaching of psychological health education for undergraduates majoring in economics and management; secondly, under the guidance of the idea of the new management project construction, information technology such as internet, big data, cloud computing and artificial intelligence is applied according to the training objectives and mental health education objectives of contemporary undergraduates. Skills are applied to the reform of teaching objectives, teaching contents, teaching methods, teaching evaluation and the construction of teaching staff in the course of psychological health education for college students, in order to improve the teaching effect of psychological health education for college students majoring in economics and management.
Keywords: new management, mental health education, teaching reform

1. INTRODUCTION

In recent years, with the economic development entering the new normal, China's economic growth has slowed down, employment pressure has increased, and the number of college students with psychological problems has increased. There are many kinds of psychological problems among college students nowadays, but they can be classified into developmental psychological problems and psychological barriers of varying degrees. In July 2011, the Ministry of Education published the Basic Requirements for the Teaching of Psychological Health Education Course for College Students, pointing out that "Colleges and universities should help college students enhance their awareness of Self-Mental health care and prevention of psychological crisis through the teaching of knowledge, skills and self-awareness." In September 2018, Xi Jinping pointed out at the National Education Congress that through education, students should be trained to have the courage to shoulder the responsibility, to strive unremittingly and to have an optimistic attitude towards life. The important speech of Secretary Xi pointed out the specific direction and requirements for the reform of College Students' mental health education curriculum. In order to carry out the spirit of the central document and improve the psychological quality of College students, the major of economics and management in Colleges and universities has offered the courses of Mental Health Education for College Students (compulsory course, 1 credit), Mental Health and Safety Education for College Students (compulsory course, 2 credit), and a series of related elective courses. However, there are still many problems in the teaching of psychological health education for undergraduates majoring in economics and management, such as teaching objectives, teaching contents, teaching methods, teaching evaluation and teaching staff.

Nowadays, information technologies such as mobile internet, big data, cloud computing and artificial intelligence are changing all levels of social economy, bringing impact to university education, but also opportunities for development. The construction of new economy and management is a systematic project and an important measure to open up and develop a new situation for schools in the new era. The key point of the construction project of new economic management is to innovate talent training mode, improve the quality of talent training, focus on training high-level applied talents who can meet the development needs of the new era, master modern information technology, strengthen practice and emphasize innovation. In order to improve the teaching effect of mental health education for college students, this paper will make a thorough analysis of the teaching objectives, teaching contents, teaching methods, teaching evaluation and teaching staff. Under the guidance of the idea of the new economic management project construction, combining with teaching practice and thinking, this paper puts forward the teaching reform measures of College Students' mental health education course.

2. MAIN PROBLEMS EXISTING IN THE TEACHING OF PSYCHOLOGICAL HEALTH

EDUCATION FOR COLLEGE STUDENTS

Through questionnaires and individual interviews, this paper explores the current situation of the teaching of psychological health education for students majoring in economics and management, and points out the main problems.

2.1 Teaching Objectives Are Not Clear

The aim of mental health education curriculum is to enable students to master the basic knowledge of mental health, cultivate self-cognitive ability, interpersonal communication ability, self-regulation ability, improve psychological quality and promote all-round development. Through the course teaching, students can improve their knowledge, skills and self-awareness. At present, there are two wrong orientations in the course of mental health education for economics and management majors, that is, focusing on theory and focusing on skills. Teachers who focus on theoretical teaching goal orientation emphasize imparting theoretical knowledge of mental health in the teaching process, improving students' theoretical literacy of mental health knowledge, while neglecting to improve students' ability to solve mental health problems; teachers who focus on skilled teaching goal orientation emphasize improving students' ability to solve various kinds of mental health problems in the teaching process. Practical skills of mental health problems are neglected to improve students' theoretical literacy of mental health knowledge [1]. The ambiguous teaching objectives will directly affect the teaching effect and the cultivation of students' mental health knowledge ability.

2.2 The Teaching Content Is Imperfect

In order to guarantee the effectiveness of mental health education for college students, the Basic Requirements for the Course Teaching of Mental Health Education for College Students clearly require that the course of mental health education for college students be set up as a public compulsory course with two credits. The course contents mainly include the basic knowledge of mental health, self-awareness and cultivation, personality development and mental health, etc. At present, although the course of psychological health education for undergraduates majoring in economics and management is compulsory, only 18 hours of credit are required. The course teaching can only choose part of the content stipulated in the Basic Requirements. The teaching content is incomplete, and the teaching content still has some problems, such as lack of depth and practicability.

2.3 Teaching Methods Are Inflexible

Psychological health education for college students is a highly operational and practical course, which requires flexible use of teaching methods, case analysis, interactive discussion, situational performance, psychological testing, group training and other teaching methods according to the teaching content. However, at present, the teaching methods used by teachers in the course of psychological health education for economics and management specialty are single, mainly traditional teaching methods and case analysis. It is difficult to achieve the teaching objectives of improving students' psychological quality, cultivating positive psychological quality and promoting students' all-round development [2].

2.4 The Way of Assessment Is Unscientific

Psychological health education for college students is a course that pays more attention to both theoretical knowledge learning and psychological experience and behavioral training, which requires that the teaching assessment method of this course is different from other traditional courses. However, at present, the mental health education curriculum for students majoring in economics and management still adopts the traditional assessment methods, such as doing exercises, writing course papers, closed-book examination and so on. These traditional teaching assessment methods can not truly reflect the teaching effect of mental health education curriculum, nor can they reflect the improvement of students' mental health level and psychological quality [3].

2.5 Teachers Are Not Professional Enough

Mental health education course is a highly professional and applied course, which needs full-time teachers with systematic professional training, solid theoretical knowledge of mental health education and mental health guidance skills to teach. However, at present, the teaching of psychological health education for economics and management majors is mainly taught by counselors who have not been trained in mental health education. These teachers can only teach some basic theoretical knowledge of mental health according to teaching materials such as textbooks and syllabuses [4]. They can neither grasp the frontier theoretical knowledge nor be lucky. With the knowledge, principles and skills of mental health, the psychological problems of students are comprehensively analyzed and correctly guided.

3. TEACHING REFORM SCHEME OF MENTAL HEALTH EDUCATION FOR COLLEGE STUDENTS

In view of the current situation and the main problems of the teaching of psychological health education for college students majoring in economics and management, under the guidance of the construction idea of new economic management, information technology such as Internet, big data, cloud computing and artificial intelligence are applied to the teaching reform of psychological health education for college students.

3.1 Reform of Teaching Objectives

The teaching objectives play an overall role in the whole course of teaching, and play an important guiding role in the design of teaching content, the selection of teaching methods, the application of teaching modes and the establishment of teaching evaluation system. At present, the teaching objectives of psychological health education curriculum for economics and management specialty are not clear, so we should make clear the teaching objectives. Through the study of mental health education curriculum, college students should master the basic theoretical knowledge of mental health, improve their ability of identifying psychological problems, coping with psychological problems and solving them. Therefore, the teaching objectives of mental health education courses for college students should consider not only the learning of basic theoretical knowledge and the cultivation of ability, but also the needs of College Students' mental health development and the characteristics of their psychological quality development. Under the strategy of new economy and management, the teaching objectives of the course of mental health education for students majoring in economics and management are to improve their theoretical knowledge of mental health, to cultivate their self-cognitive ability, self-regulation ability and interpersonal communication ability, and to enhance their psychological quality.

3.2 Reform of Teaching Content

The content of curriculum teaching is the concretization of the teaching objectives, which directly reflects the teaching objectives and serves to achieve the teaching objectives. Therefore, the establishment and selection of teaching content of mental health education curriculum should be based on the objectives of mental health education curriculum, and at the same time, students' physical and mental development level at different stages and actual mental health status should be fully considered. The contents of mental health education curriculum for college students include not only the basic contents of psychological knowledge imparting, self-cognitive development, psychological adjustment ability enhancing, but also life outlook education, value education, Thanksgiving education, etc [5]. First-year freshmen's curriculum content focuses on learning cognitive and new environment adaptation skills, mainly including mental health overview and psychological counseling knowledge, common psychological problems identification and response, basic knowledge of psychological crisis intervention, self-awareness development and mental health, personality development and mental health, interpersonal communication and mental health. Through the study of these knowledge and skills, students can smoothly go through the transition and adaptation stage from middle school to university. The curriculum content of the second and third grade students focuses on understanding the basic theoretical knowledge of mental health, so that students can initially master the skills of psychological mediation and self-acceptance, love guidance and emotional regulation. The curriculum content of the fourth grade students focuses on interpersonal relationship and social adaptation. It helps students fully understand the basic characteristics of various fields of society and form the ability to correctly analyze their own psychological tendencies and personality tendencies.

3.3 Reform of Teaching Methods

Mental health education course is a practical course. In order to achieve the teaching objectives, teachers need to flexibly use classroom teaching, case teaching, interactive discussion teaching, experiential teaching and other teaching methods in teaching. Classroom teaching is a kind of teaching method in which teachers make students master basic knowledge and skills by means of narration and explanation. Classroom teaching method is still an effective teaching method for the study of basic knowledge and skills such as mental health knowledge, self-awareness and cultivation, emotional management, interpersonal communication, etc. in the course of mental health education. However, when applied in practice, teachers should not instill them unilaterally, and they must closely link the hearts of the students who teach them. Reasonable and practical, integrates knowledge, operability and interest [6]. Case teaching is a teaching method that organizes students to discuss specific cases prepared in advance in order to achieve the purpose of enlightening theory and thinking. In the course of mental health education, teachers choose some representative and typical psychological problems that students encounter in their lives as cases, and present these cases to students in vivid, vivid, real and intuitive forms. They guide students around the manifestations, causes and remedies of the psychological problems reflected in the teaching cases. Method and so on carries on the thorough ponder and the analysis. Interactive discussion teaching is a teaching method in which teachers encourage students to speak freely and discuss deeply about a topic in teaching practice. When using interactive discussion method in the teaching process of mental health education, we can adopt many forms, such as desk discussion, group discussion, collective discussion, etc. We can adopt the combination of in-class and out-of-class discussion, the interaction between students and the interaction between teachers and students. Through interactive discussion, students will have ideological collision, which will help students form inclusive mentality and pluralistic thinking. Experiential teaching method is a multi-directional interactive teaching method, which starts from the teaching needs and creates specific scenes or atmosphere suitable for teaching content, in order to arouse students' self-experience, personal perception, experience situations and construct knowledge, so that students can understand knowledge, develop their ability and use knowledge in the process of personal experience. In the course of teaching materials for mental health education, teachers should create scenes or atmosphere closely related to college students' psychological activities by means of interactive games, psychodrama and role-playing, according to students' cognitive ability and psychological development law, so as to stimulate students' emotions in their experience, and integrate them into their experience to promote students' self-experience, self-reflection, sharing experience, perceiving life, enhancing self-confidence and enhancing ability, so as to achieve the teaching goal of perfect personality and sound personality.

3.4 Reform of Assessment Methods

The traditional assessment method of mental health education curriculum is not only inconsistent with the nature of the curriculum, but also against the curriculum objective of improving students' mental health level. Therefore, the assessment methods of mental health education curriculum need to be reformed urgently, and diversified assessment methods should be adopted to achieve the goal of comprehensive and scientific assessment of curriculum teaching. It is necessary to examine not only the students' mastery of the basic theory and skills of mental health, but also their ability to analyze and solve mental health problems. We should not only pay attention to the summative assessment at the end of the term, but also to the assessment of the teaching process. We should also incorporate the students' performances in interactive discussions, behavioral exercises, interactive games, psychodrama, role-playing and other activities into the students' performance evaluation system [7]. It not only pays attention to the evaluation of students and teachers, but also pays attention to students' self-evaluation, and makes a comprehensive evaluation of students' curriculum learning.

3.5 Building of Teachers' Team

Optimizing the teaching staff is the key to solve the series of problems of mental health education courses for college students. Therefore, under the guidance of the strategic idea of "new management", the major of economics and management should establish a professional teaching staff of mental health education courses. Firstly, a strict teacher selection mechanism should be established to select a group of teachers with solid theoretical foundation, reasonable knowledge structure, rich experience in psychological counseling and high level of teaching skills from full-time counselors, College League leaders and professional teachers. The second is to establish a sound teacher training system, strictly in accordance with the objectives of professionalization and professionalization, strengthen the training of teachers, and focus on improving the ability and quality of teachers in mental health education courses [8]. Thirdly, we should improve the incentive mechanism for teachers' assessment, combine students' assessment of teaching, teaching supervision and evaluation with peer evaluation, and combine spiritual and material incentives to improve teachers' professional identity, dedication and professional level in mental health education courses.

4. CONCLUSION

In order to improve the teaching effect of mental health education for college students, this paper makes an in-depth analysis of the teaching objectives, teaching contents, teaching methods, teaching evaluation and teaching staff, and puts forward the teaching reform measures of mental health education for college students under the guidance of the new economic management project construction idea. Through questionnaires and individual interviews, we know that there are the following main problems in the teaching of mental health education for college students majoring in economics and management: unclear teaching objectives, imperfect teaching content, inflexible teaching methods, unscientific assessment methods, and weak professionalism of teachers. In view of the current situation and the main problems of the teaching of psychological health education for college students majoring in economics and management, under the guidance of the construction idea of new economic management, information technology such as Internet, big data, cloud computing and artificial intelligence are applied to the teaching reform of psychological health education for college students.

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Discourse Analysis of Teresa May's Resignation Speech from the Perspective of Appraisal Theory

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Abstract: The Appraisal theory is a set of theoretical systems established by Martin and White in the 1990s. As a continuation and development of functional linguistics, it provides a new theoretical framework for discourse analysis. Based on Appraisal theory, this paper uses the method of qualitative analysis to study Teresa May's resignation speech, aiming to reveal how May uses the attitude, engagement and graduation resources in Appraisal theory to achieve interpersonal meaning. It also enables English learners to more accurately grasp the use of language.
Keywords: Appraisal theory, Teresa May's resignation speech, attitude resources, engagement resources, graduation resources

1. INTRODUCTION

Appraisal theory is developed from Halliday's systemic-functional grammar, which focuses on the study of short sentences and grammar in interpersonal functions. Martin [1] pointed out that the method of analyzing interpersonal functions under the framework of systemic-functional grammar ignores the appraisal of semantics. White said that appraisal theory is "a special method to explore, describe and interpret language and to use it to evaluate, take positions, construct roles and manage interpersonal positioning and relationship".

British Prime Minister Theresa May announced on June 7 that she would step down as the leader of the conservative party, but stay on as prime minister until a new leader is chosen. She gave her resignation speech outside 10 Downing Street in London on May 24th.In her speech, Theresa May expressed regret over the failure to leave the European Union, but also expressed hope for the future. From her words, we can feel the female leader's devotion to this country and her helplessness to leave the EU. This paper attempts to analyze the interpersonal meaning conveyed by May's resignation speech from the perspective of appraisal theory, so as to find out how May uses appraisal resources to express her decision to resign and her love for her country, and at the same time enable English learners to master the language skills.

2. THEORETICAL FRAMEWORK

According to systemic functional grammar, language has three meta-functions, namely ideational, interpersonal and textual. "Interpersonal function, as one of the three meta-functions, has the function of expressing the speaker's identity, status, attitude, motivation and his inference, judgment and appraisal of things. The interpersonal function of systemic-functional linguistics mainly focuses on mood, modality and personal pronouns, mainly on grammar and syntax, but rarely on lexical analysis. The analysis at the lexical level also plays a great role in discourse analysis. The speaker's use of vocabulary also profoundly reflects his way of thinking, rhetorical skills and control of speech details.

From 1991 to 1994, Martin conducted a Write It Right project, in which researchers further summarized research on the attitude function as a rating system. According to Martin, appraisal theory is a method of "exploration, description and explanation". Explanatory language is used to evaluate, take positions, construct textual roles and manage interpersonal positioning and relations. In short, appraisal theory is an interpersonal functional system. According to Martin, "appraisal theory focuses on language resources, texts or speakers to express, negotiate and naturalize specific inter-subjectivity and final ideological positions through these resources. The theory pays particular attention to the attitudes and emotions that evaluate language, as well as a range of resources that explicitly locate textual proposals and propositions in interpersonal relationships. Therefore, it provides us with a systematic tool to understand "the evaluative use of language, including speakers or authors adopting specific value positions and negotiating these positions with actual or potential interviewees". According to Martin, appraisal can be divided into attitude, engagement and graduation.

3. THE ANALYSIS OF THERESA MAY'S RESIGNATION SPEECH

3.1. Attitude System

According to Martin, attitude refers to "the values that speakers evaluate participants and processes by referring to the value system determined by emotional reactions or culture". In order to make it easier to understand, attitude is a general meaning label that involves emotional responses and value systems. Attitude resources can be divided into three categories: affection, judgment and appreciation.

Affection resources are mainly used to express people's feelings, and are divided into positive and negative. As for judging resources, Li Zhanzi pointed out, "it refers to a series of positive or negative evaluations of human behavior according to the rules of social system stimulation. And the appreciation of resources is the evaluation of the value of things. Judging from May's resignation speech, we have found a lot of attitude resources, which are distributed and have different roles[2].

(1) I feel as certain today as I did three years ago that in a democracy if you give people a choice you have a duty to implement what they decide.

(2) Back in 2016 we gave the British people a choice. Against all predictions the British people voted to leave the EU.

(3) For many years, the great humanitarian Sir Nicholas Winton-who saved the lives of hundreds of children by arranging their evacuation from Nazi-occupied Czechoslovakia through Kinder transport - was my constituent in Maidenhead.

(4) Our politics may be under strain, but there is so much that is good about this country. So much to be proud of. So much to be optimistic about.

The word "certain' in case 1expresses that she has the responsibility to accomplish the mission of the Brexit referendum. She also expresses her confidence and determination. She has made great efforts, but also expresses her confidence in the next Prime Minister to accomplish this task. In case 2 "Against the predictions" show that, from her side she don't want the Brexit, but the fact is fact. The only thing she can do is to deal with the Brexit, to take on the responsibility. The word "Against" shows the judgment resources in text. In case 3, "the great humanitarian" shows the great praise for this outstanding humanist, who helped many children avoid the massacre during the Nazi era, and his suggestions to help May are also mentioned below. It was not particularly disgraceful of him to suggest compromises, which sometimes save lives, and May's decisions were heavily influenced by his views. Quitting may not be a good solution, but if you don't do well, hand the job over to someone more competent. Our politics may be under strain now, because the Brexit referendum three years ago has resulted in two prime ministers resigning in succession. Both the dissatisfaction with the brexit result and the helplessness of failing to help the country complete the task have put the British politics under strain. In case 4, "so much good', "proud of" and "optimistic about' show May's hope for the future of the country. Although the problem is big now, it will eventually be solved. The country still has many good places and a bright future[3-4].

3.2. Engagement System

Evaluation theory deals with the sources of attitude and focuses on the means by which the language user adjusts and negotiates the argumentability of his or her discourse, that is, the engagement system. To make it easier to understand, it means how language speakers communicate their opinions and how they align with others. It includes options for eliminating and referencing conversations in discourse. There are two types of engagement systems: monogloss and heterogloss. Monogloss refers to that the source of speech is only the language user, who directly participates in the full responsibility of the language spoken. This way of expression indicates the subjectivity of the language user. Heterogloss means that language users can release their responsibility and speakers can use heterogloss to disperse their responsibility for utterance when expressing their opinions. In other words, it is divided into expansion and contraction. Dialogue expansion means that the speaker's attitude towards other voices is inclusive, that is, in the discourse, the speaker does not exclude other voices, but gives them some space to participate in the dialogue. Conversational contraction refers to the speaker challenging, opposing or suppressing the presence of other voices in the field of discourse.

(5) My focus has been on ensuring that the good jobs of the future will be created in communities across the whole country.

(6) Whatever our background, the colour of our skin or who we love, we stand together. And together, we have a great future.

Case 5 and 6 are both heterogloss extensions. In case 5, "the future will be created" expresses May's confidence and attitude to solve the job problems of the whole country in the future by means of the modal verb "will'. May has almost eliminated the deficit, the national debt is falling and soon they will end their monetary tightening. This is an encouragement to the people and a promise to the country. As long as we are united as one, we will have a bright future. Any difficulty can always be solved with solidarity, and it is also a call for people to stand together against the present difficulties. Case 5 and 6 both open up more possibilities by expanding the space for dialogue and allowing the audience to negotiate[5].

(9) Ever since I first ste.

(7) He said: 'Never forget that compromise is not a dirty word. Life depends on compromise.' He was right.

(8) As we strive to find the compromises we need in our politics, whether to deliver Brexit or restore devolved government in Northern Ireland, we must remember what brought us here.

Case 7 and 8 are both examples of contraction. In case 7, May quotes Sir Winton's saying that "never forget that compromise is not a dirty word. Compromise can save lives." He was right. "Never forget' emphasizes the negative words that the discourse cannot be refused and no voice of doubt is allowed. By shrinking the words to emphasize the inviolability of this sentence, which is the strongest support for May's offer to resign. In case 8, the use of the modal verb "must", which has a high value, also emphasizes the non-refusability of the dialogue. Whether or not to continue with Brexit, or how to rebuild Northern Ireland's regional government, as we search for compromise in our disputes, we must remember what politics is all about. We are in politics to better help this country move forward, to see the possibility of moving forward on these issues and to find a better way out.

3.3. Graduation System

The graduation system refers to the extent of attitude involvement. Evaluation resources are adjusted according to two parameters, namely, force and focus, which are positioned in the range from low intensity to high intensity or from core to edge. According to Martin, force can be described as "adjusting volume up and down". For example, the words may, probably and definitely all indicate the possibility of something happening, but there is a difference in the degree to which they are expressed. Focus refers to propositions or entities that cannot be extended empirically, but can be regarded as "sharpening and softening of categories of experience". Exactly 8 o'clock and about 8 o'clock, for example[6-8].

(9) Ever since I first stepped through the door behind me as Prime Minister, I have striven to make the UK a country that works not just for a privileged few but for everyone, and to honour the result of the EU referendum.

(10) Because this country is a union, not just a family of four nations. But a union of people. All of us.

(11) I have done everything I can to convince MPs to back that deal. Sadly I have not been able to do so. I tried three times.

(12) We have helped more people than ever enjoy the security of a job. We are building more homes and helping first-time buyers onto the housing ladder so that young people can enjoy the opportunities their parent did.

Case 9 and 10 both use the focus method, which aims to emphasize and highlight something. In case 9, "not just for...But for...' shows that May, from the moment she took office, was determined not just to serve a privileged few, but to contribute to the country as a whole, which shows May's determination to make it. In case 10 the same method was used. After the word "but' the importance of a country as a whole, and the need to unite as one to overcome difficulties was emphasized. Case 11 and 12 use verbal resources to enhance expression. May has tried her best to persuade MPs to back the brexit deal, but in the end it failed. "She has tried three times.' The use of "three times' further strengthened her efforts for this decision. Only when I failed, I came up with the idea of resigning to find a new prime minister to solve the task of Brexit. We have helped more people and we are building more homes during May's term in office.

4. CONCLUSION

May's resignation speech was heartfelt and moving. It was full of regrets that she failed to complete Brexit, but it was an honor to serve the British people. This paper uses the appraisal theory to interpret May's resignation speech, from which we can see her attitude and emotion towards the country's Brexit. Among them, the use of attitude resources shows that May is making her own efforts for Brexit. Although she is reluctant to leave the EU, she still wants to help the country move forward. The use of heterogloss in engagement resources not only opens up the space of dialogue for May's speech, but also makes her words irresistible, which shows May's superb language skills. The use of poor resources allowed the speeches to focus on the country's unity and encouraged people to work together to overcome difficulties. In a word, through the analysis of May's resignation speech, we can see that this female leader's feelings for the country can also help us to more accurately grasp the attitude and emotional resources contained in it and improve the skills of language use.

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The Analysis and Inspirations of the Cultural Values in Downton Abbey

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Abstract: Downton Abbey, which was a series of ancient costume dramas, was produced by British Independent Television in September 2010. By March 2015, it had produced a series of six seasons in all. Downton Abbey is set at the end of the most glorious history of the British Empire, whose total span is 17 years. In the 17 years, great changes have taken place in the British society. In this chapter, the author is going to analyze the British cultural values from the agricultural society to the industrial society reflected in Downton Abbey in the early twentieth Century, and then to further discuss the enlightenment of building cultural values in contemporary China during the period of social transformation.
Keywords: Downton Abbey; Social Transformation; Cultural Values; Inspirations

1. INTRODUCTION

Downton Abbey is set at the end of the most glorious history of the British Empire, more precisely, is the reign of George V. It starts from the wreck of the Titanic in 1912 to the Christmas Day in 1929, whose total span is 17 years. In the 17 years, great changes have taken place in the British society. After the baptism of the two industrial revolutions, Britain transforms from agricultural society to industrial society. The emergences of new things not only greatly change the life of the British people, but also have a great impact on the traditional cultural values of the United Kingdom. In addition, the outbreak of the First World War also has a great and far-reaching influence on the whole structure of British society and its traditional cultural value system. In this paper, the author is going to analyze the British cultural values from the agricultural society to the industrial society reflected in Downton Abbey in the early twentieth Century, and then to further discuss the enlightenment of building cultural values in contemporary China during the period of social transformation.

2. THE ANALYSIS OF THE CULTURAL VALUES IN DOWNTON ABBEY

In this part, the author is going to analyze the British cultural values during the period of social change in the early twentieth Century reflected in Downton Abbey on the bases of Kluckhohn and Strodtbeck's value orientation theory from six different perspectives, and then to further discuss the inspirations of building cultural values in contemporary China during the period of social transformation.

2.1 The View on Morality

Are human beings good or evil by nature? Scholars at all times and in all countries have discussed this question, but each one sticks to his own view. In Variations in Value Orientations, Kluckhohn and Strodtbeck divide human nature into three classes, namely: basically good, basically bad, or mixture of good and evil [1]. After watching the Downton Abbey, the author just want to sigh, "Gold can't be pure and man can't be perfect." There are dozens of roles in this play, but it seems no one is perfect. The positive roles are not always good, while the negative roles are not always evil. In fact, human nature is mixture of good and evil, and it will change with the changing of social environment and one's personal life. However, there is one point needing to be emphasized that if a person wants to own a foothold in the circle of his or her life and acquire sincere love and respect from others, he or she should try his or her best to be a nice person. Take Thomas as an example, he has played a selfish, indifferent, offbeat and vindictive villain who always uses unscrupulous divisive tactics to achieve his purposes in the first five seasons. Although he becomes an under-butler in season three, he is not welcomed by the other servants. And because of his narrow and jealous, he even loses his only friend in Downton Abbey. No relatives, no friends, Thomas commits suicide when he is going to be fired in the last season. Thomas is rescued, like reborn, he completely changed himself from then. He begins to sincerely treat the other servants, work hard and carefully, and be ready to help those who are in trouble. In the last episode, Thomas replaces old Carson became the new butler in Downton Abbey. His changes not only help him win the recognition and respect of others, but also obtain his career success.

Today, China in the process of social transformation appears a lot of unscrupulous businessmen who are lack of morals and integrity, and eager for quick success and instant benefits in the development of socialist market economy. They not only seriously undermine the order of the socialist market economy, but also bring immeasurable harm to the lives of consumers. Therefore, China in its development of the economy should strengthen its moral construction as well, and try to conduct moral propaganda of being goods and doing goods in the whole society, to strengthen the moral evaluation standard of people in the role of moral restraint, to strengthen the construction of bottom-line values and professional ethics, and continue to discover and enhance the new moral criteria from the new economic system, which is very necessary and useful for the remolding of Chinese cultural values in its social transformation period.

2.2 The View on Ecology

It is known that the United Kingdom is the first country to carry out the industrial revolution in the world, and then it successfully transforms from agricultural country to industrial country, and becomes the leading power in the capitalist world, which is known as the "world factory". But from the perspective of the ecological environment, it should be said that this transformation not only brings British society the goodness, but also causes the first large-scale environmental pollution and ecological destruction in human history. The price is extremely heavy. After long and unremitting environment governance, the situation of environmental pollution has been changed. In the world, the United Kingdom has formed a typical model of "pollution first, treatment later". In the third season of Downton Abbey, Downton is facing reformation after the First World War because the traditional management is no longer suitable for the development of capitalist society. Many aristocratic manors sell their land one piece after another and then declare bankruptcy in the postwar. From this plot, it can be easily found that, there are serious ecological problems in British during the industrial modernization transformation in the early twentieth Century. In order to survive, those British aristocracy would not consider the future of their land after selling, and those capitalists would not care about the destruction of the ecological environment as well. They only want to develop the economy and maximize the accumulation of capital. Pieces of land are developed into modern factories or residential buildings by the capitalists, and the British economy grows with hitherto unknown speed. More and more villages become parts of the city, while the cost is that the green is in reducing, the rivers are polluted, and the air is destroyed. Until one day, London residents suddenly find the sky is no longer blue, and their breath become difficult when they are enjoying the convenience and comfort of modern life, they begin to realize that it is very ignorant and stupid to develop economy blindly without any concept of ecological protection.

One hundred years later, China is in the historical process of rapid social transformation, and ecological and environmental problems in Britain and other developed countries in the period of social transition encountered, China should learn a lesson, and try to avoid making the same mistakes. The industrialization mode of "pollution first, treatment later" has brought incalculable disasters and destruction of human society, China should change the remedial environment policy into preventive environment policy. Through the adjustment of the social structure, the transformation of the mode of production and life, as well as the innovation and application of science and technology to solve the contradiction and conflict between economic development and ecological environment. Under the guidance of Scientific Outlook on Development, China should try to find a modern road which is suitable for its own development, to pursue the harmonious development of man and nature. Under the guidance of ecological modernization theory, trying to achieve a "win-win" situation of economic development and ecological harmony [2].

2.3 The View on Innovation

At the beginning of twentieth Century, there are numerous new things and new ideas emerging in the British society. In the face of the emergence of new things, the conservative in Downton Abbey often strongly boycott and reject as they have been accustomed to their formed life style and thinking mode, they are afraid of changing, and they hope time can still in the most glorious period in the history of British Empire. While the reformers often hold a more optimistic attitude to new things, they are brave enough to break the shackles of traditions, they are willing to accept and enjoy the changes of life brought by new things, they are expecting their age can have more changes, and they are looking forward to more convenient lives, more open thoughts, and a more rich and colorful world. Under the background of new era, there are a lot of contradictions between the conservatives and the reformers. Facing new ideas and new things, the two sides often stick to their own ideas. However, the pace of history will not stop because of resistance, the new things with vitality which are adapt to the development of the times will eventually break through the resistance and come into being, and be accepted by the public.

In the twenty-first Century, China is moving towards a new era, and new things and new ideas are emerging in endless as well. In the face of the emergence of new things, Chinese people are naturally divided into two different schools, the traditional school and the new school. The traditional one will stick to the old way of life, they have a natural rejection and resistance to new things, while the reformers will boldly go to experience new things in the first time and feel the changes of their life brought by them. Such as, online shopping groups have expanded to all ages from the initial youths; We Chat has been a more popular chat tool than QQ at present, while it was seldom used at the beginning of its appearance; and the new vehicles, mobikes, which are rapidly popular in big cities these two years, the emergence of these new things have greatly changed people's traditional way of life. Because of the emergence of these new things, life has become more and more convenient.

They adapt to the development of the fast-paced times, they are new but own very strong vitality. They quickly break through the resistance of traditional conservative forces, and become the necessary parts in people's daily life. The era is progressing, and the times need development, people's thoughts should keep up with the pace of development of the times as well. When more and more people have the concepts of innovation, China, the ancient country, will renew vitality and charm and show its own style on the world stage.

2.4 The View on Equality

In early twentieth Century, there are two kinds of British with different social status in Downton Abbey. They are nobles who are living in upstairs and servants who are living in downstairs. Before the First World War, those two English people belonging to different social classes were strict with British hierarchy and lived in two different worlds separately. However, the war was fierce and ruthless. It took away many young Europeans' lives, destroyed human material civilization which were built by human beings for several years' painstaking efforts, and broke the traditional feudal system of the British Empire. Many things that seemed impossible before the war become possible after the war. Such as, Lady Sybil and the Chauffer Branson's marriage in the postwar; Lady Rose invites a black band to perform for the guests in Lord Grantham's birthday party; At the beginning of the fifth season, Yorkshire plans to build a monument in memory of the local people died in the War. Carson, not Lord Grantham, is elected as the chairman of the committee by the delegates; Edith not only learns to drive during the war, but also becomes a columnist after the war, and turns to be the editor of the magazine in the last season; More and more manors are going bankrupt in the postwar, more and more servants choose to work in factories, and the servants in Downton are less and less, etc. It can be found that from these plots, in the process of transformation from traditional agricultural society to modern industrial society in early twentieth Century, British traditional feudal hierarchy was destroyed in the tide of the times gradually, and its traditional patriarchal society was challenged by women's awakening and rise. More and more women went out of their houses into all walks of life. The concept of freedom and equality has gradually been recognized and respected by British people.

Today, in the process of transformation from agricultural society to industrial society, China should pay more attention to the construction of values of equality. Equality is the basis of human society to carry out practical activities, is the premise of human efficiency and competition, and it is an important way to solve the confusion of value orientation in the social transitional period. To be more specific, the construction of the concept of equality needs to be based on a fairer and more perfect income distribution system, and strives to ease the gap and conflict between different regions and different classes [3]. Try to expand the middle income groups, and to achieve a relatively fair income distribution, and then to proper coordinate the interests of all sectors of society, so that the masses can truly experience the benefits brought by the reformation and development. To effectively protect the fundamental interests of farmers, accelerate the pace of urban and rural development, to further strengthen the construction of the new socialist rural areas, to solve the problems of rural left-behind children's education and life of the elderly, try to improve the urban and rural household registration management system, and to solve the inconvenience of migrant workers caused by the household registration system, to establish and improve the urban and rural basic living security and minimum wage protection system, and effectively solve the production and life problems of urban and rural low income groups. The construction of the concept of equality will be of great significance for China to maintain social stability in the period of social transformation.

2.5 The View on Education

"Knowledge is power." It is said by Mr. Mason in *Downton Abbey* when he encourages Daisy not to give up learning. It is also the director that wants to speak to the audience in front of the TV through the mouth of Mason. In *Downton Abbey*, there are four servants who change their fates by continuously learning knowledge and skills. They are Gwen, Alfred, Daisy and Mosley. In the first season, Gwen becomes a secretary by learning shorthand and typing from a maid. Alfred successfully realized his dream to be a chef in a big hotel from a footman through learning cooking. Daisy is encouraged by Mason, and picks up the textbooks again in season five. She studies hard and finally passes the university entrance examination in the last season, and then Daisy's fate is going to be changed. Because of abundant knowledge and enthusiasm for education, Mosley acquires the recognition of the principal of Downton School. He smoothly passes the teaching test of that school, and becomes a village teacher. From these four characters' stories, it can be found that learning is the most effective way for those who want to escape from the lowest working people during the process of British transformation from agricultural country to industrial country. Whether it is to learn the knowledge from books, or to learn new skills, there is the possibility to change one's fate as long as he/she persists in learning. People who are fettered by old conventions and never think about changing will be eliminated mercilessly by the times. When the lowest British people in the early twentieth Century are beginning to awaken, and recognizing the importance of learning and education, it means that the majority of British people are gradually awakening. When more and more people in British society realize the power of knowledge, and begin to pay attention to education, and change their lives through learning, their changes will promote the progress and development of the whole society.

Today, China is in the process of transformation from traditional agricultural society to the industrial society, Britain and other countries' transformation experience from agricultural society to industrial society should be learned by China, and the development of science and technology should be attached great importance. To build socialism with Chinese characteristics, China should implement the Strategy of Developing the Country through Science and Education, and attach importance to the development of education and the cultivation of talents. Respecting knowledge and talents is the strategic requirement of building socialism with Chinese characteristics. Adhere to regard education as foundation, to put science and technology and education in an important position of economic and social development, to enhance both the national and science and technology strength and the ability to transform the science and technology into practical productive forces, to improve the quality of science and culture of the whole nation, and to construct economy by the progress of science and technology and the improvement of the quality of laborers.

2.6 The View on Interest

Based on the relationship orientation, the author analyzed people's opinions on the relationship between themselves and others in Downton Abbey in chapter four and found that the interests of the state and the collective are of great importance, while the interests of the individual have not been ignored as well in Britain at the beginning of twentieth Century. From the lord to the servants, everyone has his or her own privacy and space, has his or her own thoughts and choices. They are members of the group, and they are independent individuals at the same time. This kind of value orientation which concerns the interests of individuals met the developing needs of British social at the beginning of twentieth Century, and promoted the development of British capitalist economy, and even today, they still greatly affects the British people's thinking and way of life. Since ancient times, China has been inclined to collectivism cultural value orientation. Each individual is regarded as a member of the group, and it is difficult for the individuals to leave their community to survive. The relationship between people is a kind of interdependent relationship, and individuals' interests and ideas are often placed behind the interests of the collective and the thinking of the group.

Today, China in the process of social transformation, should correctly deal with the relationship between individual interests and collective interests, should adhere to the principle of unity of the individual interests and collective interests. The individual's independent personality should be respected and the reasonable interests of the individual should be recognized first, and then the individuals' initiative and creativity should be given full play, so that the individuals' value and rights can be realized continuously. Individual interests are the foundation of the collective interests, and the legitimate interests of individuals should be fully respected and protected when we emphasize the collective interests. Individual interests can only obey the legitimate and reasonable interests. And finally strive to achieve the harmonious unity of individual interests and collective interests [4].

3. CONCLUSION

In summary, in the process of social transformation, China should make efforts to strengthen the moral construction of the whole society and improve the moral consciousness of all Chinese people. Second, China should pursue the harmonious development of human and nature under the Scientific Outlook on Development and ecological modernization theory. Third, China should attach great importance to the development of science and technology, the first productive force, and think highly of the development of education and the cultivation of talents. Four, China should pay more attention to fairness and justice, and make efforts to perfect the system of income distribution, and ease the gap and conflict between different regions and different classes. Five, China should encourage people to innovate, dare to try new things, and to meet the transformation of the state and society with a more open, inclusive and positive thinking. Finally, the relationship between individual interests and collective interests should be dealt with properly, the legitimate interests of individuals should be fully respected and protected, and make every efforts to achieve the unity of individual interests and collective interests.

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An Exploratory Study on the Innovation of Musical Talent Training Mode in Local Universities
-- A Case Study in the School of Dance & Music of Lingnan Normal University

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Abstract: Lingnan Normal University, focusing on achieving the goal of establishing itself as a “high-level normal university”, requires all the secondary colleges to make the best of their own advantages along with regional economic, social and cultural development to promote the comprehensive reform and innovation of the cluster-based talent training mode. Against this backdrop, the School of Music & Dance of LNU updated the traditional music teaching philosophy in normal universities, plus the teaching content, assessment system and management mechanism, and constructed a musical talent training mode demonstrating unique features of the intangible cultural heritage of Western Guangdong. This study summarizes the exploration route and the initial achievements of the past seven years, and hopefully it will be helpful to other local universities when it comes to the development and innovation of musical talent training mode.
Keywords: Western Guangdong; Musical resources of intangible cultural heritage; Talent-training mode; Innovation

“The Report of the 19th National Congress of the Communist Party of China” points out that the construction of a powerful nation in education is the fundamental project of the great rejuvenation of the Chinese nation, therefore priority should be given to the educational cause. To implement the spirit of the 19th National Congress of the Communist Party of China, the party branch of the Ministry of Education issued a notice requesting that the educational system should study and adhere to the spirit of the 19th Party Congress and do its utmost to contribute to the innovation and reform in education. The Department of Education of Guangdong Province, as the first one to propose the concept of “New teacher education” construction in China[1], calls on all colleges and universities in Guangdong Province to actively explore the development ways which best conforms to the needs of teaching personnel training, and accelerate the process of higher education quality optimization and transformation.

As the only undergraduate normal university at the provincial level in Western Guangdong (hereafter WG), Lingnan Normal University (henceforth LNU) undertakes the responsibility of serving for the social, economic and cultural development of WG through education. Besides, LNU is also responsible for the educational mission to cultivate scholars and application-oriented graduates of high quality who are capable of perpetuating local culture of WG. With a history of more than 110 years in teacher education, LNU has now ushered in the “New Era” and “New Teacher Education” development appeal. As for us, the professors in musical education in LNU, how to work out a “distinctive musical talent training mode” which is in line with the undertaking of LNU in the new historical journey is a significant issue that is of great urgency and should be seriously considered.

1. THE BACKDROP OF THE MUSICAL TEACHING REFORM IN WG

It is known to us all that universities bear four basic functions, namely, cultivating professionals, carrying out scientific researches, serving for the society along with preserving and perpetuating Chinese culture. Of the four fundamental responsibilities, the cultivation of specialists is the top priority and is at the center of higher education teaching. With the advancement of social modernization and economic globalization, local universities place greater emphasis on the cultivation of students’ quality and ability, the actual implementation of innovative teaching, plus the application of research achievements, which, to a degree, will help change some of the problems concerning school-running strategy in universities and colleges, like expanding enrollment blindly. The other issue is that the school-running schemes in higher education are monotonously alike. On the contrary, this endeavor will instead promote higher education to shift to pursue educational development of high quality and distinctiveness based on the extant foundations and characteristics.

As for local colleges and universities, their development characteristics and advantages are to coordinate with the regional, social, economic and cultural progress by means of dislocation competition and figuring out developing ways of their own. LNU, located in the remote area of WG, with underdeveloped economy and relatively insufficient resources for school-running, is short of opportunities brought by geographical advantage compared with other major universities in the province. However, LNU is endowed with local traditional music and abundant student resources from Zhanjiang. If these assets can be developed and utilized reasonably, it will not only help Zhanjiang with the protection of local musical resources, but also promote the development of the School of Music & Dance in LNU to enhance the effect of school-running style of our own and realize the innovation in the talent training model.

Despite all these, based on the author's continuous follow-up, field investigation and teaching research in the past seven years, it is found that as for the intangible cultural heritage (hereafter, ICH) musical resources in WG, the status quo of its natural preservation and carrying-on demonstrates a slow and difficult state of being, so does its development and utilization at the government-level. Apart from this, the research on the protection of musical resources in WG by academic circles and educational departments is only at the beginning and preliminary stage. The case is more conspicuous when it comes to the innovative practice of distinctive musical talent training mode, which is based on the development and utilization of traditional musical resources of WG. Therefore, to some extent, this is a brand-new exploration field. As Chen Baosheng, the Minister of Education, asserted, "Colleges and universities should further change their concepts concerning higher education and realize the "four returns", namely, the return to common sense, the return to the original duty, the return to the original aspiration and the return to the educational dream[2]. As the only undergraduate normal university at the provincial level in WG, LNU has the responsibility to take the initiative in undertaking the duty and mission of perpetuating, preserving and developing the traditional musical cultural heritage of WG. What's more, as a local university, LNU can make the fullest of its geographical and other advantages to carry out related researches and exploration to meet the new needs of local industry and schools and improve the quality and ability of its students as well. Besides, LNU should strive to achieve a win-win coordinated cooperation with enterprises. All these endeavors are not only a rational reflection of local colleges and universities in the "New era" education and teaching at the return-to-common-sense level, but also a functional demonstration of returning to the original duty, and the aspirational pursuit of returning to the educational dream as well.

2. THE RATIONALE AND THE PROCESS OF THE INNOVATION ON MUSICAL TALENT TRAINING MODE OF WG IN LNU

2.1 The Rationale behind the Educational Innovation and Reform

To improve the aforementioned deficiencies, LNU, in accordance with the requirements of social development, and under the premise of following the laws governing the advancement of higher education plus the regular pattern of student growth, comprehensively updated the 2013 version of the talent training program, at the same time transformed the former relatively sealed-off student training system and revised the old teaching mode. Moreover, LNU commenced to take close heed of social needs, and renewed the traditional notion of music major cultivation, putting forward a new student training concept featuring pluralism, openness and ability-orientedness. Besides, it advocated a new educational philosophy centering on creating a distinctive, innovative and individualized musical talent training mode based on the quintessence of the ICH of western Guangdong, namely, its unique musical resources. In addition, LNU constructed some fresh music educational ideas, i.e., to teach students not only the music skills of WGICH but also its culture, to help students acquire the knowledge of WGICH and cultivate their ability to preserve WGICH as well, and to engage students in carrying out the practice of passing on WGICH musical resources along with serving for the social cultural development of WG. Meanwhile, LNU clarified the objectives of the innovative musical talent training mode unique to local normal university in WG, which is application-oriented, i.e., to cultivate students with profound musical cultural richness, to endow students with innovative spirit and relatively strong practical ability of passing on local music legacy; and to foster in students the skill to undertake the responsibility of preserving and carrying on the traditional music culture of WG.

2.2 The Course of Innovation and Reform

In early 2012, the exploration and practice of the "innovation of musical talent training mode based on the development of musical resources of WG" was carried out in LNU and the process covers three stages:

2.2.1 The Experimental stage (March 2012 - March 2014). In the experimental stage, first and foremost, the history and status quo of LNU was scrutinized, the advantages and resources unique to us searched for, and timely investigation into the employment needs in WG undertaken. With sufficient preparation work done, the campaign of protecting, perpetuating, researching, developing plus utilizing the traditional musical resources of WG was launched, which brought LNU's function in the preserving and carrying on of local traditional musical culture into full play. Furthermore, LNU advocated the educational goal to cultivate high quality application-oriented musical scholars based on the quintessence of WG musical resources, who are capable of "basing on WG, serving for Guangdong, orienting to China and aiming at the world", who are responsible, competent, and innovative, and who are comprehensively well-developed in morality, intelligence, aesthetics, and labour. To achieve this end, LNU proposed the reform plan to create a distinctive musical talent training mode and the School of Music & Dance of LNU was chosen as the experimental site to carry out this educational innovation practice. The traditional musical culture of WG demonstrates the characteristics of Lingnan ethnic folk art featuring pluralism and uniqueness. The other characteristics of WG traditional music is it possesses abundant artistic appreciation value and profound, historical and cultural connotation. Besides, many students in LNU are locals from WG. With the help of this innovative educational scheme centering on the perpetuation of WG traditional musical legacy, they were given the opportunity to experience music and provincialism of their own. By doing so, their sensibility of, appreciation ability of and identification with WG local music was enhanced, which improved contemporary students' active involvement and self-confidence in the dissemination of the traditional culture of the Chinese nation.

2.2.2 The Implementation Phase (March 2014 - March 2016). In this stage, we further summarized our experience of teaching practice concerning the perpetuation of WGICH music in the experimental process. With the carrying-on of Guniang Song (note by the translator: a traditional and unique art form developed from Leizhou Song in WG), and Nuo Dance (annotation by the translator: a kind of mask dance unique in Leizhou Peninsula of WG originating from totem worship and sacrificial ceremonies in the ancient times) through education as the breakthrough, the teaching reform plan was refined and perfected. As a result, the new teaching mode with LNU characteristics was come up with, namely *Western Guangdong ICH Local Musical Talent Training Mode, an Inter-connected One-Axis, Three- Layer, Two-Wing model*. This innovative teaching scheme is in line with the needs of local and industrial development. To take a step further, the teaching content of traditional music for would-be teachers was comprehensively reformed, the musical curriculum system, teaching approaches, musical practice mechanism and specialized management assessment principles demonstrating WG features constructed. Besides, we undertook some further investigation on how to cultivate high-quality application-oriented musical personnel as well.

2.2.3 The Improvement Phase (March 2016 - present). LNU, responding to the national appeal for the construction of "Double First-Class" universities along with the provincial call for the establishment of "Double High-Class" universities, has clearly put forward a new concept of teacher education in the "New Era", i.e., LNU should firmly adhere to the school-running orientation -- " Educational Personnel Training-Oriented, Teaching Practice-Oriented, Western Guangdong-Based, and Application-Oriented" and formulate a thorough understanding of the five development concepts, namely, "innovative development, transformational development, connotative development, characterized development and open development". In addition, taking local economic and social development needs as the guide, LNU has made active contact with local organizations, to accelerate its integration into the regional economic and social development, and strive to better the traditional cultural musical talent training system of WG characterized by pluralism and openness.

3. THE SPECIFIC CONTENT OF THE INNOVATION OF WESTERN GUANGDONG MUSICAL TALENT TRAINING MODE IN LNU

In accordance with the principle of "bringing out characteristics, meeting local needs, supporting qualified plans and making reasonable arrangements", along with the general requirements of the "13th Five-Year Plan of Professional Construction", we have refined the connotation of the musical talent training plan of Western Guangdong practiced in our school.

3.1 Having Constructed the Western Guangdong Intangible Cultural Heritage Musical Talent Practice Teaching System (hereafter WGICH Musical Talent Practice Teaching System)

In practice, we have distilled a distinctive new mode of musical talent training, and named it "An Inter-Connected One-axis, Three-layer and Two-wing Mode". To be more specific, "one axis" refers to the notion that all the actual distinctive teaching activities purport to cultivate students' practical ability in the innovation of WGICH music. "Three-layer" denotes the idea that WGICH musical teaching activities encompass three layers, namely, basic courses, professional courses and comprehensive ability training, covering procedures like "teaching and learning, internship, skill training, thesis writing (design), social practice" etc.. "Two-wing" shows the objective to cultivate students' ability to pass on and innovate WGICH musical resources along with their comprehensive application capability with WGICH musical teaching as carrier, i.e., "the west wing" referring to the participation in the practical protection of local ICH musical resources; "the right wing" being the goal to cultivate students' competence in bringing new elements into local ICH music. "Inter-connected" refers to opening up the lineage connecting the axis, the layers and the wings, so that an organic whole is created and consensus achieved. Then, "One axis" and "two wings" are, step by step, linked in every way. Based on this system, the

WGICH teaching practice is formulated, which is accordant with students' knowledge construction process, and in line with the law underlying the cultivation of ICH musical talents. As for its temporal significance, this mechanism runs through the whole process of students' learning, while on spatial terms, it spans both in and out of class, on and off campus, realizing all-around coverage, effectively enhancing the quality of WGICH musical talent training program.

3.2 Having Updated the Pedagogical Approaches of WGICH Musical Training and Enriched the Practice Course Content of WG Music

We take close heed of the renewal and enrichment of the content in WG musical practice courses. According to the directives in the talent training program and the syllabus of practice courses, we have integrated the WGICH music content into the syllabus of WG Musical Teaching Practice and *The Book of Practice Teaching Instructions* to ensure the implementation of practice courses. For instance, we now offer practice curricula like WGICH field trip + classes focusing on how to pass on ICH music + academic lectures which demonstrate a teaching mode characterized by pluralism and openness. Besides, we advocate a diversified pedagogical system consisting of various teaching methods, like research teaching on how to preserve and carry on WGICH, classes concerning the appreciation of WG ICH repertoire, interview programs where students have face to face contact with folk artists, experiential teaching like field trip to watch folk performances. Meanwhile, we have enriched the content in practice courses with some innovative materials like Leizhou Song, Guniang Song, Leizhou Opera, Nuo Dance, Dragon Dance, Wuchuan Puppet Play and so on so forth, which provides theoretical basis for the strengthening of the perpetuation of WGICH music through education, and the carrying out of the innovation and performing practice in a scientific way.

3.3 Encouraging and Supporting Students to Participate in Dissemination Activities like Contests, Public Performances and Lectures to Publicize WGICH Musical Teaching and Research Accomplishments

LNU, as one of the 3rd-batch demonstration schools in the Innovation and Entrepreneurship Program for College Students of Guangdong Province, on the one hand, encourages students to innovate and develop music by way of exploring and utilizing local musical resources, promotes the dissemination of musical achievements to more regions and the bigger society, and lets the music known by more people with the help of tourism. And all these contribute to the realization of the transformation of educational innovation accomplishments into economic benefits, and at the same time students trained in this distinctive way including the learning of Guniang Song are offered more employment opportunities. For example, our school signed a cooperation agreement with the Tourism Administration of Zhanjiang Municipality to hold "Western Guangdong Local Music & Dance Gala" to promote local art. On the other hand, we have invited into the classroom WGICH artists and introduced their repertoire into practical teaching. Besides, students are offered field trips centering on the preservation and carrying on of local music. And a two-way interaction is formed based on the above-mentioned inviting-in and going-out activities. These practices play an essential role in the local government's endeavour to pass on and protect local musical resources. Some graduates on this training scheme are now working in the local cultural centers and ICH preservation centers in local cities to engage in the activity of protecting and passing on WGICH musical culture, and have received wide acclaim and recognition from all walks of life in Western Guangdong.

3.4 Having Established an Internship and Practice Platform for WGICH Musical Talent Training Mode Plan

We have made the fullest of campus discipline resources and the regional musical resources beyond campus, to realize the establishment of the practice base for musical talent training. In addition, we keep on expanding the space for the aforementioned base, and succeed in building up the "Internship and Practice Platform for WGICH Musical Talent Training Plan", which effectively guarantee the teaching quality of our own style. For instance, research centers like "Lingnan Cultural Research Center" and "Western Guangdong Local Musical Research Center" so on so forth have been established in LNU. What's more, joint efforts have been made between our school and the Intangible Cultural Heritage Protection Center of Zhanjiang Municipality, the Cultural Museum of Zhanjiang Municipality, the Cultural Museum of Leizhou City, the Cultural Museum of Wuchuan County, Tianyuan Village and other organizations in the establishment of "The Internship Base of the Protection & Carrying-on of WGICH Music and Culture". Besides, lectures have been held on and off campus to disseminate the research achievements on WG traditional music, local ICH musical inheritors invited to teach and perform in classes. On the one hand, these activities have contributed to the database of traditional musical resource protection in WG, and strengthened the cultural connotation unique to our university. On the other hand, they have to a large degree rectified some trendy phenomena among contemporary college students, namely, prioritizing western learning while overlooking eastern learning, being crazy about foreign things and obsequious to foreigners, along with being ignorant about Chinese history. Meanwhile, these activities have cultivated in musical professionals their love for local culture and sentiment for the Chinese nation.

3.5 Having Expanded the Quality Education Platform for WGICH Musical Talent Training Plan

Our school places great emphasis on the newly-added comprehensive and distinctive practice teaching, a significant part on the educational reform scheme. Therefore, we discussed thoroughly the content to be covered in the reform, such as, the introduction of local musical resources including Leizhou Song [3], Guniang Song [4], Dragon Dance[5], Nuo Dance[6], Puppet Play[7] and the like into the construction of teaching staff, curricula, and textbooks of local color. On the teachers' part, during the process of implementing the comprehensive and characterized practice teaching, they started to offer courses like special practice classes, general education courses, art demonstration curriculum etc., and arranged field trips for students to watch and observe the traditional music art in the folk art ecology along with folk artists and professional teachers. Meanwhile, students sorted, classified, analyzed and scrutinized the first-hand materials collected and wrote them into survey reports, and research papers. And in turn, these students' works were compiled in the form of paper collection and music compilation and the like which forms part of the contribution in the construction system of curricula and textbooks of our school. With regards to the field trips on WGICH, they have deepened students' understanding of the basic theoretical knowledge of ICH music, improved students' comprehensive attainment, enhanced their aesthetic judgement, and developed their awareness of innovation and independent thinking, laying a relatively solid foundation for their future independent research activities where they are supposed to put what they learn into practice. In addition, students' sense of responsibility and teamwork spirit have been strengthened, their comprehensive ability and professionalism improved by means of the practical teaching of passing on WGICH musical culture. Furthermore, in the process of preserving practice, students have acquired the capability of active thinking, and the initiative to apply the gained knowledge into real life.

3.6 Having Created an Individualized WG Musical Teaching Platform

In order to cultivate students' innovative spirit and practical ability, LNU fully respects students' interests, hobbies, ambitions and strengths, encouraging individualized development. In the course of protecting, exploring, researching, sorting and creating local musical resources of WG, LNU has been supporting teaching staff and students to exert their strengths and helping to cultivate musical personnel in every possible way. Besides, LNU has promoted the organic cohesion with local primary and secondary school musical education in WG, closely knitted the music teaching, research and practice of Western Guangdong, strengthened the cooperation among university, schools and scientific research institutions in the implementation of cultivation cooperation to train WGICH musical personnel, among other joint educational collaborations. Presently, the School of Dance & Music has intensified local musical practice teaching, expanded the scope of investigation, research and internship, lengthened the time span of practice, and created a personalized education platform. Meanwhile, there are teaching staff in our school exclusively responsible for related researches who lead and instruct students to undertake researches concerning ICH art forms unique to WG, like Guniang Song, Leizhou Song, Leizhou Opera, Dragon Dance, Nuo Dance and so on. Up to now, our institute has undertaken more than 20 research projects ranging from provincial, ministerial, departmental, municipal to university level on ICH including *Research on the Endangered Music Form-Guniang Song in Western Guangdong* and the like, whose innovative research achievements has offered the local government intellectual support of great significance and practicality in the formulation of the protection and development plan for ICH, and at the same time, created the platform and space for students' academic development in the enhancement of their scientific research and innovation competence.

3.7 Having Strengthened the Quality Monitoring and Inspection of ICH Musical Educational Practice of WG

We have scientifically rationalized and standardized the management of practice teaching of WG characteristics, revised and improved various teaching management and system in the practice segment. In addition, the teaching tasks have been strictly implemented in accordance with the teaching plan, ensuring the educational results of musical practice teaching. For instance, with regards to the practice teaching quality of Leizhou ICH Musical Talent Training Scheme, a "flexible and holistic"compulsory- credit-based assessment system has been adopted, comprised of the evaluation forms like composition, performance, research, fieldwork report, experience and reflection report and so on to comprehensively assess the educational quality of this teaching practice.

4. CONCLUSIONS

All in all, "time is the mother of thought, practice the source of theory" [8]. Practice sees no bounds, neither does the exploration of educational reform. Education is rooted in practice, and in turn nourishes practice. Based on our efforts in the perpetuation, preservation, development, and utilization of WGICH musical resources, the Innovative Western Guangdong Musical Talent Training Mode has been constructed, which, with practice education as the key note, integrates quality education, aesthetic education, individualized education and innovative education all in one. By dint of a series of unique and innovative teaching reforms, students' sense of social responsibility, their innovative spirit to actively explore, and the practical competence of problem-solving are strengthened in the process of their endeavor to serve for the development of local traditional music. In addition, this new teaching mode strongly calls for education in China to return to its original duty as well, and rectifies the biased errors where higher education in recent decades lays excessive emphasis on foreign culture, strong culture, cultural knowledge in the textbooks and holistic culture but little stress on local culture, weak culture, “living” culture and regional culture. Meanwhile, it avoids the competitive pressure brought by “homogeneity” common in school-running, promotes the diversified and characteristic development of local higher education, and responds to the call of the era, that is, China’s “New Era” Strategic Policy to build up the nation through education and the intention to” creatively transform and innovatively develop the Chinese traditional culture”.

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[4]Guniang Song: a kind of folk art popular in Leizhou Peninsula of Western Guangdong. It uses Leizhou dialect to talk and sing alternately, mainly singing and performing in bare mouth. Provincial ICH.

[5]Dragon Dance: a recreational dance art in dragon costume. National ICH.

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Research on Innovation of Undergraduate Personnel Training Model for Civil Engineering Major

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Abstract: Innovative research on undergraduate talents training mode of civil engineering specialty should ensure that the training objectives of civil engineering specialty are reasonably positioned, the training plan is scientifically formulated, the curriculum system is reformed, and the teaching mode is deepened. With the training of engineering ability and innovation ability as the main line, the talents with the combination of professional education and innovation education should be constructed. Training mechanism. It can be studied from three aspects: carefully studying the innovative education theory to provide theoretical support for the formulation of innovative talents training plan; studying the popularization theory and constructivism theory of higher education to guide the formulation of training plan; and clarifying the relationship between training objectives, training specifications and teaching plans in the higher education system.

Keywords: Reform of Teaching Mode; Training objectives; Innovation ability

1. INTRODUCTION

Internationally, higher education of civil engineering is closely linked with the professional qualification system. They attach importance to the demand of engineering industry and market for talents, and have a sound professional association intervention system, which has formed a higher education personnel training system integrated with the professional qualification system. The higher education of civil engineering related majors in Britain is different from that in China. The British education system has granted universities great autonomy in running schools. Universities can decide the name of their majors and the corresponding length of schooling. In Australia, the Queensland University of Technology and the University of New South Wales have specialties related to civil engineering. The courses offered by Queensland University of Technology are closely related to civil engineering specialties, such as engineering quantity calculation, construction economy and cost management. Students can choose three learning modes: Four-year Full-time study, four-year full-time study and Four-year Full-time study. Four years of full-time interchange study and six years of amateur study.

2. THEORETICAL RESEARCH

In China, civil engineering has always been a popular specialty in Colleges and universities. In order to meet the social needs of talents, colleges and universities have set up civil engineering specialties. The improvement of the comprehensive quality of civil engineers is the foundation and core of the sustained and rapid development of the construction industry. Most of the people engaged in civil engineering work in the market are similar professionals or higher vocational personnel who only go through simple vocational qualification training, and the overall quality of the employees is not high. Therefore, it is urgent to strengthen the construction of industry team and the training of civil engineering professionals, and to improve their civil engineering management level and comprehensive quality. The ideas of reforming the teaching mode of civil engineering management specialty include establishing a new classroom teaching mode with students as the main body, reforming the evaluation mode of talent cultivation, paying attention to the cultivation of practical application ability, strengthening the leading teachers in the course teaching reform, broadening the scope of knowledge and strengthening practical teaching in the course system. Establishing flexible curriculum system and highlighting innovation. We should rationally orientate the training objectives of civil engineering professionals, scientifically formulate training plans, reform the curriculum system, deepen the reform of teaching modes, take the training of engineering ability and innovation ability as the main line, and construct a talent training mechanism combining professional education with innovative education. There are several ways of educational research. (1) Research on Educational Theory. Carries on the careful research to the innovative education theory, provides the theory support for formulating the innovative talented person training plan. To study the theory of popularization and constructivism of higher education and guide the formulation of training programs. To clarify the relationship among training objectives, training specifications and teaching plans in the higher education system. (2) Research on Educational Practice. Based on innovative education theory, higher education theory, diploma education and professional education, through the interpretation of national policies and policies, the market demand is investigated extensively and thoroughly, and the training objectives and specifications of civil engineering professionals are determined. On the basis of following the law of education, according to the development of discipline and the demand of society for talents, we should construct a scientific curriculum system which not only conforms to the cognitive law of learners, but also to the requirements of teaching. On the basis of following the law of rationality and logic of the knowledge structure of discipline, we should constantly update the teaching content and keep the forward-looking of the curriculum. The establishment of training mode of civil engineering specialty should pay attention to the integration of academic education and professional education.

3. IMPLEMENTATION PLAN

Cultivating students'interest in autonomous learning is the most effective way to achieve the expected teaching effect. The reform of teaching methods is the main means to promote students'interest in learning. The teaching content is from simplicity to difficulty, from the simplest calculation, from simplicity to difficulty, students can quickly grasp the corresponding methods. At the same time, the calculation rules and quota explanations are integrated into the explanations. After the simple calculation explanations are finished, two sets of drawings of practical projects are taken out to analyze the same problems, so that the students can unconsciously master the calculation of engineering quantity and the application of quota sub-purposes of complex projects. In order to improve the speed of students to master knowledge points.Case teaching is a necessary teaching method for engineering budget estimate. In the process of teaching, students are asked to think by giving examples. Most of the examples are based on practical projects. The explanation of practical cases is more attractive to students. This timely mobilization of students'emotions, full mobilization of students' enthusiasm for learning. Talents training program is the concrete embodiment of teaching content planning and requirements. In the process of personnel training, we combine the actual needs of teaching and questionnaires, according to the actual situation and teaching requirements, in the process of teaching, combined with the local actual situation, teaching content is constantly updated, so that students'knowledge and social integration, truly achieve the goal of training applied talents. Through the improvement of teaching methods, students can acquire more extensive means of knowledge, and acquire more practical knowledge. Through the application of new teaching methods and means, the teaching quality can be effectively improved, which can be implemented from the following aspects.

(1) Task-driven teaching method is adopted. Each course will have a specific task list in class. Before each task is implemented, the teacher will explain the knowledge points needed to complete the task on the basis of students'preview. By grouping, each group is given a task list, which includes task guidance, tasks, reference books, time allocation, scoring criteria and so on. Through "task-driven", students complete tasks in several links, such as unity and cooperation, task discussion, giving full play to their initiative, using reference books and consulting task guidance. In the process of completing the task, the teacher instructs the students to answer questions, interacts with them, and pays attention to cultivating the students'ability to analyze and solve problems.

(2) Project teaching method is a guiding teaching method introduced from Germany, which emphasizes the cultivation of students'key abilities. Project teaching method is a teaching activity through which teachers and students complete a complete project together.

(3) Compared with heuristic teaching, many courses have a lot of computational content, which is not conducive to students'understanding, and the course content involved is relatively complex, and students do not know how to solve specific problems. For this kind of actual situation, the comparative heuristic teaching method is adopted in the explanation. Using heuristic teaching can mobilize students'learning enthusiasm, activate the classroom atmosphere, and improve students' ability to analyze and solve problems.

(4) In teaching, make full use of various means of intuitive teaching, such as many complicated computational content in many courses, need to use the classroom as an example to explain the calculation. Multimedia teaching is not only convenient for students to observe, but also for teachers to explain, easier to explain the problem clearly and thoroughly. It also uses physical objects to carry out on-site teaching, and uses multimedia courseware such as pictures and videos to carry out multi-means teaching. The use of on-site teaching and multimedia courseware teaching will not only make the learning content clearer and more intuitive, highlight the key points and difficulties, but also increase the knowledge capacity of each lesson and improve the teaching quality and efficiency.

4. OVERVIEW

In order to carry out the teaching reform of civil engineering specialty, it is necessary to determine the training objectives and specifications of innovative talents and form the curriculum system of civil engineering specialty, which includes innovative education curriculum module and innovative training practice links of "cultivating innovative talents in innovative activities" (including competition, scientific research practice and social sports). Cultural activities). In the aspect of innovative teaching mode, it puts forward innovative classroom and innovative practice teaching mode, and puts forward the requirements of infrastructure construction, operation mechanism and institutional measures to ensure the development of innovative activities.

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Strategies to Develop Domestic Enterprises in the Tide of Applied Economy

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Abstract: The globalization of the world economy the continuous development of the country have promoted the rapid development of international and international investment, which makes the application of the Internet more common in the economy. According to the data, the number of Internet users in China has reached 838 million, and the development of mobile Internet has entered the of the whole people, and the "applied economy" has followed. The applied economy is a double-edged sword to the development of enterprises. The result depends on how the enterprise grasps the and challenges to rationally apply the application economy to continue to develop. This is a major problem faced by various enterprises. This paper puts forward some strategies to develop domestic enterprises to benefit more enterprises.
Keywords: Applied economy; Domestic enterprise; Development

The global development of the world economy and the convenience of the Internet have contributed to the arrival of the applied economy. According to the specific big data, the applied economy permeates all aspects of people, and it is an irresistible global trend that affects the business form of the company and people's daily life. However, how to develop domestic enterprise under the trend of applied economy to promote the faster development of enterprises. It is an issue we should attach importance to. This paper puts forward some strategies to develop domestic enterprises to benefit more enterprises.

1. TO CARRY OUT THE ENTERPRISE INFORMATIONIZATION MODEL TO CONFORM TO THE DEVELOPMENT OF THE TIMES

Modern society belongs to the era of informationization. In order to adapt to the development of modern society, domestic enterprises must develop the mode of enterprise informationization. By exploiting and utilizing information resources, enterprises can realize the automation of production process, networking of management mode, intelligence of decision support and electronization of business operation, and improve the economic efficiency and competitiveness of domestic enterprises continuously. [1]

In recent years, with the rapid development of mobile networking, mobile devices have become the center of people's lives. Major enterprises in China should also adapt to the development of the times, actively develop the Internet, and create an information model. Major enterprises should actively comply with the trend of embracing, develop application platforms one after another, invest the company's business in the mobile end, and develop and expand continuously to attract more users. Domestic enterprises need to change the traditional business model, develop the information model, learn experience and the management model from foreign enterprises or mature and perfect domestic business to cultivate information talents, which is more conducive to the development of enterprises in line with the times and promoting better development of enterprises.

2. TO CULTIVATE THE COMPETITIVE AWARENESS AND RISK AWARENESS OF ENTERPRISES

Enterprises should enhance their awareness of competition, risk and crisis to cultivate the competition between enterprises and employees, which is conducive to adjusting the development strategy, innovating technology and increasing the competitiveness of enterprises in the fierce competition, some important elements for enterprises to stand out in most domestic enterprises. Many of the domestic enterprises are manufacturing enterprises, which do not have their own attraction, and rely only on large enterprises. Such enterprises are only some generation processing enterprises, which are easy to be replaced and difficult to grow.

Enterprises should also cultivate risk awareness and crisis awareness, that is, under normal operating conditions, reasonable disposal and control of risks should be cultivated to properly prevent risks and reduce losses. Employees with risk awareness can discover the risks existing in the internal management of enterprises, improve the management mode of enterprises, establish a dangerous critical alarm system, and ensure the normal operation of enterprises. This is conducive to eliminating the threat of risk, eliminating hidden dangers in enterprise management, making enterprises have stable financial, ensuring the safety of enterprises, and contributing to the unity and development of enterprises. It is also conducive for enterprises to accurately or more accurately predicting market changes, positioning for the follow-up development of enterprises and keenly discovering new opportunities to guide new market demand.

3. TO REFORM AND INNOVATE AND DEVELOP CORE TECHNOLOGIES

In the era of applied economy, mobile Internet is applied to all aspects of people. Enterprises must continue to innovate to survive and develop under the applied economic system. The competition of enterprises is not only the products themselves, but the core competitiveness that supports their products. Core competencies are primarily reflected in intellectual property, new technologies and innovation capabilities. With the support of technology, we can improve production levels and promote the development of enterprises. In order to promote the future technological innovation work of our country, we have organized and carried out a lot of promotion work and implemented technological innovation projects for enterprises. Strong national support is a great advantage for the development of enterprises.

Many companies are easily replaced and not competitive in the competition. The biggest reason is that there is no unique core technology and lack of innovation ability. Thus, companies must strengthen industry learning, improve investment in science and technology and the integration of technology research and development and market to develop new products. Only when the company has core technology can it stand out in the fierce competition, seize the market, reform technological processes, and create product advantages. In this way, the company can achieve greater development and greatly increase the overall competitive advantage of the company in the market. Therefore, the long-term development of enterprises under the tide of applied economy requires continuous technological innovation to seize market opportunities for enterprises. [2]

4. TO DETERMINE ACCURATE STRATEGIC DEPLOYMENT

The strategic deployment of an enterprise determines the direction of development of the enterprise, so the strategic deployment of the enterprise should be determined according to market research. Only by accurately understanding the needs of the market can enterprises invest appropriate human and material resources according to market demand. The market effect of new products in the market is unknowable, so it is necessary to investigate market demand in advance to avoid waste of resources and the loss of the enterprise. In addition, it is also conducive to the timely adjustment of strategic deployment based on the market effect of the first batch of new products. In the development of strategic deployment and research and development of new products, we must carefully study the user’s suggestions and opinions which are important issues for enterprises to study. After the new product is launched into the market, the company must address the user’s dissatisfaction, regrets and hopes as the primary task. These opinions and suggestions can be investigated through software production in the form of small programs or by launching mobile voting and writing suggestions. This is the convenience in the applied economy, and enterprises should also understand the advantages brought by the applied economy.

5. TO MAKE FULL USE OF HUMAN RESOURCES TO FIGHT AGAINST THE TIDE OF APPLIED ECONOMY

Excellent talents always occupy an important position for enterprises to achieve career goals. Enterprises should not only think about how to recruit excellent talents, but also how to retain them. The development of enterprises depends on the ability to retain talents. And the key to retaining talent is still determined by the salary model and promotion model, which is very important for enterprise competition. The amount of salary and position can enhance the cohesion and centripetal force of the enterprise, which is conducive to fostering competition and crisis awareness among employees. Mature enterprises should also have their own training plans and systems. Only in this way can the quality of employees be guaranteed, and can new people quickly understand the culture of the enterprise and better integrate into the enterprise, which is conducive to the faster generation of a sense of trust and belonging of employees to the company, and make more contributions to the enterprise. And every enterprise should have its own management system to restrict each employee, so that each department has its own work norms, each employee has its own job responsibilities, and everyone in the enterprise can perform their duties to ensure the normal operation of the enterprise. [3]

6. SUMMARY

Applied economy has become the trend of the market and affects all aspects of the people. Domestic enterprises need to adjust their own development trend under the tide of applied economy, innovate and reform the core technology constantly, adjust the development strategy, and learn the management mode constantly to better adapt to this trend to stand out in the increasingly fierce market competition and occupy the commanding heights of the industry.

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Reform of Practical Legal Teaching and Law Education

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Abstract: In the traditional legal teaching mode of our country, the attention of teaching is paid to the explanation of textbook theory knowledge, which makes students have no comprehensive understanding of society and law, and there is no accurate grasp of the legal operation method in practical application. Therefore, the use of practical legal teaching mode in law teaching can effectively improve students' practical ability to practice, strengthen students' practical legal knowledge, and finally help students to improve their comprehensive ability in all aspects and be cultivated into professional talents to meet the development of the times.

Keywords: Practical legal teaching; Legal education; Teaching reform

1. INTRODUCTION

Law is a relatively important subject of social science, and it has certain practical and theoretical traits. Therefore, in order to cultivate professional talents suitable for the development of the times, teachers need to effectively combine theoretical knowledge with practical operations in the process of teaching. Only in this way can students develop in an all-round way and improve their comprehensive capabilities. In the teaching of law, we must constantly think about and perfect the practical legal teaching methods.

2. PROBLEMS IN THE CURRENT LEGAL TEACHING IN CHINA

2.1 Unreasonable Teaching System

From the perspective of social development of China, the current legal system is not reasonable and standardized in its arrangement, and there are still many contents that need to be effectively improved and supplemented. However, the legacy of history has a certain impact on the teaching of law in our country, which makes the teaching of history class more important in the teaching of law and ignores the importance of the application department such as civil and commercial law. In the legal teaching system, most of the economic laws are designed on the basis of the planned economic system, which can not meet the needs of the growing market economy in China. In addition, paying too much attention to the teaching of basic knowledge leads to the neglect of the relevance between theoretical knowledge and real life. In the process of learning financial law, if the financial operation is not taken seriously, it is impossible to make the correct bill when studying the securities law, which makes students learn nothing.

2.2 Disengagement from Reality

Nowadays, in the law teaching classroom, some teachers will take the specific regulations promulgated by the state as a case for analysis, and explain the application of a regulation in detail. The main purpose is to help students establish a scientific legal system and guide them to correctly use logical thinking to analyze the truth of the case [1]. But in real life, few cases can be concluded by theoretical analysis. In the face of actual cases, in order to get the truth of the facts, it is usually necessary to make a detailed analysis of interpersonal relations, evidence collection and conflicts of interest. It is also necessary to investigate and analyze the social environment of the case, so that the facts can be restored under the comprehensive reasoning, and finally the most authentic, effective and scientific conclusions can be obtained.

2.3 Lack of Combination with the Legal Profession

The reason why law students learn legal knowledge is that they hope to be able to work in related industries in the future. However, when arranging legal teaching for law majors in China, the content is basically around the national legal standards, and there are almost no courses aimed at students' practical operation and comprehensive ability training. In the context of the school's lack of attention to students' practical ability, students are not trained in the combination of theoretical knowledge and practical ability in the process of learning, which will lead to the students having no clue in the process of participating in the work in the future, and the failure of their comprehensive ability to meet the professional conditions.

3. THE IMPORTANCE OF PRACTICAL LEGAL TEACHING IN THE PROCESS OF LEGAL TEACHING REFORM IN CHINA

3.1 It can Effectively Improve Students' Professional Ability.

The influence of law education in China on the theoretical system has always been given special attention to. Therefore, in the teaching process, pure knowledge is usually used as the focus of teaching. For example, students are required to memorize relevant laws and regulations. This kind of teaching method can make the law major students have a strong basic knowledge, but students are not skilled in the future. The drawbacks of traditional teaching methods are also revealed. The traditional method fails to combine theoretical knowledge with practical ability training, and ignores the students' application of legal provisions in practice [2]. The practical teaching method can abandon the shortcomings of the traditional methods. In the process of legal teaching, the students can access the real cases, so that when the case analysis is carried out, their professional knowledge can be fully utilized to identify ways to solve cases to effectively improve students' ability to solve problems on their own. In addition, students can learn to analyze cases, collect evidence, and exercise their interpersonal communication skills through such teaching methods, and finally train students to face problems encountered in their future work, and further improve their comprehensive ability.

3.2 It Will Give Full Play to Students' Subjective Initiative.

The educational mode of practical legal teaching can enable students to occupy the dominant position in the classroom, and effectively stimulate their initiative. In the traditional teaching system of our country, students can not get better development through simple knowledge explanation. In the traditional teaching system, it is difficult for students to grasp the practical skills, and it is very easy to attack with such teaching methods. And in such a way, students' learning enthusiasm is easily attacked, and boring theoretical knowledge learning will further erode students' interest in law learning, and affect the quality of students' learning [3]. The new practical legal teaching method can bring different classroom experience to students. Students can express their ideas and suggestions freely in class. In the same case, teachers can guide students to analyze cases from different perspectives to stimulate students' interest in learning, so that students can actively participate in classroom teaching and mobilize students' learning motivation. In addition, in such a teaching environment, the active classroom atmosphere can further stimulate the students' thinking, which is a process inspired by both students and teachers, and in the process of interaction, they can also promote the improvement of students' comprehensive ability.

3.3 It Will Enhance Students' Sense of Responsibility.

In the process of practical legal teaching, students can really contact the parties of the case. It is meaningless for students to rely on the past textbook cases to find the dead answer. Therefore, students should think independently and solve the problem by analyzing, investigating and verifying the case. Such a process is the process of cultivating students' self-ability, and students help the parties to safeguard their legitimate rights and interests through their own efforts, which is of great significance to cultivate students' sense of responsibility [4]. In addition, most of the future career paths of law students are prosecutors and lawyers. Therefore, it is necessary to have a strong sense of responsibility. Only with a strong sense of responsibility can we better serve the people and build a strong social system governed by law in China.

4. CONCLUSION

The society is constantly evolving, and reforms are bound to continue. Therefore, the road to reform of law education is a long working journey. The use of practical legal education model has successfully broken the bondage of traditional teaching and further improved the professional level and comprehensive ability of students majoring in law. In the future work, students can integrate the knowledge they have learned and be cultivated into excellent talents with high-quality to effectively promote the construction and development of the rule of law society in China.

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Review of Big Data Development in Guizhou, and Digitalizing Exploration in Management

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1. GUIZHOU AND ITS HISTORICAL POSITION

Guizhou province, also called "Qian" or "Gui", administrates six county-level cities, three autonomous regions, 88 counties (or cities, districts and special zones), covering a land area of 176,000 square kilometers. According to the sixth national population census, there are 34.75 million permanent residents in the province, among which 36.1 percent are different ethnic groups

Historically, Guizhou has had been a region of mysterical culture with relatively remote distance to central reign, many stories in the history has revealed the truth of Guizhou, a region with mountains surrounded for centries, even the ruler in the region knew little about what's going on outside. In modern era, Guizhou has been an iconic image of high quality Baijiu (Chinese traditional spirit) and Chilly sauce production center, numerous of world famous representative including Moutai, Xi Jiu and etc. Chilly Sauce Lao Gan Ma has become a online sensation across all Chinese communities around the world.

2. LEAPING INTO FUTURE

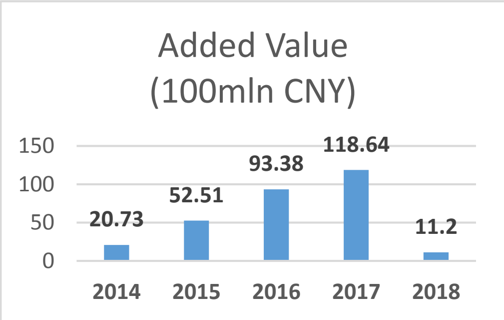
Guizhou province attaches great importance to the electronic information industry, to provide an industrial foundation for the development of Big Data industry, series of administrative directives released to incubate the new born industry. More than only paper, capital and money also played crucial rule in the past years of development.

2.1 Seeking Ways in Big Data and New Tech Industries

Despite that Guizhou acquired its administrative position centuries ago, with other surrounding provinces that function with larger strategic in diverse aspects, Guizhou has never become a driving force in regional development, not until recent years, Guizhou has shown strong growth power and will of getting rid of the stereotypical tags. Figure 1 below has shown a tilting of the focus of development in Guizhou from year 2013-2018.

Since 2014, which is the starting year of introducing Big Data in Guizhou, size of the indicated industry has been going through a skyrocketing, growth rate in the 5 years also has topped among all major industries in the province. Due to Supply-side reform of SOEs, 2018 is a year that the industry has experienced a downturn in capital injection as well as reduce of infrastructure investment. The momentum did not last for too long as it has returned to the second highest growth in the fisrt quarter of 2019. Several more evidences would reveal that Guiyang especially Guiyang is reforming and leading a new pilot experiment of China's transforming[3].

Figure 1 The added value of IT, Manufacturing of communications and other electronic equipment industry and their growth



2.2 Major Achievements and Explorations

Since 2014, Guizhou has made number of first tries in Big Data field, which has become the pioneers in China: These key new tryings include: the first Big Data industry construction clustering area, the first Big Data industry technology innovation experimental zone, the first Big Data and network security demonstration pilot cities, the first Big Data exchange, the first national engineering laboratory data, but also has held the first national Big Data industry international exposition. [4]

Moreover, Guizhou is also exploring the establishment of laws and policies conducive to promote the innovative development of Big Data, so as to create an environment and provide guarantee for the application, innovation and industrial development of Big Data.

These initiatives will further pillaring the function of the industry in Guizhou. In January 2016, the regulation on the promotion of the development and application of Big Data in Guizhou province was released, which provided a clear direction for the development of Big Data industry in Guizhou province and provided practical support for national legislation. In May 2017, the regulations of Guiyang municipal government on Data sharing and opening were formally implemented. Since 2018, number of regulations went public, include regulation on the application and development of health and medical Big Data, regulations on the management of Guiyang data trading service institutions, regulations on the protection and management of data resource rights and interests, and other regulations promoting and regulating the in-depth development of Big Data have been issued successively. [1]

2.3 Integration of Big Data in Conventional Management

Relying on the advantages of implementing Big Data strategic action, Guizhou fully explores the potential of Big Data in Party building, and accelerates the transformation of Party building into “Smart age”. In recent years, pParty building has been gradually introduced into the corporate governance and daily management of all types of enterprises in China. Therefore, it is a new expansion of this traditional management mode to try intelligent management in party building activities.

At the provincial level, “Guizhou party Building cloud platform” has been developed and built for the connectivity of cities, counties, townships, villages and party members. At present, “One cloud, Two databese, and Five platforms” have been built. (“one cloud “means” Basic cloud”, “Two databases are basic database of party members, party organizations and behavior database, “Five platforms”, namely the platform of “publicity, management, education, service and resources”), with these works, it has realized the establishment of cluster network, graphic information management, diversified education and training, and centralized and convenient services. [2]

Gui’an new development area has strengthen the construction of intelligent party school and party member education innovation base, it develops the function of “situational simulation interactive experience” with VR, AR and other virtual technologies and modern scientific and technological means, enables party members and cadres to learn party history knowledge and receive party knowledge training, and improves the intelligence level of party construction and organization work. [5]

Next stop? 5G implementation is within the scope.

In 2019, Guiyang municipal government and China general service information co., ltd. signed a strategic cooperation agreement, under which the two sides will jointly build the “Shu Bo Avenue” into an intelligent runway of digital China. Guiyang municipal government and China tongfu will carry out innovation cooperation in three aspects, including supporting the top-level design of digital twin city and dataodao, promoting technical support of specific projects of dataodao, and promoting the landing of “future city research institute” in guiyang.The shubo road under construction is south to Beijing west road, north to qingshan road, connecting baiyun district, guanshanhu district, high-tech zone and yunyan district of guiyang, with a total length of about 20 kilometers.As an important carrier for guiyang to improve its brand image, it is also an important practice for guizhou to promote the transformation of old and new driving forces and the deep integration of Big Data and real economy.

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Research on Relocalization and Delocalization of Ethnic Villages along the South China Ancient Post Road: A Case Study of Qiannian Yaozhai

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Abstract: The concept of "relocalization" and "delocalization" is used as a theoretical tool. Taking the ethnic villages that have been developed for tourism along the South China Ancient Post Road as the research object, analysing the representations of "relocalization" and "delocalization" appearing in the process of activation and utilization of ancient post roads, and providing references for the undeveloped villages along other ancient post roads.
Keywords: South China Ancient Post Road; Ethnic villages; Relocalization; Delocalization

1. INTRODUCTION

The Ancient Post Road originated in the Qin and Han Dynasties with a history of more than 2200 years. It is the main path for the Central Plains people to enter the south of the Five Ridges in history. The Cultural Heritage Route of South China Ancient Post Road refers to the protection and utilization of the historical and cultural heritage of the ancient post road in Guangdong Province as the core. Through the multi-linear carriers such as ancient roads, trails, greenways, scenic roads and waterways, historical and cultural towns and villages, cultural relics and natural landscape resources, excavating and displaying intangible cultural heritage, and create a linear cultural space for the public to meet the needs of modern life [1]. There are 233 ancient post roads in Guangdong Province, and 1320 poor villages are covered within 5 kilometers on both sides of the ancient post roads, accounting for about 60% of the total number of poor villages. Promoting the protection and activation of South China Ancient Post Road is to promote the improvement of rural landscape and economic development along the ancient Road, which coincides with the strategic goal of rural revitalization. The activation and utilization of the ancient Road brought different degrees of change to the culture of the villages along the line, such as the preservation and revival of traditional culture, the preservation and repackaging of traditional festivals, the recognition of ethnic culture, and the re-emergence of identity. Some cultural landscapes can be constructed and reconstructed, and there will inevitably be some localized cultural landscapes in the interaction between culture and tourism, presenting new local significance of the times. Qiannian Yaozhai is a typical ethnic minority settlement, located in the Qin and Han Dynasty ancient post road. With the start of the protection and activation of ancient post roads in Guangdong Province in 2016, its tourism development shows uniqueness in the new context and has typical research value, which can provide references for the development of rural tourism along ancient post roads.

2. RELEVANT STUDIES

"Relocalization" was first proposed by the British anthropologist Thomas in 1998. In his study of the rural village of Madagascar, he found that the main building materials used for residential buildings are not local, and many are standardized products even from the international market. Therefore, he believes that there has been a "Relocalization" process through the consumption of foreign materials [2-3]. The concept of "relocalization" from Thomas is actually a response to Hayman's concept of "Delocalization" proposed in 1994.Studying the architecture of the relevant areas in Mexico, Hayman pointed out that the process of replacing the real estate materials with foreign and standardized building materials marks the loss of local culture. He named the phenomenon "Delocalization". Meanwhile, there are also concepts related to "Delocalization" in human geography and anthropology. There are not many research about the traditional millennial villages "Qiannianyaozhai" in China, and the publication level is not high. The research focuses on the development and utilization of tourism resources, especially cultural resources. The research perspectives of the location, layout, evolution history and ethnic policy of the Qiannianyaozhai are relatively old; the achievements of the study of the Qiannianyaozhai from the perspective of human geography are very little, and the research is not deep enough. The study of cultural excavation, activation and utilization is almost blank.

3. RESEARCH METHODS

This paper adopts the method of field investigation, participatory observation and non-participatory observation, in-depth interviews and so on are analyzed and summarized. The author conducted three field surveys in July 2017, August 2018 and December 2018 to collect written materials and conduct in-depth interviews with local residents, foreign operators, local tourism practitioners, grassroots governments and leaders of the Ancient City Administration.

4. THE LOCALIZATION AND RELOCALIZATION OF QIANNIAN YAOZHAI

4.1. Relocalization

4.1.1. Relocalization of festival activities

The Panwang Festival is also called Panwang's wish, it is the grand festival of the Yao to commemorate the ancestor of the ancestor, so far, it has a history of more than 1,700 years. The traditional China Yao Culture and Art Festival and the Panwang Festival have become an important cultural tourism activity, attracting tourists from all over the world to enjoy and experience. The Panwang Festival campfire party is almost a must experience for tourists，it has become a well-known cultural tourism product, while bearing the important task of displaying Yao's history and culture.From the creator of culture to the performer, the purpose of the main body of Yao's cultural inheritance has changed. The traditional way of inheriting culture has changed into training, and the way of inheriting has also changed. In the interior of the Qiannian Yaozhai, the people who are doing business on the platform, the dance is very special Tourists can watch it, but if they want to take pictures, they must pay for the photo. In addition to traditional national festivals, Qiannian Yaozhai develops and designs cultural tourism products that meet the needs of tourists and conform to the background of the times. The combination of traditional ethnic culture and tourism makes this festival more meaningful at present, and reflects the function has changed.

4.1.2. Relocalization of building space

YaoZhai was built in accordance with the mountains, and were stacked and scattered in different places. The stone slab road was crisscrossed. Most of the traditional dwellings are built with cornices and corners. The overall architectural style has distinct national characteristics. In the process of field investigation, we found that the overall spatial pattern is complete, the internal space of the building still retains the traditional spatial pattern, and the appearance of the building remains good. The appearance of the hotel has changed the architectural space of traditional houses, and new functional areas such as balconies, separate toilets, WiFi, etc., but the decoration still contains the cultural elements; with the change of the building space, the original building space is simple. The family relationship has gradually changed into a new borrowing relationship, the development of tourism has brought the most direct economic benefits and promoted the re-understanding of the national culture. The most direct reflection of this understanding .Every household has opened a shop to sell things, and the villagers began to use the main road in the stockade to carry out commercial activities, such as transforming traditional houses into inns and restaurants that can bring income; However, most of the Yaozhai villages which are abandoned and uninhabited. The gradual commercialization has made the original features slowly fade away. The survey found that there are very few local residents living in the stockade. Most of the original residents have moved outside, and only some of the old people are still staying. There has few people to stick to now. They are selling stalls and local souvenirs, or sitting lonely, or taking care of their daily life, like cutting wood and embroidering.

4.1.3. Relocalization of clothing

Yao women embroidery and ornaments are skillfully crafted. The crafts of embroidery and jewelry are ingenious and unique. The craftsmanship of the same type of pattern on the garment seems to have invisible formula norm [4].In the course of field research, it was found that after entering the Liannan area, the colors of ethnic minorities became more and more intense, and the older local residents wore costumes. In Liannan, clothing became a symbol of Yao identity. The younger local residents gradually wear Yao clothing. In the core areas of tourism and hotels, local villagers are engaged in tourism-related work such as reception, singing and dancing performances. These villagers often wear Yao costumes, although they may only use this national costume as a pure "work uniform". However, objectively, an unique Yao culture landscape has been formed. In the traditional ethnic festivals, many local residents wear national costumes, wearing colorful clothes dominated by red and black, with a thick pan head scarf and a beautiful bird feather on top.

4.2. Delocalization

When studying the architecture of the relevant areas in Mexico, Hayman believed that delocalization refers to the destruction of external, standardized products, the replacement of local, localized products or consciousness, and the loss of local processes and results. Every ethnic group has its own exciting and casual life, unique dialects, ways of speaking and traditional aesthetic and ideological methods [5]. In recent years, tourists have found that the tourism commercialization problem of Yaozhai has increased year by year. During the interview, tourists expressed their feelings directly with the words "too strong commercial atmosphere", "commercialization of tourism", "hollowing out" and "dead core culture" caused by the migration of residents in villages. The development of the tourism has brought economic benefits, and it also has a certain impact and influence on the ethnic culture.

4.2.1. Delocalization of festival activities

The celebration of festivals is an important part of Yaozhai's daily life, and it is also a feature of cultural tourism in the scenic area, attracting tourists to visit. Through in-depth interviews with local residents, we can see that with the increase of working opportunities for villagers, compared with the more common traditional festivals, many festivals have not passed very well, and now many festivals have not been paid attention to before. Cultural tourism activities specially designed and developed for tourists. Tourists reflect that "the performance is not enough to be distracted, in the course of the performance, there are more word selling links, the performance can not set off a climax, too dull. Visual impacts do not have the so-called "novelty".

4.2.2. Delocalization of national languages

To some extent, the development of tourism has aggravated the delocalization of national languages. In the field survey, it is found that the local residents who are eager to participating in tourism are more concerned about whether they can communicate with tourists or foreign operators, and have a weak sense of inheritance and protection of traditional national languages. During interviews and exchanges with local residents, it was found that the local residents felt that tourists spoke Mandarin and English, so they had to learn the second Mandarin, and usually judged their language skills by whether they could communicate with tourists or not. That is to say, with the increasing popularity of Yaozhai tourism, more and more tourists visit this place. The development of tourism has greatly reduced the importance of the national language in the communication with tourists. Tourism and tourists influence the local residents to think about themselves and the future imperceptibly, which also indirectly accelerates the people's thinking. The process of delocalization of ethnic languages.

5. CONCLUSION

5.1. Reconstruction of Traditional Culture

Through the reconstruction of traditional culture, the combination with modern cultural forms and the interaction with tourism, the Yao has realized the shaping of local significance and image. First of all, the change of the main body made the traditional culture begin to go to the market and present the characteristics of marketization. At the same time, the market has utilized and transformed traditional festival activities. In addition to retaining the traditional core elements, it has increased the expression of many modern festival activities. Secondly, the purpose of the inheritance of the traditional culture has changed, and the inheritance of traditional culture has also changed. Finally, the introduction of new media and the use of new technologies has made traditional culture more suitable for the tourism market and the needs of tourists. The mode of communication is more diversified and novel, and the channels of communication are more rapid.

5.2. Coexistence of "Delocalization" and "Relocalization"

The development of tourism has brought about the co-existence of "relocalization" and "delocalization" .On the one hand, the development of tourism has brought new ways and significance for the continuation and inheritance of culture, and also provided important support for the economic development. On the other hand, the development of tourism has brought more knowledge about their own culture and profound understanding of themselves, which is the recognition of the unique and value of their own national culture in the new era. At the same time, we can see that the development of tourism has not brought about the "relocalization" of national culture, but has caused the "delocalization" of national culture in some aspects, such as the limitations of Yao language application, the loss of Yao cultural elements in the transformation of traditional dwellings and so on.

5.3. Representation Differences of Different Groups

Outside the Yao village, the new residential area formed by the villagers is a new non-tourist destination. Within the Yao village, a large number of indigenous villagers have moved out, and the Yao people's lively daily life culture has broken down into "delocalization", and the vitality of the Yao village has not been as good as before. But at the same time, the traditional residential buildings are well preserved, ethnic groups consciously maintain the national culture, and tourism brings about a phenomenon of "relocalization" of protection and maintenance. In the process of tourism development, when regionalization occupies the dominant position, the sense of dignity and honor of this place will be enhanced, which will promote the formation of cultural awareness of local residents, and then produce a sense of cultural pride, and local residents will consciously maintain the unique locality of the place. When delocalization occupies the dominant position, the sense of honor of this place will be reduced. Foreign cultures invade local cultures, local cultures have genetic mutations, and local residents will gradually forget and then fully accept foreign cultures.

In a word, the government policy releases the signal of protection and activation of ancient post road, which is helpful for the development of tourism in ethnic villages along ancient post road. How to better inherit innovative culture, improve the level of cultural utilization of regionalization and reduce the impact of delocalization in the process of tourism development, it can not only bring economic benefits to the development of ethnic villages along the ancient post road, but also protect local characteristics, rebuild local cultural self-confidence and consciously safeguard local areas for the tourism development of ethnic villages. Culture provides scientific guidance.

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Research on Ideological and Political Education of Young Students under Network Environment

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Abstract: With the continuous progress of society and development of science and technology, the Internet has gradually become an important driving force for the development of various industries. With the increasing popularity of the network, the ideological and political education of young students has been helped, however, great challenges also need to be faced. Once there is no reasonable balance between network resources and higher education, it will have a great impact on the growth of young students. In this paper, a brief introduction about the importance of network to the ideological and political education of young students has been given, and some suggestions on how to better carry out ideological and political education of young students in the network environment combined with the difficulties of Ideological and political education of young students in the network environment also provided.

Keywords: Network environment; Young students; Ideological and Political Education

1. INTRODUCTION

As the pillar of China's future development, the ideological and political education of youth groups has been attached great importance to by the education industry in China. Only good ideological and political education can better help young students to establish a correct outlook on life, values and world outlook, and lay a solid foundation for the future development of our country through this form. Presently, with the popularity of the Internet, the impact of the network environment on young students is growing. How to improve the quality of Ideological and political education of young students under such circumstances is our focus.

2. THE IMPORTANCE OF NETWORK TO THE IDEOLOGICAL AND POLITICAL EDUCATION OF YOUNG STUDENTS

As early as the 1980s, Tsinghua University, one of the highest universities in China, launched a red website with the theme of Communist theory learning in the Department of Automotive Engineering, which attracted the attention of other universities in China.{1}This is the first time that the ideological and political work and the network have been combined in the educational circles of our country1. It is true that the popularization of the network has brought many difficulties to the development of Ideological and political education for young people, but the emergence of the network also provides new ideas and platforms for the development of Ideological and political work for young students. Through carrying out ideological and political education in virtual social networks and forums, a free platform can be provided for young students to express their opinions, so as to better promote the ideological maturity of young students. In addition, as an important breakthrough of Ideological and political education, network can also provide a better learning platform for young students and other young people in society, so it is very important for the ideological and political education of young students.{2}

3. DIFFICULTIES IN IDEOLOGICAL AND POLITICAL EDUCATION OF YOUNG STUDENTS UNDER THE NETWORK ENVIRONMENT

3.1 Influences on Young Students' Ideas and Concepts

In the process of speaking on the Internet, because of its anonymity and openness, everyone can freely express their ideas and ideas. Under such circumstances, in the network world, there are various kinds of information, and information are also constantly combined and collided, as well as having different effects on the information reader. Compared with adults, young students are still in the process of development, so there are some deficiencies in their ability to screen and distinguish different information. This makes it easy to mislead young students in the process of network popularization, and even lead to great changes in their values, outlook on life and world outlook. Such problems are very harmful to the physical and mental health of young students. In addition, network information will also have a certain impact on young students' sense of responsibility, and ultimately lead to young students' resistance to ideological and political education.

3.2 Questions about the Authority of Ideological and Political Education

With the increasing popularity of the network, young students have gradually become the main users of the network, and the application of computers, smart phones and other devices enables young students to receive information from the network in various situations. Under such circumstances, the attraction of traditional ideological and political education to young students is declining. At the same time, more and more young students begin to prefer to receive Internet education. This makes many teachers with strong ideological and political education ability and excellent educational practice ability have not been recognized by young students. On the contrary, the interest and trust of network information are higher, and ultimately the authority of Ideological and political education is declining, which gradually fails to meet the needs of young students for knowledge acquisition.

3.3 The Strength of Network Information Supervision Needs to Be Strengthened

With the increasing number of network users, many educational platforms in Colleges and universities have begun to develop network platforms. Under such circumstances, how to better supervise the network information of young students' ideological and political education has become a new problem. With the substantial increase in the number of network information, once the network information of Ideological and political education of young students is not well monitored, all kinds of junk information and bad information will have a great impact on young students' thinking.

4.SUGGESTIONS ON IDEOLOGICAL AND POLITICAL EDUCATION OF YOUNG STUDENTS UNDER THE NETWORK ENVIRONMENT

4.1 Correct Understanding of Network Ideological and Political Education

Traditional education in China has always regarded the network as a "virus". With the expanding influence of the network on people's daily life, in order to better carry out the ideological and political education of young students, first of all, we need to have a correct understanding of the ideological and political education of the network. Through developing thematic topics and building special topic columns, we can fully mobilize the enthusiasm of young students and attract their attention. In addition, in the process of carrying out ideological and political education for young students, we can also guide young students to make more speeches in the ideological and political education website through the application of a major feature of free speech on the Internet, so as to better enhance the click-through rate of Ideological and political education website.

4.2 Actively Purifying the Network Information Environment

In order to better guarantee the quality of network ideological and political education, it is necessary to provide a good network environment for young students. With the increasing influence of the network in society, the factors such as network incidents hype and malicious dissemination also increase. The increase of this kind of information will not only affect the thoughts and emotions of young students, but also distort their personality 2. With the emergence of more and more network grey interests, the authenticity and health of network information acquired by young students have been greatly affected. Such problems directly lead to more and more young students have a sense of distrust in society. In order to better change this problem, relevant departments should enhance the purification of the network information environment. At the same time, the network legislation is constantly improved, through this way, to lay a solid foundation and a good atmosphere for young students' Network Ideological and political education.

4.3 Strengthen the Network Media Literacy of Young Students

As an important place for young students to learn knowledge and establish their outlook on life, values and world outlook, schools should play an active role in young students' Network Ideological and political education, and lay a good foundation for young students' ideological and political learning by cultivating young students' network media literacy. In order to achieve this goal, schools should help students realize the advantages of the network and the matters needing attention in the use of the network. They should help students understand that the network is a tool to enhance their learning scope and knowledge reserves, and guide students to use the network more scientifically and rationally. On this basis, in the process of training young students' network media literacy, schools should also help young students understand the way of network communication and basic network skills, so as to help students always be in an active position in the process of using the network.

5. CONCLUSION

With the continuous development of the times, great changes have taken place in all fields of our country. Under the influence of the Internet, the dissemination of culture and information is becoming more and more convenient. Under such circumstances, only by constantly improving the importance of Ideological and political education and constantly adjusting it, can the quality of Ideological and political education of young students be better guaranteed.

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Discussion on Improving Students' Pedagogical Ability in Piano Teaching

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Abstract: With the continuous development of information technology in China, the education reform is also constantly advancing, and the educational method of integrating information technology into teaching has been widely used in modern teaching. Music teaching has also received extensive attention in teaching reform. Piano teaching in normal colleges and universities not only has an important impact on the future development of students, but also plays an important role in promoting students' own quality. In view of the cultivation of students' pedagogical ability in piano teaching, this paper mainly aims at improving the effectiveness of piano teaching courses and putting forward countermeasures for students' pedagogical ability.
Keywords: Pedagogical ability; Piano teaching; Modernization

1. INTRODUCTION

In normal colleges, piano teaching is a basic course in normal colleges, which has important significance for students' future development. However, in traditional piano teaching, teachers' understanding of piano teaching courses will become lagging behind with the development of information technology. They often pay more attention to the cultivation of students' skills, but ignore the cultivation of students' pedagogical ability. In piano teaching, students' practical application ability is also very important. It is also an important purpose of piano teaching to cultivate the students' ability of the teacher. Therefore, the innovation of piano teaching course is imminent. In order to cultivate students' pedagogical ability, piano teaching should be innovated actively. It is necessary not only to improve the piano skills of the students, but also to cultivate the teachers' pedagogical ability. The following is the relevant content and analysis of reform and innovation of piano teaching in normal colleges.

2. STATUS QUO OF PIANO TEACHING IN NORMAL UNIVERSITIES

In the teaching of piano in normal universities, the restriction of teachers' professional ability and school resources makes it difficult for students to really contact professional music culture and professional piano teaching in the process of piano teaching, which easily leads to students' weak basic ability of piano and the differences among students. There are also some students majoring in piano learning. Their basic abilities are better than those of non-professional students, and they have strong basic skills. These students tends to be more focused in their studies. There are also some students studying vocal music, which should be very familiar with the music culture, but they will be poor on the basis of the piano. These differences will make piano teaching encounter many difficulties. In the teaching, the teacher needs to group students according to the differences of the students, and explain the problem in a targeted manner, which makes the piano teaching more troublesome.

Teachers will also have many different problems in piano teaching in normal universities, for example, they will encounter some problems in teaching content and teaching methods. Teachers should be aware of the problems in piano teaching in advance. The purpose of piano teaching in normal universities is not to let students play on stage, but to improve students' musical literacy and their pedagogical ability, so that students can improve their musical foundation and aesthetic ability. How to solve these problems in teaching and how to cultivate students' pedagogical ability in piano teaching need to be deeply discussed.

3. INNOVATION OF PIANO TEACHING BY USING INFORMATION TECHNOLOGY[3

3.1 Stimulating Students' Interest in Learning

Interest is the best teacher. If you are not interested in a thing, then you will not really do it with your heart. The same is true for piano learning. If you are not interested in piano learning, you will not study hard. For normal students, strong intellectual curiosity will be the biggest motivation for independent learning. In the traditional classroom of piano teaching, the teacher's single, boring, and serious explanation is difficult for students to have interest in learning. Some teachers are more like hypnotist to hypnotize students to sleep. Therefore, it is the most effective method for teachers to use a relatively good teaching method to guide students to learn.

Teachers should minimize the differences between students. In teaching, there are a lot of technical things that are not so suitable for everyone. At this time, multimedia equipment can be used to innovate some piano skills, and change the methods and skills according to the needs of students to provide students with a very rich teaching resources. The use of modern information technology can make the teaching process more vivid and lively, which can not only cultivate students' piano skills, but also cultivate students' pedagogical abilities, so that their interest and curiosity of learning can be stimulated to the limit. [1]

3.2 Enriching the Piano Teaching Classroom

The function of information technology is not only to stimulate students' learning interest, but also to enhance learning effect and enrich piano teaching. Students will always be more interested in some vivid things and contents, which is the reason that in piano teaching courses, if a specific music is explained, it is very difficult for students to really learn the true feeling of music. Because abstract thinking can only be formed on the basis of image thinking, at this time it is necessary to use information technology and multimedia to provide students with rich practice scenarios, so that students have a deeper understanding of the actual operation of piano playing. In addition, it has laid a good foundation for the students to understand the piano, and combined with the specific piano playing operation under the class, and students can better understand the piano playing.

3.3 Facilitating Normal Students to Correct Errors in Performing

In this process, students use information technology to combine piano playing skills and common sense of life, and to link the knowledge outside the classroom with the knowledge in the class to fully solve their own problems. In this process, the students not only solve their own problems, but also learn the methods to solve the problems, and subtly improve their independent inquiry ability, which is conducive to the all-round development of students. The use of this method in actual teaching can be guided by the teacher to the students, let the students think about the problems in the performance in advance, and then guide the students to correct these problems. In this learning environment, the ability of students to learn and explore independently is fully mobilized by the teachers, and the students' pedagogical ability is fully cultivated. [2]

4. STRATEGIES TO IMPROVE STUDENTS' PEDAGOGICAL ABILITY

In addition to enriching teaching by integrating information technology into the classroom, teachers also need to adopt the method of teaching according to students' aptitude. In piano teaching in normal universities, teachers are the dominant in the classroom. Therefore, teachers should grasp the basis of each student and put students in the leading position. In addition, teachers should take students as the main body and teach students in accordance with their aptitude, which can make it easy for students with weak foundation to acquire more effective knowledge. Teachers respect individual differences and teach students in different levels, so that students' music level is in one plane. [4]

In normal piano teaching, teachers also need to evaluate students' learning scientifically. Students in normal universities are between 18 and 23 years old, so everyone has a strong sense of self-esteem. If teachers can't make scientific and correct evaluation, it's easy for students to suffer psychological damage and reduce their interest in learning, which makes it difficult to effectively cultivate students' pedagogical ability. Teachers should attach great importance to the motivation in evaluation and let students feel the success to enhance their enthusiasm for learning.

5. CONCLUSION

Pedagogical ability is an indispensable ability for students of normal colleges. There are many contents in the teaching of normal piano. It is not only to improve students' piano skills, but also to pay attention to the cultivation of students' application ability and music literacy. In teaching, teachers need to pay attention to the individual differences of students, carry out targeted training according to the actual ability of students, effectively cultivate the teachers' pedagogical ability, and lay a stable foundation for the future of students.

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4C Skills for College English Majors: Based on TED Speech

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Abstract: TED speeches are rich in content and concise in language, so language learning on the Internet platform is highly sought after by people. More and more college English majors are also interested in TED speeches. This paper discusses the 4C skills for developing college English majors, i.e. communication, collaboration, critical thinking and creativity, as well as learning and researching TED speeches, hoping to further improve the innovative thinking of college English majors in the process of English learning.
Keywords: TED; College English Major; 4C Skills

1. INTRODUCTION

At present, with the continuous development of Internet technology, there are more and more ways for college students to learn English. Among various ways, TED speech is one of the most popular ways for college English majors to learn English. TED speech is different from the complicated and lengthy lectures, but it has a unique point of view, open-minded, diverse content and unique views. Therefore, it has become a trend for college English majors to use TED speeches for English learning. Every year TED brings together people from many fields to share their thoughts and research in many fields. Since 2006, videos for TED speech have been available online for free, and these videos provide a good extension of extracurricular knowledge for college English majors. Therefore, giving TED speeches to English majors will help to improve their 4C skills, which is of great practical significance.

2. THE CULTIVATION OF 4C SKILLS FOR COLLEGE ENGLISH MAJORS

As an international speech platform, TED is very suitable for English learners to imitate and practice because of the humorous language. By using TED video materials, students can effectively stimulate their interest in learning English, develop innovative thinking and explore thinking. Through their own oral expression, it is conducive to the development of students' English communication skills; proficiency in interpersonal communication in English is conducive to improving students' ability to collaborate; the ability of listening, speaking, reading and writing is significantly improved, which is conducive to allowing students to understand the world more, and cultivating their critical thinking and creativity[1].

2.1. Cultivation of Communication Skills

One of the most notable features of TED is that it requires a speaker to clarify a problem in a relatively short period of time, and it should be lively. Therefore, TED speakers have many speech skills and communication skills worth learning. If college English majors want to watch the TED speaker's language skills, then they should pay attention to the speaker's way of thinking, language organization, logical thinking, standing and gestures, as well as the distance between the speaker and PPT. There are some questions that English majors should pay attention to when watching TED speech videos, such as “Why do speakers need to use this famous quote or the story at the beginning of the speech?” “How does the speaker mobilize the student’s emotions during the presentation?” “What speech techniques are used by the speaker to make complex problems vivid and simple?”. Students need to jump out of the TED speaker's speech and see what is outside the speech. Students can make a small summary after listening to the full speech, and after summing up, they should learn to imitate themselves and find practical opportunities to practice their skills, which is very helpful for cultivating students' logical thinking. When students' logical thinking is cultivated, they can better communicate with others, make communication no longer boring, and improve the effectiveness of communication.

2.2. Training of Cooperative Skills

At present, college English majors need to apply English to their real life, which requires students' cooperative ability. They need to be able to communicate in fluent English, improve their good cooperative ability in learning and work, and cultivate their sense of unity and cooperation. TED speeches have a lot of content about collaborative ability, which is very helpful to improve students' collaborative skills. When watching videos of TED speech, students also need to pay attention to the content of the videos, reflect on the content of the videos, learn more funny and humorous English expression skills, so that they can have funny and interesting conversations in English in the process of communicating with others, instead of the rigid knowledge given to students in traditional English teaching. Good conversation and communication can help students improve their writing ability and make them feel the fun of learning English. At the same time, collaborative ability refers not only to the collaboration with others in the process of learning English, but also to the collaborative ability of each part of oneself. By watching the TED speaker's body posture and communicating with the audience's eyes, students can learn a lot about how to control their body posture and eyes in communication, improve their cooperation ability in various parts of themselves, and make students more natural when communicating with people in English. [1]

2.3. Cultivation of Critical Thinking

TED speeches cover a wide range of topics. To a certain extent, they can make up for students' lack of English knowledge in college English classes and expand students' knowledge. Students can use the content of each TED speech as the basis of learning, and use the technology knowledge of the Internet to expand their knowledge. For example, a TED speech was given by an Arab female photographer, who recorded knowledge and beauty in the minds of Arab women through her own photographs. Through this TED speech, we can see that the Arab struggle for women's rights has made progress. When the concept of defamiliarization appears, the speaker usually uses PPT to express it in pictures and texts. For example, when the speaker is explaining the Chinese zodiac, he will give his speech through the picture display of the zodiac to explain the relationship between the zodiac and the pictures to the audience, which can explain the broad and profound cultural core of China to the public easily. These TED speeches are helpful to cultivate students' critical thinking and to make them look at the world more rationally.

2.4. Cultivation of Creative Thinking

Creative thinking is indispensable to the development of the world today. Only when people have creative thinking can they continuously promote the development of society. Videos of TED speech provide learning content and information in many areas. If students can dig and think deeply about the speech content given by TED speaker, they will acquire much more knowledge. The wider one's knowledge is, the more knowledge he acquires, the more helpful he is to deepen his thinking about the world, and to generate new ideas and thoughts for a person, so as to continuously inject new vitality into the development of society[2].

3. MEASURES TO DEVELOP 4C SKILLS FOR COLLEGE ENGLISH MAJORS

In order to improve students' 4C skills by using TED speeches, correct measures should be taken. When watching TED speech videos, you can listen to articles through subtitle-free videos first. When you hear uncommon words, you can open the subtitles and record them and then check the meaning of uncommon words. Then listen carefully for 2-3 times according to the words on the list until the original text can be recorded and modified. In addition, through mastering the main idea of the full text and practicing the content of the speech, we can improve our oral ability and imitate the actions of the speaker, bring ourselves into the situation of the speech and learn more speech skills. Finally, learners need to memorize good words and sentences, dictate the original text, summarize the reasons and pay attention to details. Through the above training, the author believes that it will be helpful to the development of 4C skills for college English majors. [3]

4. CONCLUSION

As can be seen from the above discussion, because the content of the TED speech is novel, short and precise, and the viewpoint is unique, it attracts many English lovers to learn and improve the English learning ability of the audience. It is helpful for the audience in English listening, speaking, reading and writing. It can also help in the many skills development of the audience. The social effects brought by TED are enormous. The content of TED speech is not only widely used, but also can be directly applied in oral communication and writing. It is a database suitable for college English majors. Through the study and exploration of TED speech videos, English majors can find their own English learning methods and promote the methods widely.

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Discussion on the Incentive Mechanism of Human Resources in Chinese Universities

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Abstract: The effective management of human resources in colleges and universities is the main way to improve the overall quality of teaching staff. As an integral part of university management, it directly affects the quality of colleges and universities. At this stage, the management methods of human resources in colleges and universities are mainly incentive mechanisms, but there are many problems in management practice, and it is necessary to explore solutions to them, and then cultivate high-quality talents that meet the needs of social development. The incentive mechanism has far-reaching significance for the management of colleges and universities. Colleges and universities should objectively analyze the implementation of incentive mechanism in human resource management, and effectively build an incentive mechanism to promote the rapid development of education.

Keywords: Colleges and universities; Human resources; Incentive mechanism; Problem; Countermeasure

Education is vital to the development of the country. Human resource management is the main management content of major universities, which will affect the level of running a university. At present, China's major universities face many problems in the management of human resources, and the incentive mechanism is an effective way to solve management problems [1].

1. CONTENTS OF INCENTIVE MECHANISM IN THE MANAGEMENT OF HUMAN RESOURCES IN COLLEGES AND UNIVERSITIES

The content of incentive mechanism in university human resource management is divided into material reward and spiritual encouragement. The former is mainly manifested through welfare treatment, bonus items and performance salary, while the latter is expressed through the commendation, promotion, honorary title or certificate.

2. THE SIGNIFICANCE OF INCENTIVE MECHANISM FOR HUMAN RESOURCE MANAGEMENT IN COLLEGES AND UNIVERSITIES

2.1. Stimulating the Potential of Faculty and Staff

The faculty and staff of colleges and universities have different cultural levels and different age levels, so there will be differences in their cognitive level and teaching philosophy. Incentives enable each faculty member to recognize his or her own value and feel progress in motivation. The incentive mechanism can adopt individualized incentive forms according to the specific work needs of the faculty and staff, thereby stimulating their potential, making their work enthusiasm significantly improved, and thus improving work efficiency [2].

2.2. Maintaining the Stability of the Teaching Staff

The excessive unification of incentives will make it impossible for faculty and staff to objectively recognize the uniqueness of their work. In the long run, it is easy to lose their passion for work. The differentiated expression of incentives can avoid the obvious emotional fluctuations of faculty and staff in specific work, improve their job satisfaction and security, and thus enhance their work adhesion, so that the overall faculty team is more stable.

3. THE COMMON PROBLEMS OF THE INCENTIVE MECHANISM USED IN UNIVERSITY HUMAN RESOURCES

3.1. The Management Concept is Backward

Human resource management includes five items, including personnel training, performance appraisal and salary management, which are unified. The premise of effective management of human resources is to develop a sound and scientific management system. However, many universities do not regard human resource management as the key management content, and only use the traditional model to implement management. This backward management method is difficult to adapt to the actual development needs of universities and society. The fundamental reason for the backward management is that university leaders do not pay attention to human resource management, and their awareness of incentive mechanism is low. The construction of incentive mechanism is not the main content of college management, which makes faculty and staff do not have high work enthusiasm and do not take the initiative to improve their capability. Even university leaders believe that too strict incentives will severely constrain their individual behavior or dispel the enthusiasm of faculty and staff.

3.2. The Difference in the Quality of Teaching Staff is Obvious

Colleges and universities will make clear requirements for their literacy level when they are recruiting faculty, but they cannot assess their overall quality. At this stage, colleges and universities generally employ graduates from normal colleges and universities, and they have no work experience, but they have high enthusiasm, strict attitude, and diligent study. The old faculty and staff have a large amount of knowledge and rich teaching experience, but their concept is relatively old, the teaching method is single, and they adhere to the inherent teaching methods [3]. This will lead to a large difference in quality between the faculty and staff, which in turn will make the implementation of the incentive mechanism more difficult.

3.3. The Assessment and Evaluation Criteria are not Scientific

The assessment and evaluation criteria are the main criteria for measuring the quality of faculty and staff. They can reflect the basic abilities of faculty and staff and are the main content of the incentive mechanism.

In addition, performance appraisal standards are also lacking in integrity. The teaching achievements between colleges and universities are mostly the competition of scientific research ability or the number of masters. Most colleges and universities regard the number of faculty and staff with senior titles and the number of scientific research achievements as their development goals. This will inevitably lead to policy tilt, making the performance appraisal standard make light of teaching and make research more important. The faculty and staff regard the teaching project, the publication of the thesis and the review of the professional title as the main tasks of the teaching, which obviously deviate from the teaching track of teaching and educating people.

3.4. Incentive Awareness and Competitive Awareness is Weak

The human resources management method of college faculty and staff is to enhance their work enthusiasm through incentives, while the stimulating awareness is characterized by high cash or material rewards as incentives, and it does not take into account the internal needs of faculty and staff. When the incentive mechanism is implemented, the manager does not comprehensively consider the status, role and self-worth of the faculty and staff in the entire university environment.

4. INCENTIVE MECHANISM FOR THE OPTIMIZATION OF HUMAN RESOURCES IN COLLEGES AND UNIVERSITIES

4.1. People-Oriented Principle

The people-oriented principle means that all the content of the incentive mechanism is for the survival and development of the faculty and staff, emphasizing respect for the faculty and staff. Managers should understand the faculty's job characteristics and difficulties in actual work, truly care about their inner needs, and actively mobilize their work enthusiasm. The incentive mechanism should stimulate the enthusiasm and active management tools of the faculty and staff, and it should be flexible as a way of encouragement. Managers should not follow the old rules and use uniform standards to motivate them. Instead, they should stimulate the potential talents of the faculty and staff, so that they can fully utilize their intelligence and wisdom, and exert their work value in self-expression, thereby improving the quality of work.

4.2. The Principle of Competition

The competition principle mainly includes internal and external competition. Internal competition means that managers should adhere to the principle of competition when formulating and implementing incentive programs.

At the same time, managers should provide a platform for young teachers to develop and develop conditions for them. They can create a harmonious working atmosphere through the channels of the old helping the new, so that every faculty and staff can have equal opportunities for development. External competition means that managers can objectively understand the incentive mechanism of external schools and they can develop based on their own problems and according to the awareness of the external school mechanism, actively discover the inadequacies of the incentive mechanism during the implementation period, give targeted improvement treatment, analyze the cause of the problem, and evade its reoccurrence.

4.3. The Principle of Fairness

Some studies have found that the individual's evaluation criteria for compensation are not absolute values, but the relative values of vertical and horizontal values. In short, the human body will compare its own salary with others. If the difference is not large, it will consider that it is treated fairly and fairly. If the difference is large, you will feel that you are unfairly treated. The former will maintain a high level of work enthusiasm and a positive mental state in the actual work, so that its work efficiency is improved. The latter will show negative and dissatisfied situations and will be slack for work. Therefore, the premise of the implementation of the incentive mechanism is to uphold the principle of fairness, publicize the reward standards for faculty and staff, and treat the rewards of faculty members fairly, so that faculty and staff can feel the respect of managers for their own labor results, and then continue to work hard.

5. INCENTIVE MECHANISM FOR THE SOLUTION OF HUMAN RESOURCES PROBLEMS IN COLLEGES AND UNIVERSITIES

5.1. Establishing a Sound Salary System

Under the premise of economic progress and improvement of living standards, the faculty and staff of colleges and universities have also improved their quality of life. They have higher requirements for their own salary levels and hope that their material conditions can truly meet their actual needs. Based on this, college administrators should develop a comprehensive salary system through incentives. The salaries of faculty and staff should not be based solely on their teaching age, but also need to combine the faculty's job characteristics and teaching ability.

5.2. Enhancing the Overall Quality of Teaching Staff

The ultimate goal of the incentive mechanism is to improve the efficiency and enthusiasm of the faculty and staff. Its primary task is to improve the overall quality of the faculty and staff. Colleges and universities can regularly provide quality training to faculty and staff, such as popularizing the latest teaching concepts, new teaching methods, and organizing new teaching staff to conduct open class competitions.

6. CONCLUSION

The main principles of human resources management in colleges and universities are openness and fairness. During the period of talent recruitment, they should be based on the principle of posts being made on-demand, regular assessment and fair treatment, so that capable faculty and staff can fully exert their value and manager should create a harmonious working environment for them, respect their personal ideas and actively improve relevant systems . The incentive mechanism is very important for the human resources management of colleges and universities.

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We and you? The Use of Personal Deixis in Chinese and American Presidents' Inaugural Speech from the Genre Perspective

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Abstract: Deixis is an important issue in discourse study for the reason that some expressions can only be understood on the situational context. This paper explores the similarities and differences between the Chinese and American presidents' speech, President Xi and President Obama, from the genre perspective. And the focus is the use of personal deixis, by which the communicative purposes are achieved. By analyzing of the text-internal and text-external factors, the results show that there are similarities but more differences due to different communicative purposes. Also, the frequency and context are different in these speeches, which also reveals the different purposes of their speeches, with the informative purpose of President Xi's speech and more promotional purposes in President Obama's speech. This paper provides a view of analyzing the political speeches in the use of person deixis from the perspectives of genre analysis.
Keywords: Deixis; Person Deixis; Genre analysis; Political speech

1. INTRODUCTION

Deixis is an important topic in linguistic studies. Though there are many scholars have done studies on deixis, different definitions are discussed. Bar-Hillel (1954) proposes that "pragmatics be concerned with indexical expressions, whose meanings can only be determined relative to user and context of use" [1]. Later, Jaszcolt holds that "Deixis is the phenomenon of encoding contextual information by means of lexical items or grammatical distinctions that provide this information" [2]. However, these definitions are quite general. For relatively specific, Hurford and Heasley hold that "A deictic word is one which takes some elements of its meaning from the situation of the utterance in which it is uttered" [3]. Based on this, Traugott and Pratt claim that "The process of anchoring in the spatio-temporal perspectives of the speaker is called deixis" [4]. And Lyons believes that deixis refers to "the function of personal and demonstrative pronouns, of tense and of a variety of other grammatical and lexical features which relate utterances to the spatio-temporal co-ordinates of the act of utterance" [5-6]. Recently, Levinson holds that deixis "has as prototypical of focal exemplars the use of demonstratives, first and second person pronouns, tense, specific time and place adverbs like now and here and a variety of other grammatical features tied directly to the circumstances of utterance" [7]. Essentially, deixis concerns the ways in which language encode or grammaticalize features of the context of utterance or speech event, and thus also concerns ways in which the interpretation of utterance depends on the analysis of that context of utterance [7]. And Fillmore also focuses on the grammatical use. Another two Chinese scholars also give their definition [8-9]. The interpretation of some linguistic forms depends exclusively on the situational context, even though it is indispensable to get some implied meanings. These language forms are notably called deixis [10]. Deixis is directly concerned with with relationship between the structure of a language and the context in which the language is used. It can be defined as the phenomenon whereby features of context of utterance or speech event are encoded by lexical and/or grammatical means in a language [11]. However, there is a focus of deixis that is the context, while different definitions are provided.

In general, there are five types of deixis developed from Bühler's "now-here-I" three types category, person deixis(the use of "I" and "you"), place deixis(the use of "here" and "this place"), time deixis(the use of "now" and "this morning"), social deixis(the use of "vous") and discourse deixis (the use of "this chapter/section/paragraph") [7, 10, 12-14].

1.1. Person Deixis

Person deixis, mainly realized by personal pronouns, relates to the role of participants in the speech event in which the utterance in question is delivered. Two dimensions of distinction are common: one based on the distinction of participant roles (the speaker "I" and "we" and the hearer "you") and the other based on the distinction of number (the singular "I" and the plural "we"). However, there are other complications. For instance, "we" can be used in the following three ways:

A. We-inclusive-of-addresser/addressee (e.g. Teacher to students: We'll have a break after the discussion.)

B. We-exclusive-of-addreser (e.g. Students to teacher: Can we be quiet?)

C. We-exclusive-of-addressee (e.g. Students to teacher: We want to ask you some questions, sir.)

And also, the tag questions show the distinction of A and C. Let's..., shall we? (For A)
Let us..., will you? (For C) [10]
According to Levinson, person deixis is a kind of independent pragmatic framework of possible participant-roles, so that we can then see how and to what extent these roles are grammaticalized in different languages [7].
Except for the personal pronouns, vocatives belongs to person deixis. "Vocatives can be divided into calls, or summonses, and addresses. Summonses are naturally utterance-initial, indeed conversation-initial, and can be thought of as independent speech acts in their own right. Addresses are parenthetical and can occur in the sorts of locations that other parenthetical can occupy. Not all summons forms can be used as addresses, but it may be that all addresses can be used as summons. Vocative forms in different languages appear to be highly idiosyncratic and complex. Note that greetings, partings and various 'ritual' formulate (bless you) can be thought of as vocative in nature" [7].
As for the reason why the author chooses person deixis, especially the first and second personal pronouns, it concerns the function of the use of person deixis. According to the componential analysis: for the first person, speaker inclusion (+S); for the second person, addressee inclusion (+A); for the third person, speaker and addressee exclusion (-S, -A). It is important to note that third person is quite unlike first or second person, in that it does not correspond to any specific participant-role in the speech event [5, 7]. Thus, in speech, it is much more with the speaker and the addressee. And also, the first person singular present indicative active is classic use of performatives [15]. And deixis is a pervasive aspect of language [13]. Moreover, The interlocutors or the participant-roles are quite essential in speech.

1.2. Genre

The concept of genre began to be widely used in linguistics only in the 1970s. Swales notes that a genre comprises a class of communicative events, the members of which share some set of communicative purposes [16]. Hyland argues that the idea of genre refers to socially recognized ways of using language, and can be seen as a term used for grouping texts which represent how writers typically use language to respond to and construct language for recurring situations [17]. On the basis of the genre development, Bhatia proposes the definition of genre by distinguish it from register [18]. According to Bhatia, genre is a recognizable communicative event characterized by a set of communicative purpose(s) identified and mutually understood by the members of the professional or academic community in which it regularly occurs [18-19].
Though there are many studies about deixis and genre analysis respectively, there is rare study on person deixis from the genre perspectives. Thus, this paper aims to analyzing the use of person deixis in two Presidents' inauguration speeches to explore the similarities and differences from the perspective of genre analysis. This paper will discuss the following research questions:
(i) What kinds of and the frequency of person deixis are used in these inauguration speeches?
(ii) Are there any similarities and differences in these inauguration speeches, if so, what are they?
(iii) What's the purpose of using person deixis in a specific context, will this affect the achievement of communicative purposes?

2. METHODOLOGY

2.1. Design

This study adopted a mixed-method design. In the first place, the author collected the data and then explored the use of person deixis, the frequency of person deixis use, the similarities and differences between these speeches from the genre perspectives. In the second place, the author ran a number of statistical tests, using statistical software package of SPSS (version 19.0). And the author searched out the text-internal and text-external factors which influenced the use of person deixis and communicative purposes.

2.2. Materials

As there was no long inauguration speech delivered for Chinese President's election, two meetings were selected, *meeting with the Chinese and Foreign Press by Members of the Standing Committee of the Political Bureau of the Eighteenth Central Committee of the Communist Party of China* and *meeting with the Chinese and Foreign Press by Members of the Standing Committee of the Political Bureau of the nineteenth Central Committee of the Communist Party of China* in 2012(S1) and 2015(S2) respectively. For the American speeches, two inauguration speeches addressed by Obama were picked out, Inauguration Speech of President Obama in 2009(S3) and 2013(S4). The average length of President Xi's speeches is about 1500 Chinese characteristics, 1100 English words (translation version; 1059 and 1168 tokens respectively). The average length of Obama's speech is about 2250 words (2425 and 2109 tokens respectively). The average sentence length for S1 is 21, S2 is 19.7, S3 is 23, S4 is 22.9. And the Flesch-Kincaid grade level (readability) for the four samples are 11, 10.8, 8.8, 9.6 respectively. There is no passive voice in all the four samples.

Table 1: Descriptive features of the four speeches

	Tokens	Types	Average sentence length	Flesch-Kincaid grade level
S1	1059	398	21	11
S2	1187	461	19.7	10.8
S3	2403	890	23	8.8
S4	2106	773	22.9	9.6

2.3. Data Collection

In the process of collecting data, distinction needs to be made between the deictic and non-deictic expressions. For example, “You can never tell what happiness is nowadays”. Here, “you” means roughly people or someone in generally rather than the addressee and therefore doesn’t depend on the situational context for interpretation. And also, other pronouns were also included in this paper, such as “all, us, our” as they were also used deictically for they could be only explained in specific contexts. The data collection was made word by word, sentence by sentence so as to make sure which one was a deictic use, by referring to the context. For example, “all + non-person related, all the liberty, all difficulties” should be excluded, while “all + person related expressions, all the comrades, all are equal” ought to be included. The data was show in Table 2.

Table 2 The use of person deixis in President Xi and Obama’s inauguration speeches

Items	Xi 2012	Xi 2017	total	Obama 2009	Obama 2013	total	T-test
I	7	10	17	3	4	7	0.087
we	20	33	53	62	66	128	0.031*
you	6	8	14	14	5	19	0.642
our	19	19	38	68	76	144	0.006**
us	1	4	5	23	21	45	0.008**
all	7	11	18	9	12	21	0.609
total	60	85	145	179	184	363	0.009**
tokens	1059	1168	2227	2425	2109	4534	0.020*

Note: *=p<0.05; **=p<0.01

2.4. Procedure

The first step was to select the samples. When doing this process, two aspects needed to be concerned, the representative of the samples and the use of person deixis. China and America were of great distinctions between social institutions, languages, cultural differences and so on. While these two countries were of high economical power. Thus, it would be better to choose the most influential inauguration and the latest speeches by President Xi and President Obama. Though the speeches by President Xi were delivered in front of the press, they were inauguration speeches as the purpose of announcing the new leaders of the country was achieved just the same as President Obama’s speeches. Furthermore, there were deictic expressions of person deixis so that the analysis could be made to provide implication. And all their inauguration speeches, four samples, were included.

The second step was to collect data, to identify the use of person deixis. The use of person deixis included the first person pronouns (I, we, our, us), the second person pronouns (you) and the person-related pronouns (all). This step was done by the author to make sure the deictic use rather non-deictic use in the context one by one.

The third step was to do *t-test*. Independent samples t-test was done in order to know whether there was significance between these data. Every single item of the person deixis use was tested. Also, the tokens were tested to know the difference of the speech style.

The fourth step was to make genre analysis from the perspective of move structures, use of person deixis (text-internal) and the socio-cultural practices (text-external).

2.5. Data Analysis

The use of person deixis was presented in Table 2. Except for this, the move structures were analyzed to do genre analysis. The move structures were devised from Bhatia’ seven - step move analysis. As the different socio-cultural backgrond, move structures were classified respectively [19-20]. Thus, there were eight moves in Xi’s speeches, while only six moves in Obama’s speeches. The specific use of move structures were listed in Table 3.

Table 3 Move structures of President Xi’s and Obama’s speeches

	Xi’s speeches	**Obama’s speeches**
Move 1	Salutation	Salutation
Move 2	Conclusion of the last National Congress of CPC	Statement about the background
Move 3	Expression of gratitude to reporters	Devotion and dedication to reform and develop
Move 4	Announcement about the election of CPC leaders	Reaffirming the viewpoints and spirits
Move 5	The responsibility the CPC leaders bear and the resolution	Encouragement to the people
Move 6	Highlighting the important role of people	Ending politely
Move 7	Hope for reporters	
Move 8	Ending politely	

3. RESULTS

3.1. The Frequency of Personal Deixis Use

As Table 2 shows that there are six types of personal deixis in the samples, with the use of “we” ranked first of 53 times, “our” ranked the second of 38 times in Xi’s speeches and the opposite in Obama’s speeches, 144 times of “our” ranked the first and 128 times of “we” ranked the second. And the first person pronouns are the most frequently used in both Xi’s and Obama’s speeches. While for the third, there is a big difference, the use of “all” ranked third in Xi’s speech and “us” in Obama’s speech. The least frequently used in Xi’s speeches is “us”, with only five times, while “I” in Obama’s speech with 7 times. For the second person pronoun “you”, it was the last second frequently-used in both Xi’s and Obama’s speeches. As to “all”, it was not highly frequently used, either, with 18 times in Xi’s speeches and 21 times in Obama’s speeches. Finally, the sum of the person deixis use in Xi’s and Obama’s speeches were 145 and 363 respectively, which made up nearly 7% of the tokens.

3.2. Similarities in Xi’s and Obama’s Speeches

In general, there is a tendency in both Xi’s and Obama’s speeches that is the high-frequency use of first person pronouns “we, our”, less-frequency use of the person-related pronoun “all”, and least frequency use of the second person pronoun “you”. There is another tendency that the speakers utilize more person deixis in the second speeches than the first speeches, the sum use of person deixis in Xi’s and Obama’s first speeches are 60 and 179 respectively, while 85 and 184 in the second speeches respectively. Although the tokens in the second speech is bigger that the first one in Xi’s speeches, but with a small number of 109. While the tokens in the second speech is much smaller than the first one, with a decreasing of 316 tokens.

In terms of the readability, the average sentence length for all the four samples is close to 19 words, and the Flesch-Kincaid grade level for the four samples is about 9.5. Besides, there is no passive voice in all the four samples. Thus, it is easy to understand the content of the speeches.

As for the move structures, there are both “salutation” in the beginning and “ending politely” in the ending. And also, Move 5 in Xi’s speeches and Move 3 in Obama’s speeches are similar as they relate to the claiming of the responsibility and taking actions to develop the country. Move 6 in Xi’s speeches and Move 5 in Obama’s speeches are similar as they concern with the actual constructor of the country, people.

Furthermore, “you” is more frequently used in the last Move, such as “Thank you (S1 & S2), Thank you and God bless you (S3 & S4)”. “We” is more frequently used in responsibility and devotion move, such as “We have taken on this important responsibility for our nation (S1), we will mark/establish (S2), we are ready to lead once more (S3), we have always understood that when times change, so must we (S4)”. “All” and “our” are used in other moves, such as “all the comrades, all other members (S1 & S2), all the other person (S3), us/our all (S4); our nation (S1 & S2 & S3 & S4), our mission (S1 & S2), our economy (S3 & S4)”.

3.3. Differences in Xi’s and Obama’s Speeches

As Table 2 shows that the total use of person deixis is quite different in Xi’s and Obama’s speeches. The use of person deixis in Obama’s speeches is more than twice of that in Xi’s speeches. The *p* value is 0.009, which shows the big significance of the difference. Also, there is difference in the tokens, the number of Obama’s speeches is twice times as Xi’s speeches. It also makes a significance (0.020) according to the t-test. Although the total times of “I” is not much, president Xi used 17 times, which was more than twice the number of the times in Obama’s speeches, 7 times. Although “we” is in the high rank, there are 128 times in Obama’s speeches compared with 53 times in Xi’s speeches. And the t-test result shows the significance (0.031). It is the same situation with the use of “our”, there is a big significance (0.006) of the difference, with 38 comparing with 144. Another big difference is the use of “us”, with only 5 times in Xi’s speeches, 45 times in Obama’s speeches. The *p* value is 0.008, thus there is a big significance.

For the specific use, there is also difference. “I” is used in Move 3, 4, 5 and 7 in Xi’s speeches, while Move 2 in Obama’s speeches. “You” is used in Move 2, 3, 7and 8 in Xi’s speeches, while only in Move 2, 5 and 6 in Obama’s speeches. The use of “all” is mainly about “all the comrades, all the other members, all ethnic groups” in Xi’s speeches, while “all of us, all other persons, we all” in Obama’s speeches. The use of “us” is about “trusted they placed in us”, “responsibility for us” and “experiences have taught us”, while there are more patterns in Obama’s speeches, “verbs+us and preposition + us”, such as “before us”, “carries us up”, “binds us together”, “for us”, “let us” and so on. This is similar with the use of “our”, there are more patters of “our+noun” in Obama’s speeches, such as “our creed”, “our freedom”, “our economy”, “our business”, “our gross domestic product”. But there are only expressions like “our mission”, “our nation”, “our people”, “our responsibility” in Xi’s speeches.

Next is about the difference of the Move structures. There are eight moves in Xi’s speeches in comparison with six moves in Obama’s speeches. Move 3 “expression of gratitude to reporters” and Move 7 “hope for reporters” only occur in Xi’s speeches, and Move 2 “statement about the background” only shows in Obama’s speeches.

3.4. The Function of Using Person Deixis

The use of “I” is to show the role of the speaker in all the samples, and also show the position of the speaker and the result of the election in Xi’s speeches. As in China, the president is with high power to some extent than that in America. Also, the use of “I” shows the informational purpose of Xi’s speeches as it presents the fact not the emotional expression in speeches.

The use of “we” shows the close relation between the speaker and addressee. “We” is to tell the addressee that we are the same, we both come from the same group so that the addressee can believe what the speaker says to a big extent.

The use of "us" has the similar functions with the use of "we" but with a little difference. "Us" is the object, thus, it shows what responsibility the society and history place in the speaker and addressee. Also, in Obama's speeches, "us" is used as summon, such as "let us", to attract the attention and appeal the action of the addressee. As there are different Parties in America, Obama tends to call for people's support, which is the promotional purposes in his speeches.

The use of "you" is to show the identity of the participant-role of the addressees. Also, it is used to express thanks and to end politely. Sometimes, it used to show the position or even authority of the speaker in Obama's speeches.

The use of "all" is a kind of summon to call for the attention of the addressee. However, there is a function of showing the same identity of the speaker and addressee and the importance of the collective rather than the individual. This is for the socio-cultural factor that the ideology of collective is put more emphasis in China.

The use of "our" has the similar impact with the use of "we". However, there is difference between Xi's and Obama's speeches in terms of the use of "our". In Xi's speeches, "our" is correlated with "mission, nation, responsibility", which shows the devotion to the future development of the country. But there are more words connected with "our", such as "cars, schools, children, economy, health, work" and so on and so forth in Obama's speeches. This is for the socio-cultural and economic development. There was a finance crisis in 2008, which had a big impact on economy development of the America. While China has been developing very fast and well these years. Especially in 2012, the GDP of China ranked the second in the world just after the American. Thus, people in America cares more about the economy development and individual life. Another reason is that China has a culture of focusing on the interest of the whole country, comparing with individualism in America.

Thus, different use of person deixis plays a different role in specific context, which may reveal the communicative purpose, determined by the socio-cultural, political and economical factors, of the speaker, Xi's informational purpose and Obama's promotional purpose mixed with informational purpose.

4. DISCUSSION

As Table 2 shows that the use of the first person pronouns "we', "I", "us" and "our" ranks the first and the use of second person pronoun "you" ranks the second. This is the same with Biber's study of top ten positive keywords from speech in Xiao & McEnery' s study, which shows "we", "I" and "you" are in the top ten list [21-22]. And these kinds of person deixis grammaticalize the roles of participants: the speaker and the addressee [5,7,23]. Furthermore, there is no use of the third person in the four samples. This is because the third person excludes both the speaker and the addressee and also there is a trend that the first person dominants second and third, and second person dominants third [5,7,14].

Also, the use of the first person is also a kind of perfomatives, which is similar with the study of Austin [15]. As the advantage of the first person present indicative active form is that the implicit feature of speech-situation is made explicit, the binding relationship is made more strong. The performative effect is shown by the authoritative self especially in political speeches [15,24-26]. As the addressers appear to personally invest in their speeches to project an authoritative self through careful and conscious rhetorical choices, which is similar with writers' rhetorical choices in their writings to affirm their roles [27]. Another function of the first person pronouns is to show the subjectivity as the addressers intend to show their emotion and raise the empathy especially in Obama's speeches, for there is competition between the democratic and the republic party. This also exists in other studies, showing that the subjectivity is appeared by speakers staging her/himself as a subject through the first person pronouns [17,24].

Another aspect concerns the use of the second person. To some extent, "you" is also used for pervasive and for contacting information. As the president, there is a power dominance in their speeches. Just as what Austin notes that second person is usually found on formal or legal occasions [15]. It is a kind of instrument affecting act of warning, authorizing, to be more performative. This is similar with Huang's study [28]. Also, this is coincide with the comment of "*you* connotes a higher degree of solidarity and narrows down the gap" [26]. In other situations, the vocative use of "you" in "God bless you" is used in Obama's speeches, which shows the idiosyncratic use of "you" and the social mark of religion [5,7,11].

The use of "we" is the dominant feature of the presidents' speeches. This is because the use of "we"connotes intimacy or solidarity by establishing a connection between himself and his addressees in a way that makes the audience feel the speaker is standing beside them. Cruse, Jalilifar and Musavi also show similar opinions that the choice of "we" helps to create a sensation that the speaker and the audiences belong to the same discourse community, thus showing the interactive roles [14-27]. However, one thing need to be noted that the word "we" differs from the second and third person plurals in that it does not stand in the same relationship to I as they to he/she/it or singular you to plural you [14,23,27]. Actually, the use of "we" is a kind of technique to show the speaker's opinion in a mild but pervasive way. For example, the presidents show their opinion of how to develop the country and his own views on managing the government, especially in Obama's speeches.

To sum up, as Allott proposes that deixis is a pervasive aspect of language [13]. The art of persuasion is enhanced through incorporating interpersonal involvement. The speaker put themselves in the audience's position and sympathize with them by mentioning the fact that they understand what the addressees are expected to get through, such as the staff about health care, employment, health and so on. The stance of the speakers is expressed by explicit self-representation elements (e.g. I, we, our). And the intimacy is consolidated by the use of the personal pronouns "I" and "you" [29]. Also, the speaker's authority can be expressed by the use of person deixis, which is in accordance with other scholar's studies that highlight the stance of the speaker by way of person pronouns [30-33].

Moreover, a great amount of public discourse is oriented towards persuasion, as Obama's speeches aim to persuade the people to believe what he says, and moving the addressee to action as what Labov proposes [34]. Person deixis is the role-analytic perspective to link up with discourse representation, responsibility and authority in public setting.[35]

Though person pronouns are highly frequently used in political speeches, the functions are different in different speeches as in inauguration speeches. As the result shows that Chinese president pay more attention to collectivism with more social power distance, while American president put emphasis on individualism with less power distance, which is tallied with Hofstede's cultural dimensions theory [36].

5. CONCLUSION

As the discussion shows that there are six types use of person deixis, such as the use of "I, we, us, our, you, all". The frequency is the first person pronouns > the second person pronouns, the use of "we" and "our" are on the top list while "I" and "you" are less than 20 times in both Xi's and Obama's speeches. This is for the reason that "we" and "our" connote higher degree of intimacy by involving the speaker and the addressees in the same group. "Us" are frequently used in Obama's speeches, due to the sentence structure of verb/preposition +us and the aim of appealing the action of the addressees. The use of "all" has similar function as the first person pronouns to show a group identity and bridge the gap between the speaker and the audience. Furthermore, the third person deixis is not used in both Xi's and Obama's speeches as the third person includes neither the addresser nor the addressees. The move structure can also reflect the use of different person deixis for different purposes. "I" is used in Move 3, 4, 5 and 7 in Xi's speeches, while Move 2 in Obama's speeches. "You" is used in Move 2, 3, 7 and 8 in Xi's speeches, while only in Move 2, 5 and 6 in Obama's speeches. The use of "all" and "us" are not included in the first and the last move. This is intended to achieve the communicative purposes of their speeches, with Xi's informational and Obama's communicative mixed with informational purposes. The different use of person deixis and move structures are concerned with the different socio-cultural background, with Chinese pay more attention to collectivism with more social power distance, while American put emphasis on individualism with less power distance.

Of course, there are limitations One is that more dimensions can be added to the genre analysis, such as the cognitive aspect. Second, more typical examples should be involved in the future research. At last, sometimes there is subjectivity in the analysis and identifying the use of person deixis, thus it is better to get the help of other scholars and the computational technology.

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TIT Thorough Process Helps Shape Talent Cultivation Division into Strategic Partner

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Abstract: TIT thorough technology helps enterprises view both the past and the future through its 3-step thorough-internalized-transformed key process. Complete and detailed cases are prepared for the upcoming "internalization" through "selecting, asking and visiting", and from the overall perspective, first-hand information and basis for strategic decision-making are provided for organizational reform. Only by combining both detail and system, the internalization could actually guide practice and discover related problems in system, coordination and process of the organization. System transformation underpins behavior transformation and behavior transformation guarantees the final fulfillment of productivity.
Keywords: Talent cultivation; Corporate university; Training center; Extraction; Learning organization

1. INTRODUCTION

Along with the rapid development of Chinese enterprises, more and more enterprises establish their own cooperate universities and training centers, and the functions and positions of training and training organizations (hereafter referred to as "talent cultivation division" collectively) are changing ceaselessly: after the stages of HR administrative function and systemic solution providing, talent cultivation division's role as enterprises' strategic partner become increasingly obvious. The changes of positions and functions definitely set higher requirements for methodology of training.

The key act to increase organization rapidly and reduce cost of adaptation and cultivation is passing down organization experience, during which an important tool is extraction of experience. During the long-term training and consultation, the author explores and extracts to creatively adopt the TIT thorough process, which accomplishes organization problem diagnosis-integration and improvement-inheritance through the thorough-internalized -transformed key acts.

2. APPLICATION OF TIT TECHNOLOGY

2.1THOROUGH: PROFESSIONAL DIAGNOSIS IS THE PRECONDITION OF SOLUTION PROVIDING

"If failing to go thorough enough into the organization's connotation, we will attempt to "push" our philosophy into the organization." Being Thorough is the basis for the success of TIT [1].

2.1.1 "Selecting, Asking and Visiting" is the Key Act of the "Thorough"

Selecting: to select the right samples

In an organization just underwent strategic reorganization and merger, when designing talent cultivation, all members of the cooperate university's project are from the parent company of merger (A), and all of them select employees from A as samples during diagnosis of project inside the organization (maybe because of former comfort zone's habit or trust in cooperative operation). as a result, the diagnosis ignores the previous cultural differences and mutual compatibility between the two enterprises, and this bug continues in the following talent cultivation system design. When implementation, the employees in the other company (B) as a whole are found as unable to adapt, so the project fails.

Therefore, to select samples is not only simply to select according to proportion, but to select based on overall balance of organizational culture, class, gender, age, service length, and profession. Other than those quantifiable and legible categories, there are another factors not so quantifiable or legible but influencing diagnosis effect, such as: mentality, influence, innovation, and coordination. In conclusion, to which degree the samples we select are typical and common is first determines the validity of final survey.

2.1.2. Asking refers to "interrogation" and "questionnaire"

The questionnaire is either closed or open, the former mainly for survey of attitude towards a certain thing or understanding of a certain skill, for example:

Table 1: Survey of attitude toward a certain thing

	My Rank
Face-to-case discussion	
Face-to-face lecture	
Teaching in game	
Teaching through role play	
Teaching through video	
Long-distance teaching	
…… ……	

(Please rank the following training methods according to the degree you are willing to accept them, from high to low: the method you prefer the most is 1, that less preferred is 2, and the like)

Table 2: Closed survey about understanding of knowledge and skill

	4 understand very well	3 understand	2 only hear of	1 not understand
4 levels of customer demand				
2 categories of customer demand				
3 perspectives of customer affection demand				
4 categories of customers				
Procedures of complaint disposal				
…… ……				

(The following descriptions are your current understandings of the knowledge and skills about *Mentality and Skills of Service*. Please determine the degree of your understandings with the judgments you cherish the most, and select the letters or signals most corresponding to your attitude on the right of the skills or knowledge)

In conclusion, the principles to use closed questionnaire are:

- ✓ Largest scope of use
- ✓ Convenience for user's operation and selection, users will give up time-consumed operation
- ✓ Uniform data would guide the conclusion

Usually there is only one purpose of open questionnaire in the thorough procedure of TIT mode: to collect samples, which could be divided into the following according to frequency and influence:

The common and the typical. The common, just as its name indicates, are cases during 80% operations and executions of all positions; the typical are cases among the uncommon 20% conditions with so great influence upon result that only once could lead to serious result. The most typical of the typical is the "security incident".

Divided according to results, cases could be divided into the positive (experience) and the negative (lesson)

The two crossed dimensions finally generate 4 kinds of case libraries: positive common case, negative common case, positive typical case, negative typical case

Other than the thorough extraction of questionnaire, interrogation ("in-depth interview") is also necessary, which is not necessarily explained for its generality. The emphasis here is that, in TIT thorough extraction, two points should be balanced in interrogation extraction: detail and comprehensiveness.

(1) Detail: details of acts. For example: when the interviewee mentions:

"I pacified him" without act details, further extraction should be:

"What did you do at that time?"

If he continues:

"I let him sit down, fetched him a cup of water and listened to him."

Maybe you consider such as act details, but it is not sufficient for TIT "thorough" principle, we should explore further.

"What did you say when letting him sit down and fetched him water?" and "what did you do when listening to him (acts and words)"

We can see the TIT through procedure explores gradually in such way, and only by doing so the most precious and really excellent experience could be extracted. Such experience may come from multiple person collected as advantages in disposing details, alternatively processed and concluded. On the other hand, only thorough extraction as subtle as each act detail, could lead to "real guidance" in the internalization, which is to guide employees' act details, not goals. In the above case, if in the lessons one only mentions:

"First, actively pacify"

It's a goal.

Acts we refer to are:

When he was excited, let him sit down, and asked him "warm, hot or ice water? I'm going to fetch you."

"To propose what the question is about" "To propose the question with a certain reason" "To propose why, why not and if..." [2]. It is easy to see that, the extract to acts will better guide the future internalization and be closer to the nature of systematic diagnosis of problems.

(2) Comprehensiveness: faced with an interviewee, an interviewer should be "in" and "out". "In": To bring oneself into the scene described by the other to feel and go further; "out": at any time to be an outsider to analyze each detail's influence upon the overall and direct logical mutual relation from a higher comprehensive level. Only by doing so, through "thorough" procedure the overall could be influenced and guided.

In conclusion, in either questionnaire and interrogation, "asking" in the thorough procedure is to comprehensively and thoroughly obtain knowledge, attitude, skill, judge of status quo of the organization through different tools and measures, and extract systemize information and cases of all positions.

2.1.3. Visiting: To visit work scene, internal clients and external clients to ensure comprehensive and objective information extraction in TIT thorough procedure

✓ Visiting Work Scene

To inspect persons of all positions mainly from a third person's viewpoint.

✓ Visiting Internal Clients

Internal clients here are referred to superiors and subordinates of all positions, and cross-department cooperation. Internal 360°visit and observation would make borders, wrangling and obscurity more clear.

✓ Visiting External Clients

External clients refer to suppliers and customers (in traditional sense)

If necessary a mystery customer could be the visitor. Compared with the indirect method to obtain experience and information in "asking", visiting is the measures for operator of TIT extraction to directly obtain information, so it necessarily supplements asking.

In conclusion, in TIT thorough procedure, "selecting, asking and visiting" prepare complete, comprehensive and detailed cases for the upcoming internalization, and from overall perspective provides the organization reform with first-hand information and basis for strategic decision-making. Therefore, this step is decisive for talent cultivation division to become strategic partner.

2.2. Internalization Should Combine Detail and System to Really Guide Practice and Discover Related Problems in System, Coordination and Procedures of Organization

Internalization is totally based on the first thorough procedure. Just as what Ray Dalio says in *Principles*, "treat your problem as a series of consequences generated by a machine", "write down your scheme to make it seen by all", and "imagine your scheme as a film script and gradually think about who would do what"[3]. Similarly during TIT's internalization, there are two key principles to be grasped: "detail" of lesson design and "comprehensiveness" of solution, so the lesson is assured as oriented and feasible for all positions and uniform for all department in the organization.

2.3. Resources Fully Utilized to Transform Various Presentation Forms

Transformation has dual meanings:

System transformation: to transform solution into organization's system and procedures.

Behavior transformation: to make all individuals in organization accept and transform into productivity through various presentations.

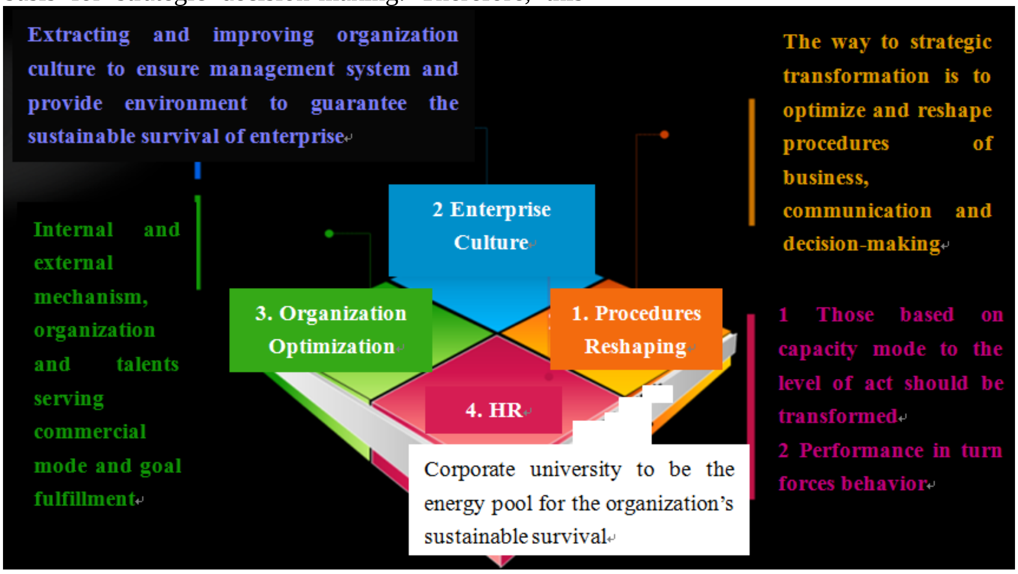

Figure 1: Conversion of achievements in several fields

System transformation is both basis and environment for behavior transformation, as well as the core distinguishing talent cultivation's role as strategic partner from administrative service provider and trainer. System transformation usually includes:

(1) Culture construction

(2) Organization optimization

(3) Procedure reshaping

(4) Talent reservoir

Behavior transformation guarantees the final fulfillment of productivity, and technological innovation and examination incentive could assure improved percent conversion:

(1) Application of technological measures in individual behavior transformation. Today as paid knowledge and multimedia information technology thrive, cooperate talent cultivation could more rely on technological measures beyond face-to-face teaching to improve conversion rate and reduce conversion cost, e.g. AR, online video, long-distance education increasingly help more people to accept information more equally. Forms of cartoon, animation, and film and TV series in professional fields would also greatly improve conversion rate.

(2) Talent cultivation has been closely related to employees' career development, not only an act, but

also through the entire process of recruiting and employing. So the internal acceptance and transformation impetus are assured.

3. CONCLUSION

In conclusion, TIT thorough extraction technology is like both a microscope probing each position's each act detail and each node of procedure in the organization, and a aerial camera to view both trees and entire forest from the perspective of a bird. Through 3-step key procedure: thorough- internalized -transformed, TIT is just like a time machine to help enterprises view both the past and the future, and thus actually assist talent cultivation division (corporate university/training center) to become bellwether and reservoir of strategy.

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Exploration and Analysis of Ways to Improve the Effectiveness of University Graduation Education under the Background of “Three-aspected Education”

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Abstract: Graduation education is an integral part of college students’ ideological and political education, and its essence is moral education, which should follow the principle of effectiveness. In term of the existing problems in the current graduation education, considering the work requirements of the ideological and political education of colleges and universities as well as the internal relations between the “Three-aspected Education” and graduation education, to explore the focal point and scientific path of the implementation of graduation education and to effectively improve the effectiveness of graduation education, has an important role in improving the quality of ideological and political education of college students, promoting the level of education in colleges and universities, and boosting the quality of talent training in colleges and universities.
Keywords: Three-aspected Education; Graduate education; Effectiveness; Path choice

1. THE CONNOTATION AND EXISTING PROBLEMS OF COLLEGE GRADUATION EDUCATION

Combined with the group characteristics and actual demands of graduates, graduate education contains a series of educational activities carried out before their depart, a dispensable part of college educational work and an important part of the ideological and political education [1]. It is to help students set up a correct world outlook, the outlook on life, values and the view of career, so as to improve ideological and moral qualities, cultural quality, professional quality and physical and mental quality [2].

Graduation education is a link of ideological and political education of college students, and its essence is moral education. One of the principles of moral education is the principle of effectiveness, which is the basic requirement for the pursuit of practical effect of moral education. It is manifested in three aspects: good effect (reflected on the ideological and moral character of students), high effect (reflected on the quality effect of moral education) and high benefit (reflected on the effect on society). Its requirements include: (1) Moral education decision-makers and practical workers fully understand the entity status of moral education, and comprehensively understand the function of moral education; (2) The formulation and division of moral education objectives should be in line with social requirements and students’ ideological and psychological reality.

However, in practice, there is a phenomenon that graduation education is rather transactional and fragmented, and relatively lacks education and systematism. Formalization, routine, fragmentation, fragmentation and other problems restrict the due value of graduate education [3]. Hence, it is difficult for the former graduate education to meet the basic requirements of the moral education work principle. Therefore, to explore the scientific path of implementation of graduate education, enhance the effect of graduate education, help graduates set up the lofty ideal, career planning, meet the professional requirements, play its value, social responsibility and to achieve long-term development, has become an important task to improve the quality of college students’ ideological and political education, improve the level of educational work in colleges and universities, and improve the quality of personnel training in colleges and universities.

2. THE ACTING POINT OF UNIVERSITY GRADUATION EDUCATION

It is one of the basic viewpoints of Marxist philosophy epistemology to proceed from reality and insist on combining theory with practice. Setting up the problem consciousness and insisting on the problem orientation, have embodied the Marxism philosophy world view and the epistemology basic viewpoint. Marx believes that human development is the core and highest goal of social development, he attaches great importance to human development, and regards social development as human-centered development [4]. Therefore, graduation education should be combined with the practical needs of graduates, focus on solving the practical problems faced by graduates, and take promoting graduates’ smooth integration into society and long-term development as the goal.

On the 100 anniversary of the May 4th movement, Xi Jinping said, Young people in the new era should set up lofty ideals, love our great motherland, shoulder the responsibilities of the time, have the courage to work hard, develop strong skills and cultivate their moral character. It provided the fundamental guideline for universities to carry out graduation education. Graduates are the object of graduation education and can also become the subject of education. Graduation education should fully respect the subject, so that graduates can become the designers and participants of graduation education. An online questionnaire was distributed to the pre-employment undergraduates of four universities in Nanjing. Results show that the major problems include curiosity towards future working life, worries about facing setbacks and confusion on career life.

Combined with national success requirements for young students, society's objective demand of graduates' employment ability and students' actual demands in graduate education, graduate education work in colleges and universities can be focused on the ideal faith education, career planning education and mental health education. That is to say, by setting up characters, teaching method and improving the state of mind, to enable graduates to integrate smoothly and grasp the development ability.

3. THE INTERNAL LINK BETWEEN THREE-ASPECTED EDUCATION AND GRADUATION EDUCATION

At the national conference on ideological and political work in colleges and universities, xi stressed that we should continue to take moral education as the central part, put ideological and political work through the whole process of education and teaching, realize the whole process of educating people, all-round educating people, and strive to create a new situation in the development of China's higher education.

From a logical starting point. Graduation education, as "the last kilometer" of ideological and political education of college students, plays a crucial role in the current growth and future development of students. To carry out graduate education well and send graduates into society smoothly is an integral part of "education in the whole process". Graduates shift from the campus to society, on identity from students to social man, on duty from learning knowledge to participate in social labor to create social value, faced with many difficulties brought by the changes of social role. According to the theory of "ecological system requirements", We should take graduate school, society, family and peer collaboration intervention approach, to jointly help graduates complete the role transformation, obtain physical and mental development; "Whole-person education" is a multi-integration education mechanism composed of school, family, society and students, which meets the internal needs of graduation education. At the national conference on ideological and political work of colleges and universities, Xi Jinping stressed that ideological and political work is fundamentally human work, which must focus on students, care for students, serve students, and be updated according to the situation, the time and the tendency. Combined with the characteristics and needs of young people in the new era, graduation education can be carried out by relying on cyberspace, classroom thoughts and politics, theme lectures and other channels, meeting the basic requirements of "all-round education".

From the ultimate goal, it is the fundamental purpose of carrying out the Three-aspected Education to cultivate people, and "morality" is the foundation of all education. "Shuren" requires respect for students' principal status, following the rules of teaching and students' growth. The focus of graduate education is to build up character, impart methods, and develop a healthy mentality.

4. THE EFFECTIVE PATH CHOICE FOR GRADUATE EDUCATION

4.1. Find Out the Pivot to Make Value Rationality and Tool Rationality Unify

Education is a highly rational practical activity. Max Weber believes that human rationality includes value rationality and tool rationality. The value of tools emphasizes the utility of things, which attaches importance to solution of specific problems. Value rationality, on the other hand, emphasizes the value of things and reflects the recognition and pursuit of ultimate values such as truth, goodness and beauty, and focuses on the questioning and exploration of humanity and faith [5]. Ideal graduate education should be the unity of value rationality and tool rationality, which should not only help graduates improve their working ability and career development ability, but also shape their lofty ideals and beliefs and socialist core values.

4.2. Respect the Principal Position of Students and Give Full Play to "Full-scale Education"

Fully respect the main role of graduates in graduation education, and organize the society, schools, families and peers to help graduates set sail by relying on the problem-oriented approach.

Outstanding entrepreneurs and representatives of employers could be invited to give ideological and political courses to the graduates. They can also help to relieve the strangeness and confusion of graduates in career life.

Invite department heads and class supervisors to guide graduates to see the world from the perspective of academic research and personal growth in the form of class meetings and symposiums. It is necessary to develop a positive attitude, constantly explore and exercise our rational thinking ability, improve "resilience", and calmly cope with future challenges.

Parents of the graduates could be invited to send graduation messages and express their expectations of the graduates to the society through the Internet platform.

Interviews with outstanding graduates could be conducted. So as to improve the confidence of graduates to meet future challenges, and at the same time, influence junior students with energy and play as a good role model.

4.3. Coordinate Resources of all Parties and Form a Long-Term Mechanism

Employ outstanding entrepreneurs outside the university to serve as the external tutor of ideological and political education for college students; Build outstanding teachers party members graduate education team; Build a new media platform for graduation education. Timely summarize excellent experience and concise work practices to form a long-term mechanism.

4.4. After-graduation Career Feedback and Results Consolidation

The effectiveness of moral education is not only reflected in the good and high effect, but also reflected in the high benefit in terms of social effects. The timely tracking and feedback of graduates' career path after graduation is of positive significance to evaluate the effectiveness of graduation education in the aspects of setting up ideals and beliefs, developing potential and cultivating resilience. At the same time, it provides periodic guidance for graduates such as listening, discussion and suggestions for the development, so as to consolidate the achievements and improve the effectiveness of graduation education.

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A Study on the Application of Case Teaching method in Improving the Efficiency of Business English Teaching in Colleges and Universities

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Abstract: as an international language, with the development of economic globalization, English plays a higher and higher role in education in China. In order to better train English business talents for the society and promote the development of China's economy and trade, case approach, as a commonly used teaching mode in business English teaching, has played a great role in the process of students' English understanding and application. Based on this, this paper expounds the concept and significance of case analysis, analyzes the application principles of case teaching method in business English teaching in colleges and universities, and further explores the application of case teaching method in business English teaching in colleges and universities.
Keywords: Case teaching method; Business English; Teaching efficiency

With the continuous development of the global economy, especially the continuous promotion of Belt and Road Initiative's construction, the sustainable development of China's foreign economy has been increased, and English, as a globalized language, is becoming more and more important in China's education. As the cradle of cultivating business English majors for the society, business English majors in colleges and universities play an important role in selling economy and trade. As educators in colleges and universities, how to improve the efficiency of business English teaching has become a common topic for us to explore.

1. SUMMARY AND SIGNIFICANCE OF CASE TEACHING

1.1. The Basic Characteristics of Case-Based Teaching Method

Case teaching method is an innovative and efficient teaching method in the teaching of business English in colleges and universities, and its main features are as follows:First, case teaching method is more clear than traditional teaching method, so as to make students deeply experience and analyze problems in the course of business English application, so as to improve students' application ability;Secondly, case teaching method is the innovative form of teaching mode, changing the traditional irrigation teaching mode, so that the students can become the subject of the classroom through the case, guide the students to find out problems in the case analysis, put forward problems, analyze the problems actively, explore the problems, so as to cultivate the students. Third, the teaching content of case teaching is more extensive, can come from the Internet, can be a typical example in business English, can also be the real problem that we encounter in practice, practice, etc., break through the binding of the original textbook of the textbook, So that the business English teaching is more practical and has the application significance [1].

1.2. The Feasibility of Case Teaching Method in Business English Teaching in Colleges and Universities.

Business English, as a very important work in modern economy and trade, not only needs the relevant personnel to have strong English ability, but also has a certain understanding of the global economy, trade, as well as the law and politics of the country. Case teaching method is based on a real environment, which can not only strengthen the knowledge accumulation of students in a specific situation, but also deeply analyze and summarize the cases, so as to strengthen the accumulation of knowledge and improve the learning efficiency of students. In addition, in case teaching, students can simulate the real case situation according to the teaching cases provided by teachers, so that students can personally experience the real trade process. From the leak to make up for the gap, improve their own comprehensive quality.

2. THE APPLICATION PRINCIPLES OF CASE TEACHING METHOD IN BUSINESS ENGLISH TEACHING IN COLLEGES AND UNIVERSITIES

2.1. Interest Principle

As the saying goes, the "Interest is the best teacher" is to stimulate the students' learning interest and the autonomy of learning. First, the choice of the case must follow the interest principle, based on the problems and topics of interest to the students, and can effectively arouse the enthusiasm of the students to study, and actively put into the study. secondly, the interest is added in the case teaching, so that the teaching of the knowledge is avoided, the interesting is added in the form of interesting role playing, the situation introduction and the like; and finally, the interesting teaching evaluation is adopted in the teaching evaluation, Let the students realize the deficiency of their own in the teaching and learning, and get them in the follow-up study. And is further improved.

2.2. Close to the Principle of Bioactivity

The purpose of case teaching is to create a real application situation of business English for students, so in the choice and construction of cases, it must be closely related to the actual life of students. It is a common problem in our life or in the future work, which meets the needs of business English talents in the economic market of our country, so as to improve the timeliness of case teaching. Secondly, in the design process of case teaching, we should pay attention to keeping pace with the times, give full play to the advantages of the times, carry out innovation and reform, avoid too old cases divorced from the reality of students' life, and can not play the corresponding teaching effect.

2.3. People-oriented Principle

The development and deepening of the new curriculum reform advocates student-centered education and pays more attention to the dominant position of students in the classroom. College students have a certain basis in thinking and learning ability, so in case teaching, teachers should follow the principle of people-oriented teaching. On the one hand, case selection and construction accord with students' cognitive and learning characteristics, avoid designing areas that students can not reach, and crack down on students' self-confidence; On the other hand, in case teaching, teachers should avoid interfering too much with students, advocate that students analyze and explore independently or in the form of groups, so as to improve students' analysis and application of business English knowledge. Ability to lay a good foundation for students to go to society and participate in work in the future.

3.Case Import

As the first link in case teaching, case introduction is the decisive factor in the success of case teaching. In the process of case introduction, teachers should construct and design the case strictly according to the basic principles of case teaching, which should not only fully connect with the students' learning knowledge, but also reflect the application and creativity of the case. For example, when studying the chapter of Merge & Acquisition, teachers can introduce the case of Lenovo's acquisition of IBM to students. Lenovo, as a domestic brand, is also relatively familiar to students and can effectively stimulate students' interest. Secondly, this case is not only in the both at home and abroad have a very typical significance [2].

4.Analysis and debate

Analysis and debate is an important link for students to consolidate and flexibly use what they have learned, and it is also an important link for students to find problems, put forward problems and cultivate students' ability to analyze and solve problems in case analysis. In this regard, in the process of analysis and debate, the author discusses and studies the class students in the form of groups, divides every 10 students in the class into a large group, and every five representatives in the large group are divided into a group, representing the buyer, Lenovo and IBM respectively, and five students taking on the roles of debater, recorder, spokesman and so on, and accomplishes this task through the mutual cooperation between the groups. Acquisition. In this way, students can not only get practice in case analysis and debate, improve their thinking ability and oral English expression ability, but also make students realize the importance of cooperation and cultivate students' sense of cooperation and spirit of cooperation.

In this process, it is worth noting that teachers do not let go after asking questions for students, but always join the analysis and debate of each group as participants. On the one hand, they can control the students' discussion and analysis to a certain extent, on the other hand, they can find out the deviation in students' thinking problems in time, and give timely attention and correction to ensure the effectiveness of case teaching.

5.Case summary

After the students' analysis and debate of the case is completed, the teacher asks the spokesman in each group to summarize the analysis and debate of the group, to be evaluated by the teacher, to further guide and correct the deviated views in the group, and to give some praise for the representative points of view. It is worth noting that there is generally no standard answer to case analysis.[3] Teachers should fully respect the views of students, guide students to use their knowledge and thinking to carry out case analysis, find ways and means to solve problems, stimulate students' confidence in learning, and give full play to the greatest advantages of case teaching.

6.case report

The writing case report, as the last part of the case teaching, is completed by the students in the form of written form, on the one hand is the test of the written English ability of the students, and on the other hand, the way of solving the problem and the test of the thinking ability. First, the teacher needs to clear the writing format of the case report so as to further standardize the case report; secondly, it can be written in the form of a group with each group as a unit, so that the cooperative ability of the students can be enhanced, and the practical ability of the students can be also exercised; and finally, Through the unified review by the teacher, and put forward the advantages and disadvantages, let the students find the missing, and lay the foundation for the students to write the academic papers in the future A certain foundation

[4].

CONCLUSION

To sum up, case teaching, as a common teaching mode in business English teaching, can not only train students' thinking ability and knowledge application ability, but also cultivate students' cooperative consciousness and problem-solving ability through case teaching, which is of great significance to improve students' learning efficiency. Only by fully understanding the characteristics and advantages of case teaching and strictly following the basic principles of case teaching and fully applying case teaching to business English teaching can we give full play to its advantages, improve students' comprehensive ability and better promote the development of economy and trade in our country.

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Research on the Dynamic Mechanism of Rural Tourism Transformation and Upgrading: Based on the Perspective of Supply and Demand Coordination

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Abstract: Under the background of supply-side reform, the coordinated change of supply-side and demand-side elements is the key to the transformation and upgrading of rural tourism, and it takes a certain amount of motivation. Through the introduction of PSR model, it can be found that the driving force of rural tourism transformation and upgrading is mainly composed of the cohesion and diffusion force of the distribution mechanism, the driving force and pulling force of the market mechanism, and the promoting and inhibiting force of the regulation mechanism. Due to the different dynamic combination modes in the three stages of pressure, state and response, there are four main types: resource-environment oriented, market-oriented, government-oriented and mechanism innovation-oriented.
Keywords: Rural tourism; Transformation and upgrading; Dynamic mechanism

1. INTRODUCTION

The development of China's economic has entered a new stage since 2015. In order to resolve the problems of overcapacity and homogenous low-level competition [1], the state has proposed a supply-side reform task, the purpose of which is to adjust the structural problems, improve the quality and efficiency of the supply-side while expanding demand [2]. Same to other industrial economies, as a strategic pillar industry of the nation's economy, The demand-side reforms of tourism economy affect economic development in the short term, while in the future long-term, the economic development is affected by supply-side reforms. Therefore, for achieving sustainable development, the tourism economy must accelerate the supply-side reform, improve the quality and efficiency of industrial supply, and maintain the relative balance between tourism demand and tourism supply while appropriately stimulating consumer demand [3].

However, the background of China's rural tourism market has changed with the development of the whole Chinese society. China is entering the era of national leisure, and new consumption is updating from basic necessities: clothing, food, housing, transportation to tourism, health, smart consumption, etc. That is, the traditional rural tourism products cannot meet the market demand of leisure vacations era. In addition, tourism is shouldering the important mission of reviving the countryside when China's rural areas are now facing the problem of rejuvenation. Traditional rural tourism is characterized by the spontaneous participation of individual farmers and the simple normative guidance of the government, which lacks the integration of culture, ecology, industry, talents and capital. It cannot form a strong driving force for development and cannot drive the comprehensive rejuvenation of rural areas. Therefore, the current transformation and upgrading of rural tourism in China is much significant. However, the traditional rural tourism is characterized by the homogenization of development, the low-end of price consumption, the seasonalization of tourism management, the extensive management services, and the low quality of employees. Meanwhile, in the new market background and political task, some rural tourism products in some regions are gradually becoming more sophisticated and high-end. The products such as agritainment, folk customs village, rural farm, agricultural science and technology park, historic village, and rural resort are emerging one after another. Then, how to take into account the development of demand side in the context of national supply-side structural reforms, explore the dynamic mechanism of rural tourism transformation and upgrading, analyze the influence of its dynamics on the state of rural tourism transformation and upgrading at different stages, identify the shortcomings of transformation and upgrading in different stages of rural tourism development have great significance for formulating guiding policies for rural tourism, product improvement, operation management and sustainable development.

2. LITERATURE REVIEW

As Qin Jianxiong [4] said, there are relatively few studies on the transformation and upgrading of rural tourism since the development of rural tourism in European and American countries has been mature, which are basically in the promotion research of rural tourism. Such as Rita Salvatore [5] has explored the relationship between "rural edge" and "tourism transition", described the ongoing changes in tourism supply in rural areas, highlighted the importance of these concepts. Hana Horáková [6] has discussed the new dilemma of tourism transformation in post-communist Czech rural areas.

The research on the transformation and upgrading of rural tourism in mainland China has been significantly improved since 2015. However, in the past four years, the research results mainly focus on the actual case study of rural tourism transformation and upgrading in a certain region, including the path, strategy, dilemma, mode, countermeasures, etc of rural tourism transformation and upgrading. For example, Wu Aiping and Lv Lihong [7] put forward the strategy of rural tourism transformation and upgrading in Zhaoqing in the context of the construction of Guangdong-Hong Kong-Macao Greater Bay Area. Yin Changfeng [8] Based on the analysis of the development of rural tourism around Chaohu Lake, this paper analyzes the strategies of rural tourism transformation and upgrading in the seven aspects, such as optimizing tourism industry structure and promoting rural revitalization strategy. Cui Lin [9] explored the problems existing in the development of rural tourism in Xi'an on the basis of the background analysis of beautiful rural construction, and putted forward corresponding development strategies to realize the transformation and upgrading of rural tourism and promote the construction of beautiful countryside. Huang Zixuan [10] used community participation theory as a research perspective to analyze the main stakeholders in the development of rural tourism in SANSHENG FLOWER TOWN, explored some problems that restrict its development, and proposed the countermeasures to coordinate the interests of tourism development and promote the future transformation and upgrading of rural tourism in SANSHENG FLOWER TOWN. Zhu Wanchun [11] proposed from the perspective of industrial integration that the path of rural tourism transformation and upgrading is mainly to strengthen the integration with agriculture, culture, pension and education, develop the "village tourism +" mode, enrich the content of rural tourism, and improve the quality of rural tourism. In turn, it promotes the in-depth integration and development of rural tourism and rural primary, secondary and tertiary industries, promotes rural economic and social development, and lays a solid foundation for building a well-off society in an all-round way. Wang Hui [12] analyzed the development status of rural tourism in Taizhou City, and sorted out under the background of industrial integration the tourism demand, market supply and policy guidance are the driving force for the transformation and upgrading of rural tourism in Taizhou City. At the same time, aiming at the problems existing in the development of taizhou rural tourism it is proposed that rural tourism in Taizhou needs to seize opportunities, develop and innovate, to transform and upgrade from the perspectives of concept, product, ecology, marketing, and talents to drive the economic development of rural areas in Taizhou. The literature based on this paradigm analyzes the specific strategies and paths from the actual problems of rural tourism transformation and upgrading in different regions, which lays a foundation for the research of this topic. However, the shortcoming is that the academic discussion on the transformation and upgrading of rural tourism is monotonous and more focused on the analysis of actual regional countermeasures, but there is a lack of theoretical and systematic transformation and upgrading motivation and model research. Therefore, the focus of this study is to discuss the internal logic and the existence of causality and the dynamic mechanism of rural tourism transformation and upgrading at both the supply side and the demand side.

3. RESEARCH METHODS

Analysis of the dynamic mechanism of rural tourism transformation and upgrading adopts the PSR proposed by the Organization for Economic Co-operation and Development (OECD) and the United Nations Environment Program (UNEP). P refers to "pressure", that is, the cause of the problem; S refers to "state", that is, the current situation of the problem; R refers to "response", that is, the solution to the problem [13-14]. Factors from the natural, social economy, etc form pressure, which changes the economic and cultural status of the original system, and then human take activities to respond to changes, simultaneously affect the change of pressure. The PSR model illustrates the causal interaction of the "pressure-state-response". Such "pressure-state-response" causal interaction is the causal manifestation of rural tourism transformation and upgrading. Therefore, this study draws on the PSR model, based on the supply-side and demand-side synergy, builds a rural tourism transformation and upgrading dynamic mechanism model, then analyzes and predicts the main types of rural tourism transformation and upgrading according to the model, which hope to put forwarder some inspirations for the transformation and upgrading of rural tourism.

4. RURAL TOURISM TRANSFORMATION AND UPGRADING DYNAMIC MODEL

4.1. PSR Transformation and Upgrading Dynamic Mechanism Model

Construct the rural tourism transformation and upgrading dynamic mechanism model according to the PSR model. As shown in Figure 1, the rural tourism is the dynamic "representation" of the transformation and upgrading through the cohesive force and diffusion force of the distribution mechanism, the driving and pulling force of the push-pull mechanism, which is under the pressure of the transformation of the supply and demand side, and then forms a "response" through the promotion and suppression of the regulatory mechanism, and transforms it into a regulatory mechanism, forming another set of dynamic "representation" of transformation and upgrading, thus promoting the change of transformation and upgrading of rural tourism. Complete the phased transformation and upgrading, then gradually form a "pressure-state-response" closed loop [15].

4.2. Analysis of the Dynamic Mechanism of PSR Transformation and Upgrading

4.2.1. Transformation and upgrading pressure

In the process of rural tourism development, on the one hand, the demand side of rural tourism has changed in the context of the consumption upgrade in the national tourism market, and the consumption behavior of rural tourists has begun to change. The past low-end consumption in rural, such as agritainment and rural tourist scenic spots are difficult to adapt to more and more perfected holiday system, the improvement of consumption level and the changing of the way of leisure and vacation. This puts pressure on rural tourism products such as traditional agritainment, traditional villages and leisure agricultural parks. On the other hand, rural tourism is also facing tremendous transformational pressures. For example, the quality of rural tourism products is not high, which is difficult to meet the individualized and diversified tourism needs of rural tourists. The construction of rural tourism infrastructure is backward, which has formed the primary problem that hinders the development of rural tourism in the suburbs and economy development is relatively backward rural areas. In addition, the management of rural tourism is backward, the professional management and service talents are lacking, the service quality is low, and the rural environment is affected by urbanization which lead to prominent hollowing out, meanwhile, the destruction of rural environment is increasing, and the traditional villages are gradually disappearing. All these problems have exerted tremendous pressure on the supply side to the transformation and upgrading of rural tourism.

4.2.2. The dynamic mechanism of transformation and upgrading

Under the influence of supply side and demand side pressure, rural tourism began to transform and upgrade. In the whole system, the various influence factors of supply side and demand side converge into multiple forces, which form three major mechanisms and become the dynamic representation state of transformation and upgrading. Product quality improvement on the supply side (including: rich the number of rural tourism products, improve the level and quality, such as places of rural leisure, new towns in rural, rural leisure complexes, etc) and infrastructure improvements (including rural toilets, rural roads, rural garbage disposal, rural energy, etc., such as the rural toilet revolution, rural environmental protection, etc.) constitutes cohesiveness. And the travel time on the demand side is dispersed (The national holiday system and leisure time are no longer excessively concentrated, such as system of leave with pay is gradually improved, the implementation of the 2.5-day weekend holiday system, etc.) and the difference in tourism behavior (People are marching for diversification and differentiation, such as short-term sightseeing and long-term leisure are concurrent, overnight travel and non-overnight travel are concurrent.) form a proliferation force, all these two parts synthesize the distribution mechanism of rural tourism transformation and upgrading.

The improvement of service level on the supply side (The business entity of rural tourism and continuously improves the management and service level from itself, such as introducing advanced management concepts, recruiting high-quality talents and conducting professional training, etc.) and experiencing environmental improvement (The quality of rural tourism environment is improved, For example, rural environmental sanitation, rural greening upgrading project, and rural cultural restoration, etc.) form the driving force for transformation and upgrading. The scale and person-time of the demand side are equal (The rural tourism, vacation, research, etc. began to break the situation of excessive concentration gradually from the aspects of seasons, weeks, Sundays, day and night.) and the increasing of tourism consumption (National income and consumption levels continues to increase, such as the per capita disposable income of residents nationwide is 28,228 yuan in 2018, an increase of 92.7% over 2010), which form pulling force. Then the combination of two parts form a push-pull mechanism for the transformation and upgrading of rural tourism.

4.2.3. The response of transformation and upgrade

The response of rural tourism transformation and upgrading, mainly under the influence of rural tourism transformation and upgrading pressure and dynamic state, the interests represented by government, industry associations and social individuals and groups provide supports from formulating related policy for the rural tourism transformation and upgrading, rural tourism transformation and upgrading planning and investment, donation, loans, etc., and form a promotion force for the transformation and upgrading of rural tourism. Rural management managers and local governments and villagers committees establish and improved various systems based on problems arising from the transformation and upgrading of rural tourism. The community, especially rural tourists, dynamically supervises the development of rural tourism. In addition, the rural tourism competitors also responds to the transformation and upgrading of rural tourism in the market. The three jointly synthesize the suppression of rural tourism transformation and upgrading, and mainly suppressing the emergence and evolution of related problems. In this way, the promotion and inhibition of the response phase constitute the regulation mechanism of transformation and upgrading, mainly regulate the dynamic state of rural tourism transformation and upgrading, thus ensuring the sustainability of rural tourism transformation and upgrading.

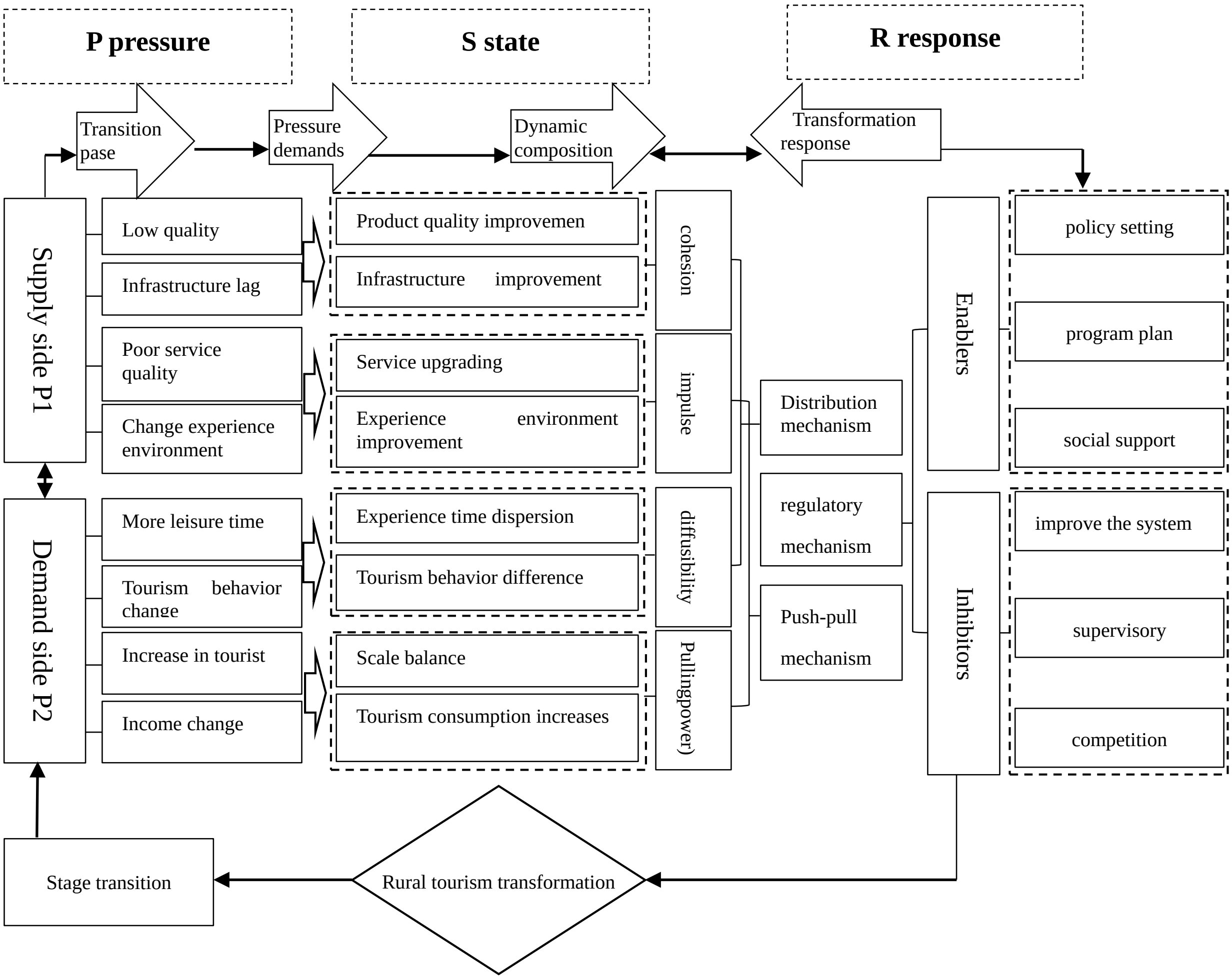

Figure 1 Conceptual model of rural tourism transformation and upgrading dynamic mechanism [16]

5. RURAL TOURISM TRANSFORMATIN AND UPGRADING MODEL

The progress and intensity of the transformation and upgrading of rural tourism area with different resource endowments and development stages have been affected by different forces. The leading role of different forces at different stages on rural tourism transformation and upgrading determines the different modes of rural tourism transformation and upgrading. According to Figure 1, it can be concluded that the rural tourism transformation and upgrading models are mainly resource-environment-oriented, market-oriented, government-oriented and mechanism-innovated.

5.1. Resource and Environment-oriented

In the early stage, the development of rural tourism attracted the tourists from the city due to the characteristics of the rural natural environment. They advocated nature, pursued ecology, yearned for the countryside, which are natural conditions for developing rural tourism for rural areas with better local foundations. As a result, rural tourists entered the country in large numbers with the development of rural tourism and rural leisure products. In a short period of time, rural tourism resources have been exploited “predatory”. Then the problem is that tourists’ interest in traditional rural products has gradually decreased as local resources and environment of the village have been destroyed . Rural tourism operators have to make measures such as resource environmental protection and rural tourism resource re-engineering to create a new rural tourism environment and products, that is, the transformation and upgrading of rural tourism, and thus attract tourists.

The main representatives of this type are traditional agritainment, ancient tourist villages, etc. The Xujia Courtyard, the birthplace of Chinese agritainment, belongs to this type. The owner of the Xujia Courtyard was originally a farmer who cultivated seedlings. It is precisely because in the process of selling seedlings, foreign purchasers need food and rest services, so their owners take advantage of the trend and begin to provide meals and rest places for outsiders. Later, more urban residents discovered the comfort characteristics of the Xujia Courtyard’s rural life, and then flooded into a large number of tourists there. The owner also actively expanded the scale and built two floors and the three-story viewing room. But then the heat of rural tourism in Xujia Courtyard began to decrease as needs of rural tourists changed. Under this circumstance, the owner began to change actively, modified the original agritainment, and the conference facilities and equipment were added to create a special country hotel in the west of Chengdu, which was mainly engaged in accommodation and conference reception, and achieved success in transformation and upgrading.

5.2. Market-oriented

The transformation and upgrading of rural tourism is largely influenced by the market. The market has an important direct guiding role in product type selection and brand building. The market-oriented transformation has become an important basis for the transformation and upgrading of rural tourism. The main representative of this type is the suburban tourist village. The "Five Golden Flowers" SANSHENG FLOWER TOWN in the south of Chengdu belongs to this type. Ten years ago, the five scenic spots of Huaxiang Nongju, Xingfu Meilin, Dongli Juyuan, Hetang Yue'se and Jiangjia Caidi in the area attracts the daily consumption of Chengdu citizens due to its unique rural leisure and experience project. However, with the increasing demand from the citizens of Chengdu for the rural tourism experience projects, the traditional agritainment-style rural tourism experience project is no longer able to meet the public's meets for the country house, rural cultural, etc. Therefore, in recent years, SANSHENG FLOWER TOWN has continuously adjusted rural tourism projects according to the changes in the consumer market. From the integration of the hotel to the development of Cultural and Creative Industries, it has been driven by consumer demand and has achieved success in transformation and upgrading.

5.3. Government-oriented

The government plays an important guiding role in the development of rural tourism, especially in rural areas and poverty-stricken areas, where rural tourism is dominated by government investment, the role of the government in the process of transformation and upgrading has very distinct characteristics. The main objectives include tourism poverty alleviation and employment promotion. The main representative of this type is tourism poverty alleviation villages. Five years ago, Sanhui Village of Guangyuan was also a poor village. With the help of the Organization Department of the Sichuan Provincial Party Committee, the whole village began to develop rural tourism. The government actively invest to help villagers build houses, build new countryside. Also the government provide supports on land, funds, ect. to support Sanhui Village to build homestays for attracting more tourists, increasing the income of the villagers and getting rid of poverty. In the past two years, due to the remarkable effectiveness of Sanhui Village in poverty alleviation, there are many foreign visitors and learners, which also made Sanhui Village gained huge profits in the visiting and reception. Later, the government began to build Sanhui Village as a rural training base, which is focusing on the development of training industry. The villagers participated in a large number of training and conference reception work, and got equally good results. Rural tourism has transformed from the original single sightseeing experience to the integration of sightseeing experience and conference training. In other words, the transformation and upgrading has been successful.

5.4. Mechanism-innovated

The transformation and upgrading of rural tourism is inseparable from the mechanism innovation of operation and management, because the innovation of institution and mechanism system directly affects the effectiveness and sustainability of rural tourism development. Mechanism innovation can harmonize the interests of the main bodies, governments, communities, tourists and other stakeholders involved in rural tourism development, and rationalize and maximize the distribution of interests among all parties. The main representative of this type is the tourist villages in underdeveloped areas. Yuanjia Village in Shaanxi Province is a model for the transformation and upgrading of rural tourism in China. In the process of development, it pays attention to the mechanism system construction and adopts a new collective economic form characterized by peasant cooperation. The collective economy of Yuanjia Village is a recordable, quantifiable and distributable for each villager. The villagers can share the dividends of the shares held by themselves. Where does the money come from, where does the money go? All are open and transparent. The collective economy in Yuanjia Village with the basic characteristics of peasant cooperation is full of vitality and continues to grow and develop. It fundamentally broke the traditional concept of rural collective economy and overcame the Institutional mechanism obstacles that have long plagued and restricted rural economic development. Therefore, in the process of development, Yuanjiacun created the Guanzhong folk culture represented by traditional old buildings, old workshops, old objects, etc. and built it with new formats such as art gallery, bookstore inn, coffee bar, creative workshop and so on. And it has both modern atmosphere as well as homesick folklore, suitable for industry, open and diverse beautiful villages and characteristic towns. Two different transformations and upgrades have been successful.

6. CONCLUSION

Through the analysis of the background and necessity of rural tourism transformation and upgrading, the PSR proposed by the Organization for Economic Co-operation and Development (OECD) and the United Nations Environment Program (UNEP) is used to construct a dynamic mechanism model for rural tourism transformation and upgrading. The rural tourism is the dynamic "representation" of the transformation and upgrading through the cohesive force and diffusion force of the distribution mechanism, the driving and pulling force of the push-pull mechanism, which is under the pressure of the transformation of the supply and demand side, and then forms a "response" through the promotion and suppression of the regulatory mechanism, and transforms it into a regulatory mechanism, forming another set of dynamic "representation" of transformation and upgrading, thus promoting the change of transformation and upgrading of rural tourism. Complete the phased transformation and upgrading, then gradually form a "pressure-state-response" closed loop. The six forces of the three mechanisms have influence at different stages, but there are differences in the dominant forces, which determine the different modes of rural tourism transformation and upgrading, including resource-environment-oriented, market-oriented, government-oriented and mechanism-innovated.

Table 1 Types and typical cases of rural tourism transformation and upgrading

Transformation and Upgrading Type	**Typical Examples**	**Typical Case**
Resource and environment-oriented	Traditional Agritainment, Ancient Tourist Villages, Etc	Xujia Courtyard
Market-oriented	The Suburban Tourist Village	The "Five Golden Flowers" SANSHENG FLOWER TOWN in the south of Chengdu
Government-oriented	Tourism Poverty Alleviation Villages.	Sanhui Village of Guangyuan
Mechanism-innovated	The Tourist Villages in Underdeveloped Areas	Yuanjia Village in Shaanxi Province

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A Pragmatic Analysis of Dialogues in *Prison Break* from the Perspective of Cooperative Principle

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Abstract: Cooperative Principle is frequently used in our daily life. Because of its importance and prevalence, CP has attracted a lot of attention over the last few years. This paper attempts to do a case study on Prison Break, one of the most classical American TV series, investigate into the character dialogues from the perspective of Cooperative Principle. Through the study, the author has come to a conclusion that the violation of Cooperative Principle can not only help to convey effective information but also improve the audiences' comprehension ability of English dialogues.
Keywords: Prison Break; dialogues; Cooperative Principle; Conversational Implicature

1. INTRODUCTION

In English conversations, people tend to violate the Cooperative Principle which proposed by H. P. Grice as a result of contextual factors or other reasons, thus produce certain conversational implicature. However, the violation of Cooperative Principle is not necessarily an obstacle in people's conversation. Instead, under some special situations, it is helpful to convey effective information. On the basis of Conversational Implicature and Cooperative Principle, this thesis mainly analyzes the dialogues in Prison Break to reveal how conversational implicature are produced so as to achieve communicative purposes.

2. INTRODUCTION TO PRISON BREAK

Prison Break has five seasons so far, it tells a story about salvation. Michael Scofield plans to escape from prison to save his brother Lincoln Burrows, who was trapped in prison. He is jailed again in his escape career, and finally collects evidence to get out of prison. [1]

3. ANALYSIS OF THE CONVERSATION FROM THE PRINCIPLE OF COOPERATIVE PRINCIPLE

Since prison is such a complicated place, prisoners often violate Cooperative Principle intentionally for various reasons such as begging questions, declining, expressing emotions, provoking deliberately or making a threat thus to produce a conversational implicature. As the author mentioned before, the violation of CP is not necessarily an obstacle in people's discourse, instead, it could help to convey effective information. The following parts will use case study to do a specific analysis.

3.1. The Flouting of the Maxim of Quality

As the author has mentioned before, the maxim of quality requires the participants to tell the truth. In Prison Break, the figures of speech that are produced by the flouting of the maxim of quality mainly are metaphor and hyperbole. Metaphor is the best example of flouting the maxim of quality which refers to one thing by mentioning another without using the word 'like'. Hyperbole can highlight the essence of things or strengthen the speaker's emotion by exaggerating the truth so as to attract the listeners. Now we have found some examples to demonstrate it in Prison Break and the following analysis will be presented[5].

Example 1:

Pope: We could have saved a lot of time if you would have just told us in the beginning that this was going to be a railroad. (Season 2, Episode 2)

'Railroad' here refers to the bill passed in haste. Connecting the railroad's convenience with the bill's haste, the flouting of the maxim of quality thus made the sentence even more vivid.

Example 2:

Warder: Don't be a baby, T-bag, it ain't that hot.

T-bag: Not that hot? When this guy woke up this morning, he was white! (Season 1, Episode 6) [6]

Michael turned off the air-conditioner and the heat caused a great uproar. The warder asked the prisoners to calm down but T-bag's reply was hilarious. He meant that the high temperature makes a white people becomes a black. This dialogue shows that T-bag speaks humorously and reflects his knavish and cunning personality. [7]

3.2. The Flouting of the Maxim of Quantity

As the author has stated previously, the maxim of quantity requires that the information offered by one side of the discourse should be neither more nor less. The figures of speech that are produced by the flouting of the maxim of quantity mainly are allusion and rhetorical question. Allusion is usually a casual, brief and implicit reference to a famous historical or literary figure or a well-known historical event. Rhetorical question is to express one's certainty with question. Here are some examples.

Example 3:

Sucre: Welcome to Prisneyland, fish. (Season 1, Episode 1) [8]

After witnessing a violent incident in the prison, Sucre said the above words to Michael. Prisneyland is a compound word that made up of prison and Disneyland. Sucre used the word to indicate that dark and violent as the prison is, the prisoners feel boisterous and exciting being in it. Sucre did not give Michael clearly the information he needs, thus he violated the maxim of quantity. In this way, people are more impressed by Fox River and the image of the prison is more vivid as well[2].

Example 4:

Bishop: If the inmate appeals to me for intervention, how can I turn my back on him?

Kellerman: You have a habit of answering a question with a question?

Bishop: And you have a way of asking questions that beg more questions? (Season 1, Episode 2)

This is a conversation between the FBI agent and bishop. Kellerman hoped that bishop to suspend his position about opposing death penalty, but bishop refused indirectly by a question, then Kellerman replied arrogantly with another question. Both of them have violated the maxim of quantity, but it's a tit for tat conversation. [3]

3.3. The Flouting of the Maxim of Relation

The maxim of relevance requires communicators should say something relevant to the topic. However deliberately violating it, various implied meanings are produced. Sometimes the question asked by one side of the discourse may be very hard for another to answer, so he or she would steer clear of the crucial point. Though the answer is beyond question, the listener has already understood the implied meaning.

Example 5:

Sid: That's it. Can I just look at it for a minute?

Michael: You are an artist, Sid.

Sid: You are telling me you are just gonna walk out of here and I'm never going to see it again? (Season 1, Episode 1)

Sid wanted to have a good look at her work since she has spent several months to tattoo the structure of the prison on Michael, but Michael was in a hurry to save his brother that he refused Sid's request indirectly by appraising her. And it is not difficult for Sid to aware that he implied to leave. If Michael replied 'Yes' or 'No' directly, his eagerness cannot be reflected[4]

3.4. The Flouting of the Maxim of Manner

The maxim of manner requires communicators to "be perspicuous", which specifically includes the following four sub-rules: avoid obscurity of expression; avoid ambiguity; be brief (avoid unnecessary prolixity); be orderly. And this maxim has also been analyzed empirically in Prison Break.

Example 6:

Wholesale: You keep handling out my jacket, I swear I'm gonna bust your grape.

Sucre: Man, you couldn't bust a grape in Napa with a set of cleats on. (Season 1, Episode 1)

There are two meanings of 'grape', for one, it means a kind of fruit, for another, it means 'head' in slang. Sucre misunderstood it, thus he violated the maxim of manner and made the wholesale confused. [[9]]

4. DISCUSSION

The 6 representative dialogues in Prison Break above are analyzed by the author to figure out how the prisoners convey their conversational implicature through violating the CP. Meanwhile, the author further analyzed the personalities of the prisoners to enable the audiences to know the characters better.

We can tell from the above analysis that although prisoners violate the four maxims of Cooperative Principle, they do not actually cause incoherence of the conversation, instead, they promote the development of the plot, and there is no obstacle for listeners to understand them, because the two parties of the conversation can always response properly to each other. Out of the tense plot, most dialogues in Prison Break have a sense of detection, and it is believed to be the greatest feature of this TV series, which strengthens the mystery and nervous degree of the plot and can always keep the audiences in suspense. [10]

5. CONCLUSION

To sum up, dialogues between characters is one of the most important ways to characterize. TV series and films originate from life and reflect life. If characters all strictly follow the rules of CP, then their speech or conversation will be dull and tedious and even the charm of language will be lost. Therefore, it is very necessary for us to apply the Conversational Implicature and Cooperative Principle to the analysis of dialogues in TV series or films.

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Study on Innovation of Ideological and Political Education Methods in Colleges and Universities in the Era of Big Data

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Abstract: The arrival of the era of big data has brought our lives into the era of "big data". For the ideological and political education in colleges and universities, the arrival of the era of big data is both a challenge and an opportunity. College ideological educators should seize this new opportunity to use the technology of big data to innovate the ideological and political education in colleges and universities, optimize the education model and carry out teaching interaction to promote the effective development of ideological and political education in colleges and universities.
Keywords: Big data; Ideological and political education in colleges and universities; Application

With the further development of science and technology, network information technology has been innovated and upgraded, and people have stepped into the era of "big data." At present, big data has penetrated into our study, work and life, and has become an important channel for people to obtain information. Colleges and universities are higher education institutions for cultivating students' ideological and political education. Under the era of big data, ideological and political education in colleges and universities should be innovated to raise the ideological and political education work of colleges and universities to a new level through the innovative ideas of big data to further strengthen students' ideological and political quality and enhance the timeliness of ideological and political education.

1. MEANING AND CHARACTERISTICS OF BIG DATA

With the rapid development of science and technology and information industry in China, smart phones and computers have gradually become popular. With the continuous innovation of new network technologies, cloud desktop, cloud storage, big data and other technologies have been realized, and we have entered the era of big data. The so-called big data is the collection of index data which can not be effectively classified and managed by traditional technical means. The big data mainly uses all data to analyze and process, which reflects four characteristics, namely, capacity, type, speed and value. Big data is a huge data resource, and the big data technology can centralize all data resources, so that we can get the information we need through big database [1].

In the extensive promotion of big data, new changes have been made in all areas of society, and education is no exception. Higher education is the main place for training higher talents. Only by keeping pace with the development of the times can we realize the efficient training of talents. The ideological and political education in higher education is a course that colleges and universities have been carrying out all the time, and it is the main course to cultivate students' moral character and political consciousness. Therefore, colleges and universities should cherish the new opportunities brought by big data innovation to reform the ideological and political education and enhance the effectiveness of ideological and political education.

2. OPPORTUNITIES AND CHALLENGES OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES IN THE ERA OF BIG DATA

2.1. Opportunities for Higher Ideological and Political Education in the Era of Big Data

2.1.1. Big data becomes the carrier of ideological and political education in colleges and universities

Ideological and political education in colleges and universities is mainly carried out through theoretical education which is relatively low in persuasion for students. In the development of education, ideological and political education has not achieved the expected results. However, in the era of big data, ideological and political education in colleges and universities can use the big data table to prove the theoretical point while adopting theoretical education. Teachers can use the current hot issues and people's thoughts to visually reflect the tables and students can understand the content of ideological and political education objectively.

2.1.2. Big data can predict students' thoughts and behaviors

With the development of the Internet, students are increasingly active on the Internet, such as QQ WeChat, Taobao, and Blog, and college students are using networks more and more. Therefore, universities can collect students' activity data on the Internet through various online platforms, and analyze websites that students frequently browse. Through data analysis, we can analyze students' ideological and behavioral dynamics on the Internet and understand students' value orientation [2].

2.2. Challenges for Higher Ideological and Political Education in the Era of Big Data

2.2.1. Insufficient understanding of big data in colleges and universities

Big data is the product of the development of the times, which can impact people's analysis on things. In the ideological and political education of colleges and universities, some teachers do not have enough understanding of the importance of big data, it is difficult for teachers to keep up with the development of the era of big data and exclude the changes brought about by big data, which makes big data unapplied. In addition, some teachers are not good at using the Internet because of their own skills, and do not have the idea of big data.

2.2.2. Having no idea of the usage of data

In some colleges and universities, when tracking students' ideological and behavioral activities, teachers do not get the permission of students when collecting the dynamic information of students' networks, which violates the privacy issues of students. Under the era of big data, all the information of students on the network is transparent and easy to be accessed by teachers and others. Therefore, students' information is easy to be stolen, which may lead to students' privacy is no longer secret, affecting students' learning mood.

3. APPLICATION OF INNOVATION OF IDEOLOGICAL AND POLITICAL EDUCATION METHOD IN COLLEGES AND UNIVERSITIES IN THE ERA OF BIG DATA

The network world is a double-edged sword, and the impact of big data on ideological and political education in colleges and universities also has two sides. While impacting the mode of ideological and political education in colleges and universities, it also brings innovative opportunities to the ideological and political education in colleges and universities. In order to adapt the ideological and political education to the development of the era of big data network, university workers should implement the innovation of ideological and political education method to add a new path to ideological education in colleges and universities.

3.1. Expanding Teaching Method

In the work of ideological and political education in colleges and universities, big data technology can expand a variety of teaching methods and provide more effective ways for the development of ideological and political education [3]. At present, "Yiban" has gradually emerged in various universities. As a platform for university students to promote education, Yiban has a wide range of implementation, great influence and good results. The ideological and political education of colleges and universities can be carried out into the Yiban platform through big data, and promote the content of ideological and political education that some students like to see and have profound meanings to enhance students' ideological and political sense.

3.2. Conducting Teaching Activities

In the teaching activities, the interactive teaching enables students to truly participate in the classroom learning and exert their own subjective initiative to learn. Ideological and political education teachers can analyze the issues that students focus on through the collection of footprints on the network platforms such as WeChat, Blog and QQ. In the classroom teaching, teachers can carry out communicative learning on these issues, which can make students more interested in learning and help students eliminate confusion.

3.3. Performing Precise Assistance

Before the emergence of big data, counselors need to get the students' thoughts and behaviors through conversations with students. In the actual teaching activities, the counselors do not have time to talk to all the students and understand their ideological value orientation in time. Therefore, ideological and political education can not achieve targeted education [4]. Big data can collect and analyze students' thoughts and behaviors. It can be seen that ideological and political educators can use big data technology to collect students' thoughts and behaviors and analyze students' ideological value orientation to provide accurate assistance to students and help them form correct ideological and political values in the education stage of colleges and universities.

4. CONCLUSION

Big data is the product of the development of the times. For all walks of life, it is a change of data. It can help all walks of life to collect and analyze data, and provide reference value for professional work. For the methods of ideological and political education, the arrival of the big data era brings challenges and opportunities, which will be a great change in the methods of ideological and political education in colleges and universities. In the application of innovation of ideological and political education methods in colleges and universities in the era of big data, teachers should pay special attention to protecting students' privacy and standardizing the use of student information, so that big data can be used correctly in ideological and political education methods in colleges and universities.

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On the Construction and Thinking of the Innovative Model of Piano Teaching

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Abstract: The concept of quality-oriented education is constantly innovated. It is important to strengthen art education. Piano teaching is an important part of art education. We should attach importance to the creation of its innovative education system. Through the renewal of piano teaching mode, students' innovative thinking can be stimulated. However, at present, all colleges and universities pay more attention to the teaching innovation of professional disciplines, but neglect the innovation of piano teaching. Students have some difficulties in piano learning. This paper analyses the innovative content of piano teaching and its countermeasures.
Keywords: Piano teaching; Innovative mode; Construction; Countermeasures

Piano is a subject with strong artistry. Rational application of innovative mode in the whole process of piano teaching can effectively improve students' artistic aesthetic ability and cultivate students' own artistic aesthetic sentiment. The previous mode of piano teaching has been unable to meet the needs of the development of modern society. It is necessary to build an innovative mode of piano teaching, improve the systematic piano teaching system, intensify innovation, deepen students' understanding of art, and give full play to the charm of art on the basis of understanding.

1. CONTENTS OF INNOVATIVE MODEL OF PIANO TEACHING

The application of the innovative mode in the piano teaching is mainly to change the previous mechanical learning, that is, from playing piano according to the requirements of the music score, to deeply compose the music scores in combination with the content of the music composer, and fully display the connotation and emotion of music through the students' own fingertips. When students analyze and comprehend the scores, they can listen to scores, grasp the melody, rhythm and strength structure of the scores [1]. Students can understand composer's purpose on the level of overall layout, and then expand their rich imagination to stimulate their desire and power to create sound, with the heart as driving force. The process of touching the finger and the piano transforms the silent music into a beautiful sound, which can also be used as a process of in-depth creation. Therefore, it can be seen that applying innovative models in piano teaching is important. When playing music scores, it can also reflect the characteristics of the innovation mode of piano teaching. The understanding between students has certain differences, and the performance is different, showing the understanding and diversity of the piano in the innovative expression form. To a certain extent, it provides favorable conditions for constructing the innovative mode of piano teaching, which is convenient for students to accept innovative piano teaching.

2. THE METHOD OF CONSTRUCTING THE INNOVATIVE MODEL OF PIANO TEACHING

2.1 Focusing on the Design and Creation of Music

The curriculum designed by traditional piano teaching is mainly for teachers to explain and demonstrate, and students imitate the content demonstrated by teachers. This teaching method will make students lose autonomy in the process of long-term learning, and have strong dependence on teachers, which restricts the development of students' innovative ability. In the design of music, the application of innovative model in piano teaching can take into account the need of students to understand Chinese and foreign music knowledge, accurately grasp the characteristics of second and third creation [2-3], and deepen students 'accurate mastery of the specific style and form of piano music in the light of students' understanding of different music scores. Students can apply various types of work to play music flexibly. Teachers can encourage students to take independent or cooperative forms when making music creations, and instruct students and innovate their own designs to enhance their performance ability and creativity.

2.2 Strengthening Teaching Innovation and Stimulating Students' Creative Inspiration

Strict classroom teaching methods in piano teaching will lead to a tense teaching atmosphere, and students will feel uncomfortable and flustered when practicing. Their autonomy in piano teaching activities will also be affected, and the development of students' creative thinking ability will be limited. Creating a relaxed teaching environment can eliminate students' tension, improve their self-confidence in learning piano, and help to expand their creative thinking ability. Therefore, when implementing piano teaching, teachers can combine the content of teaching, strictly follow the designed piano teaching objectives, and carry out rich and colorful teaching activities, such as setting up improvisation links in the classroom, guiding students to create independently when learning piano. Only by guaranteeing the innovation of teaching activities can students be fully guided to create independently and enhance their creativity. In addition to classroom teaching, teachers can also find resources and platforms to organize students to actively participate in various piano concerts. Students can communicate with each other through these opportunities. The more opportunities students have to learn, the more knowledge they learn, the wider their horizons are to actively participate in piano teaching under the innovative mode.

2.3 Applying Exploratory Teaching to Enhance Classroom Appeal

Piano is a subject with strong art, and its classroom appeal is important. Reasonable application of innovative mode in piano teaching can enhance the appeal of classroom content and demonstration teaching, make it easier for students to master the course content, improve students' artistic aesthetic ability rapidly, and successfully cultivate students' artistic sentiment [4]. Teachers are required to construct exploratory teaching links in piano teaching. Teachers can throw questions in combination with the course content, and students can explore answers independently. Students can also ask questions and solve problems independently. With the use of this method, students' curiosity of learning piano can be aroused and their creative thinking ability can be exercised. At the same time, in piano learning, students need to study for a long time to feel the style and performance skills of piano works alone, to truly understand the thoughts and feelings contained in different piano works and form their own characteristics of the cognitive form. And then they can create works again, so that students can create more works to make piano works more vital and promote the appeal of piano teaching. Therefore, in the process of piano teaching, teaching needs to introduce targeted problems to achieve joint exploration between students and students, students and teachers.

2.4 Carefully Planning Teaching Activities

In the design of teaching activities, careful planning is required to enable students to experience the stage experience during their studies. In the construction of the piano teaching system, teachers can combine piano classroom teaching activities and extracurricular activities closely. The piano teachers are responsible for organizing and planning, guiding students to participate in teaching activities, and effectively training their innovative thinking ability. At the same time, the piano teachers design stage effects in teaching activities, and students can have more performance opportunities and plan their own piano innovation activities. For example, the teacher provides students with a good performance stage for the simulation concert [5], in which some famous piano teachers can be invited. Students can contact with different teachers closely, learn more knowledge points of piano teaching in effective classroom teaching time. Teachers can guide students to understand the teaching content from different angles to improve the level of piano teaching.

3. CONCLUSION

From the above, we can see that innovative modes can be applied in the piano teaching process, mainly to change the current piano teaching mode, further expand students' thinking in piano playing, effectively guide students to fully grasp the skills of piano playing, so that students can be in a learning environment in line with the development of modern times, becoming a professional talent. Therefore, when teaching piano, teachers need to clarify the goal of piano teaching. Through the use of diversified teaching measures and actively planning and carrying out a variety of piano teaching activities, students can break through themselves in piano classroom learning. On the basis of cognition, piano learning results can be innovated to effectively develop students' potential, and students' own music literacy can also be improved.

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On the Analysis of the Imagism of Ezra Pound

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Abstract: Imagism is an influential school in the history of American and Britain literature, especially on the poem in the 20th century. As the first representative of this imagism movement, he initiate a new era to lead the development of poetry so that he brings the style of being concise and direct to the poetry and has an effect one generation of poet. One of his most famous and significant poem is "A Station of the Metro" in which Ezra pound use the imagism to describe a scene in the station of Paris. This article will have an detailed analysis of this poem from the perspectives of imagism and its relation with Chinese poem.

Key words: Imagism; Image; Symbol; Poetry

1. THE BRIEF INTRODUCTION OF THE LIFE OF THE POET—EZRA POUND

Ezra Pound, American famous poet, the representative of the imagism, often called " the poet's poet" because his profound influence on 20th century writing in English. Pound believed that poetry is the highest of arts.

Pound's style was clear, economical and concrete. "Great literature is simply language charged with meaning to the utmost possible degree," he once said. He also argued that poetry is not "entertainment", and as an elitist he did not appreciate the common reader.

2. IMAGE IN THE POEM BY EZRA POUND

A Station of the Metro
Ezra Pound
The apparition of these faces in the crowd;
Petals on a wet, black bough

An image may be initially thought of as a verbal picture, an object seen, or the concrete representation of the outward form of a person. For example, in Ezra Pound's poem "In a Station of the Metro", we see images of "face", "crowd", "petal", and "bough".

An image can also be what is heard or what is felt: a sound, a touch, an odor, a taste, and any bodily sensation (joy, pain, thirst, chill, itch, etc.) Broadly defined, an image is a word or a sequence of words which refers to any sensory experience.

Images are not decorations. They convey meanings. In the above poem by Pound, the petal-bough image forms a parallel relationship with the face-crowd image. We understand the idea of beauty by looking at the images of flowers. "In Sylvia's "Metaphor", we have images which give the impression of bulk or magnitude: an elephant, a ponderous house, a melon strolling on two tendrils, yeasty rising, fat purse, cow in calf, etc. All these give us an idea of a metaphor which is made to carry too much meaning. The pattern of related images in a poem is called "imagery". Because a poem is often not a statement of meaning, but a representation of concrete experience, the meaning of a poem is often called or developed through its imagery. Wordsworth's" Ode: Intimations of Immortality", as the critic Cleanth Brooks demonstrates, can be better understood by an investigation of its images of light and darkness. Namely, the celestial light babies are born with will fade as they grow up[1].

3. SYMBOL IN THE POEM

A symbol is a special kind of image, for it exceeds the image in the richness of its connotations. It is usually a visual object or an action which suggests some further meaning in addition to itself. By tradition and by custom, a rose is thought to represent love, a cross Christianity, a national flag patriotism. A black cat crossing one's path at night is considered an ill omen. A conventional symbol will arouse fixed associations in the minds of people of the same culture anytime anywhere. In contrast, a literary symbol will have its meaning only in the literary work in which it appears. Herman Melville's Moby Dick--- the white whale--- is a symbol, not of sea monster or any endangered species we may associate it with, but of evil, fate, Satan and all the other meanings which the novel affords it. The odor is that of physical dissolution, but it also a symbol relating to the decay of the old social order.

4. ANALYSIS

In the first verse, the poet use the word "apparition" and the word "face" to form a parallel.

It is an imagist poem by Ezra Pound published in 1913 in the literary magazine Poetry. It is a scene in the underground metro station in Paris. Pound suggested that the faces of the individuals in the metro were best put into a poem not with a description but with an "equation". The word "apparition" is considered crucial a implies both presence and absence----and thus transience as mentioned previously. The poem is essentially a set of images that have unexpected likeness and convey the rare emotion that Pound was experiencing at that time. Arguably the heart of the poem is not the first line, nor the second, but the mental process that links the two together. "In a poem of this sort", one is trying to record the precise instant when a thing outward and objective transforms itself, or darts into a thing inward and subjective". By linking human faces, a synecdoche for people themselves, with petals on a damp bough, the poet calls attention to both the elegance and beauty of human life. A dark, wet bough implies that it has just rained, and the petals stuck to the bough were shortly before attached to flowers from the tree. They may still be living, but they will not be for long. In this way, Pound calls attention to human morality as a whole----we are all dying. The word “apparition” is considered crucial as it implies both presence and absence----and thus transience as mentioned previously. It gives human life a spiritual, mystical significance, but one that we can never be sure of. The word “ petals” conjures ideas of delicate, feminine beauty which contrasts with the bleakness of the “ wet, black bough”[2].

This short poem is full of imagination and very influential in the content and even connotation. It was published in 1913 as one of the best imagist poem. In this brief poem, Pound uses the fewest possible words to convey an accurate image, with which he represents exactly what he observed in Paris’ subway. was once in a Paris subway station and was struck by the sight of faces of a few pretty women and children in a crowd hurry—ing out of the dim, damp, and somber station. So impressed was he by the spectacle that he resolved to bring it out in po—etic language. The result is, of course, the poem .“The object” to be treated is the faces in that dim and damp context. The impression is brought out most vividly by the single, dominant image of flower petals on a wet, black bough, which serves as the most concise, direct and definite metaphor for the “faces in the crowd”. It is mainly shown in the two points:

(1) The petal is not in the green bough, but in the wet black bough. The contrast is formed between the colorful petals and the black bough so that we can feel the petal is more beautiful and the black bough is more disgusting. In this beautiful scene, we can image that our city that we live all day in this modern city is full of beauty and ugliness, good and evil, right and wrong, surprises and disappointments. And it also shows the poet Pound is very disgusted at living a luxury and dissipation life and indifferent society but he is eager to long for the “ the true, the good, and the beauty”. In addition, he look forward to the vivid and energetic thing and [people full of prosperity and happiness. These two kinds of sensation intensify the contrast between the petals and the black bough. Although Pound describe the scene and background of this poem in several words, he is full of intense feeling in this poem. All these are expressed in the image which is an obvious characteristic of his poem. As he defined it . image is the combination of sense and sensibility in an instant[3-5].

(2) Strangely, the petals can be seen in the black bough, just like the fresh flower, such as the red, red rose is found in a wet and moist environment. It make us very pleasantly surprised. How marvelous and wonderful life is! In our imagination, the flower will be seen in a warm, clean and attractive landscape. How can it live in such a ugly environment. These apparitional faces and the petals in the black bough form a delightful contrast so we can find the philosophy implied in this beauty with the combination of our own life and imagination, that is to say, although life has its own dark aspect, dead as a doornail, loveliness and vitality are coexisting each other. Although the life if full of difficulty and even thistles and thorns, hope will always exist accompanied by the opportunity. Therefore, even if we are in the adverse situation, we also should keep a positive state of mind like the petals in the black bough. But we also should have the awareness of unexpected development and hardship in the future on the alert.

4. EZRA POUND’S INFLUENCE ON THE CHINESE NEW LITERATURE

In fact, the poem by the Ezra Pound is influenced by the Chinese poem and the Chinese literature has also been affected by Ezra Pound and his imagist Movement. Imagism, refers a poetic expression that was embraced by some American poets, including some of the European ones, in the early 20th century, aiming at a full expressions of the modern spirit, the sense of fragmentation and dislocation. It came as a reaction to the traditional English poetics with its iambic pentameter, its verbosity, and extra-poetic padding; but it also voiced the spirit of the age.

Hu Shi also wants to bring a revolution to the literature, especially poetry by discussing the meter, rhythm and versification. So we can see it has something similar to the ideas by Ezra Pound in the poem. In the classic poem, such as some poems:

Cock crows, thatched inn,moon;human trace,wooden bridge, frost.

From wastes of sand one smoke plume rises sheer, Past the long river the round sun sinks low.

Dry vine,old tree, crows at dust; Low bridge,streem running,cottages.

All these poems can show that many images are also a kind of techniques in the composition of the poem. The Chinese poet is familiar with the images and use them to form different beautiful, vivid, real and colorful pictures and make us image natural scenery. So the image is the principal elements in Chinese and the objective environment can be expressed in the poet’s mind and imagination. According to this poetics, a good poet does not express his emotion and thoughts directly; instead, he seeks the equivalence of his emotion and thoughts in real objective world. In this way, the aesthetic effects can be implied in the whole lines of the poem. Every word or image has its own implied meaning or connotation, and they can form a incredible magic picture in our mind although we use few adjunct word and associated words but notional words. Therefore, the writing techniques of classical Chinese poetics and Pound’s Imagism also bear some resemblance. As mentioned above, Pound held a view of energy in language in poetry writing. In Chinese poet, many images appear in every line in which a sequence of images forms a complete sentence. Therefore, Ezra Pound uses the imagism to achieve the direct, concise and understandable effect of expression. In the superstition of these images, his description is not only enjoyable in language and content by us and the scene in the poem can capture us the imagination in our mind.

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The Anti-war ideology in Slaughterhouse-Five

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Abstract: Kurt Vonnegut is one of the most influential post-modernist writers in the 1960s. His novel Slaughterhouse-five is liked by many readers and critics for its unique artistic techniques and profound themes. The World War II had a great effect on the creation of his works. The confusion of human society as well as the repression brought by war machines obliged him to set his thought in his novels. This paper aims at analyzing Kurt Vonnegut's anti-war ideology in Slaughterhouse-five and exploring the negative influences brought about by war on both humanity and ecological environment.
Keywords: anti-war ideology; absurd characters; alienated characters; Eco-criticism

1 INTRODUCTION

In the brilliant human history, war as an independent and distinctive part has undoubtedly become one of the most eye-catching events. It fills history with smoke-filled battlefields, flesh-and-blood skeletons, the annihilation of ancient civilizations, the incurable and endless grief among people, and so on. For this reason, war has become an eternal theme in literary works. No matter what changes have taken place in the country and the times, writers use different perspectives to interpret and analyze war and its impact on us. As an American writer , Kurt Vonnegut who had experienced the Second World War used his masterpiece Slaughterhouse-Five to expose clearly the evil of war and the cruelty and ignorance of human beings.

2 CHARACTERS IN THE WAR

Absurd characters are often the product of war. Traditional war literature always portray protagonist with courageous spirit, strong physique and sound personality and focuses on describing the scene of their bloody battle against the enemy, so as to show the national spirit of heroes. These characters are often full of romanticism and heroism. Compared with the heroes in the traditional war, the characters in Slaughterhouse-Five are quite different. They are cowardly, ignorant, bloodthirsty and cruel. All these characters are the result of absurd war. [1]

2.1 Absurd Figures

Due to the influence of cruel war, external social factors and their own weaknesses, some characters in this novel are absurd and ruthless, so they are worth analyzing. Vonnegut hopes to expose absurdity of war through the depiction of Billy Pilgrim.

Billy Pilgrim was the central character of the novel and his name and appearance together with his behavior constituted his absurdity.

In English, Billy's name means "pilgrim", and "Kurt Vonnegut used this name to compare his story with the 17th century British novelist John Bunyan's Pilgrim's Progress"(Brown, 2006:52), in which the pilgrims were on a journey to achieve eternal life. However, in Slaughterhouse-Five, what Billy experienced was a trip to hell with absurdity and cruelty. His image was absurd even before he joined the army: "He is a funny-looking child who became a funny—looking youth—tall and weak, and shaped like a bottle of Coca-Cola."(Vonnegut, 2007:23) He was slapped in the face by his comrades but still laughing, "...one American would try to murder another one so far from home, and the victim should laugh."(Vonnegut, 2007:51) In the camp, he wore the shape-shifting clothes given by Germans, "It split up the back, and, at the shoulders, the sleeves came entirely free...It was meant to flare at its owner's waist, but the flaring took place at Billy's armpits."(Vonnegut, 2007:90) Billy became the laughing stock of the entire German camp. Unable to change the situation, Billy could only express his despair through his laugh. These ridiculous events that happened to Billy add absurdity to his character.

He went to the war as a parson, not daring to take a gun. After being captured, he could do nothing but smile like a grown-up child which expressed the helpless part of the absurd world. He was weak, passive and totally unfit for war. As a chaplain's assistant, he almost died on the German front. As a weak man, he could have been killed in battle, but instead he saw the beautiful city of Dresden suddenly reduced to ruins, which greatly traumatized him and made him schizophrenic. Because of his own subservience and passivity, he became listless and could not fight for or control of his fate, thus losing his strength and desire to live. He was puzzled by the bombing, by the deaths of innocent civilians, and by the anguish and despair brought by the war. In search of relief, he began his spiritual journey and tried his best to forget the war, whose shadow always reappeared and constantly brought misery to his life.

2.2 Alienated Characters

Human alienation refers to the change and distortion of human nature brought by nature and society(Gao, 2015:195). This chapter will employ Roland Weary to analyze the distorted human nature caused by the war.

The alienation of Rowland Weary is mainly expressed in the metamorphosis of his character. "Roland Weary, eighteen years old, insinuated himself between the scouts, draped a heavy arm around the shoulder of each.‘So what do the Three Musketeers do now?’he said”(Vonnegut, 2007:49) Kurt Vonnegut pointed out that Roland Weary was an 18-year-old boy, and we could tell his juvenility and enthusiasm by his actions and words.“He dilated upon the piety and heroism of ‘The Three Musketeers’”(Vonnegut, 2007:50) Roland Weary compared two other comrades and himself with the “Three Musketeers”. This indicated his desire for courage and honour, although he was fat, stupid and unloved. [2]

After experiencing various brutal scenes and then his capture, the dark side in his heart swelled. He became foul-mouthed and violent and told Billy various methods of torture. He was interested in lethality of some special daggers. Even before his death, he asked Paul Lazaro to kill innocent Billy. Such an 18-year-old boy, who was supposed to be sunny and energetic, was transformed into a cruel man who enjoyed killing. There is a description in the novel “The spit hit Roland Weary’s shoulder, gave Weary a fourragere of snot and blutwurst and tobacco juice and Schnapps.”(Vonnegut, 2007:64) This “fourragere” implied Vonnegut’s sarcasm of Roland and also showed his distaste for war that made Roland a cruel man.

3 THE ECOLOGY OF THE WAR

Ecological criticism is a new literary criticism trend which not only concerns the research about relationship between human and nature, but also the study of social and spiritual ecology. Ecological criticism advocates people to embrace nature and live in harmony with nature (Yu, 2014:37). This chapter will analyze adverse effect brought about by war on human relations as well as the city.

3.1 Human Relations

The influence of war on relationship between characters is mainly embodied in Billy’s relationship with his wife and daughter.

In the novel, Billy married Valencia after returning from the war, but the war made him a cold fish. Although, he didn’t want to marry ugly Valencia, he could not resist the wealth and status of her family. It was not difficult to see that Billy married her wife after the war, not for love but for her father’s money and social status so as to make his life secure. Billy was so selfish that he cared nothing for his wife but himself. His indifference was the result of the war which strongly hurt him. Returning from the war, Billy could not adapt to a stable social environment, nor could he engage in normal work. This led to a difficult relationship between Billy and Valencia, which made him helpless. [3]

At the same time, the relationship between Billy and his daughter Barbara was also fraught with discord because Billy suffered from schizophrenia as a result of the trauma of the war. His daughter Barbara thought what he said was crazy and became angry with him. Billy was adamant that what he said and what happened was true. In this way, the relationship between father and daughter was deadlocked.

The impact of war on a person is huge, for it makes people become an alien and unable to integrate into the normal society. This has destroyed not only a person, but also the harmony of a family.

3.2 the City

The ruthlessness of the war was vividly displayed through the depiction of urban scenes before and after the war. “The Americans arrived in Dresden at five in the afternoon. The boxcar doors were opened, and the doorways framed the loveliest city that most of the Americans had ever seen. The skyline was intricate and voluptuous and enchanted and absurd. It looked like a Sunday school picture of Heaven to Billy Pilgrim”(Vonnegut, 2007:148).

He used abundant adjectives to paint a beautiful picture of Dresden, a city about to be destroyed, as if he wanted to keep this beautiful city forever. However, driven by profit and feuding among the states, some people did not allow this city to thrive. Then, the merciless bombs attacked it, “He was down in the meat locker on the night that Dresden was destroyed. There were sounds like giant footsteps above. Those were sticks of high-explosive bombs. The giants walked and walked.”(Vonnegut, 2007:177) Vonnegut described the horrible bombing from Billy’s perspective. The famous European city rich in history and art was destroyed. The bombing demolished not only the buildings of the city, but also the treasures left by the history of human civilization. It eradicated not only the factory, but also the symbol of human progress. “There was a fire-storm out there. Dresden was one big flame. [4]The one flame ate everything organic, everything that would burn.”(Vonnegut, 2007:178) The war reduced all these into ruins. Damaged cities could be rebuilt, but the beauty of the past will certainly not be re-created. The war brought destruction to the city. The author mentioned many times the terrible situation in Dresden after the bombing in the novel,

“It was not safe to come out of the shelter until noon the next day. When the Americans and their guards did come out, the sky was black with smoke. The sun was an angry little pinhead. Dresden was like the moon now, nothing but minerals. The stones were hot, Everybody else in the neighborhood was dead”(Vonnegut, 2007:178).

This constantly reminds human beings of the destructive reality brought by war, and shows that only by opposing war can these tragedies be avoided.

4 CONCLUSION

This paper illustrates Kurt Vonnegut’s anti-war ideology from the impact of war on characters and the environment. Slaughterhouse-Five shows a world that is full of absurdity. Some characters living in this world have serious spiritual crisis, such as Billy. Some are cruel and cold-blooded like Paul. In such a crazy and chaotic society, they feel indifferent, lonely and helpless. Millions of people suffer from hunger and displacement because of the war and they were alienated or even ruined by the war. Different from those in traditional novels, characters in this novel are forced to become cruel or weak due to the war. The relationship between people are abnormal and indifferent such as Billy and his wife. On the other hand, the war destroys the social and natural environment. Relationships between people are in tatters, long histories and rich cultures are in ruins and wars have shuttered the homes and values of countless people. All these descriptions are true portrayal of the war. Vonnegut takes this opportunity to express his aversion to the war, to arouse people's vigilance with unique anti-war techniques, and then to call on everyone to safeguard world peace.

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Chinese Classical Gardens and Gothic Architecture

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Abstract: Architecture is a comprehensive art and it is also a solidified epic. It has accumulated the human history. It reflected the rich imagination and unique thinking ways of people all over the world. Chinese classical gardens and Gothic architecture are two kinds of constructions in different period, both of them play an important part in their traditional culture. Compare these two constructions. There are some similarities and there are also some differences.
Keywords: Architecture; Chinese; Gothic; Aesthetic

1. ARCHITECTURE IS A COMPREHENSIVE ART AND IT IS ALSO A SOLIDIFIED EPIC.

It has accumulated the human history, especially the cultural history. It reflected the rich imagination and unique thinking ways of people all over the world. This report discusses the differences and the similarities between Chinese classical gardens and the Gothic architecture [1].

This article mainly introduces two similarities and five differences.

1.1 Carrying the Vicissitudes of the History

The first similarity between Chinese classical gardens and Gothic architecture is both of them carrying the vicissitudes of the history. For example, for Chinese, the reason is the long history of human civilization. Chinese classical gardens have developed for 3000 years. It reflected the rise and fall of social economy in different historical backgrounds of Chinese dynasties. It also reflects the evolution of Chinese nature view. It contains the influence of traditional arts such as landscape poetry and paintings. For example, the Suzhou traditional garden. It has unique historical position and value in the history of gardening in the world, with the superb artistic techniques of freehand landscapes. The reason is the gothic originally refers to the Gothic people. It was first used in the Renaissance to distinguish the artistic styles of the Middle Ages (the 5th to 15th centuries). It originated from the German Gothic people who invaded Italy and disintegrated the Roman Empire in the 3rd to 5th centuries A.D. This style is often used in European cathedrals, monasteries, churches, castles and so on places. For example, the Milan Cathedral in Italy. It is the largest Gothic cathedral and the second largest Catholic cathedral in the world. 1.2 A Symbol of a Country

The second similarity is both of the two architecture are symbols of the countries. Gothic architecture is one of the most popular architectural styles in Europe during the 13 to 15 century. It is a style of architecture that flourished in the middle ages. It was developed by Roman architecture. The reason for this similarity is Gothic architecture has strong religious characteristics which is the same as Chinese classical gardens. On the other hand, The Chinese classical gardens play an important part in the Chinese traditional culture. The reason for this similarity is they carry a great deal of the valuable information of the Chinese history, society, economy, culture, and the technology. It also reflects in a deeper level the process of the ancient frontier areas from antagonism to identification in the central Plains culture, absorb and learn from these gardens. It is the precious heritage of the Chinese according to in his book, *History of the ancient Chinese gardens. Introduction* [2].

2. SOME DIFFERENCES BETWEEN THESE TWO ARCHITECTURE.

Due to the differences of their natural environment and the social cultural atmosphere, the article will also introduce 5 differences. They were born in the different historical period. They emphasize different content. They use different construction materials and the layout forms in the constructions to express different concepts. The eastern and Western traditional aesthetic tastes are different [3].

2.1 Historical Period

The first difference is the Chinese classical gardens and the Gothic architecture were born in different historical periods. The reason for this difference is the development of the two architectures. Chinese traditional garden is a process compatible with the development of productive relations and the productive forces in the ancient China. Historical surveys of Chinese gardens usually start with a time as early as the Shang dynasty (eleventh century BC—sixth century BC). The agriculture, commerce, handicraft industry and social ideology promoted the development of gardens in ancient times. For example, In the Qin and Han Dynasties, it is also the molding stage of classical gardens. In this period, a royal garden with magnificent momentum and large area was formed. However, the Gothic architecture was born in the context of Renaissance, the middle ages in western Europe were a particularly dark era, and the Christian Church was the spiritual pillar of the feudal society at that time. Many scholars demanded the restoration of ancient Greek and Roman culture and art, so the Gothic architecture inherited the architectural style and characteristics of ancient Greece and Rome [4].

2.2 Emphasize Different Content

The second difference is that Chinese classical gardens and Gothic architecture want to emphasize different content. They want to highlight different keynote, with emphasis on natural scenery or emphasis on architecture. The layout design concept of Chinese gardens used “landscape is the main and architecture is secondary”. pursuing the natural interests is the basic feature of

Chinese gardening. In the Chinese classical gardens, the layout of the natural landscape is an irregular plane is the main body of the landscape composition. Plants are grown freely with mountains and rivers, and roads are windy, the realm of aesthetic taste and ideal beauty need to be combined. However, the Gothic architecture represented by Notre Dame de Paris. It is based on the aesthetic principle of geometric form and guided by the principle of forcing nature to accept the law of equalization, pursues a pure, artificially carved beauty. In 1820, the Gothic decoration style is revived. New frame structure is used to increase the strength of supporting the top. They often combine the long windows with the colorful glasses. The windows, tracery, and ribs make up a dizzying display of decoration in a Gothic church . It will produce a strong religious atmosphere in the architecture. For example, the Notre Dame de Paris, is a church building located in the center of Paris and on the island of sidi [5].

2.3 Different Kinds of Materials

The third difference between the Chinese classical gardens and Gothic architecture is the materials. The reason for this difference is the architecture materials used in gardening are mainly folk in Chinese traditional architecture, and in Gothic architecture, they usually used stone, wood, bamboo, cement, ceramics and the glass with special effect. For example, the Chinese royal garden, and there is also an example, Leonard Masonry's work at the laboratory sciences building at Washington University .

2.4 Different Kinds of Layout

The forth difference is the in terms of layout. The reason is the Chinese traditional architecture are mostly planar group layout. Traditionally, Chinese gardens blend unique, ornate buildings with natural elements. The height of constructions is strewn at random. The gardens auxiliary by rocks, flowers and trees, surrounded by the clear pool. For example, the Lingering Garden of the Suzhou Gardens, make people feel very relax. While western classical architecture emphasized upright. It may prominent the individual architecture. Gothic architecture adopted geometrically symmetrical layout, with clear axis and symmetrical relationship throughout the whole architecture. For the most part, the surfaces of the churches, is mostly Latin cross-shaped. For example, Byzantine Chora Church, extending out around the central hall into a small corridor of equal size .

2.5 Different Kinds of Architectural Culture

The fifth difference is the culture. Chinese traditional architecture is Chinese worship ancestors. However, the Gothic architecture is centered on the expression of worship and love for God. This difference directly affects the cultural character of Chinese and Western religious architecture culture. The reason of this difference is in the Western Ancient World, the worship of ancestors has never formed a strong belief force, on the contrary, it is the worship for Gads. For example, ancient Egypt, Babylon and in the palace complex of Persian emperors, all of them were built the great temples. In the worship of Egypt, there was a God with absolute authority is the sun god. It is a sky deity who represents the Sun, or an aspect of it, usually by its perceived power and strength . He was an idol of all Egyptians. On the surface, this kind of worship seems to be similar with the ancient Chinese term “emperor” as “son of heaven”. But their meanings are different. China calls the emperor the Son of Heaven, mainly because he is the largest patriarch in the country, while Egyptian Pharaoh is the incarnation of God, which contains more God worship.

3. CONCLUSION

Architecture is a comprehensive art and it is also a solidified epic. It has collected the human history. It reflected the rich imagination and unique thinking ways of people all over the world. Both of the Chinese classical gardens and Gothic architecture play an important part in their traditional culture.

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SWOT Analysis and Development Strategy of "Internet + Agriculture" in Henan Province

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Abstract: The Prime Minister Li Keqiang proposed the "Internet+" plan firstly in report on the work of the government on March 5th, 2015. Henan Province is a big agricultural province where produces abundant categories of agricultural products. "Internet + Agriculture" forms the core growth point of Henan Province. In this study, a SWOT analysis on development of "Internet + Agriculture" in Henan Province was carried out and corresponding development strategies were proposed.
Keywords: Henan Province, Internet + Agriculture, SWOT analysis

1. INTRODUCTION

The Prime Minister Li Keqiang proposed the "Internet+" plan for the firstly in report on the work of the government on March 5th, 2015. This facilitates the combination of internet, big data and internet of things (IOT) with modern agriculture, modern manufacturing and modern finance, promotes the sound development of e-commerce, and guide internet enterprises to make further expand international market.

In 2013, the State Council approved the construction of Zhengzhou Air Harbour Comprehensive Experiment Zone in Henan Province. Given the big background of e-commerce development in the whole world economic environment and national policy on construction of Zhengzhou Air Harbour, to construct a large transportation hub airport in central China, Henan Province which is a big agricultural province owns great potentials in "Internet + Agriculture". Internet will surely promote economic development in Henan Province.

2. SWOT ANALYSIS ON AGRICULTURAL ECONOMIC DEVELOPMENT IN HENAN PROVINCE BASED ON "INTERNET+"

2.1 Advantages

2.1.1 Transportation advantages

Locating in Zhengzhou Airport of Henan Province, Zhengzhou Air Harbour has good airspace conditions and it is convenient to access to main routes. Moreover, the position of Zhengzhou as an international comprehensive transportation hub is further improved due to the extended highway network in all direction in Henan Province. The three-dimensional "Airway, highway and railway" combined transportation advantages are further highlighted. The convenient traffic condition is beneficial to multimodal transport in Zhengzhou Air Harbour.

2.1.2 Advantages in agricultural products

There are sufficient lights, heats, water resources and fertile soils, which lay good foundation for agricultural development in Henan Province. Henan Province is an important production base of high-quality agricultural products in China.

2.1.3 Advantages in customs clearance

Trade activities around the whole world increase with the Internet development. In the beginning of plan of Zhengzhou Air Harbour, Functional government departments like customs, detection and quarantine set up offices in Zhengzhou Air Harbour. Appointment of clearance system in 24h is implemented. Export goods are allowed for clearance at the port after territorial inspection and quarantine, which simplifies the clearance procedure and increases clearance efficiency.

2.1.4 Advantages in policy support

Some special projects of agricultural E-commerce were proposed in the Implementation Program of "Internet+" in Henan Province on October 8th, 2015, including connection between agricultural E-commerce and consumers, network information construction in rural areas, agriculture-supermarket jointing, and so on. A quality safety tracing system of agricultural and sideline products is established, which increases the agricultural modernization level.

2.2 Disadvantages

2.2.1 Farmers

Farmers generally have low cultural quality. Consequently, farmers are difficult to accept new things and difficult to improve productivity. Moreover, farmers have weak consciousness of Internet and they are difficult to accept electronic payment methods, such as online payment and mobile payment. Influences of "Internet + Agriculture" decrease significantly.

2.2.2 Hardware and supervision

(1) Imperfect modern logistics system: Firstly, there's low service supply level. The unsmooth connection of multimodal transportation and construction of terminal delivery facilities have to be strengthened. Thirdly, there are low logistics informatization and standardization, as well as poor application of automatic equipments.

(2) Supervision problems: Internet platform crosses regional and temporal-spatial restrictions.

Government and society cannot keep pace with supervision by using traditional methods. Under this circumstance, trust on products in early development of “Internet + Agriculture” is poorer than that of traditional agriculture.

2.2.3 Backward training of different talents and extremely shortages of high-end talents

Since Henan Province was in central China and it contacted with Internet lately, Henan Province is facing with a challenge of coexistence of “congenitally deficient” E-commerce talents and “malnutrition” of talent training. On the one hand, demands for different types of E-commerce talents are increased significantly with the rapid development of network economy. On the other hand, there’s a small population of managers with professional knowledge of E-commerce or familiar with E-commerce industry in existing government management team.

2.3 Opportunities

2.3.1 World internet tide

Nowadays, E-commerce develops rapidly in the world due to the increasing economic ties. The construction of an air [1-3] arbor offers logistics guarantee, momentum and basic assurances for rapid development of “Internet + Agriculture” in Henan Province.

2.3.2 Opportunities from E-commerce

The emerging of E-commerce brings new opportunities for the development of “Internet + Agriculture”. As a logistic hub that connects China and overseas market and radiate to east China, central China and west China, position of Henan Province is more highlighted. The rapid growth of demands for international supply chain logistics and transshipment logistics brings a great strategic opportunity for the construction of a modern international logistics center in Henan Province.

2.4 Threats

“Internet + Agriculture” is a new idea to upgrade traditional agricultural industry by taking advantage of E-commence and internet technologies. It is an important way to protect food security and promote modern agricultural development. This is against the overall effective development of modern agriculture based on “Internet + Agriculture”.

3. IMPLEMENTATION OF “INTERNET + AGRICULTURE” STRATEGY IN HENAN PROVINCE

“Internet + Agriculture” brings not only an unprecedented opportunity, but also a great challenge against the leapfrog development of Henan Provinces. How to cope with new challenge in modern development of “Internet + Agriculture” can be achieved from following aspects:

3.1 Develop the Driving Effect of Logistics System in Zhengzhou Air Harbour Zone on Economic Development in Henan Province

Supported by sustained high-speed development in recent years, Zhengzhou Air Harbour Zone has become the core growth pole in development of Central Plains Economic Zone. For this reason, attentions shall be paid to following aspects in integrated development between logistics of air [1-3] arbor and agriculture:

(1) Construct a national logistics center: a group of transnational express distribution centers shall be constructed in key regions including Xinzheng International Airport, Zhengzhou International Land Port and Bonded Logistics Center of Henan Province to strengthen and distribution and delivery integrated functions.

(2) Promote combined development of logistics and modern agriculture: government shall guide modern agricultural production modes, warehouse and transportation of characteristic fresh agricultural products, and increase benefits of agricultural products circulation.

(3) Promote integrated development of logistics and E-commerce. Government shall support logistics enterprises to strengthen cooperation with E-commerce parks and enterprises, thus enabling to facilitate online-offline interactive innovation.

(4) Perfect E-commerce distribution and comprehensive service system in rural areas. Government shall promote sharing and connection of rural logistics service network and facilities, open the two-way circulation channels of industrial products to rural areas and agricultural products to cities.

3.2 Improve Consciousness of Farmers in “Internet + Agriculture”

The low cultural quality of farmers in Henan Province has influenced development of modern agriculture and even hinders the application “Internet + Agriculture”. To adapt to current Internet tide, education training of farmers shall be carried out in rural areas to improve cultural quality and E-commerce applications.

Great efforts shall be made to promote popularization of rural internet in rural areas, so that farmers can understand information and business opportunities in different aspects through Internet at home.

In a word, government shall promote rapid development of Internet in rural areas as much as possible to make farmers perceive convenience and benefits of Internet.

3.3 Training High-quality Professional Technicians of E-commerce

Professional talents are foundation to smooth development of E-commerce. To cope with talent shortages, especially Internet talent shortages, Henan Province formulates many preferential policies concerning rewards, settlement and house purchasing, which provide policy support to attraction of talents. On the other hand, talent training is accelerated. According to current social development needs, talents which are needed at present and in future are analyzed.

3.4 Accelerate Transaction Velocity Based on the

Third-party Logistics Platform

With the increase of material cultural level, people put forward higher and higher requirements on living quality.

The fast circulation of agricultural products is the essential condition and fundamental guarantee for “Internet + Agriculture” development. To delivery agricultural products to consumers as soon as possible, relevant infrastructure construction shall be further enhanced.

3.5 Perfect Agricultural Supervision System

Supervision system is the promise of “Internet +Agriculture”. Nowadays, government shall issue laws of E-commerce. In addition, farmers shall perfect basic information of agricultural products, cooperate with food supervision department in detection of different indexes. These are conducive to stable development of “Internet +Agriculture”.

4. CONCLUSIONS

Currently, information technology, E-commerce and IOT are used extensively. Henan Province is a big agricultural province. There are many points of economic resonance and strong industrial complementarity. This study suggests to making full use of the driving effect of logistics service in Zhengzhou Air Harbour Zone to development of Henan Province, improving cultural quality and consciousness of “Internet + Agriculture” of farmers, training high-quality technicians, accelerating circulation based on the third-party logistics platforms, and perfecting agricultural supervision system. It is expected to provide references for smooth implementation of “Internet + Agriculture” and improving economic development in Henan Province.

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A Brief Analysis on Plagiarism in Chinese Contemporary Art

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Abstract: Contemporary art is called “ideological art”. It should have independent consciousness, perfect personality, critical spirit and innovative courage, and enlighten people’s thoughts with independent individualized language form and unique “creativity”, criticize social reality and show social consciousness. Unfortunately, Chinese contemporary art has led to a kind of “cultural dislocation” because of the lack of the artist’s recognition and the pursuit of utility. As the exposure of a plagiarism scandal, the situation of the rampant plagiarizing in China catches the public’s eyes again. In this article, a detailed information about the scandal and the comparation of ‘plagiarism’ and ‘appropriation’ in the contemporary art is given. Besides, a reflection for the possible reasons of the circumstance is also conducted in this article and the feasible resolution is proposed accordingly.

Key word: Appropriation; Plagiarism; Contemporary art; Reflection; Resolution

1. INTRODUCTION

Yongqing Ye, a professor from Sichuan Fine Arts Institute, who is ranked very high among the Chinese contemporary artists, has plagiarized the works of a Belgian artist named Christian Silvain. Through comparison with the picture downloaded online, Yongqing Ye’s plagiarism revealed by Christian Silvain on Belgian media on 19 February, 2019 shall be true. In those plagiarized works, Professor Yongqing Ye did not “appropriate” the thoughts, inspirations, creations, etc. from Christian Silvain to his works. Instead, he used the local painting methods to press the “COPY” on the “Ye’s photocopier”. More directly, he seized the intellectual property from Christian Silvain in public, made some modifications on his own canvas and signed his own name on it. Then he sold his works publicly at high price on the market of Chinese contemporary artistic works. Those works of Christian Silvain were created in 1980s, and the plagiarized works made by Yongqing Ye were created in 1990s. Furthermore, when interviewed by media, Ye admitted that Christian Silvain is a western artist who has significant impact on him.

2. ONLINE PICTURES WITH THE RIGHT SIDE CHRISTIAN SILVAIN’S WORKS AND THE LEFT SIDE YONGQING YE’S PLAGIARIZED WORKS

Contemporary art is a kind of revolutionary art symbol rising after 1980s, based on the criticism and inheritance of the modernist art and postmodernist art. Contemporary art can be regarded as a kind of homogeneous artistic style in a certain region which can also be understood as the whole world today.

As is known to all, the postmodernism artistic method, “appropriation” has been regarded as a common thing. However, we shall pay attention that “appropriation” refers that an artist uses the ready-made elements of the past works of art under a new artistic language mode in his own works, which is absolutely not the full move of the whole style or most part of the details of other works into one’s own works. Conversely plagiarized works are definitely copies of the same (or almost the same) works from others, with some parts of change that cannot basically change the original appearance of the works imitated. Plagiarism is an immoral infringement, which, in my opinion, is the theft in artistic creation.

In my point of view, the reason why Yongqing Ye has plagiarized Christian Silvain’s works for 30 years is that the Chinese contemporary art, transplanted into the soil of western culture has fully included itself into the “rules of western artistic language”. Furthermore, Chinese contemporary art has fully accepted the review and judgement of western sense of value and aesthetic. However, for the Chinese contemporary art market, little of the western artistic language rules, western sense of value or aesthetic are known among the groups from contemporary artists to the audiences. Therefore, they cannot make their independent judgement on the creation and works of Chinese contemporary art, which is naturally evolved into the situation that the more westernized contemporary art, the better, thus causing the direct plagiarism from western works with the reason that, as for the Chinese contemporary artists who have a smattering knowledge of contemporary arts, it is impossible for them to learn from the beginning, nor do they have enough time to create through understanding and digesting the knowledge; and the method of “appropriation” may cause the joke of confusing one thing with another.

The most essential reason of Professor Ye’s plagiarism is that all the artistic education concepts and creative thoughts accepted by us are all constantly infusing and enhancing the so called imitation, inheritance and reference of the artistic works learned by us. You can imagine that the students under this education thoughts will definitely underestimate the original works and be indolent in innovation. In the long run, common artists will naturally lose the precious sense of original creation and ability of innovation, thus naturally cultivating the indolent thoughts which only depends on the speculation of plagiarism when facing the desire of fame and "innovation". As is known to all, reference and plagiarism are both more easier and faster than original creation and innovation. As for those who are eager for success and fame, plagiarism is indeed a quick short cut!

Absence of critics, art theorists, collector, curators and auction house owners around Yongqing Ye who can concern about him and make comparative research on his works in each period as well as point out his problems and doubts, can also be an indispensable reason for his sensational plagiarism scandal. Many works from Ye are highly similar to Christian Silvain's in composition and performance techniques. Ye hardly applied his own thoughts and knowledge into his plagiarized works. Although there are some differences in his works, the works are still thorough plagiarisms. As a high school student, I cannot believe that none of the critics, art theorists, collectors, curators and auction house owners on the contemporary artistic market around Yongqing Ye. In the era of big data, haven't all those who concern about Ye doubted about his plagiarism? Or is it the fact that those experienced and knowledgeable 'expert' have already known about it but are not willing to disclose it due to their own interests? According to my analysis, it is because of the "silence" of those people that "instigate" the plagiarism like "plugging his ear while stealing a bell", leading to the plagiarized works to be transmitted to Christian Silvain's hometown--public display in Belgium.

The long-term abnormal art market in china can also be the important reason why Ye's plagiarized works become continuously popular and expensive. The phenomena and behaviors of mass blind pursuit, malicious speculation, cheap goods purchased at higher price, and hoard for speculation really exist in today's Chinese art market. Once not controlled, the soil of plagiarism from western contemporary art can not be removed, which will still cultivate plagiarisms like Professor Yongqing Ye in the future.

After the exposure of Ye's Plagiarism from Christian, we shall make a deep research on how to solve the plagiarism in Chinese contemporary art from the following three aspects.

We shall study on how to solve the plagiarism from the direction of future development, whose core is absolutely not how to let the Chinese contemporary become more international, but how to fully know about the status of today's Chinese contemporary art, which means how to let the Chinese contemporary art "return home". Only if Chinese contemporary art can be let to return to its own rich yellow eastern soil; if its participants can renew and review the Chinese contemporary art market as a master with the culture that modern Chinese people should have, and the Chinese peculiar independent aesthetic temperament; if the contemporary Chinese artists can be made to make deep dialogues and confrontations with the western contemporary art, studying, absorbing and referencing the fruitful results of the western contemporary art; and if the Chinese contemporary artists and art market can be made to grow up under normal cognition, and the situation of the right of voice being totally controlled outside the Chinese thoughts, can subservience to and blind pursuit of the western temporary art eradicated, thus resisting those who totally plagiarize the thoughts from western contemporary art secretly in their own studios shamelessly for the disguise of the pure original "western style"!

For the aspect of artists, I think the core is to launch the activities of the contemporary artists' education and self-training. The first requirement of art must be real and honest, and the artists shall even more keep their moral conscience and artistic self-discipline, and have the ability and spirit of originality. Only the authentic works with originality can win the immortal fame, popular love and peers' respect, which will be incorruptible from generations to generations. In this developed information era, all the artistic plagiarisms will be exposed to the public sooner or later. Therefore, artists must not have the try-your-luck mentality and try to continue their deceit through plagiarism, or they will finally bring shame on themselves.

For the aspect of collectors, the core is to educate the contemporary art collectors to fully understand and know about the character and creative ability of an artist. As for the price of the works they collect, they must follow the law of development in the art market, rather than making investment on art works with speculation

Finally, I think we shall make a deep reflection on the Chinese contemporary art through Ye's plagiarism.

Is Ye the only person who has plagiarized other's works in Chinese contemporary art industry? Is it necessary for each Chinese contemporary artist to question himself many times more severely than criticism on Ye whether his works has reached the moral standard that an artist shall have? Does he have a right original desire when making his decision to be an artist? As a artist, does he work honestly with his own ability? The reason why I ask these questions is that, in my opinion, as an artist, if he has no special talents and gifts, he shall not think about comparing with his peers through plagiarism.

Today's Chinese contemporary art needs originality, and the artists shall stop the plagiarism and imitation without their own efforts. They shall strengthen their theories related to study, imitation, inheritance, reference, appropriation and plagiarism. Only through this way can we lead the contemporary art market to a clean and clear field.

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The cultural reconstruction in historical memory -- Local cultural identity of state-run Wu Yin opera theatre

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Abstract: From the perspective of ethnomusicology, this study analyses the cyclic influential relationship between human inertial memory and the Wu Yin theatre inheritance system: human inertial memory shapes the developmental direction and environmental characteristics of Wu Yin opera inheritance innovation. Meanwhile, the play affects human inertial memory so that its social adaptiveness can survive better in the environment of the new China and the new era, and the influence of the two directions reciprocates. Due to the mutual influence of Wu Yin opera and human inertial memory, the possible issue of the change and innovation in Wu Yin opera that human inertial memory brought by and the local cultural identity mentioned in this paper are from the perspective of anthropology to look at the history and the current. In the dual dimension of time and space, it sorts out its historical memory and inheritance system in order to pay attention to and explain the continuation of Wu Yin opera, the identity expression of the opera performers and their cultural reconstruction in the music life.
Keyword: inertial memory; Era of aesthetic; cultural identity; cultural reconstruction;

0. INTRODUCTION

Wu Yin theatre, as a “state-owned” local opera group of the government of Zibo, applied registration for settle to the government in 1950, and changed registration name to Wu Yin opera troupe in 1956, finally, officially named Wu Yin theatre in 1998. The theatre experienced almost 70 years of development from modelling to dissolution and from restructuring to innovative breakthrough, the inheritance and innovative way of Wu Yin theatre has been recognised by the local culture and was listed as the first batch in National intangible cultural catalogue in 2006. As a carrier of cultural inheritance, the Wu Yin opera theatre has the law of active development. Not only is it a state-owned collective unit, but also a basic unit for summarising local historical memory activities. Maurice Halbwachs is considered to be the pioneer of collective memorising theory. His main contribution aims to tell us that memory is a collective social action, the social organisation or group (such as families, countries, nations, or a company or institution) have their corresponding collective memories in realistic [1]. Many of our social activities are often used to emphasise certain collective memories to strengthen the cohesion of a certain group of people. As the Wu Yin theatre is a state-run troupe organisation with rich local cultural foundation, it is rooted in the birthplace of Qi culture and is popular in folk and local operas in central Shandong such as Jinan and Zibo. It has a history of nearly three hundred years. According to the “Chinese Opera Integration • Shandong Volume”, the development of the Wu Yin opera has generally passed through the three periods of ‘Yangko tune’, ‘Zhouguzi’ opera (the “five-person”) and “Wu Yin opera” [2]. The inheritance system of each period follows the law, just as the inheritor follows the planned route and follows the map to the destination of inheritance. It is exactly what the famous American anthropologist Geertz said: “Cultural existence in the minds of cultural holders, every member of the whole society has a 'cultural map' in their mind [3].” Every Wu Yin play maker grows up in this long process of history according to this map. However, the formation of this “map” happens to be the independent consciousness of the individual “people” in the Wu Yin opera. It is a continuation of the habitual memory. The British philosopher M. Oakeshott explained in his book <rationalism in politics>: “A habitual behaviour cannot be a knowledge of the details, because 'must learn, not an abstract idea or a set of tricks, not even a ritual, but a concrete coherent, extremely complex lifestyle” [4]. Because each of the inheritors and enthusiasts is part of the Wu Yin opera inheritance system, they unconsciously construct a history of the Wu Yin opera in the process of inheritance, more or less will remember the historical fragments of the Wu Yin opera inheritance in order to imply that they are members of the Wu Yin inheritance system. I will study the cultural reconstruction of Wu Yin opera from three aspects: the cyclic influential relationship between historical memory and the inheritance of Wu Yin opera in Wu Yin theatre; The specific role that the selective reconstruction between “state-run system” and “inertial memory” played in the inheritance of Wu Yin opera; the cultural recognition to the “state-owned” organisation -- Wu Yin theatre.

1. CYCLIC INFLUENTIAL RELATIONSHIP BETWEEN “HISTORICAL MEMORY” AND THE INHERITANCE OF WU YIN OPERA

“Historical memory” is a combination of two concepts. “History” is “a discipline that records and interprets a series of historical events in the course of human activities. Most of the time it is also a mapping of the current era. However, if it is just summarizing and mapping, history as an existence should disappeared. The exist of historical problem is to constantly discover the true past, to talk with evidence, and how people can become a problem that can be discussed in reality [5]”. History is an extension of human culture. Also, “Memory” is the perception and experience of social life that has already happened through the course of time. This kind of perception and experience is verified by the practice of social life, and gradually accumulates into an overall solid living knowledge about a certain group of people. Therefore, it becomes a combination of time and space. It can provide practical guidance to a certain behaviour of a person within a specific space-time framework, so that a certain culture can be mastered and passed down. It has constantly been revised during the course of time. Mr F. Wang supported this as he described “People’s collective memory is like a blackboard, which can be constantly added, altered, and wiped [6].”

The Wu-Yin opera has been inherited for 300 years, and it has been circulated in the folk. In the era of no image retention, its inheritance continues to be revised and continued in the sensory memory of the performing groups and enthusiasts. Through interviews with Zhangqiu, Zibo, Weifang and Binzhou, I found that in addition to the official history records, most of the interviewees thought that the Wu Yin opera is what they have depicting in their senses. People tend to know Wu Yin opera through drawing, stage photos or by watching it, and that is why most people think that the Wu Yin opera was what it is now. J. Berger and Pig Earth said: “In history, everyone is describing, everyone is being described, those behaviour never interrupted. There is hardly any room left for self-expression in daily life, because individuals are remembered and shared in such a large scope [7].” The writer conducted a further investigation about Wu Yin opera history in three ways under the guidance of the Wu Yin theatre scriptwriter Zhang Fengyu [8], who has passed away. The author conducted an investigation on the “elbow drum” (former name of the Wu Yin opera) of the West, East and North Roads. the Wu Yin opera of Zhangqiu (Jinan) and Zhoucun (Zibo), the partridge play of Linyi (Zibo), Qingzhou (Weifang) and Linqu (Weifang), the den cavity of Huantai (Zibo), Gaoqing (Zibo), Huimin (Binzhou) all are the depiction of the “elbow drum” by the local people. Although there are slight differences in the depiction, but the characteristics of their performances are relatively uniform: singing while dancing, using side drums to play with the rhythm, the singing tune is like the voice of partridge, but the individual tunes and the application of Qupai have their own characteristics. Is the inheritance affecting the memory, or the memory affecting the inheritance, the inheritance of Wu Yin opera is re-drawn by the perception and experience of the memory subject (individual or group) in the imagery and association of time, forming a process of blending the past with the present, provides a basis for confirmation or identification for whether the inheritance of the play is correct or not.

“Tied wife and son” scene involves dialect - the dialects that are easy to understand, the trivial matters within the family, the stories about ghosts and demons are the psychological composition of local people. Every time the performer watching a new play, they will continue to search for the anomalies of the performance in their memory and will selectively reorganize the information generated by previous experience and the innovations of the new repertoire, thus increase the possibility the Wu Yin opera can continuously pass down.

2. SELECTIVE RECONSTRUCTION OF “STATE-RUN SYSTEM “ AND “INERTIAL MEMORY”

The so-called “state-run system” refers to “the direct command of the production and management activities of each social economic organization by the state and the formation of a social economic system, which can be achieved under the conditions of a planned economy.”[9] The basis of the state is still dependent on the state power, and there is no inevitable connection between the level of productivity development in China at that time and the extent of promoted public ownership. In fact, the inheritance of Wu Yin opera after the founding of the People's Republic of China was not ideal in the environment at that time, the country first focus is to sort out the problem of food and clothing for the people. Only by improving social productivity and improving people's living standards can better develop spiritual and civilized life. In 1950, the Wu Yin troupe was applied to the government in Boshan, Zibo City, and was converted into a state-owned organisation in 1956. The time period for its integration into the state-run system was precisely the period of the public ownership and the ownership of the whole people. Relying on the strength of the country to start make breakthroughs, the government's investment in performance equipment, the recruitment of students and even the operation of the entire troupe have been properly allocated resources, providing a rich foundation for promotion, inheritance and even innovation breakthrough of Wu Yin opera.

“Inertial memory” means: “Social memory

penetrated into people's behaviour in daily life, which makes us have the ability to reproduce certain exercises. How much we can do these things effectively when it comes to needs. Also, experience and recognition are same as the memory is concerned, the content of memory belongs to the past [10].” As the inheritance of the Wu Yin opera, I found that when interviewing the artists who plays Wu Yin opera, the partridge play and den cavity, they often don’t remember how they mastered the skills, and they do not telling when and where they are derived, but through the live performances to demonstrate to us, so that we (and other opera lovers) can get enough recognition through their demonstrations. Through observation, although the details of the three troupes are different, we still can see a kind of remains as an “elbow drum” in their display and audience response, which is also a way showing the influence of an “inertial memory”. Everyone assumes that this is correct. It is this kind of “inertial memory” intervention ability that allows the group of the Wu Yin opera to remember the nature of its inheritance. Furthermore, having the ability of remembering those nature, make us be able to pass on and develop on the basis of the foundation.

The government's investment, the intervention of the non-professional leaders of the troupe can only make the inheritance of the Wu Yin opera support and guarantee the quantity of materials and talents. The guarantee of its quality and cultural literacy is still inseparable from the “inertial memory” intervention. Since the Wu Yin troupe recruited students from 1951 to the present, the traditional artist recruitment model still continues. The most typical case is that during the “Cultural Revolution”, the Wu Yin opera stopped its development. In 1968, Mr. Xian Yingtao was imprisoned. In the following year, the Wu Yin troupe was forced to disband, the goods and materials were diverted, the members were dispersed to the rural areas, factories and mines, thus the problem of cultural dislocation arises. The operas that the people liked suddenly disappeared. In 1975, under the encouraged by the government, the compilation of the Wu Yin troupe was resumed. However, there are very few artists who are willing to return at that time. Most of them have a stable job and family in factories or mines, because people’s way of thinking had changed, there was very few people who were willing to return to the troupe. In order to continue the inheritance of the Wu Yin opera, the Zibo Government has included the Linyi's Lu Opera Troupe (formerly the Linqu Lu Opera Troupe in the Weifang area) into the Wu Yin troupe and re-created the Wu Yin troupe with the actors of the Lu Opera Troupe. The troupe (including the famous Lu Huiying, Shan Yulan and other Lu opera actors). They have been in the situation of having two opera at the same time for nearly seven years 11]. Through the interview, I found that no matter the “Old Wu Yin” or the “New Wu Yin”, the way of culture inheritance has no big difference. And we can conclude that the inheritance of Wu Yin opera has its own way, and it’s following a specific, rigorous law. From a social point of view, the inheritance of Wu Yin opera is attached to people's memory. They have their own fixed perception system and performing system in life. Whether it is Lv Opera Troupe or Wu Yin opera Troupe, they are just a medium. The inheritance of Wu Yin opera has its own way of memory communication, thus forming a Wu Yin opera culture with unique local characteristics. Just like Xiaotong Fei said, “Culture is the collective social experience perpetuated by a symbolic system and individual memories. In this way, each person's “present” contains not only the projection of his own past but also that of the whole group's past. For individuals, history is not mere ornamentation but the very foundation of life; it is both practical and indispensable [12].” It is under the “state-owned system” that Wu Yin theatre perseveres and the “inertia memory” of the inheritors, Wu Yin opera is finally inherited as local culture. After these tangible cultural symbols are selectively reconstructed, Wu Yin opera can innovate and develop without losing its original characters. The process of development and perfection make Wu Yin opera last.

3. THE RECOGNITION OF LOCAL CULTURE TO “STATE-OWN SYSTEM”

The reason why the Wu Yin opera theatre of the “State-own System” is recognized by the “local culture” around Zibo is it matches the historical memory chosen by the people of the society. This “local culture” refers to the behavioral patterns and modes of thinking of specific groups of people in the Qi culture area centered on Zibo. Within Zibo, it’s given a specific culture image. It is not only the difference of geographical location, but also the historical memory and culture created and passed down by the specific group of people living in Zibo. Because the “local culture” is a relatively stable culture generated in the specific living environment in Zibo, it reflects to a large extent the “inertia memory” of local people. And it lets the locals subconsciously maintain their own local culture and rejects other local cultures. The materials in Wu Yin scripts include fairy tales, filial piety and people’s lives in Zibo. And a large percent of Wu Yin scripts is adapted from the “Strange Stories from a Chinese Studio”. The above reflects the evidence of historical memories. We need to recognize historical memory, which can be an individual's past experiences, as well as the collective knowledge, experience and understanding of a certain group. It is the resources that make a group of people produces a clear collective understanding. An ethnic group may rely on a more secretive force such as historical memory to realize the distant identity of the same imaginary collective in a mobile society [13].

Thanks to the efforts of Wu Yin actors in the past few years, from getting listed in the first intangible cultural heritage of China to the producing of new drama “Zi Feng”, the selective reconstruction of “inertial memory” and the “state-run system” offered a new developing path for Wu Yin opera. Under this reconstruction, the local cultures recognize Wu Yin theatre’s “state-run system”. On one hand, the culture protection consciousness and the heritage of Wu Yin opera will push itself to expand its living space. On the other hand, the historical memory provides a basis for culture reconstruction. And during this reconstruction process, the “state-run” system provides the advantage of resources allocation. I believe, it is the complement of the two, in the process of the interaction between the two, using “inertial memory” to correct, build a new Wu Yin inheritance system that respects the tradition and innovation. In the current multicultural context, this new heritage ensures the possibility of the continuation of the Wu-Yin opera.

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Research on the Connection and Application of Computer and Artificial Intelligence

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Abstract: Artificial intelligence has always been at the forefront of computer technology. The theory and discovery of artificial intelligence research will determine the development direction of computer technology to a large extent. Artificial intelligence, as a branch of computer science, has its own characteristics and is now in the society. There are applications in all areas of life and there will be broader development prospects. This paper mainly studies the application fields, development status and problems of artificial intelligence, and prospects the future development of artificial intelligence.
Keywords: Artificial intelligence ; Intelligent research; Computer application; Development problem

0. INTRODUCTION

After entering the 21st century, the development of information science and technology has received more and more attention from people, and the degree of attention has surpassed any time in the past [1]. It is precisely because of this that the development of artificial intelligence technology has made rapid progress after entering the new century [2]. Then, this technology is a relatively high-end information science technology, which is mainly through the use of various functions of computers [3]. The image simulates our human thinking and thinking results, so that human thinking activities can be realized in computer programs [4].

1. APPLICATION AREAS OF ARTIFICIAL INTELLIGENCE

1.1 Application in the Analysis of the Scene

Computer vision has evolved from a field of pattern recognition to an independent discipline. Vision is one of the perceived problems. The point of the whole perception problem is to form a refined representation to represent the extremely large, unprocessed input data that is difficult to process. The nature and quality of the final representation depends on the goals of the perception system. Frontier research areas of machine vision include real-time parallel processing, active qualitative vision, dynamic and time-varying vision, modeling and recognition of 3D scenes, real-time image compression transfer and restoration, processing and interpretation of multi-spectral and color images. Machine vision has been widely used in robot assembly, satellite image processing, industrial process monitoring, aircraft tracking and guidance, and live TV broadcasts.

1.2 Application of Virtual Reality in Knowledge Base System [2]

The knowledge base system, also called the database system, is a computer software system that stores a large number of facts in a certain discipline. They can answer questions from users about the subject. The design of the knowledge base system is an active branch of computer science. In order to effectively represent, store and retrieve a large number of facts, many techniques have been developed. However, there are still many problems in designing intelligent information retrieval systems. Including an understanding of natural language: The questions required to interpret answers based on stored facts, the knowledge required to understand the questions and interpret the answers may exceed the knowledge expressed in the subject area database.

2. ARTIFICIAL INTELLIGENCE DEVELOPMENT PROBLEMS

The artificial intelligence (ai) discipline has been in existence for more than 50 years since its birth in 1956.For the overall goal of studying and interpreting human intelligence, intelligent behavior and its laws, a gratifying step has been taken, and considerable progress has been made in some areas. However, from the perspective of the entire development process, artificial intelligence has developed into a tortuous problem, and it still faces many difficulties, mainly in the following aspects: [3]

2.1 The Difficulty of Computer Game

Game is a universal phenomenon in nature. It is manifested in countermeasures or intellectual competition for things in nature. The game exists not only in chess, but also in the political, economic, military, and biological wits and competition. Although the computer program for checkers and chess has reached a fairly high level, the computer game still faces enormous difficulties. The current game program is often developed for a two-player game, a chess game open, and a certain type of chess. For the problem of multiplayer game and random game, at least the current computer is still difficult to simulate. [1]

2.2 Problems with Machine Translation

In the early days of the birth of the computer, the idea of using computers to implement automatic translation was proposed. At present, the problem faced by machine translation is still the vocabulary and ambiguity of the sentences that linguist Heiliel said in 1964.Ambiguity issues have always been a major difficulty in natural language understanding (nlu).The same sentence is used in different situations, and the difference in meaning is commonplace. Therefore, to eliminate ambiguity, it is necessary to analyze and understand each sentence of the original text and its context, and to find the exact meaning of the words and phrases that lead to ambiguity in the context. However, computers often use sentences as an understanding unit in isolation. In addition, even if there is a certain understanding of the original text, there is a problem in how the meaning of understanding is effectively expressed in the computer.

2.3 Automatic Theorem Proof and Limitations of gp

The representative work of the automatic theorem proof is the principle of resolution proposed by Robinson in 1965.Although the principle of resolving is simple and easy, the method used is deductive, and this formal deduction is quite different from the human natural deductive reasoning method. Deductive reasoning based on the principle of resolving requires that the logical formula be transformed into a set of clauses, thus losing its inherent logical implication semantics.

3. PROSPECTS FOR THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE

The development of technology is always beyond people's imagination. It is impossible to accurately predict the future of artificial intelligence. However, from some forward-looking studies from a few days ago, it can be seen that artificial intelligence may develop in the following aspects: fuzzy processing, parallelization, neural network and machine emotion.

3.1 Research on artificial intelligence as a whole has only just begun, and it is still far away from our goal, but artificial intelligence will have a big breakthrough in some aspects. Automatic reasoning is the most classic research branch of artificial intelligence. The basic theory is the common basis of other branches of artificial intelligence. Automatic reasoning has always been one of the most popular contents of artificial intelligence research. The dynamic evolution characteristics of knowledge systems and the study of feasibility reasoning are the latest hotspots, and it is very likely to make a big breakthrough. [4]

3.2 The research on machine learning has made great progress. Many new learning methods have been published and have been successfully applied, such as enhanced learning algorithms, reinforcement learning, and so on. It should also be noted that the existing methods for dealing with online learning are not effective enough to seek a new method. To solve the problem of online learning in mobile robots, autonomous agents, intelligent information access and other research is a common concern of researchers. I believe that breakthroughs will be made in these areas soon.

Conclusion

Artificial intelligence has always been at the forefront of computer technology. The theory and findings of artificial intelligence research will largely determine the direction of computer technology. Today, there are already many artificial intelligence research results that have entered people's daily lives. In the future, the development of artificial intelligence technology will have a greater impact on people's lives, work and education.

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The Distribution and Characterization of Opioid Based on PTSR Model

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Abstract: The Opioid Crisis is an increasingly hot topic with the abuse of opioids and heroin leading to more people becoming addicted and dying. In this report, the PTSR model was developed for the distribution and characterization of synthetic opioid and heroin incidents between the five states. We applied cluster analysis to model the spread and characteristics of synthetic opioid and heroin incidents between different counties in each state over time. Further, a PTCR model was then established to analyze the characteristics of drugs between counties. In each state, we used heat maps to identify possible locations of the higher incidence and earliest date of initiation using specific opioids in the first place.
Keywords: PTSR Model; Synthetic Opioid; Regression

0. INTRODUCTION

The United States now is in the grips of a major crisis with the abuse of heroin, synthetic and non-synthetic opioids, which is increasingly alarming to the general public[1]. The largest increase in the number of illegal and prescription drug-related deaths related to opioids is in the 24 to 35 age group[2]. By 2016, 20% of deaths in this age group are related to the use of opioids, compared with only 4% in 2001.In medicine, opioids are used as an analgesic drug to increase the pain threshold and produce a strong analgesic effect when the patient's pain is unbearable[3]. And its other role is to give the user a special sense of euphoria and a very happy and comfortable feeling. The greater the dose, the stronger the feeling, which is the cause of the abuse of such drugs. Heroin is one of the most dependent substances in opioids.

Abuse of opioids imposes a heavy financial burden on the U.S. government. It also affects the quantity and quality of workforce and the prospects for economic development. The U.S. government has taken measures against the opioid crisis, such as strengthen law enforcement, reducing the opioids given to patients and so on. However, this is not enough, how to control the spread of opioids and heroin more effectively is urgent and necessary [4].

1 MODEL PREPARATION

1.1 Selection of Variables

By observing the U.S. Census socio-economic data, there are hundreds of socioeconomic variables, but using so many variables reduces our degree of freedom in the estimation process. Therefore, we need to filter the variables. Since we think the percentage is better than the quantity, we will filter in all percentage variables, which means all HC03 variables.

Through the stepwise regression method, in the case of the significance level = 0.05, 11 variables that may be significant to the model are obtained, they are respectively. They are HC03_VC40, HC03_VC08, HC03_VC122, HC03_VC132, HC03_VC172, HC03_VC197, HC03_VC209, HC03_VC31, HC03_VC67, HC03_VC86 and HC03_VC90.

1.2 Entropy Weight Method Principle

Then we use entropy weight method to determine the weight of each county. In information theory, entropy is a measure of uncertainty. The larger the amount of information, the smaller the uncertainty and the smaller the entropy; the smaller the amount of information, the greater the uncertainty and the greater the entropy. According to the characteristics of entropy, the randomness and disorder degree of an event can be judged by calculating the entropy value. The entropy value can also be used to judge the degree of dispersion of an index. The greater the degree of dispersion of the index, the influence of the index on the comprehensive evaluation. The larger, the smaller the entropy value.

2. ENTROPY VALUE METHOD

step1 We have selected n important socio-economic indicators. Each county has indicator data. It is now necessary to determine the weight of each county in each state and obtain n socio-economic indicators for each state. Take a state in a certain year as an example, select n socio-economic indicators that represent a county, and each state has m counties, then xij is the value of the county j of the i th socio-economic indicator (i=1,2..., n; j=1,2,..., m);

step2 Normalization of indicators:

Since the measurement units of various indicators are not uniform, they should be standardized before the comprehensive indicators are calculated with them, that is, the absolute value of the indicators is converted into relative value, and $x_{ij} = |x_{ij}|$is set, so as to solve the problem of homogenization of different qualitative index values. Moreover, due to the different meanings represented by positive index and negative index values (the higher the positive index value, the better; the lower the negative index value, the better), we used different algorithms for data standardization. The specific methods are as follows:

For positive indicators:

$$x'_{ij} = \frac{x_{ij} - \min\{x_{1j}, ..., x_{nj}\}}{\max\{x_{1j}, ..., x_{nj}\} - \min\{x_{1j}, ..., x_{nj}\}}$$

Where x'_{ij} is the value of the j th county of the i th social-conomic indicator(i=1, 2, n; j=1, 2,, m). For the sake of convenience, the normalized data is still recorded as $x'ij$.

step3 Calculate the proportion of the ith indicator in county j.

step4 Calculate the entropy value of the county j;

step5 Calculate the information entropy redundancy:

$$d_j = 1 - e_j$$

step6 Calculate the weight of each county:

$$w_j = \frac{d_j}{\sum_{j=1}^{m} d_j}$$

stet7 Calculate the composite score of each indicator:

$$s_i = \sum_{j=1}^{m} w_j P_j$$

3 MODEL ESTABLISHMENT AND SOLUTION

We set up the Percentage time socio-economic regression model (PTSER model) based on progressive regression to explore the spread and characteristics of synthetic opioid and heroin over time considering the influence of socio-economic factors. The PTSER model we established is as follows:

$$\begin{aligned} Y = &\alpha 0 + \alpha 1t + \alpha 2t2 + \beta 1D1 + \beta 2D2 + \beta 3D3 + \beta 4D4 \\ &+ \gamma 1X40 + \gamma 2X08 + \gamma 3X122 + \gamma 4X132 + \gamma 5X172 \\ &+ \gamma 6X197 + \gamma 7X209 + \gamma 8X31 + \gamma 9X67 + \gamma 10X86 \\ &+ \gamma 11X90 + \varepsilon \end{aligned}$$

Fitting the data through Eviews, the regression equation can be obtained as follows:

$$\begin{aligned} Y = &0.860 + 0.022t - 0.004t^2 - 0.146D_1 - 0.176D_2 - 0.161D_3 - 0.149D_4 \\ &- 4.766X_{40} + 1.269X_{08} + 5.373X_{122} - 0.486X_{132} - 0.757X_{172} \\ &- 1.626X_{197} - 67.792X_{209} + 0.101X_{31} + 0.506X_{67} + 0.302X_{86} - 3.170X_{90} \end{aligned}$$

The goodness of fit R2 of the model was 95.04%, indicating that the model was well fitted, and significant variables were found by statistical test. Therefore, trend-in-use correlation was associated with some of the U.S. Census socio-economic data.

CONCLUSION

This paper uses the PTSR model for the distribution and characterization of synthetic opioid and heroin incidents between the five states. For the spread and characteristics of synthetic opioid and heroin incidents between different counties in each state over time, by cluster analysis, and then PTCR model was established to analyze the characteristics of drugs between counties. We add state-level socio-economic factors into the model, and successfully analyze which socio-economic indicators have significant influence on the spread of drugs among states.

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Research on the Convergence Theorem and Judgment of Function Item Series

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Abstract: Uniform convergence is widely used in many formulas and theorems, which shows its importance in calculus applications. Based on this, this paper studies the necessary conditions and discriminant methods of uniform convergence. First, we introduce the definition of function-by-point convergence and uniform convergence of function sequences and function term series, and then clarify the necessary conditions and discriminant methods of uniform convergence.
Keywords: Uniform convergence; Necessary condition; Discriminant method; Function sequence

1. INTRODUCTION

The function term series is a tool for expressing elementary functions. The sum of the series is the core of the function and is called convergence [1]. Convergence includes both convergence and uniform convergence. Uniform convergence is an important concept in higher mathematics, also known as uniform convergence. Consistent convergence is a combination of intervals (or sets of points) rather than a single point [2]. In addition to the Cauchy criterion and the residual criterion, Weierstrass discriminant method, Abel discriminant method and Dirichlet discriminant method can be used to discriminate whether the function term series is uniformly convergent [3].

2. FUNCTION SEQUENCE AND ITS RELATED DEFINITIONS

2.1. Definition of Point-by-point Convergence of Function Sequences

Let the function sequence{fn(x)} be a sequence of functions defined on E. (general E € R)

Vx *€ E*, lim fn(x)= f (x)

Then fn(x) is said to converge to f(x), also called f(x) is the limit of fn(x). (The above convergence is actually a point-by-point convergence.)

2.2. Definition of Consistent Convergence of Function Sequences

For the function sequence {fn(x)} defined on E, $\forall_{\varepsilon}$ > 0, ∃ N > 0, st . when n > N, for Vx € E:

| *fn(x) - f (x)* |< ε

Then, fnx uniformly converges to f (x) on E (abbreviation fn(x) ⇔ f (x))

2.3. Definition of Point-by-point Convergence of Function Term Series

Let Ux, (n=1, 2, 3,...) be defined on E. For any fixed x.€ E, if several series $\sum_{n=1}^{\infty} u_n(x)$ function term series $\sum_{n=1}^{\infty} u_n(x)$ at the point x_0 convergence, x_0 is the convergence point.

The set of convergence points is called the whole set. $\sum_{n=1}^{\infty} u_n(x)$ convergence domain.

Assume $\sum_{n=1}^{\infty} u_n(x)$ Convergence domain is $D \subset E$,then $\sum_{n=1}^{\infty} u_n(x)$ A function on a set d is defined:

$$S(x) = \sum_{n=1}^{\infty} u_n(x), x \in D$$

$S(x)$ called $\sum_{n=1}^{\infty} u_n(x)$ and function. Since this is obtained by point-by-point definition, it is called $\sum_{n=1}^{\infty} u_n(x)$ converging point by point $S(x)$ on D.

2.4. Definition of Consistent Convergence of Function Term Series

If the function item level $\sum_{n=1}^{\infty} u_n(x)$,($x \in D$ part and function sequence {Sn(x)}, where $S_n(x) = \sum_{k=1}^{n} u_k(x)$ consistently converge on S(x) on D, then we call $\sum_{k=1}^{n} u_k(x)$ uniform convergence on S (x) on D.

3. NECESSARY AND SUFFICIENT CONDITIONS AND NECESSARY CONDITIONS FOR UNIFORM CONVERGENCE

3.1. Method 1: Cauchy Guidelines

{fn(x)} uniform convergence

⇔ $\forall_{\varepsilon}$ > 0, ∃ N > 0, st when n, m > N, $\forall_x \in E$, with: | fn(x) — fm(x) |< ε

3.2. Method 2

Let the function sequence {Sn(x)} converge point-by-point on S(x) on the set D, and define the "distance" between Sn(x) and S(x) as:

$$d(Sn,S) = \sup_{x \in D} | S_n(x) - S(x) |$$

Then the necessary and sufficient conditions for {Sn(x)} to uniformly converge to S(x) on D are:

$$\lim_{n \to \infty} d(S_n, S) = 0$$

3.3. Method 3

Let the function sequence { Sn(x)} converge to S (x) point by point on the set D, then the necessary and sufficient condition for {Sn(x)} to converge uniformly to S(x) on D is: for any sequence {xn }, $x_n \in D$, established:

$$\lim_{n\to\infty}\left(S_n(x_n)-S(x_n)\right)=0$$

3.4. Method 4

Suppose k is a tight set and satisfies:

(a) {fn } is a sequence of continuous functions on K,

(b) {fn } converges to the continuous function f point by point on K,

(c) For everything x € K and n = 1, 2, 3, $f_n(x)\geq f_{n+1}(x)$

Then on k $f_n \to f$ It is consistent.

3.5. Method 5: Uniform Convergence of Polynomial Function Sequences

Let the set of times of the polynomial sequence {Pn } be the last one. If Pn(x) converges to f (x) on [a, b], Pn(x) uniformly converges to f (x) on [a, b], and f (x) is a polynomial.

3.6. Method 6: From Consistent Continuous to Uniform Convergence

If each term fn(x) and function f(x) of the function sequence { fn(x)} are uniformly continuous on the bounded interval I = [a, b], and $\lim_{\to+\infty} f_n(x)=f(x)$,then $f_n(x)\Rightarrow f(x)(n\to+\infty)$

prove:

fn(x) and f(x) are uniformly continuous on I = [a, b], and since I is a bounded interval, fn(a + 0), fn(b- 0), f (a + 0), f (b - 0) exists and is finite, and fn(x), f(x) are continuous on I. Let fn(a) = fn(a+0), fn(b) = fn(b—0), f(a) = f(a+0), f(b) = f(b—0), then fn(x), f(x) are uniformly continuous on [a, b], also $\lim_{\to+\infty} f_n(x)=f(x)$, $(x\in[a,b])$.

That is for each $x_\lambda \in [a,b]$, for any positive number ε, there is an integer $N_\lambda = N(\varepsilon, x_\lambda)$When n > N_λ there is:

$$|\ f_n(x_\lambda)-f(x_\lambda)\ |< \frac{\varepsilon}{3}$$

Since fn(x), f(x) is continuous on [a, b], ε and n, exist σ_λ When | x- x_λ |< σ_λ , there is:

$$|\ f_n(x)-f_n(x_\lambda)\ |< \frac{\varepsilon}{3}$$

$$|\ f(x)-f(x_\lambda)\ |< \frac{\varepsilon}{3}$$

then

| fn(x) - f (x) | ≤ | $f_n(x)-f_n(x_\lambda)$ | + | $f_n(x_\lambda)-f(x_\lambda)$ | + | $f(x)-f(x_\lambda)$|< $\frac{\varepsilon}{3}+\frac{\varepsilon}{3}+\frac{\varepsilon}{3}=\varepsilon$

At this time { $(x_\lambda-\sigma_\lambda, x_\lambda+\sigma_\lambda)$}and $x_\lambda \in$ [a, b], forms an open cover on the composition [a, b], according to the finite coverage theorem, where there is a finite number of sub-covers, denoted as { $(x_i-\sigma_i, x_i+\sigma_i)$, i = 1, 2, ..., r}, take N = max{ $N_1, N_2, \wedge, N_r$ }, then n > N, for any $x\in$ [a, b], exist i ∈ {1, 2,...,r}, make x ∈ $(x_i-\sigma_i, x_i+\sigma_i)$,so that there is

| fn (x) - f (x) |< ε

This proves that on [a, b], $f_n(x)\Rightarrow f(x)(n\to+\infty)$ .Thus, on I = [a, b], $f_n(x)\Rightarrow f(x)(n\to+\infty)$

3.7. Method 7: Convexity and Uniform Convergence

If the function column {fn(x)} is monotonic in interval I, and bounded, and $\forall_x, y\in I$

there is: $f_n\left(\frac{x+y}{2}\right)\leq\frac{1}{2}\left[f_n(x)+f_n(y)\right]$,

Then the function column {fn(x)} uniformly converges on the interval I with f(x).

prove:

Lemma 1: If the function f(x) is continuous, monotonic, and bounded in the interval (a, b), then f (x) is uniformly continuous over the interval (a, b).

Lemma 2 (method 6): If each term fn(x) and function f(x) of the function column {fn} are uniformly continuous on I, then { f_n } converges uniformly on f (x). Known by Lemma 1, the function column {fn} is uniformly continuous in the interval I,

$$f_n\left(\frac{x+y}{2}\right)\leq\frac{1}{2}\left[f_n(x)+f_n(y)\right]$$

Take the limits on both sides,

$$f\left(\frac{x+y}{2}\right)\leq\frac{1}{2}\left[f(x)+f(y)\right]$$

It is known from Lemma 1 that the function sequence f(x) is uniformly continuous in the interval I, and it is known from Lemma 2 that the function sequence {fn} uniformly converges to f(x) in the interval I.

3.8. Several Theorems on the Uniform Convergence of Composite Function Sequences

Theorem 1: If f(y) is a continuous function defined in the interval $[\alpha, \ \beta]$on the definition, and the value defined on [a, b] is $[\alpha, \ \beta]$. Function sequence { ϕ_n (x)} uniform convergence to the function $\phi(x)$, then the function sequence { $f(\phi_n(x))$ } uniformly converges to the function f $\phi(x)$ on the interval [a, b].

Theorem 2: Hypothetical function $\phi(x)$ defined in the interval [a, b] in the value $[\alpha, \beta]$, if the function sequence {fn(x)} is in the interval $[\alpha, \beta]$, the upper bound converges on the function f (x), then the function sequence {fn($\phi(x)$)} uniformly converges to the function f $\phi(x)$ on the interval [a, b].

Theorem 3: If the continuous function sequence {fn(x)} is in the interval $[\alpha, \beta]$ consistently converges to the function f (x), and the value defined on [a, b] is $[\alpha, \beta]$, function sequence { ϕ_n (x)} uniform convergence to the function $\phi(x)$, then the function sequence {fn $(\phi_n(x))$ } uniformly converges to the function f $\phi(x)$ on the interval [a, b].

Theorem 4: Let the function f (x, y) be continuous over the region Al < x < A2, B1 < y < B2, and the function sequence { ϕ_n (x)} and { $\phi_n(y)$ } uniformly converges to the function on the interval [a, b] $\phi(x)$ with $\phi(y)$, and for any n = 1, 2, 3,..., $A_1 \le \phi_n(x) \le A_2$, $B_1 \le \phi_n(y) \le B_2$ all are established. Then, the function sequence $\{F_n(x)\} = \{f[\phi_n(x), \phi_n(y)]\}$ also converges uniformly on the interval [a, b].

4. NECESSARY AND SUFFICIENT CONDITIONS AND SUFFICIENT CONDITIONS FOR UNIFORM CONVERGENCE OF FUNCTION TERM SERIES

4.1. Method 1: Cauchy Convergence Principle

Function item series $\sum_{n=1}^{\infty} u_n(x)$, the necessary and sufficient condition for uniform convergence on D is: for any given ε 〉 0, there is a positive integer n = n(ε), make:

| $u_{n+1}(x) + u_{n+2}(x) + u_{n+3}(x) + ... + u_m(x)$ |< ε

For everything positive integer m >n> N with everything $x \in$ d was established.

4.2. Method 2: Weierstrass Discriminant

Set the number of function terms $\sum_{n=1}^{\infty} u_n(x)$, every Un(x) is satisfied

| un(x) |< an, x ∈ D

And several series $\sum_{n=1}^{\infty} a_n$ convergence, then $\sum_{n=1}^{\infty} u_n(x)$ consistent convergence on D.

4.3. Method 3: Abel Discriminant

Set the number of function terms $\sum_{n=1}^{\infty} a_n(x) b_n(x) (x \in D)$, meet one of the following two conditions, then $\sum_{n=1}^{\infty} a_n(x) b_n(x) (x \in D)$ consistent convergence on D.

The function sequence {an(x)} for each fixed x ∈ D is monotonic with respect to n, and {an(x)} is uniformly bounded on D:

| an(x) < M, x ∈ D, $n \in N^+$ |

At the same time, the number of function terms $\sum_{n=1}^{\infty} b_n(x)$ uniform convergence on D.

5. CONCLUSION

In this paper, the necessary conditions and discriminant methods for the uniform convergence of function sequences and function term items are sorted out. In fact, in addition to the necessary conditions and discriminant methods mentioned in this paper, there are many other important requirements in mathematics and the discriminant method, by discussing the necessary conditions and discriminant methods of the function sequence and the consistency of the series of function terms, not only helps to better understand the relevant knowledge, but also attracts everyone's interest in learning mathematics.

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Application Research of "Smart Supervision" in the Field of Food Safety Supervision in China

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Abstract: The important food safety issue is pre-emptive prevention and post-regulation and remediation. "smart supervision "is an effective way to improve the level of food safety supervision and governance in China. The development of "Internet +" e-commerce and the sophisticated technology of artificial intelligence and neural network machine learning provide practical possibilities for diversified supervision of food safety. Based on this, this paper first introduces the empirical analysis of the "smart supervision" intervention and its practice in the field of food regulation. Then it analyzes the problems existing in China's food supervision, and finally clarifies the reality and necessity of AI supervision.
Keywords: Smart supervision; Food safety; Artificial intelligence; Practice

1. INTRODUCTION

"Smart supervision" is an effective way to improve the level of food safety supervision and governance in China [1]. At present, we are in the strategic opportunity period of deep integration of food and drug supervision and information technology. To achieve effective food safety supervision, in addition to the effective formulation of laws and the implementation of policies, we must rely on the technical support of "smart supervision" innovation, leaving technological innovation and model upgrading, and multi-sector coordinated supervision of food safety will become a castle in the air, difficult to land [2]. The food and drug regulatory system informatization from scratch, from point to point, from partial to system, from building a network to business applications, from automation to information supervision and construction and development process, is conducive to the Internet, Internet of things, cloud computing new generation technologies such as big data and smart terminals provide important support for China's food safety supervision [3].

2. EMPIRICAL ANALYSIS OF THE INTERVENTION OF "SMART SUPERVISION"

2.1. The Profound Connotation of Smart Supervision

Smart supervision is to use the new generation of information technology to collect, integrate and analyze the key information of the supervision business through interconnection, materialization, perceptualization and intelligent means, so that the functions of the supervision chain can be coordinated and operated, and the distribution of regulatory resources can be realized. More reasonable and sufficient, the supervision work can respond intelligently to the needs, and the public should feel more convenient and efficient government services.

2.2. Application Examples and Possibilities of Smart Supervision in Various Fields

2.2.1. Qingdao "Smart Supervision System"

The "smart supervision" system of Qingdao customs is officially launched. The system includes 27 application projects including 4 modules, including intelligent inspection, intelligent logistics, intelligent bulk cargo and intelligent services. Through intelligent new technologies and new equipment, practical applications, systems, equipment and departments realizes the real-time acquisition of the port logistics data link, the streamlining and compression of the operation links, the cost reduction and efficiency improvement of the enterprise operation, and the creation of a new form of intelligent supervision that is compatible with the development of modern logistics.

2.2.2. Guangzhou "Smart Supervision System"

Guangzhou seized the opportunity to create a national food safety demonstration city, created "Internet +" smart supervision, and relied on "smart Guangzhou" to vigorously promote the "intelligent food and drug supervision" information construction, investing 220 million yuan to create "1+2+10" Guangzhou food and drug smart supervision cloud platform, innovative modern scientific supervision mode, comprehensively improve supervision efficiency.

2.2.3. Shanghai "Smart Supervision System"

In November 2017, the sanitation trucks added biodiesel produced by "ditch oil" at the Sinopec gas station, and the biodiesel produced by the kitchen waste oil and fat entered the terminal market for refined oil for the first time. This is a new measure for Shanghai to explore the closed-loop supervision of the "receipt of the receiving and transportation office", and realize the "lock" and unified collection and disposal of catering enterprises.

PRACTICE OF "SMART SUPERVISION" IN THE FIELD OF FOOD SAFETY SUPERVISION

3.1. Domestic Practice

At the 2016 Yunqi Conference in Hangzhou, the launch of "Fa Xiaotao" marked the birth of China's first artificial intelligence legal robot. On August 25, 2018, at the 21st China Computer Aided Design and Graphics and the 11th National Conference on Geometric Design and Computing, held at the Diwo International Hotel in Guilin, Guangxi, 500 people came to dinner that evening showed different degrees of infection symptoms, and 92 people involved in hospital treatment had a great negative impact on the organizer. The organizers quickly used technical means to intervene in the investigation. Through cooperation with relevant government departments, the US Mission implemented data sharing through the big data model, online and offline, the intelligent business license recognition system was designed to effectively prevent the chaos of the false certificate management. A company in Huizhou city, Guangdong province developed a set of "school canteen food safety and wisdom co-treatment system". Chen Xihong, the company's food safety consultant, said that Gexun has set up a data service center for each service unit, and has access to equipment and technology such as face recognition, capture, and early warning, which has realized the whole process of food safety supervision from procurement to sample retention; at the same time, through the computer and mobile phone data display, the data can be connected to the food regulatory department to form a complete and efficient food safety supervision solution.

3.2. Foreign Practice

Abroad, EU countries and the United Kingdom were attacked by mad cow disease in the 1990s, so the EU implemented a very strict animal food labeling system, which includes detailed information indicating livestock and meat producers, "from farm to the whole process of the table" traces the germination of technical factors to some extent. With the maturity of artificial intelligence and machine algorithms, similar to the hot dog recognition App, developed by See Food Inc, the smart app designed by Android also through the initial authentication of quality and safety, and also through the system using computer neural network, extensive collection and mining Algorithms, comprehensive processing, and scientific analysis to determine the types of food in food images on social networks, so as to further analyze the health habits and dietary preferences of the uploaders. It can also analyze and model the massive domestic food and beverage data to explore the characteristics and laws of catering sales and supervision work, improve the scientific nature of food safety judicial decision-making, improve its predictive predictive ability and emergency response capability, and make data serve the food safety business. Using technical means to visualize, intelligentize, facilitate preventive monitoring of food safety in the field of rule of law supervision, and effectively use the legally regulated companion data.

4. A SERIES OF PROBLEMS IN THE SUPERVISION OF SINGLE FOOD SAFETY IN CHINA

4.1. Food Safety Supervision is Extensive

With many regulatory work points, long lines, wide scope, and large quantity, coupled with the lack of necessary equipment and means, it is difficult to achieve scientific and detailed level of daily supervision, and it is difficult to improve the regulatory efficiency. The contradiction is very prominent between the current heavy regulatory tasks and the thin regulatory powers. .

4.2. Food Product Safety Law Supervision is Difficult and Costly

Food safety supervision involves real-time monitoring, which requires various aspects such as employee management, food processing operations, food raw material inspection, and food storage environment. Existing regulatory forces have led to problems such as insufficient supervision of food processing processes and difficulties in obtaining evidence from law enforcement.

4.3. Legal Supervision and Law Enforcement Visualization, Intelligent Supervision is Not High

At present, there is still a huge gap between the construction and development of food supervision system and the current level of informatization development and market supervision. The remote intelligent supervision of food safety video urgently needs to achieve the corresponding breakthroughs in key technologies to meet the most stringent regulatory real needs.

4.4. The Actual Operation of Legal Supervision and Punishment Objects is Not Targeted

Based on the complexity of the regulatory object and the singularity of the supervision level, the supervision presents a certain vacuum in space, time and subject. The seriousness of the law cannot effectively regulate the specific subject, thus making the law unable to meet the actual purpose and demand. And artificial intelligence identification can make up for the supervision loopholes of various regulatory authorities, and provide visual and data-based supervision for the application of law.

5. THE REALITY AND NECESSITY OF THE DEMAND FOR FOOD SAFETY INTELLIGENT SUPERVISION IN CHINA

5.1. The Reality and Possibility of AI Demand

Based on the above problems, the author believes that the method of intelligently identifying and monitoring video can replace the supervision personnel to conduct food safety supervision on various catering enterprises, greatly reduce the number of on-site inspections by supervisors, effectively improve the efficiency of food safety supervision. And combine food safety in the actual situation of the supervision business, the author believes that intelligent identification can replace artificial food safety supervision in the following aspects:

(1) Monitor the situation in which the staff in the kitchen wear the coat mask as required and the hot blood creatures such as rats that may appear.

(2) Using the data sharing mechanism to provide query and retrieval services for governments, enterprises, and the public.

(3) Analyze the cause of adverse reactions through case data analysis, and combine the test data with the food safety risk. Based on these linkages, the regulatory authorities effectively carry out targeted and targeted rectification.

(4) The supervisors will use the two-dimensional code on the license scanned by the terminal to transfer the enterprise information, automatically identify the supervision content according to the authority, check the photos on the spot, and output the inspection documents to ensure the integrity of the evidence and the trace of supervision.

5.2. The Need For AI Intelligent Regulatory Requirements in The Field of Legal Supervision

(1) Food safety sampling covers the promotion and data processing of all kinds of food categories and varieties that are in urgent need of artificial intelligence recognition technology. The national unified arrangement plan and the food inspections organized and implemented by the relevant departments in each region reached 4 copies/1000 persons per year. Among them, the food inspection amount of pesticides and veterinary drug residues organized by provinces (autonomous regions and municipalities) is not less than 2 per thousand per year. Close to the manual sampling inspection of various departments, it is obviously unable to meet the human and material needs of food safety supervision.

(2) The pollution of agricultural source is effectively treated, and it is a food safety detector. The anti-source pollution requires the advancement of artificial intelligence detection technology. The green prevention and control coverage rate and pesticide utilization rate of major crop pests and diseases were mainly investigated by sampling surveys by various departments in the early stage. The efficiency was extremely low, and the overall qualified rate of agricultural product quality safety monitoring was not accurate.

(3) On-site inspection and online inspection of food safety should be coordinated and strengthened. Although the professional inspectors team in China’s catering industry has been basically completed, the standardization and standardization of law enforcement procedures and law enforcement documents have not yet been fully realized. Strengthening the application of artificial intelligence technology in the field of food safety is conducive to the implementation of grid management.

(4) Food safety standards are in control of increasingly refined requirements. At present, there are no less than 300 national food safety standards that have been formulated and revised in China. At the same time, more than 6600 pesticide residue limits have been revised and evaluated. The product standard covers all agricultural products and dietary foods of special people, and the relevant personnel can not accurately grasp the limited amount of standards by manual testing.

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Experiences and Thoughts of Teaching Chinese Conversation Class

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Abstract: Language conversation class is important in language teaching and education. In this paper, the situation of the Chinese language teaching in Lewis and Clark College is outlined; the difficulties and advantage of teaching the course from the author's authentic teaching experience are discussed. Teaching content and methodologies are emphasized in the discussion.
Keywords: language, Chinese Conversation Class, language teaching, difficulties, general education

1. INTRODUCTION

Since Chomsky and Hymes highlighted the communicative aspect of the language, the era of communicative approach started [1-2] .Nowadays the importance of communicative language competence for a language learner can't be emphasized. It's the common goal of all language teachers to improve students' communicative competence in teaching.

Conversation class is a course which emphasizes drills on language speaking and communicative competence. Conversation class meets students' needs in the current education age. Although currently language conversation classes are common in language teaching in higher education, there is no consistent teaching mode among these classes because of various class sizes, students' language abilities, students' personalities and interests, instructors' teaching styles, education ideals, etc.

In summary, studies on teaching language conversation class and the relevant issues can be summarized into the categories in the following: the content of teaching, methodologies, strategies and usages of aids, assessment of quality and effectiveness, etc. For instance, Shannon Tanghe tried to introduce World English into conversation class and create a language conversation class with specialty [3]. Alicia Almada et al. (also Richard and Linda, and Santoni) experimented to incorporate films and other short videos in conversation class [4-6]. Some others studied specific teaching modes and strategies [7-8]. Some, for instance, Kao and Siauw, also studied interactions between the teacher and students, oral corrective feedback in language conversation class from the aspect of second and foreign language learning while others (e.g., Peter, 2019; Yoon, 2019) dealt with student's attitude change towards some certain factors in conversation class [9-11].

Whatever researchers do, the quality of teaching is always their focus. How to teach language conversation class is an issue worth to be discussed repeatedly by teachers of language teaching. This paper aims to explore some scientific and efficient ways to help learners to improve their Chinese speaking ability and discuss the assessment of of conversation Class.

2. THE COURSE DETAILS OF THE CHINESE CONVERSATION CLASS IN LEWIS AND CLARK COLLEGE

Chinese Conversation Class in Lewis and Clark College aimed to provide an authentic Chinese speaking environment in class, guide students to practice Chinese-speaking ability and facilitate students' oral Chinese communicative competence and confidence to a higher level. Some frequently used words were taught in class. Communicative pragmatic knowledge in certain contexts of Chinese culture was also taught in class.

The class met three times per week for 15 weeks and each session lasted one hour. Generally, the class size was small, with less than fifteen students in the class. The small size of the class meant that each student had chances to speak in class. In principle, only those who had already finished three semester's basic Chinese courses could take the course. Otherwise, those who wanted to attend needed to take a displacement examination.

A wide range of topics were touched upon in class, including festivals in Chinese culture, travelling in China and the U.S., making an order in a restaurant or booking a hotel, films, even love and romance, etc. In summary, diverse topics were presented in class so as that students had access to a wide range of topics, vocabularies and different contexts. Also all topics selected were authentic and life-like topics. Hot topics of the current society were used in class because it was assumed that every one cares about himself and the society where he lives and talking about those topics would stimulate students to talk more. When students were fully motivated to express, they would build their communicative competence to the utmost.

In the Chinese Conversation Class, many different types of teaching materials, such as maps, card games, Chinese chess games, music, films, short play performances and other materials were used to fully arouse students' interests and motivate them to explore and express themselves in Chinese. The lessons were generally set in modules, which means the same or relevant topics were concentrated to be taught in succession. The purpose to do so was to enable students to clearly understand the arrangement of the content taught in class and learn easily.

In order for students to be fully activated and involved, students were demanded to do individual, pair and group work. In every class, students had chances to present their ideas individually. Besides making some comments on certain issues, students were also asked to role-play, retell stories, do presentations, debate or do a video project in the class. Social media tools, such as Facebook, Instagram, or Wechat were also incorporated into the scope of discussion in class. What's more, historical stories, Chinese idioms, Chinese festivals and Chinese dietary habits are also mentioned in class.

When students were discussing or speaking, the teacher listened to them, observing their performance and from time to time, corrected them with some language expressions; the teacher also adjusted the pace of class by proposing questions to students or giving prompt encouraging feedback to students.

3. CHALLENGE AND ADVANTAGES

Teaching is not a solo performance, it is the cooperative task between the teacher and students. Practically, there are many factors that affect teaching outcomes.

Firstly, one main factor is the target students in class. If there is a gap, including grammar and vocabulary and other prior knowledge, of language ability among students, selecting the proper teaching materials and balancing the pace of the class will become very important. Another factor is that students are different in knowledge reserve, personalities, learning habits, cognitive levels and modes, psychological conditions, ages, races, individual experiences, etc. All these differences will make it harder for a teacher to handle when teaching. Students' motivations will undoubtedly influence how much they spend on the course and consequently the teaching outcomes and students' individual achievements. Additionally, there is no ready-made content for the teacher to use, thus it's time and energy consuming for the teacher to choose the proper teaching content.

Besides, selecting a right teaching methodology is also important. What's more, the teacher also needs to know pragmatic knowledge in interacting with students. Conversations are improvisational. And it is common that in class, students come up with some unexpected questions or problems in class. Thus the teacher is required to make quick responses and feedback based on students' current performance during the teaching process.

Although there seems to be many difficulties of teaching conversation class, there are also some advantages for the class. As we just mentioned, there is no absolute standard how the class should be taught. Thus the teacher has much freedom to choose teaching content and methods based on his teaching ideals, teaching aims, students' levels and characteristics. Thus in the course, the teacher has chances to practice his own way of teaching and exert his creativity to the utmost.

4. REFLECTIONS ON THE CLASS

Conversation class is an extension of comprehensive Chinese courses in Chinese language teaching. Conversation class is not only a class to facilitate students' communicative language competence in interacting and conversing, it is also a class imparting cultures. It not only teaches language knowledge but also shapes students' outlooks on the world, life and values. The key point of the class is not about what content to teach, rather it is about how to encourage students to think, interact and discuss and express in class in the target language.

To be a good teacher for conversation class, the teacher is required to master the target language, the culture of the target language, teaching methodologies and skills, pragmatic knowledge of interacting with students and have a quick mind. Proper, concise and lively language of a teacher will make the class atmosphere motivating and encouraging.

5. CONCLUSION

Teaching is a complex creative activity. It's always the teacher's work to explore scientific and efficient ways to teach conversation class. For a specific conversation class, there are many aspects that the teacher needs to consider, including teaching and educational ideals, teaching aims, teaching methodologies, teaching aids and styles, students' personalities and abilities, social and cultural perspectives. Teaching and learning benefits each other. A qualified teacher should learn and progress while he is teaching; and he also need to keep up with the time, experimenting boldly and putting new teaching ideals and plans into practice.

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CAR-T Cell Combined With Immunological Checkpoint Therapy in the Treatment of Primary Liver Cancer

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Abstract: Hepatocellular carcinoma has a high degree of malignancy and is prone to recurrence and metastasis. The effect of traditional treatment is limited.In recent years, in the case of hematoma, chimeric antigen receptor t cells have achieved remarkable results, but in the treatment of solid tumors including hcc, CAR-Tshowed poor results due to car- The process of t cell treatment of solid tumors is different from hematoma, and there are many constraints, including the immunosuppressive microenvironment. Immunological checkpoint suppression therapy has a good effect on the treatment of various solid tumors, which can significantly improve the survival rate of patients.The latest research results show that the suppression of immune checkpoints can change the immunosuppressive microenvironment of CAR-Tcells to a large extent, and improve their proliferative activity and anti-tumor ability.Therefore, the combination therapy strategy of CAR-Tcells combined with immunological checkpoint inhibitors has important value in the treatment of hcc.

Keywords: Chimeric antigen receptor cells; Immune checkpoint; Combination therapy

1. INTRODUCTION

Hepatocellular carcinoma is the fifth largest tumor in the world and the third leading cause of cancer death [1]. There are about 700,000 new cases every year in the world, and about 50% of them occur in mainland China.At present, there are many treatment methods for hcc, including surgical resection, transcatheter arterial chemoembolization, local ablation, radiation therapy, and systemic drug therapy [2]. Surgery and ablation were used in early patients, but the recurrence rate was still as high as 75% after 5 years. Sorafenib is an approved molecularly targeted drug for the treatment of advanced liver cancer. This treatment is usually used in patients with advanced prognosis, but tumor cells may develop resistance to sorafenib, greatly limiting the efficacy of the program.Therefore, actively exploring more effective treatment options has great clinical value for the treatment of hcc [3].

2. CAR-TCELLS MAKE A MAJOR BREAKTHROUGH IN THE TREATMENT OF HEMATOMA

In recent years, research on CAR-Tcell therapy has become a hot spot in medical research.CAR molecules include three parts: extracellular domain, transmembrane region and intracellular region. Extracellular regions are generally single-chain antibodies that recognize tumor-associated antigens; transmembrane regions are generally composed of type I transmembrane proteins such as CD4, CD8, CD28, etc. Transmembrane sequence composition; intracellular region is mainly composed of CD3 ζ chain and costimulatory molecules such as CD28, 4-1BB, etc., responsible for conducting signals.A virus expressing a CAR molecule is obtained by a genetic engineering method, and a T-cell is infected to obtain a CAR-Tcell.Researchers are currently conducting four generations of CAR-Tcell research, hoping that CAR will further enhance the activity of CAR-Tcells by combining the ligands of cytokines or costimulatory molecules to improve the immune microenvironment.After entering the body, CAR-Tcells specifically recognize and bind to tumor cells through their surface single-chain antibodies, activate downstream signaling pathways, and cause T cell proliferation and activation, thereby achieving specific killing of tumor cells.Compared with other therapeutic strategies, CAR-Tcells have unique advantages, their tumor killing activity is strong, the types of tumor cells are extensive, and their activation is not dependent on the restriction of major histocompatibility complexes.

In recent years, in the process of treatment of B cell malignant hematological tumors, CAR-Tcells targeting the CD19 target have shown good anti-tumor properties, bringing unprecedented progress to the field of hematoma.In clinical applications, several studies have confirmed the targeted killing effect and high remission rate of CAR-Tcells on CD19-positive relapsed refractory leukemia cells. Autologous CD3ζ/CD28-based CAR-Ttherapy has been shown to induce long-lasting remission in clinical trials for the treatment of diffuse large B-cell lymphoma DLBCL.A clinical trial of patients with relapsed/refractory acute lymphoblastic leukemia in China confirmed that CAR19 cells targeting CD19 have potent anti-leukemia activity.

CAR-Tcell therapy has achieved remarkable results in the treatment of hematoma, bringing hope to patients with numerous blood malignancies.

3. IMMUNOLOGICAL CHECKPOINT INHIBITOR THERAPY AND ITS TREATMENT STATUS

An immunological checkpoint refers to certain inhibitory signaling pathways present in the immune system.Immune checkpoint therapy is a treatment method that uses a series of pathways such as co-stimulation or co-suppression signals to regulate the activity of t cells and improve their anti-tumor effects.Immunological checkpoint suppression therapy has achieved good results in the treatment of various solid tumors such as malignant melanoma, non-small cell lung cancer, and renal cell carcinoma.Studies have shown that by targeting tumor immunosuppressive mechanisms, the efficacy of CAR-Tcells in solid tumor environments can be improved.Therefore, the combination of CAR-Tcells with immunological checkpoint inhibitors is likely to bring new hope to hcc patients.

The blockers of CTLA-4 are mainly Tremelimumab and Ipilimumab.Among them, Ipilimumab has obtained relatively good therapeutic effects in the treatment of other solid tumors and has been approved by the FDA.Tremelimumab has good anti-tumor ability in the treatment of HCC.The immune-related toxicity caused by PD-1 monoclonal antibody is not common except for pneumonia. In the early stage of PD-1 treatment, 3% of patients develop lung toxicity, and about 1/3 of patients are fatal, but with With the development of clinical technology, reports of two phase III trials of anti-PD-1 therapy in 2015 showed no patients died of this immune-related toxicity.

Although immunological checkpoint inhibitors can significantly improve patient survival, only 10% to 30% of solid tumor patients can benefit from monotherapy.In order to further improve the effectiveness of immunotherapy, the researchers conducted a joint treatment with other drugs.The combination of ctla-4 inhibitor and pd-1/pdl-1 inhibitor is more conducive to prolonging the survival of patients with advanced hcc, reducing adverse reactions and reducing the rate of recurrence and metastasis, but the combination of drug selection, biomarkers for predicting efficacy, Problems such as the judgment of the benefit group need to be resolved.

4. CONCLUSIONS

The results of tumor immunotherapy in basic and clinical research provide a new idea for the treatment of hcc.Although CAR-Ttherapy has achieved certain results in the basic research on hcc, there are still some problems to be solved in clinical application.Immunological checkpoint inhibitors have achieved good clinical results in the treatment of malignant tumors, but the single-agent anti-tumor effect is limited and needs to be combined with other treatments.Only by understanding the immune evasion mechanism of tumors and the difference of tumor-related immune microenvironment can help researchers choose appropriate immunotherapy combinations for hcc patients and promote the development of individualized treatment.

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Common Faults Analysis of Honda Siyu Engine

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Abstract: The operating conditions of automobile engine directly affect the performance and economic effect of automobile engine. In the process of repair, the maintenance and repair rate of the vehicle and the failure of the engine system are quite high. The automobile exhaust emission of engine exhaust reduces the energy failure. By adopting remedial methods, the machine start-up to overcome the phenomenon is often removed, which solves the problem of maintenance fault, and the fault diagnosis and treatment of automobile automatic air conditioning is carried out. The common faults describe the causes of automobile engine failures. Through a series of working operations, he is analyzed and planed in detail to achieve the best performance. Realize the final maintenance of the engine.
Keywords: Optimum performance of automatic air-conditioning

1. FORMER SPEECH

In today's various transportation vehicles, the appearance of the automobile is convenient for people to live, the distance of people is shortened, and the economic development of the power society is pulled. Every family wants to have a car. The comfort of the house and the car, the development of the work, and the cause of the increase in the traffic accidents, the car itself that eliminates the subjective quality of the individual account for a large proportion, and every great car to remember the proportion of the car can see the hidden problem. As a result, you can drive the final goal of a safe and secure desire for a car, with each driver being driven by a car manufacturer. If the actual problem of the car cannot be solved, it will affect the society. Economic development. With the frequent number of automobile accidents, it will directly affect people's life and property safety. Rapid economic development, people and society are increasingly demanding the use of cars, car manufacturers more intelligent products to meet consumers, the highest level of automotive intelligent control equipment more complex, relying on traditional maintenance methods alone cannot solve practical problems.

In the components of the automobile, the maintenance and fault of the engine occupy an important position, which is related to the life safety of the driving people, and therefore special attention needs to be paid. In the after-sales service of the 4S store, the maintenance of the automobile engine and the maintenance of the fault occupy an important position, so it is necessary to pay special attention, to strengthen the attention, to make the safety work of the automobile safe, and to ensure the life safety of the driving people.

2. MAINTENANCE AND ANALYSIS OF AUTOMOBILE ENGINE

According to the classification system, the internal combustion engine can be divided into natural suction (non-turbocharged) engine and forced intake (booster) engine according to whether the system is in the air or not.

Cylinder internal combustion engine cylinders that are classified according to the terms of the agreement: a single file and a two-row three-column. Each cylinder engine is unique, typically in a row of vertical layout, a trim cylinder gradient, or even a level to reduce its height. The two-row engine is arranged in two columns, the included angle between the two columns of the V-type engine is less than 180 degrees (generally 90 degrees), and the included angle between two columns of the opposed type engine is 180 degrees. The general automobile is divided into 6-cylinder and 8-cylinder engines, and is also divided into an in-line cylinder and a V-column cylinder.

3. FAULT DETECTION AND ANALYSIS OF AUTOMOBILE ENGINE

The function of crank and connecting rod mechanism and its common fault diagnosis and troubleshooting

After diagnosis, the main bearing is found to make a sound, so it is necessary to remove the oil pan and check the bearing that makes a strange sound. If the main bearing cover nut is loose, it can be tightened in an appropriate way and force. if the main bearing is worn so that the fit gap with the journal is too large, the main bearing of the same repair size can be replaced at this time.

The maintenance manual of each model provides relevant data for their own inspection, but it is difficult to measure it accurately because of the lack of relevant data. We usually measure the angle obtained by the opening and lifting of the intake and exhaust valve, so there is a great relationship between the two. However, in our work, we all take the lift of the exhaust valve as the standard for the new engine to enter at the exhaust stop point, and then compare the two measurement results to determine whether the valve distribution phase is advanced or delayed.

Measurement method of lift when intake and exhaust valve is folded: first adjust the parts of the engine, install a percentile at the spark plug of the first cylinder, and when the exhaust reaches the top point, turn the engine to the highest point, calibrate the dial in the cylinder, and then slowly turn the pointer when the exhaust valve is completely closed. See if the pointer to the percentile table is clockwise. Then turn the crankshaft counterclockwise, direct the finger to 0, turn clockwise, and let it reach the highest point, and we look at the reading of the percentile, which is the highest point of the exhaust valve.

Among the common faults of modern automobile engine, including the failure of gasoline fuel supply system. When the fuel supply system fails, the engine will have unstable mixture in the working state, which will lead to the decrease of engine power, the increase of fuel consumption, the difficulty of starting and easy to flameout and other abnormal phenomena.

In the process of diagnosis, the corresponding examination and exclusion should be carried out according to the specific actual situation.

4. BASIC COMPOSITION OF GUANGZHOU HONDA ENGINE

Guangzhou Honda engine consists of engine mechanical structure, oil circulation system, cooling system, air circulation system, fuel system, exhaust system and engine management system.

The mechanical structure of the engine is composed of cylinder block, oil pan, crankshaft, piston, cylinder head and so on. Oil circulation system is composed of oil pump, oil filter, oil cooler and so on. The cooling system is a coolant pump. Temperature sensors and coolant thermostats are integrated into a common shell made of rigid plastics. The coolant pump is driven by a balance shaft and the speed is reduced (to $I \leq 0.59$). The larger gear on the pump acts as a reducer, and a rotor is installed on the cooling pump drive gear, which acts as a cooling belt drive device. The concept of exhaust gas turbocharger and intake manifold is used in the air circulation system. Adoption Advanced fuel system. All parts of the engine that are in direct contact with fuel are designed to allow the use of any grade of fuel. The fuel pressure sensor G247 is installed in the fuel distributor and designed to measure pressure up to 200 bar. The exhaust system consists of waste turbochargers and Manifold modules, using waste turbochargers and Manifold Modules. The cylinder head is mounted on the cylinder head through the clamping flange. The engine management system consists of Bosch MED 17. 5 system overview sensor, executive element and engine control unit.

4.1. Working Principle of Guangzhou Honda Engine

In the process of oil intake, the oil pump is first pressurized so that the fuel passes through the tubing and then into the pump cavity. Under the action of spring force, the fuel in the pump cavity will slowly increase, so that the fuel will move down with the high pressure pump.

In the process of returning oil, the piston of the oil pump will move upward, and the pressure of the fuel in the pump cavity will change until the oil pressure of the original system is close to the oil pressure of the original system, and the oil inlet valve will open. As the piston moves upward, most of the fuel in the pump cavity will be pressed into the original system to adjust the stability of the system.

When supplying oil, the single plunger high pressure fuel pump only provides the fuel required for injection. The fuel pressure control valve will be sucked in, the intake valve will be closed, and the high pressure oil pump will pump the fuel in the pump cavity into the oil rail.

4.2. Troubleshooting Examples

The electronic throttle is sealed and the interior can not be repaired.

Analysis of the cause of failure: when the ternary catalytic converter is blocked, we should replace the ternary catalytic converter in time. If the wire harness of the oxygen sensor does not rotate together when the oxygen sensor is removed, and the fixed ring used to fix the wire harness of the oxygen sensor shell is loosened, that is to say, the connection line of the heating resistance of the sensor has been artificially damaged so that the short circuit occurs in the sensor. If it is not found by the repairman in time, the ternary catalytic converter will be replaced and the damaged oxygen sensor will be installed; it will cause the data detection to be blocked, which will make us mistakenly think it is a throttle obstacle (because the short circuit of the line will cause the ECU circuit board to be in the sensor loop.

CONCLUSION

In this paper, the causes of automobile engine failure are analyzed. Through a series of working operations, the detailed analysis and planning are carried out to achieve the best performance. Realize the final maintenance of the engine.

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Establishment of ESV Model of Comprehensive Shadow Price

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Abstract: In the era of blind pursuit of rapid economic development, a flawed economic theory runs through human production and life. Due to unreasonable development and utilization, problems such as environmental pollution and degradation of ecosystem functions are emerging. Nowadays, sustainable development has become the mainstream, and the true economic utility of ecological nature is constantly known to mankind. A new approach to cost assessment in economics and ecology has also evolved. Establish a model of ecosystem service value for a reasonable understanding and measurement of the value of ecosystem services. First, the ecosystem service functions are divided into supply service, regulation service and cultural service. Under the three service functions, 12 small value indicators such as raw materials, food, habitat and water are selected. Using the shadow price theory to estimate the price of each indicator in the ecosystem value system, the ecosystem service value (USD/hm2) of each land type is: forest land is 5456.97, cultivated land is 1634.09, grassland is 2275.40, wetland is 10776.16, irrigated land is 9042.04, and both the construction land and the unused land are 0. Considering that different land types have different internal structures and external forms, seven common land types are identified, and the weights of various indicators under different land types are solved by the analytic hierarchy process. The weighted sum of the weight of the resulting value indicator and its estimated price is then used as the total value of the ecosystem services the land type has.
Keywords: ecosystem service value model; shadow price

1. INTRODUCTION

Most of today's economic theories have the ultimate goal of maximizing profits, often limiting or eliminating the value of ecosystem services. The effect of hidden costs brought about by the value of ecosystem services cannot be ignored compared to the visible cost of visualization. The value of the environment comes from the service value of the ecosystem. They continue to provide benefits to human beings directly or indirectly, and are an integral part of the total value of the global economy.

2. ESTABLISHMENT AND APPLICATION OF ESV MODEL

Consider ecosystem function and value when constructing an ecosystem service system value assessment model. To this end, an ecosystem service value system has been established. First, the ecosystem service value system is divided into three parts: supply service, regulation service, and cultural service. The 15 indicators selected in the corresponding three aspects use the analytic hierarchy process [1] to determine the weights corresponding to each indicator. To measure the importance of each indicator to the assessment of the value of ecological services, and ultimately determine the hidden value of each land ecosystem.

2.1. Establishment of System ESV

In the construction of the ecosystem value system, the stratification analysis method is divided into four layers according to the global ecosystem function value theory [2], and these three factors are respectively marked as Q_1、Q_2、Q_3 . Considering 12 indicators under the three-layer factor, C_1、 $C_2 \cdots C_{12}$ are marked respectively.
As shown in Figure 1:

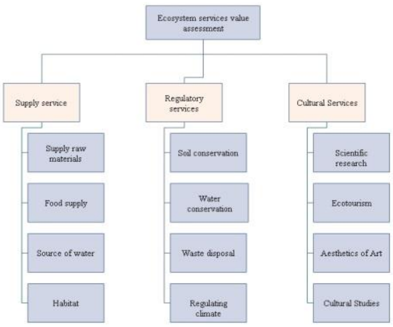

Figure 1 Ecosystem service value system factor analysis chart

Criteria layer: take Q_i、Q_j、a_{ij} to represent the ratio of Q_i and Q_j to ecosystem value. The comparison results are represented by a pairwise comparison matrix:

$$A = (a_{ij})n \times n, a_{ij} > 0, a_{ji} > \frac{1}{a_{ij}}$$

Combining the actual data of each factor, a comparison can be made to obtain a pairwise comparison matrix:

$$A = \begin{bmatrix} a_{11} & a_{12} & a_{13} \\ a_{21} & a_{22} & a_{23} \\ a_{31} & a_{32} & a_{33} \end{bmatrix}$$

The maximum eigenvalue λ and the eigenvector ω can be obtained by using MATLAB. According to the formula：

$$\omega_{ij} = \frac{\omega_{ij}}{\sum_{1=1}^{6} \omega_{ij}}$$

The feature vector is normalized to the weight vector. The third layer of each index solves the relationship between the second layer as above.

2.2. Consistency Test

There is subjective factor participation in the construction of the pairwise comparison matrix for complex factors, so the importance of obtaining the ratio is lower than the ability to reach the level of consistency. At this point, a CI is introduced to determine the degree of consistency: $CI = \lambda_{max} - A$.

$$CI = \frac{\lambda_{min} - n}{n - 1}$$

To determine the extent of consistency to assess the degree of consistency, $saaty$ defines the consistency ratio, namely:

$$CR = \frac{CI}{RI}$$

When $CR < 0.1$, the consistency is considered to be acceptable, that is, within the error range.

2.3. Value Conversion of Ecological Service Indicators Based on Shadow Price

The conversion of the service value of each indicator into a shadow price can be used to convert the value of the currency measurement. Exchange prices in the real economy are an estimate of the value of resources. Shadow prices [3] [4] can be measured as the opportunity cost of an input.

2.3.1. NPP estimate

NPP [5] can be converted by photo synthetically active radiation（APAR） and actual light energy utilization (α) absorbed by green plants on the land.

$$NPP_{(x,t)} = APAR_{(x,t)} T_{\alpha 1}(x,t) T_{\alpha 2}(x,t) \alpha_{(x,t)} \alpha_{max} - \beta_{(x,t)}$$

($APAR_{(x,t)}$ represents photo synthetically active radiation that the pixel x absorbs during t months,$\beta_{(x,t)}$ represents the autotrophic respiration of the pixel x during t months,α_{max} represents the utilization of ideal light energy.)

2.3.2. Estimated value of organic matter:

$$v_N = P_N \times NPP$$

(P_N represents the market price of standard coal that is converted into a unit of organic matter, v_N represents the value of organic matter produced on unit land.)

2.3.3. Food value estimate:

$$v_f = P_f \times A$$

(P_f represents the price of one unit of grain A represents the organic matter produced on the unit of land.)

2.3.4. Habitat value estimate

The ecological value coefficient method is used in calculating the value of providing habitat functionality. The ecological value is modeled after Peel's growth curve model, and the ecological value coefficient φ of the region is obtained. Use the alternative cost method to calculate the service value of the ecosystem.

$$v_{\hbar} = \frac{C}{\varphi}$$

(C represents an input for habitat protection.)

2.3.5. Soil retention value estimate

Soil conservation values are reflected in important aspects such as preventing soil erosion, reducing runoff sediment, and maintaining soil nutrients. Here, the general soil loss equation is used to estimate the amount of soil erosion (A_1) and the amount of soil erosion that is potentially produced (A_2). The absolute value of the difference between the two is the amount of soil retained.

The actual amount of soil erosion is:

$$A_1 = R \times k \times l \times s \times c \times p$$

(R represents the erosivity factor, k represents the soil erodibility factor,l represents the slope length,s represents the slope

c represents the vegetation coverage and management, p represents soil and water conservation factors.)

Consider the amount of potential soil erosion, including the coverage of land vegetation and soil conservation, so that $C = 1, P = 1$.

which is:

$$A_2 = R \times k \times l \times s$$

Maintain soil volume:

$$A_3 = A_2 - A_1$$

Maintain soil value estimate:

$$v_3 = P_3 \times A_3$$

(P_l represents the cost of excavating and transporting unit volume of land, A_3 represents the amount of soil retained.)

2.3.6. Maintain soil nutrient value estimate

The soil is rich in nitrogen, phosphorus, and potassium, which will produce economic value. Here, the economic value is calculated based on the average content of soil nutrients:

$$v_y = P_y \times (\omega_N H_N + \omega_P H_P + \omega_K H_K)$$

(H_N, H_P, H_K are the contents of nitrogen, phosphorus, and potassium in the soil, respectively. ω_N,ω_P,ω_K are coefficients of conversion of each element to ammonium bicarbonate, superphosphate, and potassium chloride, respectively: 5.89, 3.37, and 1.67.)

2.3.7. Soil retention value:

$$v_l = v_3 + v_y$$

2.3.8. Estimating the value of water sources

The water sources in the ecosystem[6] are mainly expressed in increasing effective water, improving water quality and regulating runoff. The shadow price is used here to measure the monetary value of water. The water price is calculated by using the reservoir construction investment cost P_w in a region over a period of time.

$$v_w = (l_{w2} - l_{w1}) \times P_w$$

(l_{w2}represents the annual average precipitation, l_{w1} represents the annual average transpiration.)

2.3.9. Adjusting atmospheric value estimates

The regulation of atmospheric function is mainly reflected in the regulation of greenhouse gas CO_2, the release of O_2. It is analyzed by photosynthesis and respiration.

Fix of CO_2:

$$v_{co_2} = R \times NNP \times V_c \times P_c$$

(R represents the content of CO_2 fixed by 1 g of plant dry matter for photosynthesis, V_c represents the content of C in CO_2, P_c represents carbon tax.)

$$R = 1.63 \quad V_c = 27.3\%$$

Release of O_2:

$$v_{o_2} = r \times NNP \times P_{o_2}$$

(r represents the content of O_2 released by photosynthesis fixed 1 g of plant dry matter, P_{o_2} represents the market price of oxygen produced in industrial production.)

Adjust the total value of the atmosphere to v_a:

$$v_a = v_{co_2} + v_{o_2}$$

2.3.10. Waste treatment value estimate

Purification function: The purification function is mainly reflected in the absorption of sulfides, nitrogen oxides and dust to achieve air purification; reduce land pollution and maintain the sustainable use of land.

$$v_t = P_t \times s \times t$$

(P_t represents the unit cost of industrial purification of the pollutant, s represents the area of the ecosystem, t represents the unit amount of the ecosystem to absorb certain pollutants.)

2.3.11. Estimating the value of scientific research culture

Scientific research culture value:

$$v_s = P_s \times s$$

(P_s benefits for the creation of scientific research culture per unit area of the ecosystem.)

2.3.12. Estimation of ecotourism value

Ecotourism value:

$$v_e = P_e \times s$$

(P_e is the expenditure cost of tourists per unit area of the ecosystem.)

2.3.13. Estimated total value of ecological services

$$P = v_N + v_f + v_\hbar + v_l + v_w + v_a + v_t + v_s + v_e$$

2.4. Measurement of the Value of Ecological Services in Different Land Types

According to the survey data, the land types can be roughly divided into seven types: grassland, woodland, unused and less utilized land, cultivated land, water bodies, buildings and wetlands. Different land types have different ecological service functions, corresponding to the total value of different ecosystem services.

For each land type, its own ecological service value and the index weight of the ecosystem service system are inconsistent. Therefore, the opportunity cost when considering land use development and construction is also different. Here, the weights of the indicators of the ecosystem service value system of different land types and the monetary value of the ecological services of different land types per unit are obtained.

Apply the AHP method to solve the weights of each index in the ecological service value system of different types of land. The partial solution process is omitted here. In turn, the unit currency value of different land types is measured by the shadow price.

Unit currency value of different land types. As shown in Table 1:

Table 1

Type	Forest land	Cultivated land	Grassland	Construction land	Wetland	Water	Unutilized land
Value (USD/hm2)	5546.97	1634.09	2275.40	0	10776.16	9042.04	0

3. CONCLUSION

When considering the total economic cost of a land use development project, proceed from the explicit cost and hidden cost of the project. The explicit cost of the project can be presented through the accounting statements, and the hidden costs are generated by the opportunity cost. The hidden cost here mainly considers the reduction of the value of ecological services in the process of land development and utilization, and the reduction of the value of ecological services as the hidden cost of the project in the development process.

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Analysis of the Impact of US Quantitative Easing Policy on China and the Asia-Pacific Region

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Abstract: This paper mainly analyzes the impact of the US quantitative easing policy on China's price and development in the Asia-Pacific region, and points out the possible harm of this policy to China's and even the world's economic development. At the same time, focusing on the issue of national security and stability in the Asia-Pacific region, the analysis of the current large security environment in the Asia-Pacific region has given some suggestions, namely striving for stability, seeking development, and seizing opportunities in war.
Keywords: Quantitative easing policy; Asia-Pacific situation; Chinese prices

1. INTRODUCTION

Once money is created by the monetary authorities, it will not disappear from the air, but will inevitably flow to all areas of economic society. The US restarts the quantitative easing monetary policy, which essentially injects a large amount of dollars directly into the economy at a level close to zero. Excessive US dollars will inevitably seek profit opportunities in the world, and enter emerging markets such as China, which have better investment and profit prospects in various forms, which will generate asset bubbles and push up prices [1]. On the other hand, if a country wants to develop, it must have a safe and stable environment. In recent years, the NATO countries headed by the United States have used force to interfere in the internal affairs of other countries, resulting in great instability in the development environment in the Asia-Pacific region [2].

2. ANALYSIS OF THE IMPACT OF CHINESE PRICES

2.1. Impact Analysis

In order to promote a more economic recovery and avoid deflation, the Fed announced a new round of quantitative easing monetary policy on November 3, 2010, indicating that it will purchase a total of 600 billion US dollars of long-term government bonds before mid-2011 [3]. Vibrate the economy and reinvest in the maturity of the bond assets in the balance sheet. This is the second time the Fed has adopted a quantitative easing policy [4].

According to the degree and characteristics of participation in the generalized production process, the economic system is subdivided into the real economy, the virtual economy and the financial system. Therefore, the general currency has at least three flows: to the real economy, to the virtual economy, and to the financial institutions. In addition, the US dollar, as an international standard currency, can easily flow to the international market, which is the fourth currency flow. The impact of the US quantitative easing policy on China's prices is mainly reflected in two aspects: the inflow of hot money and the excessive import of inflation caused by excessive price hikes caused by the price hikes caused by limited commodities.

Some of the passively increased money supply due to the inflow of hot money has flowed into the real economy, such as speculating agricultural products, causing the rise in consumer price levels. At the same time, a considerable portion of the money will also flow into the stock market, the housing market and other asset markets, resulting in assets. The price has risen rapidly.

In the coming period, as the pressure of RMB appreciation and the spread of spreads with developed countries will continue to exist, the momentum of international hot money inflows will continue to exist. Therefore, it can be expected that the resumption of quantitative easing policy in the United States will aggravate the global liquidity. At the same time, it will inevitably increase the intensity and scale of hot money flowing into China and increase the pressure of inflation in China.

2.2. Countermeasures

In an environment where domestic monetary policy is already relatively loose, various measures should be taken to minimize the impact and impact of global liquidity flooding caused by international ultra-loose policies on China. In order to reduce the impact of the second round of quantitative easing policy in the United States on China's price level, on the basis of the previous analysis, the following policy recommendations are proposed:

(1) Deepen the reform of resource product prices and factor markets, and increase the investigation and punishment of international capital inflows to reduce

the scale of hot money flowing into China. By further promoting the reform of resource product prices and factor market prices, we can gradually realize the equilibrium of the real exchange rate of the RMB against the US dollar, reduce the pressure and expectations of the appreciation of the RMB nominal exchange rate, and the incentives and expected returns of international hot money entering China will follow. decline.

(2) Vigorously promote the internationalization of the renminbi, develop a complete financial market, and compete for international pricing power. Determined by the stage of economic development and factor endowment, in a long period of time, China’s demand for raw material energy and some agricultural products will still rely heavily on imports. Under this circumstance, vigorously promoting the internationalization of the renminbi and gradually developing the renminbi into an international settlement and denomination currency can effectively avoid the rise in commodity prices caused by the proliferation and depreciation of the US dollar.

(3) Analysis of the impact of development in the Asia-Pacific region

Since 2000, the situation in the Asia-Pacific region has developed in a direction of easing and stability. The successful holding of the North-South summit meeting on the Korean peninsula opened the door to reconciliation on the peninsula, triggered a benign interaction on many levels, and effectively promoted further easing of Northeast Asia and the entire Asia-Pacific region.

At the same time, the steady recovery of the regional economy has also created a good atmosphere and conditions for alleviating contradictions in the region and improving relations between countries. Sino-Russian relations have been continuously consolidated and deepened, and have become positive factors for maintaining regional security and promoting regional multi-polarization; Sino-US relations have improved; the mutual trust and cooperation between China and ASEAN and Vietnam has further increased, and the main forces between the regions have increased. The overall improvement of the relationship has provided a strong guarantee for the continued relaxation of the regional situation. The main disadvantages affecting the development of the regional security situation are as follows:

(1) The regional economy still has considerable dependence and vulnerability.The fundamental problems of slow economic restructuring in Southeast Asia and fragile financial systems are still outstanding. South Asia’s economic development is seriously lagging behind. Some countries’ political instability and social unrest caused by the East Asian economic crisis are still hidden dangers of regional stability and development.

(2) The development of relations between major powers still lacks a solid foundation of trust and a stable driving force for cooperation. The US interference in China’s internal affairs on the Taiwan issue has seriously restricted the normal development of Sino-US relations and constrained the sound development of relations between major powers in the Asia-Pacific region.

(3) Some hot issues and local conflicts are difficult to resolve in the short term. In the absence of an effective regional multilateral security mechanism, internal conflicts and external interventions have caused problems left over from the Cold War, territorial disputes and development imbalances to be intertwined with ethnic and religious conflicts, which may lead to security risks and lead to regional difficulties.

(4) Hegemonism, power politics, and the Cold War thinking constrain the deep development of multilateral security dialogue and cooperation in the region, and interfere with the efforts of countries in the region to resolve various practical disputes and potential contradictions. The regional arms race has warmed up.

4. CONCLUSION

In the current complex international environment, to develop yourself, we must pay attention to the risk factors from all aspects. This paper mainly analyzes the impact of the US quantitative easing policy on China’s prices and the development of the Asia-Pacific region, and points out the possible harm of this policy to China’s and even the world’s economic development. China should now play its role more actively in the world politics, economy, and military arena, enhance its influence, strengthen cooperation with countries around the world, and achieve a great national rejuvenation while achieving win-win results.

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Research on Trade Facilitation Based on Binary Marginal Analysis --Taking China-ASEAN Free Trade Area as an Example

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Abstract: This paper decomposes export growth into intensive margins and expansion margins, and empirically studies the trade facilitation on China-ASEAN export trade growth by using the export trade data of China's hs-6 digit products to ASEAN countries in the United Nations Commodity Trade Database. The influence of the binary margin. Bilateral trade facilitation has a significant positive impact on the marginal and intensive margins, and China's trade facilitation has a greater effect, while importing countries' trade facilitation has no significant impact on the marginal expansion.

Keywords: Binary margin; Economic growth; Trade facilitation

0. INTRODUCTION

With the continuous deepening of global regional economic development, on January 1, 2010, the China-ASEAN Free Trade Area was officially established[1]. As the largest regional economic organization in developing countries, the free trade zone has also entered a new stage of development. Along with the further progress of the construction of China-ASEAN Free Trade Area, bilateral trade has grown steadily and trade liberalization has been continuously improved[2]. 90% of bilateral products have achieved zero tariffs, and the continuous elimination of tariff barriers has accelerated the pace of free trade. At the same time, "inefficient trade" as an "invisible" market access barrier is increasingly concerned by many international organizations, governments and enterprises[3]. The importance of facilitation measures such as port efficiency, customs environment, and domestic regulation to reduce trade costs and improve economic efficiency has become increasingly prominent[4].

1. BINARY MARGINAL CONCEPT DEFINITION

At present, domestic and foreign literatures have many different methods for the decomposition of binary margins, but they can be divided into three categories according to perspective: product level, enterprise level and national level. This paper studies from a product perspective. In the existing literature on the binary margin of export growth at the product level, there is no uniform definition of the binary marginal definition. Among them, Amurgo-Pacheco and PieroIa (2008) introduce geographical diversity into the dual marginal category, intensive margin refers to the old market of old products, and the margin of expansion is the new market, the old market, the new market and the new product. The sum of the markets.

Based on the method of Amurgo-Pacheco and PieroIa (2008), this paper decomposes the binary margin of export growth at the product level. The data is from UN Comtrade, which covers China-ASEAN during 2002-2015. The 6-digit complete trade data of the HS96 code classification standard exported by 10 countries (Indonesia, Malaysia, Philippines, Singapore, Thailand, Brunei, Vietnam, Cambodia, Laos and Myanmar) has 4976 kinds of export products. First, the product code classification in the data is integrated with the export destination market to analyze the growth of China's overall export product category; secondly, by analyzing the value of export products, the growth of China's exports to ASEAN is analyzed; finally, further analysis and Consider the growth trend of China's export trade to the ASEAN Free Trade Area countries.

2. EMPIRICAL MODEL

Gravity model is widely used to analyze trade structure and trade flow. Combined with the literature on the research of export marginal influence factors and the availability of data, the author builds a gravity model:

$$\ln Trade_{ijt} = \alpha + \beta_1 \ln TF_{ij} + \beta_2 \ln TF_i + \beta_3 \ln dist_{ij} + \beta_4 \ln gdpper_{ij} + \varepsilon_{ijt}$$

Where i represents the exporting country, j represents the importing country, and t represents the year.$\beta_1 - \beta_4$ For the parameters to be estimated,ε_{ijt} It is a random error term. Dependent variable $Trade_{ijt}$ Including the intensive margin ($\ln e_{ij}$ And the margin of expansion ($\ln N_{ij}$ The explanatory variables are the importing countries' trade facilitation indicators, China's trade facilitation indicators, the distance between China and the importing countries, and the economic size of the importing countries relative to China.

This paper will use the data from China and the ASEAN Free Trade Area countries for 2002-2015 for empirical analysis. The data selection and variables are described as follows:

2.1 Intensive Margin lne_{ij} and the Margin of Expansion (LnN_{ij})

This article uses these two as dependent variables.e_{ijt}It indicates that the export value of an old product from the exporting country i (China) to the destination country market j in the t period is the intensive margin. The export value of a new product exported from the exporting country i (China) to the destination country market j in the t period means the margin of expansion of the product.

2.2 Trade Facilitation Indicators

Trade facilitation indicators from the Heritage Foundation publication Index of Economic Freedom since 1995, countries and regions covering business freedom, trade freedom, fiscal freedom, government size, currency freedom, investment freedom, financial freedom, intellectual property and the overall score of nine aspects, such as corruption, should be a good measure of the trade facilitation indicators of countries.

2.3 Geographic Distance (Distance)

In this paper, we add the geographic distance variable to the model. This variable refers to the geographical variable between China and ASEAN countries. The geographical distance between the two sides can mean the higher the trade cost. Therefore, in theory, the trade cost distance is negative for the binary margin, both for the intensive margin and the extended margin, and the data used is from the CEPII database.

2.4 Relative Economic Scale (gdpper)

In order to better measure the true scale of a country's export market, we use the relative GDP to measure, that is, the ratio of the GDP of the ASEAN countries to China's GDP to measure the size of the economy of the destination or destination country. From the study of the gravitational equation, the variables of economic scale have a positive impact on bilateral trade flows and are significant. China's GDP and GDP data for ASEAN countries come from the World Bank Database.

3. ANALYSIS OF EMPIRICAL RESULTS

The following table shows the regression results of the model. Table 1 is an estimate of the intensive margin of China's exports to ASEAN countries. Table 2 is an estimate of China's expansion margin for ASEAN countries' exports. Here we can use the regression results to illustrate the effects of each variable in the model.

Table 1 Regression Results of China's Dual Marginal Exports to the 10 ASEAN Countries Intensive Margin

Explanatory variables	B	Standard error	t	To.
(constant)	-46.232	27.684	-1.670	.104
lnTF_ij	2.935	1.375	2.135	.040
lnTF_i	16.506	6.772	2.437	.020
lndist_ij	-.733	1.144	-.641	.526
lngdpper_ij	.779	.148	5.266	.000

Table 2 Regression results of China's dual marginal exports to the 10 ASEAN countries

Explanatory variables	B	Standard error	t	To.
(constant)	-64.261	30.851	-2.083	.045
lnTF_ij	3.122	1.532	2.038	.049
lnTF_i	22.507	7.547	2.982	.005
lndist_ij	-1.979	1.275	-1.553	.129
lngdpper_ij	.556	.165	3.374	.002

As shown in Table 1, specifically, the ratio of the gdp of the ASEAN countries to the gdp of China has a positive impact on the marginal trade and has a significant impact. This means that the larger the economy of ASEAN countries, the greater the role of China's export products in the intensive margin. Geographical distance and intensive marginal growth are negatively correlated but the impact is not significant. It can be explained that the further the distance between the exporting country and the destination market, the higher the transportation cost, which necessarily affects the export of the product to some extent. .

As can be seen in Table 2, the ratio of gdp in ASEAN countries to gdp in China has a positive and significant impact on the extended trade margin, and the impact is significantly less than the intensive trade margin, so new products entering the export market (new products)) Exports to countries with larger market sizes will be less than products that have been exported before (old products).The geographical distance between the two countries still has a negative impact on the margin of expansion and is more negative than the negative impact on the intensive margin. It can be seen that the further the distance, the greater the marginal growth of China's exports, which means that the variable cost of expanding trade is higher than that of intensive trade.

4. CONCLUSION

This paper uses the HS-6 digit international trade data to binaryly decompose China's exports to the 10 ASEAN countries, and constructs a trade gravity model to explore the impact of trade facilitation on the binary margin. The study finds that trade facilitation between China and importing countries has a significant positive impact on the marginal and intensive margins, and the role of China's trade facilitation is greater than that of importing countries. Moreover, in the process of citing trade facilitation indicators, China's trade facilitation level is at a medium level, such as far behind Singapore, Malaysia and other countries, and trade facilitation has been limited in recent years.

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Youth Development Research under the "One Belt, One Road" Strategy

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Abstract: With the Chinese dream of the 19th National Congress of the Communist Party of China, the Chinese dream has become the representative of the country's prosperity, national rejuvenation and people's happiness. Since the introduction of the "One Belt, One Road" strategy by President Xi Jinping in 2013, this topic has sparked heated discussions and the heat has not declined. The "Belt and Road" brings more opportunities and challenges to our youth. According to the requirements of the topic, this paper expounds the strategic connotation of "Belt and Road" and the relationship with young people, bringing opportunities for young people and the development path of youth career.

Keywords: "One Belt, One Road" strategy; youth development; opportunity; relationship; development path

0. INTRODUCTION

Since President Xi Jinping's visit to Central Asia and Southeast Asian countries has proposed the "Belt and Road Initiative", many countries have responded positively, and China has taken this as the core of its construction and has promoted economic development [1].This process requires not only the participation of the masses, but also the growth and development of the youth[2]. In other words, to do a good job in youth development is to focus on the development strategy of the "Belt and Road" strategy. Therefore, doing a good job in youth development is of great significance to China's social and economic development and the promotion of the "Belt and Road" construction work[3].

1. THE RELATIONSHIP BETWEEN YOUTH GROUPS AND THE "BELT AND ROAD"

The development of the "Belt and Road" strategy is inseparable from the youth, and the youth are also inseparable from the "Belt and Road" construction. The advantage of youth with great development potential is the future driving force for the construction of the "Belt and Road". President Xi Jinping pays special attention to young people. Whether on different occasions or at different meetings, he does not forget to emphasize the importance of young talents for the development of our country.

With the rapid rise of the Internet, the popularity of the Internet has brought great changes to people's lives, especially young people. Young people are flexible in their minds, and they are different in dealing with emergencies. They are very helpful in dealing with the risks raised by the "Belt and Road" initiative. China also attaches great importance to cultivating the goodwill of foreign youths on the "One Belt, One Road" initiative, which is also the fundamental driving force for the "Belt and Road Initiative" initiative. Only by doing a good job in youth can we better promote the development of the "Belt and Road" strategy.

2. "ONE BELT, ONE ROAD" BRINGS OPPORTUNITIES FOR YOUTH

2.1 "Belt and Road" to Promote the Internationalization of Higher Education

President Xi Jinping attaches great importance to the cause of education and puts education in the first place in China's development. Education is also a bridge for exchanges between countries and plays a major role in the growth of youth. China and all countries only attach importance to education, and can bring excellent talents for the construction of the "Belt and Road". With the establishment of the New Silk Road University Alliance in Xi'an Jiaotong University, there are forty-six colleges and universities jointly established the "One Belt, One Road" university strategic alliance to attract more than 20 national universities. It can be seen from the above that the "Belt and Road" construction will bring about various exchanges such as business cooperation and negotiation, and bring more career opportunities for young people, such as small language translators.

2.2 "One Belt, One Road" Drives Youth Entrepreneurship and Popularization

The "Belt and Road" construction will not only bring more career opportunities to young people, but also bring entrepreneurial opportunities. President Xi Jinping mentioned at the "Belt and Road" International Summit Forum that he would create a pioneering space for young people in various countries and realize the dream of youth. He will implement the "One Belt, One Road" policy. This move has promoted cooperation between China and many countries along the route, and has also brought more entrepreneurial opportunities to young people. In order to create a space for entrepreneurship and establish a platform for entrepreneurship, China helps young people find their position in development and realize self-worth.

3. THE PATH OF YOUTH CAREER DEVELOPMENT UNDER THE “ONE BELT, ONE ROAD” STRATEGY

Now is the era of rapid development of the Internet. Under the influence of the popularity of the Internet, the growth of the mind has undergone great changes, with the advantages of flexibility of thinking and enhancement of autonomy. Therefore, in order to do a good job in youth, China starts from two aspects.

3.1 Optimize Educational Resources and Carry Out Education Work

The development of the “Belt and Road” strategy will bring more exchanges and cooperation, which means that there may be more and more activities such as international forums and international summer camps. Chinese universities need to make appropriate adjustments based on this situation, such as learning advanced educational experience abroad, sharing high-quality educational resources, and jointly creating a “One Belt, One Road” academic exchange platform. Encourage outstanding scholars and young students to carry out relevant academic exchanges, attract foreign youths to come to class together and live together in China, and promote educational exchanges to build a “One Belt, One Road” education community.

3.2 Give Play to the Advantages of the Communist Youth League and Do a Good Job in Youth Work

The Communist Youth League is the representative of advanced youth. In order to better promote the development of the “One Belt, One Road” strategy, our party leaders need to work together with the Communist Youth League. The Communist Youth League needs to do a good job in guiding young people and play a role in demonstrating for the majority of young people. The Communist Youth League should respond to the “One Belt, One Road” strategy to help young people establish lofty ideals and eliminate difficulties, and establish correct values so that young people can find self-worth in their work. The Communist Youth League committees at all levels in China should actively carry out youth exchange meetings, etc., and promote exchanges and cooperation between youths. It is also necessary to attach importance to and strengthen exchanges and cooperation between young people at home and abroad. The above practices will help to gradually establish and improve institutional arrangements for promoting youth cooperation.

4. CONCLUSION

Rome was not built in one day. Similarly, the construction of the “Belt and Road” requires the efforts of several generations in various countries. So far, China is striving to develop from a large human resource country to a human resource power country. Therefore, in order to achieve this goal, we must do a good job in youth work. While doing youth work in our country, we also need the participation and assistance of various groups such as the Communist Youth League and the Young Pioneers. This work can be carried out smoothly and better promote the construction and development of the “One Belt, One Road” strategy.

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Should Huawei Convert Itself into a Public Limited Company?

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Abstract: Huawei is a privately held company that had a sizeable number of shareholders despite its status. This is because it is an employee owned company that has a very detailed form of corporate governance. However, international politics and fear of the Chinese government's true motives have held the company back from growing in Western markets. Many wondered if the company would be better off becoming a publicly traded company so that countries like the United States would trust it more and allow it to do business and sell new products within its borders. After reviewing the information from Huawei's own website and the work of various business journalists, we utilize the PESTLE model with Lewin's force field analysis to evaluate the advantages and disadvantages of Huawei becoming a public limited company. We deem that Huawei should be better off as a private company than most people would believe.
Keywords: Huawei; Convert; Equity

1. INTRODUCTION

Huawei is one of the biggest global information and communications technology providers in China. According to the company itself, Huawei is a relatively young company, as it was founded in 1987 and has worked to provide digital services to all types of people while creating a fully connected and intelligent world with its products. The company offers a wide array of technological products and makes the news mostly because of its high-level smartphone offerings. However, despite the various levels of high-performance smartphones that the firm offers, Huawei is having trouble expanding because the company has already become so large and powerful that it has caught the attention of the United States government [1].

Huawei is interesting as it is one of the largest and most powerful companies in the world, yet it is privately owned by its employees by way of the Union of Huawei Investment & Holding Co., Ltd.; meaning that only the employees of the company are allowed to have an ownership stake in the company and no outside investors or government entities are allowed to have any shares of the firm. With this, the company's vision statement is to "bring digital to every person, home and organization for a fully connected, intelligent world". The company carries out this mission by sticking to four defining principles, which are: ubiquitous connectivity, pervasive intelligence, personalized experience, and digital platform.

While Huawei as a No.1 supplier of telecom in the world, its products are, to some extent, virtually invisible in US's market [1]. The core reason why US banned companies from using Huawei networking equipment [2] is about the issue of Huawei with the Chinese government. The US government has been fears that Huawei's equipment could be used to spy on other countries and companies [3]. The company's management is not transparent enough to be trusted as it is not being supervised by the public. Hence, Huawei's business development and expansion are largely limited and challenged in the region of North America.

2. HUAWEI'S OWNERSHIP AND GOVERNANCE STRUCTURE

Huawei uses an employee ownership structure that allows it to give its employees a great deal of decision making and ownership power. While the company has over 96,768 employee shareholders through its current structure of government, there are some detractors that think the company has already hit a theoretical natural ceiling that has been created by way of the precedence created by business history. Current and past trends within the fields of Business Administration and Business History have seen many of the largest companies around the entire world like Sony, Apple, and Facebook not reach the upper levels of their revenue earning capabilities and potential until they went on to perform their initial public offerings. However, the common view of having shareholders and being held accountable to a large group of shareholders and stakeholders may be a misconception, as business journalist Hiroshi Murayama's tagline in their article "Can Huawei be No. 1 Without Going Public?" states that the company "shuns shareholders" even though it has almost 100,000 of them by way of its employee ownership program [4].

Being a private company allows Huawei to focus on its internal values and objectives more so than it could if it was a publicly traded company. Publicly traded companies have shareholders from a variety of backgrounds who also expect different things from the companies in their portfolios as well. Their opinions are largely divided which are mostly pursue the profits. The decisions of Huawei being made will be largely influenced by external forces. Since shareholders would most likely put the profitability in the priority, it, to some extent, goes against Huawei's core values. The founder would easily have lost the full control of the company. Ultimately, it will cause Huawei become harder to follow its original goals of developing best technologies rather than profits.

With this, Huawei is not just a privately held company that pushes profits back to a small group of owners. Another very important fact about Huawei's business model and how it affects its operations is that its employees own one hundred percent of the company. Meaning that there are almost 188,000 different employees that could earn a stake in the company one day that would have to vote on losing all their control and ownership in the company and allow external stakeholders who have little knowledge about the company's daily operations into the fold. Journalist Demetri Sevastopolo writes in their article "Huawei Pulls Back Curtain on Ownership Details" that there are currently eighty thousand employees who are currently participating in the employee stock option plan [5].

Because of its current success and style of ownership and governance, the company has probably already found what works for it and is not willing to disrupt its internal processes for a massive initial public offering.

Next, we will utilize the PESTLE model with Lewin's force field analysis to evaluate the advantages and disadvantages of Huawei becoming a public limited company.

3. PESTLE ANALYSIS

The PESTEL analysis is a tool devised by Harvard professor Francis Aguilar to conduct a thorough external analysis of the business environment of any industry for which data is available. The model will help to identify the six potential factors – political, economic, social, technological, environmental, and legal – that may affect Huawei.

Figure 1: PESTEL Model

3.1 Political

The country of China's government is viewed negatively by the Western world due to its communist values. It has been wary of the United States for some time and the feeling has been mutual. The lack of trust in the Chinese government has iced Huawei out of multiple markets as Western governments try to figure out how to work with a Chinese company that is privately held yet owned by the workers that prop it up daily.

3.2 Economic

Huawei is already one of the strongest privately-owned companies in the China, and one of the 500 strong enterprise. With its ability to dominate and take huge chunks of market share in the smartphone industry, Huawei has ensured that it will continue to make huge amounts of profit for the foreseeable future. It is unnecessary for them to turn public for improving brand awareness and increase popularity.

3.3. Social

Businesspeople and students all over the world will need access to wireless internet and technology as the future progresses. Along with this, smartphone companies like Huawei are capitalizing on this trend as they create products that are affordable and reach out to every income bracket and job type.

3.4. Technological

Huawei is a technology company whose main product is smartphones and other communication devices. So, it will always be trying to find new innovations that can help it compete with companies like Apple and Samsung while also collaborating with companies like Google to create the best Android phones on the market. According to the company's main value, Huawei pursues creating products and software that can utilize these technological developments and trends. Their devotion to technologies is hugely outweighs that of profits.

3.5. Legal

For the company who is rely on its information to profit such as Huawei, should protect the ideas and patents of it by suitable intellectual property laws and other data protection laws. Otherwise, Huawei will lose its competitive edge and have a high chance of failure if there is a likelihood that the data is stolen [6].

As the 5G technology that the company employs make a lot of countries in the West that are worried about a communist country having that much telecommunications power within their borders. In the article "Huawei Staff Share Deep Links with Chinese Military, New Study Claims" reports that Huawei shows deep links between the company and the Chinese military, as 'key mid-level technical personnel employed by Huawei have strong backgrounds in work closely associated with intelligence gathering and military activities.' Some employees can be linked 'to specific instances of hacking or industrial espionage conducted against Western firms [7].

3.6. Environmental

Huawei has been focused on sustainability to reduce their carbon footprint and minimize their environmental impact. By focusing on waste reduction and use of sustainable raw materials, it has been able to improve the energy efficiency of several of its products by around 20% [8], making its products and processes more environment friendly.

4. LEWIN'S FORCE FIELD ANALYSIS

Force field analysis is a management technique developed by Kurt Lewin for diagnosing situations. In this case, the force field analysis will be employed to examine both sides of driving forces which approve the transition of Huawei from private-owned to public-owned, and restraining forces which disprove the transition. Each side of the forces is scored according to their 'magnitude', ranging from one (weak) to five (strong).

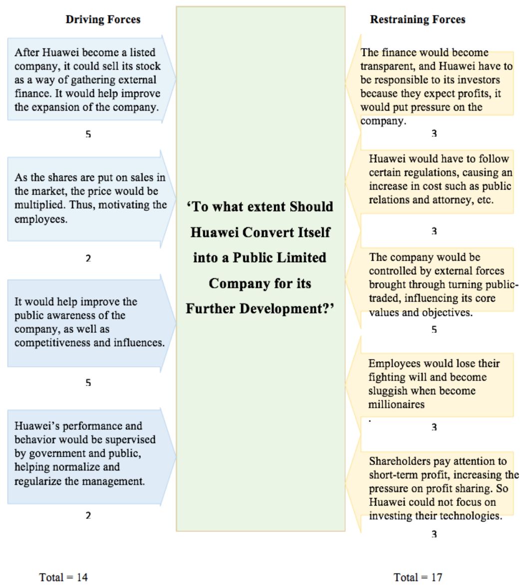

Figure 2: Force Field Analysis

After looking at each side of forces, the restraining forces are obviously outweighing the driving forces of turning into a public limited company for Huawei. Although there are some undoubtedly advantages exit such as a source of gathering external finance, a method of motivating employees, and a way of improving public awareness, but in the case of Huawei's current situation, those advantages become less necessary to achieve. While the transition may help Huawei's less bright international reputation due to its connection with Chinese government and military, the information that it provides is more than that of other traditional private companies do. The annual report published in Huawei's official website does contain enough information for the transparency of the company, leaving no space for critics to doubt. Meanwhile, this exposure to international corporations and brands is an opportunity for Huawei to show potential partners that it will not spy on citizens from other countries and will not abuse the current power and potential dominance that it will possess in the Chinese and Asian smartphone markets. Some may argue the external finance raised by stock market would be necessary for Huawei's further development and expansion, however, even if Huawei were never to expand outside of its domestic market in China, it would still have access to over a billion customers in a market that is full of businesspeople from all over the world. Because China is one of the business hubs of the world, it has many corporations from all over the world founding locations in it every day. There is no need for themto become public for reaching external finance.

5. CONCLUSION

After looking at all the data collected from Huawei's website and the reports from various business journalists, there is little reason that Huawei should become a public limited company.

Although there are several advantages for a company to become a public limited company, in this particular case, Huawei is not that suitable enough to do so since the drawbacks are clearly outweighing the benefits that are given according to the Lewin's Force Field Analysis which is employed to explore both sides of the decision. Huawei's overall situation proves that the transition would only have negative effect on its current operation processes refer to the PESTLE model. In the meantime, Huawei's governance structure is unorthodox and they do this on purpose. The company has its own certain values and objectives that are not, unlike other typical businesses, based on profitability. Therefore, some advantages like source of external finance could not be applied on Huawei since it is not necessarily need to have it. [8].

Moreover, Huawei currently released a lot of information about their business activities and are much more transparent than other privately held companies their size. With this, the company has been able to become a huge force in China, which is a country with over a billion people within its borders. With billions of dollars being dedicated to research and development projects and employees alone, there does not seem to be financial reasons why Huawei should become a public limited company either. Particularly when the company is continuously preventing to be controlled by external shareholders. All in all, Huawei is an anomaly amongst privately held companies, and its continued success will be because it embraces that it is so different.

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5G Communication Key Technology Research and Development Prospects

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Abstract: The fifth generation communication system is a wireless mobile communication system for the needs of the human information society after 2020. It is a multi-service technology convergence network. Through the evolution and innovation of technology, it can meet a wide range of data and connected services in the future. Evolving needs to enhance the user experience. This paper first introduces the concept of 5G, then elaborates the performance index of 5G, focusing on the key technologies of 5G, including the new multi-antenna technology, the use of microwave segments, and self-organizing networks. As the research continues to deepen, the key technologies of 5G will gradually become clear, and will enter the stage of standardization research and formulation in the next few years.

Keywords: Wireless communication; 5G; Key technology; Performance index

1. INTRODUCTION

In 2012, METIS, a 5G research project funded by the European Union with a total investment of 270 billion euros, was officially launched [1]. The project was divided into eight groups to deepen the requirements of the scene, air interface technology, multi-antenna technology, network architecture, spectrum analysis, simulation and test platform. Research [2]; the UK government has teamed up with a number of companies to create a 5G Innovation Center, dedicated to future user needs, 5G network key performance indicators, core technology research and evaluation verification [3]; South Korea by the Korean Ministry of Science and Technology, ICT and future planning department jointly promoted the establishment of South Korea "5G Forum" specifically promotes its domestic 5G progress. It can be seen that for the research of 5G, many countries or organizations are actively carrying out, and the future 5G technology will make people's communication life develop to a new stage [4].

2. 5G CONCEPT AND PERFORMANCE INDICATORS

2.1. Concept Explanation

5G (5th-Generation) is the abbreviation of the fifth generation mobile communication technology.5G makes up for the shortcomings of 4G technology and further improves system performance in terms of throughput, delay, number of connections, and energy consumption. It adopts digital all-IP technology, support and packet switching. It is neither a single technology evolution nor several new wireless access technologies, but integrates new wireless access technologies and existing wireless access technologies (WLAN, 4G, 3G, 2G, etc.), by integrating multiple technologies to meet different needs, is a true fusion network. Moreover, due to convergence, 5G can continue to use 4G, 3G infrastructure resources, and achieve coexistence with 4G, 3G, 2G.

Driven by user needs, 5G key technologies including transmission technology and network technology have been greatly challenged.5G will meet the growth of mobile service traffic through higher spectrum efficiency, more spectrum resources and more dense cell deployment. In terms of network capacity, 5G communication technology will increase mobile data traffic per unit area by 1000 times than 4G; in terms of transmission rate, typical user data rate will increase by 10 to 100 times, peak transmission rate can reach 10Gbps (4G is 100 Mbps); The end-to-end delay is shortened by 5-10 times, the spectrum efficiency is increased by 5-10 times, and the comprehensive energy efficiency of the network is increased by 1000 times.

2.2. Performance Indicators

For the performance indicators required by 5G, the Institute of Telecommunications of the Ministry of Industry and Information has selected scenes such as stadiums, offices, and dense residential areas, and combined with examples such as car networking and video on demand. Analysis of different applications in each scenario reveals that wireless technology has become a limiting factor in application development. To get a good application experience for users in different scenarios, you need to meet the following metrics:

(1) The transmission rate of 5G is increased by 10-100 times on the basis of 4G, the experience rate can reach 0.1~1Gbps, and the peak rate can reach 10Gbps;

(2) The delay is reduced to 1/10 or 1/5 of 4G, reaching the millisecond level;

(3) Equipment density can reach 6 million / square kilometers;

(4) The flow density can be above 20 Tbps/km2;

(5) Mobility reaches 500km/h, achieving a good user experience in a high-speed rail environment.

3. 5G KEY TECHNOLOGY ANALYSIS

3.1. New Multi-Antenna Technology

With the rapid development of wireless communication, the demand for data traffic is increasing, and the available spectrum resources are limited. Therefore, it is particularly important to improve the efficiency of spectrum utilization. Multi-antenna technology is an effective means to improve network reliability and spectrum efficiency. It is currently being applied to various aspects of wireless communication, such as 3G, lte, lte-a, etc. The increase in the number of antennas can ensure the reliability of transmission. And spectral efficiency.

The new large-scale antenna technology can achieve higher spatial resolution than the existing mimo technology, enabling multiple users to communicate with the same time-frequency resources, thereby greatly improving frequency efficiency without increasing the density of the base station; Antenna technology can reduce the transmission power; the beam can be concentrated in a narrow range to reduce interference. In short, the new multi-antenna technology has incomparable advantages in terms of spectrum efficiency, network reliability and energy consumption, so it is commonly used in the 5G era. Limited to the multi-antenna technology, the space occupied by the system, the complexity of the system, the design of the device, and the ability to deploy the system all pose great challenges. Therefore, this aspect is also a research hotspot in the future.

3.2. Use of High Frequency Bands

For the mobile communication system, the frequency band below 3 GHz can well support mobility and has good coverage, but the spectrum resources in this interval are currently very tight. The spectrum resources above 3 GHz are very rich. If the spectrum resources in this interval can be effectively utilized, the problem of tight spectrum resources will be greatly alleviated. Therefore, the use of high frequency bands will become the trend of future development. The high frequency band has many advantages, such as: the available bandwidth is very sufficient, the equipment and antenna are miniaturized, and the antenna gain is high. However, there are some shortcomings in the high frequency band, such as weak penetration and diffraction capability, short transmission distance, poor propagation characteristics, etc. At the same time, factors such as high-frequency device and system design maturity and cost also need to be solved.

3.3. Dense Network

In the future 5G communication, the wireless communication network is evolving in the direction of network diversification, broadband, integration and intelligence. With the popularity of various smart terminals, data traffic will increase by spurt. Future data services will be mainly distributed indoors and hotspots, which makes ultra-dense networks one of the main means to achieve 1000 times the traffic demand of the next 5G.Ultra-dense networks will improve network coverage, dramatically increase system capacity, and offload traffic with more flexible network deployment and more efficient frequency reuse. In the future, for high-band and large-bandwidth, a more dense network solution will be adopted, and more than 100 small cells/sectors will be deployed.

4. CONCLUSION

5G is based on the evolution of the fourth generation of mobile communications, and its future development direction must be centered on the “human experience” and integrate and innovate in the fields of terminals, wireless, services, and networks. At the same time, 5G has revolutionized the ability of users to perceive, acquire, participate and control information. In the future, 5G will combine the advantages of cellular and local area networks to form a smarter and more friendly environment.

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A research of middle school students' preference to British English and American English

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Abstract: The English language, as a commonly used language in the world, is widely acquired by thousands of people. As two variants of English, British English and American English are slightly different to a certain degree in pronunciation, vocabulary, and grammar due to cultural and historical reasons. Thus, this paper investigated grade one students of junior high school's preference to British English and American English and summarized the possible reasons behind it by questionnaire. By making junior high school English teachers know the preference of their students, English teachers of Junior high school would better their teaching therefore improving students' English.
Keywords: Preference; Junior high school; British English; American English.

1. INSTRUCTION

Since the seventeenth century, British colonists started to set foot on the American soil, with their language—English as well. However, with time passing, the colonist found English is inadequate for expressing new geography and culture, thus, a variant of English came into being. With time passing, the British English and American English developed in relative isolation. Nowadays, British English and American English has been two important standards of English. For those who learn English as a second language, it's of great significance to choose only one as a standard. Thus, if students are given certain instructions, then their English learning would be much easier, and students would be more culture-aware.

2. A SUMMARY OF DIFFERENCES BETWEEN AMERICAN ENGLISH AND BRITISH ENGLISH

2.1 Pronunciation

There are plenty of British accents, varying from place to place, city to city, even county to county. Typical British English accents include Receive Pronunciation, Cockney, Scouse accent. Here the British accent refers to Received Pronunciation. Although America is blessed with a vast territory, it does not have accents as various as Britain. Someone has said that driving from south to north in America you may not feel accents vary as much as 2-hour drive in Britain. [2]Here in this paper, American accent refers to General American accent. Generally speaking, Americans have a round pronunciation and a wide pitch variation. While British speaks fast, strongly, and powerfully. As to vowels, in some words, the letter "a" is pronounced as /æ/ in American English and /a:/ in British English. Take the word "fast" for example, in British English it is pronounced as /fa:st/, in American English it is /fæst/. Besides, Tomato is /tə'ma:təu/ in British English and /tə'meitou/ in American English. Another difference in vowels is the letter o. for instance, doctor is /'da:ktə/ in American English and /'dɔktə/ in British English. In consonants, a big difference is how to deal with "r", as it's obviously perceptible in American English and not in British English. Car is /ka:r/ in American English and /ka:/ in British English.

2.2 Word Choice

The difference in British and American English lies in word choice.[1] Firstly, different words are used to indicate the same meaning. For example, when referring to the season between summer and winter, British says "autumn", while Americans say "fall". A "Car" in Britian turn into "automobile" in America. While British eat "chips", Americans eat "French fries". British people watch a "film" while Americans watch a "movie". Secondly, the same expression may have different meanings. For example, public school means state-run school in America, while in Britain, it means, private school.

Spelling

The spelling of American English can be said to be a simplified version of British English. "Colour" in American English without "u" turned into "color" in British English. It's the same as "labour" and "labor", "honour" and "honor", "flavor" and "flavor". "Program" in American English and "programme" in British English. "Analogue" in British English and "analog" in American English. Another difference is word ending with "-ise" in British English ends with "-ize" in American English. "Traveller" in British English is "travler" in American English. "omelette" in British English is "omelet" in American English.

2.3 Grammar

Although British English and American are almost identical in terms of grammar, there is still slight difference worth noticing. One big difference is in subjunctive mood. American English appears more archaic as there is no "should" while in British English, there is "should". For intense, I pretend that he still love me (AmE), I pretend that he should still love me (BrE). A second difference is the dealing with the indefinite pronoun one, "one" still remains in British English while it is often replaced by "he" in American English. For instance, one is young as long as one is young in mind (British English). One is young as long as he is young in mind. A third difference lies in preposition collocation. Aim to (AmE), Aim at (BrE), fill out the forms (AmE), fill in the blanks (BrE), stay home (AmE), stay at home (BrE). A forth question lies in the question, Have you got…? (BrE) Do you have…?(AmE)

3 THE IMPORTANCE OF RESEARCH

During the basic learning process of English learning, it's of critical importance to know students' interest as well as their preference. After knowing students better, then teachers can teach students in accordance with their aptitude and ensure the purity of their English and enhance their sensitivity of distinguishing British English and American English. It's especially important for listening and speaking skills because the capability of speaking in a genuine British English or American English is like a name card for a language learner. Concentrating on the study of one variant also contribute to the study of English. To have a good command of English also display the proficiency of English, which sets a higher requirement for English teacher. As a consequence, concentrating on studying only one variant of English will improve the students' learning and teacher's teaching.[3]

As reasons of two variants coming into being are deep-rooted in culture and history, students will come into contact with the diverse culture and custom and develop a deep comprehension as well, which contributes to the cultivation of intercultural communicating ability and the awareness of a global citizen. As students, they will show a certain degree of understanding and respect to both two variants, not to discriminate or think which one is better. They will also come to realize that to communicate effectively is the purpose of language learning.

With the ongoing process of globalization, an English language learner will have more opportunity to have a direct communication with a native English speaker. Given that students are well acquainted the difference between American English and British English, they would be confident in communication.

4 ANALYSIS OF RESEARCH

4.1 Designs of Research

The research was conducted by issuing questionnaires with the online platform. The students involved were Year one students from Middle School Attached to Sichuan University. [4]Thanks to those students involved, eventually 147 questionnaires was completed. A questionnaire encompassed the following information:

1) Are you a boy or a girl?
2) Do you have a preference for British English or American English? Why do you like it?
3) How would you like to pronounce "fast"? /fa:st/ or /fæst/?
4) How would you like to pronounce "car"? /ka:/ or /ka:r/?
5) Which word comes to your mind first at the mention of the season between summer and winter? Autumn or fall?
6) Which word comes to your mind first at the mention of a long thin piece of potato fried in oil? Chips or French fries?
7) Do you like to watch a "film" or watch a "movie"?
8) What's the name of a unit for measuring length of a hundred centimeters? "metre" or "meter"?
9) Do you like to spell in "color" or "colour"?
10) How would you ask others if they own a pen? "Have you got a pen?" Or "Do you have a pen?"

4.2 Date Analysis

From the 147 completed questionnaires, there were 73 females and 74 males, among them, 86 students prefer British English while 61 students prefer American English. British English was at an advantage. Among girls, 43 of them prefer British English and 30 of them prefer American English. Among boys, 43 of them prefer British English and 31 of them prefer American English. As it is indicated by the questionnaire, no matter which gender, they all have a preference to British English, the reason of which is manifold. First, British English is considered to be a more traditional, purer, and more of a standard, rank and status. Second, most textbooks in China are written in British English so teachers often teach British English, as a result, students are more familiar with British English. Third, British English is said to sound more aristocratic, more elegant, and more classical. As for those who have a special preference for American English, they think American English sounds better because of the round pronunciation, and it has an easier spelling and more learner-friendly. Also, because of the cultural transportation from Hollywood movies, TV dramas or popular songs, students considered it is a fashion to learn speak more like an American. As for whether the preference students have wages any influence on their language learning, most students said in the questionnaire if any there's little. A small portion of students said that the preference they had make them pronounce in a more accurate way and they are more willing to practice speaking English. Students also said such a preference help them to memorize vocabulary according to the spelling. Most importantly, they can't help developing a special interest and are eager to discover more and more about the difference between American English and British English.

No matter how certain students express their preference, date indicated they were confused themselves. Although there were 86 students said they have a preference for British English, there were only 33 students choosing /ka:/, 16 students for “film”, only 12 for “metre”, and 19 for “colour”, 11 would say “ Have you got a pen”, which truly indicates students are not fully aware of the difference between British English and American English yet and their English is a mix. As for the reason underlying this phenomenon, it can be attributed to their contact with English. Which English they are more familiar with will be what they will choose. What they learn on a daily basis constitutes their perception of English.

4.3 Conclusion

From the research of 147 students of Middle attached to Sichuan University, middle school students of junior high school are more familiar with British English and they are roughly aware of the difference between British English and American English. However, under the influence of teachers and textbooks, many students do not have a pure British English or American English learning environment. So middle school teacher has to make a conscious and constant effort to ensure the purity of English input.

Although British English varies slightly from American English and students roughly know their difference, students have acquired English in a mixed way. Students are not highly sensitive to the difference between American English and British English, as a result of which, they made their choice only according to their familiarity to English. Therefore, students should distinguish the two varieties of English and be more sensitive and make a constant effort to discover, to memorize and put their knowledge into real use. As for the teachers, they have to ensure the purity of English input. Admittedly, there exists no superiority between those two varieties. Students should make their choice based on their interest. Language is the carrier of culture, it is inevitable for students to learn different culture of those two counties, which will enhance students’ ability to develop a global view and intercultural communication skills, and shape students into global citizens as well.

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Discussion on Information Transmission Technology for Vehicle Networking Applications

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Abstract: Internet of Vehicles technology is a necessary technology for autonomous driving in the information age. Through the Internet of Vehicles technology, vehicles can communicate and analyze with the surrounding environment to provide safer driving operations. At present, the vehicle networking communication technology is mainly divided into vehicle networking technology, information sensing technology, and intelligent transportation technology. In order to fully realize the car network information transmission technology to fully play its role in the self-driving car, it is necessary to ensure that the transmission speed is fast enough, the amount of information transmitted is large enough, and the transmitted information is sufficiently accurate. Current information transmission technologies for vehicle networks can be classified into non-secure applications as well as security applications. The current development direction of the vehicle network application information transmission technology is mainly information security, high capacity, high rate, heterogeneous network and communication.
Keywords: Car networking; Information; Transmission technology

1. INTRODUCTION

The Internet of Vehicles is an important technology for self-driving cars. Under the support of the Internet of Vehicles technology, it can realize the induction between vehicles and vehicles, vehicles and pedestrians, vehicles and buildings, so that the car can be perceived during the automatic driving process. Pedestrians and buildings, and communication with other cars, can effectively alleviate traffic congestion and greatly improve the safety of vehicles, but the Internet of Vehicles technology requires high information transmission technology as a support, otherwise it may Causes various problems[1].This paper studies the information transmission technology of vehicle networking applications[2].

2. INTRODUCTION TO VEHICLE NETWORKING COMMUNICATION TECHNOLOGY

There is no mature theoretical system for vehicle networking communication technology, because the Internet of Vehicles technology is still making continuous progress, and with the maturity of 5G technology, communication technology is constantly changing[3].At present, the vehicle networking communication technology is mainly divided into vehicle networking technology, information sensing technology, and intelligent transportation technology.

(1) Vehicle networking

Vehicle networking can establish a connection between cars, which can realize the communication between the vehicle and the vehicle. Each car driving on the road becomes a base in the vehicle network and can transmit its own information to other vehicles. In the vehicle, the information transmitted by other vehicles can also be accepted, information sharing can be realized, and other moving vehicles can be judged, and the most scientific planning of the driving route can be realized through intelligent communication between the vehicle and the vehicle.

(2) Information perception

Information perception belongs to the vehicle to establish a cognitive channel through things with the outside world, so as to understand the driving environment and judge the environment, including the vehicle that travels, including the objects and creatures of the vehicle on Friday, and can recognize the perceived The basic attributes of the owner of the information, thus making a comprehensive judgment of the external environment.

(3) Intelligent transportation technology

Intelligent transportation technology can provide sufficient transportation information for the Internet of Vehicles, that is, by judging the complicated situation of traffic and accurately analyzing and judging the transportation of traffic, it is necessary to use information control technology, transmission technology and information perception. Technology requires the establishment of other smart devices as the basis for supporting intelligent transportation technologies.

It can be seen that the vehicle network application information transmission technology belongs to a very high level, high precision and high difficulty information transmission technology, which needs to analyze the large environment, and needs to establish an intelligent information collection system, and configure enough equipment on the road. As a support, and a powerful computer computing system, it needs to be closely connected with artificial intelligence, and 5G technology is needed as a support for transmission accuracy and timeliness. Vehicle network application information transmission technology can effectively realize the acquisition, analysis and transmission of information between vehicles and vehicles, vehicles and creatures, vehicles and objects.

3. THE DEMAND OFR CAR NETWORK INFORMATION TRANSMISSION TECHNOLOGY

In order to fully realize the car network information transmission technology to fully play its role in the self-driving car, it is necessary to ensure that the transmission speed is fast enough, the amount of information transmitted is large enough, and the transmitted information is sufficiently accurate.

(1) Transfer speed is faster

The transmission speed of information transmission technology must be fast enough, and it is necessary to fully combine 5G technology to ensure the accuracy and timeliness of information transmission. If the transmission speed cannot be ensured, the information obtained by the Internet of Vehicles is not timely information. The results analyzed by the computer are only for the driving results that have been optimal in the environment. They are not applicable to the present. This will cause the driving behavior of the car to be inconsistent with the current environment, thus causing a safety accident. Therefore, information transmission is required. The amount of synchronization needs to be fast enough.

(2) The amount of information transmitted should be large

The amount of information transmission technology needs to be large enough, because the car needs to analyze the driving environment during the driving process, including road information, other vehicles, traffic lights, pedestrians, animals, insects, buildings, obstacles, weather [4]. And other factors, so the amount of information that the information transmission technology can support to transmit is large enough to ensure that the computer system of the self-driving car can quickly obtain a large amount of information. The more information, the more the computer analyzes the environment. Accurate, the more scientific and safe the path it plans.

(3) Transfer information to be accurate

The information transmission technology of the Internet of Vehicles also needs to ensure its accuracy, because if the information it transmits is seriously disturbed, the information obtained by the computer system of the autonomous vehicle will be inaccurate, which will cause the computer to follow the error [5]. The information is analyzed, and the results analyzed by the wrong analysis are bound to be inconsistent with the current driving environment of the car, resulting in problems in the path planning of the car, which is likely to cause traffic accidents.

4. THE DEMAND ANALYSIS OF VEHICLE NETWORK INFORMATION TRANSMISSION TECHNOLOGY

The demand for car networking is higher than that of mobile ad hoc networks, because it needs to ensure the stability of information, and can accurately judge the environment of different driving segments accurately, so the demand for information transmission technology in car networking is more strict. At present, the research on the Internet of Vehicles has realized the placement of positioning equipment, sensors and communication equipment on the self-driving car, and can provide a large amount of information for the vehicle management personnel through V2I and V2V, thus ensuring a certain transportation efficiency. However, information transmission technology is still not fully mature and needs further improvement. Current information transmission technologies for vehicle networks can be classified into non-secure applications as well as security applications.

(1) Non-secure applications

Non-secure applications refer to applications that do not pose a safety impact on autonomous vehicles and people, such as cloud services, multimedia, and traffic management applications. The main focus is on improving the ride of passengers. Experience and improve transportation efficiency.

(2) Secure application

The safe application mainly refers to the application of information transmission technology to ensure the safety of self-driving cars and personnel. During the driving process of the vehicle, there may be problems such as rollover, rear-end collision, and rubbing, resulting in injury or even death of the person inside the car, causing different degrees of damage to the car, and information transmission in safety applications. In the technology, it is necessary to be able to provide sufficient traffic information for the computer information system and management personnel of the self-driving vehicle, thereby avoiding traffic accidents, transmitting the potential dangers in the formal process, and alerting the computer system to avoid traffic accidents. .

5. THE DEVELOPMENT DIRECTION OF VEHICLE NETWORTWORKING APPLICATION INFORMATION TRANSMISSION TRANSMISSION TECHNOLOGY

With the advancement of science and technology, 5G technology is becoming more and more mature, and the quality and configuration of various accessories in the car are also obviously improved. The various requirements for the information transmission technology of the vehicle networking application are also bound to be realized through continuous efforts. . The current development direction of the vehicle network application information transmission technology is mainly information security, high capacity, high rate, heterogeneous network and communication.

(1) Information security

With the gradual maturity of the information transmission technology of the Internet of Vehicles, in the process of acquiring and transmitting information in the Internet of Vehicles, the security of a large amount of information has become a problem that has to be taken seriously. Once this information is leaked, it may lead to the use of this information by lawless elements. In violation of the law, it is necessary to take certain measures and technical means to ensure information security. First, we need to ensure that the interference received by the information is reduced. Secondly, it is necessary to improve the difficulty of cracking the key. Finally, we need to improve the identity authentication technology to ensure that different information needs different identities to extract, thus ensuring information security.

(2) High capacity

Autonomous vehicles need to obtain a large amount of information during the operation process. The more information obtained, the more accurate the judgment of the environment, and the more scientific the planned driving route, so the safety of driving is also the higher it is, so it needs to ensure that it can have high capacity. It needs to strengthen the research on the integration of 5G and vehicle network information transmission technology, and skillfully use the characteristics of 5G technology to transmit more information.

(3) High rate

The vehicle network information transmission technology also needs to ensure that it has a high rate, because only the synchronization and timeliness of the information can be ensured to analyze the current road conditions and make driving decisions in line with the current road conditions.

(4) Heterogeneous network

Once the self-driving vehicle is fully driven on the road, the roadside unit nodes required for the Internet of Vehicles will also increase, so it is easy to cause information transmission and sharing to be restricted, affecting the accuracy of the form of the vehicle to obtain information, and therefore requires a different structure. Networking to ensure integration and compatibility between different networks to better communicate data.

(5) Communication uniformity

In order to ensure that the information obtained by the self-driving car driving on the road is consistent, it is necessary to agree to the communication information. First, there is a need to orchestrate communication standards, once as a credential for information transfer; second, a standard agreement is required to provide legal credentials for a unified information standard; in addition, international standards need to be developed to ensure that autonomous vehicles in different countries are imported. Or export to adapt to the local driving environment.

6. CONCLUSION

At present, the vehicle networking communication technology is mainly divided into vehicle networking technology, information sensing technology, and intelligent transportation technology. Make sure that it is transmitted fast enough, that the amount of information transmitted is large enough, and that the information transmitted is accurate enough. The current development direction of the vehicle network application information transmission technology is mainly information security, high capacity, high rate, heterogeneous network and communication.

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How to Use Duty Report to Improve College Students' English Communicative Competence

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Abstract: Duty report is an important part of college English teaching. Duty report can create a strong learning atmosphere, and it is also a good way for college students to use English for oral communication. How to make better use of duty reports in college English teaching to improve college students' English communicative competence is discussed in this paper at the specific operational level.
Keywords: Duty report; English communicative competence; College English teaching

1. INTRODUCTION

The report on duty is comprehensive, flexible and communicative. It can review and consolidate the language knowledge learned. It can also enable students to creatively use the language knowledge they have learned to express their thoughts and feelings in connection with reality [1]. When students make duty reports, the process from collecting, arranging, arranging to using materials enables them to use and develop the language knowledge they have learned, thus promoting the development of communicative competence. Therefore, in college English teaching, it is an effective way to train students to listen, speak and use language to communicate by carrying out 5-8 minutes' report on duty before class.

2. CORRECT ATTITUDE TOWARDS DUTY REPORT

In college English class, it is not enough to study English in 45 minutes. Therefore, it is not only an exercise of students' oral English, but also an effective means of students' in-depth study of English to carry out a 5-8 minute duty report before class. To do a duty report, it requires students to master a variety of information, use their own integration ability, collate the collected information, so as to achieve the report effect in their hearts. This process enables students to have a correct attitude towards the daily report in mind. At the same time, teachers should fundamentally change their incorrect attitudes towards the uselessness of students' daily reports. It is not a waste of time for students to report on duty. Instead, a good report on duty can activate the atmosphere of English classroom, let students have a good mental state at the beginning and enter English learning fast, and ultimately improve students' interest and self-confidence in learning English.

3. CAREFUL SELECTION OF MATERIAL FOR DUTY REPORT

In order to carry out the duty report smoothly and achieve the effect of using English freely in oral communication, the author introduces some methods of selecting materials.

3.1 Textbooks

Take the book of the second volume of New Horizon College English (Reading & Writing Course) (Second Edition) as an example. Although this textbook mainly focuses on reading and writing skills, we can still select a large number of meaningful training materials from this textbook when arranging duty reports for students. For example: Unit 1 Time-Conscious Americans, before this lesson, teachers can arrange a presentation on the topic of “Differences in Time Concepts between Chinese and Americans”. Students can discuss in groups and send representatives to the podium to show the results of the group discussion in the form of PPT. In this way, students can not only understand some differences in the concept of time between Chinese and Americans before class, but also have great differences in life, work and study between people of different cultural backgrounds[2].What's more, in learning Unit 5-Weeping for My Smoking Daughter, the teacher can arrange a debate on the topic of “the benefits and disadvantages of smoking” for the students, dividing the students into the positive and the negative, in which students can not only better understand and master the knowledge of the text, but also help them understand the real benefits and disadvantages of smoking in real life, and consciously develop a good habit of not smoking. These on-duty reports are closely combined with textbook knowledge points, which greatly reduces students' boredom with English classes.

3.2 Current news

Current news report is an important part of duty report. Students are asked to read newspapers and magazines, watch or listen to English news, and select parts from them. The purpose of this is to urge students to use every possible opportunity to listen and speak more English, improve their listening and speaking ability, and expand their vocabulary and knowledge [3]. To cultivate students' keen observation ability to face the world and care about major events at home and abroad, to guide them to comment on major events at home and abroad, such as the Iraqi issue, the petroleum issue, the Iranian issue of Taiwan, and to cultivate students' correct outlook on life, right and wrong, and the ability to analyze problems. Additionally, to comment on the duty report is carried out by other students, and students will have some pertinent improvements[4].In this way, it can not only urge the audience to listen carefully, but enable the speaker to improve his own report content, which can be said to kill two birds with one stone.

3.3 Daily life

Language comes from life and is used in life. Real-life material and natural language communication have shortened the distance between English and students' life, so daily life material is an indispensable part of the duty report. Students should learn to apply what they have learned. They should be good at finding and discovering the materials of our daily reports, such as: talking about the weather; calling; seeing a doctor; going shopping; inviting friends to visit their homes, borrowing something from their neighbors to decorate the living room; seeking help from their classmates, and so on. I have touched on these topics, but in order to be able to speak clearly, I need to practice oral English constantly, and I also need to put knowledge into practice.

4. DIVERSIFIED DESIGN OF DUTY REPORT

There are many ways to report on duty. We can train students' oral English communicative competence in the following ways:

(1) Role-playing. The language of role-playing comes from life. Students play different roles. They can transform daily information into learning resources in time and make full use of it. This is a manifestation of the improvement of students' ability to capture, collect and organize information. Simultaneously, this kind of form not only stimulates the students' interest in performance, but also tests the students' ability to use language.

(2) Speech. Speech belongs to free conversation, unlimited to the number of words and forms. Writing a speech before students give a speech will help students further improve their English writing ability. When it comes to the topics related to the contents of the textbook, it is easier for students to understand the contents of the text if the textbook is well integrated with reality.

(3) Telling stories. Vivid and interesting stories can not only improve students' interest and enthusiasm in learning, but also develop students' oral and listening skills. Teachers can ask questions on the contents of stories. Students must listen carefully to answer them. Meanwhile, they can also explain the truth with some philosophies in stories and conduct emotional education.

5. CONCLUSION

In college English teaching, duty report has become a platform for communication between teachers and students. At the same time, students learn to listen and respect the fruits of others' work from this activity. With the improvement of students' daily reports, students' self-confidence is increasing. This can not only increase students' interest in learning English, but also improve the quality of classroom teaching and develop students' oral English communicative competence.

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The Role of Universal Grammar in Language Acquisition

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Abstract: The availability of Universal Grammar for L1 and L2 language acquisition has been a debatable issue for decades. This essay will mainly discuss in terms of two aspects: Does the concept of Universal Grammar make sense in first language acquisition? Does the concept of Universal Grammar make sense in second language acquisition? Finally, the conclusion will be made.
Keywords: Universal Grammar; Language Acquisition; principles; parameters

1. INTRODUCTION

The concept of Universal Grammar (UG) should be illustrated first, that is, Universal Grammar consists of principles and parameters, which refers to the general rules of human language and the distinction characteristics among different languages respectively (Mitchell, Myles and Marsden, 2013). For first language (L1) acquisition, Chomsky (1981a) regards Universal Grammar as a system of the properties of all the human language and he argues that principles of Universal Grammar cannot be learnt as an innate language which guides children to acquire their L1. For example, a child will know to walk as long as they have the ability to, such behaviour does not need to be taught (Lightbown and Spada, 2006). Chomsky believes that UG provides a fundamentally innate sample, which could lead children to discover the shapes of target language by themselves rather environment, subsequently, what they need to do is to learn how to work this out[1]. Other SLA researchers also suggest that UG resembles a genetic blueprint in children's mind, which may be biologically endowed language faculty to predetermine the shape of the target language for L1 acquirers (Mitchell, Myles and Marsden, 2013; Hawkins, 2001; White, 2003; Pinker, 2003) [2]. White (2003, p.2) concludes that Universal Grammar mainly has two functions: one function is that an invariant principle provides grammatical categories or feature in the general term to native speakers. For example, such as structures of phrases consist of specifier and complement; as an innate-determine language faculty, children will know such principle; the second function is that it can also constrain the 'functioning of grammars'[3]. Ellis (2008) summarizes that UG not only assists L1 learners to determine the operative principle and distinguishes the right setting of a parameter, but also prevents them from constructing ungrammatical language [4]. Hawkins (1994) has also cited a series of studies to support this view; these studies investigate the infants' oral language development under different environmental exposure and show that whether the exposure are negative or positive evidence, infants still demonstrate invariant oral language development since they are already equipped with innate determined language faculty[5]. Such perspective has explained why infants could acquire their L1 rapidly and effortlessly. However, he continued to argue that only when the exposure to the suitable positive evidence could L1 learners acquire the particular feature of parameters rather than UG [6]. In this regard, it seems that although UG has contained the common grammatical properties of human language which are inbuilt, referring to the variants of language in some restricted way are better be triggered by language input. In order to explain clearly of how UG make sense in L1 acquisition, a model has been schematized by white (2003, p.3), that is, UG is initial state before language input; the primary linguistic date (PLD) as input triggers the subtle distinction of parameters of UG, and make L1 notice the different properties of the input, then, after those parameters being reset and grammar being restructured constantly, as a result, native speakers reach a steady state of L1 grammar [7]. There is also other evidence support that how parameters of UG are set rapidly for L1 learners, that is, L1 French can almost restructure new functional features simultaneously when starting to project the Inflection-Phrase (IP), moving from 'no go bed' to 'baby goes not bed' (cited in Mitchell, Myles and Marsden, 2013)[8]. There are still some controversies remained. White (1989) makes an example of the complex relationship of reflexive pronouns and antecedents to suggest that only when a specific mental mechanism appears can abstract property of language be acquired [9]. However, even if universalists could not confirm that other general cognitive system may exist or language acquisition may be available via some information processing, we could not deny the role which Universal Grammar play in the first language acquisition, or, rather, the concept of Universal Grammar does make sense in L1 acquisition.

2. THE ROLE OF UNIVERSAL GRAMMAR IN LANGUAGE ACQUISITION

As to the availability of UG in second language (L2) acquisition, according to the L2 literatures, three views will be discussed below: (1) L2 is fully constrained by UG (2) L2 is not constrained by UG (3) Some parts of L2 are constrained by UG (Ellis, 2008; Mitchell, Myles and Marsden, 2013; Dennis and Robert, 2009; White, 2003)[10].

In the first view, according to Flynn's (1987) parameter setting model, L2 learners could full access to UG by applying principle and setting parameters. A evidence are given by Flynn to support this, from the consequence of how French L1 learners of English L2 address the head parameter, it shows that the stages English L2 set the head-first parameter are similar to L1 French, which means that L2 acquisition are constrained by UG[11]. However, Mitchell, Myles and Marsden (2013) argue that L1 parameter may transfer to L2 as English and French are both head-first parameter. Thus, in order to further explain this, she investigates Japanese learners of English L2, even if their L1 are head-last, a correct value of resetting parameter are shown. Similarly, a study is cited by White (2008), which tests the operation of overt pronoun of the L2 interlanguage representation for speakers of L1 Japanese L2 English. In this study, L1 could not affect the L2 acquisition as L1 Japanese and L1 English are different in terms of overt and null pronoun; also, they have never learnt such knowledge before. As a result, they demonstrate a rejection of the ungrammatical response, that is, their interlanguage grammar does not violate principles and parameters of UG. Flynn (1987) hypothesizes that if L1 and L2 have variant parameters, learners would need to first discover the relevant grammar features and reset the correct values of parameters. If L1 and L2 are the similar, then, after L1 acquirers set the parameters, these parameters would be consulted by L2 learners for constructing interlanguage grammar. With regard to functional categories, Yuan (2001) investigates L2 Chinese of French (strong Infl) and English (weak Infl) and points out that these learners are able to recognize the ungrammatical verb-raising in Chinese, in other words, parameter could be reset on the basis of input. Such result are also supported by White and Juffs (1998)'s study of wh-movement. These study lead to assumption that L2 learners are able to achieve full linguistic competence (Ellis, 2008) [12]. However, this no critical period blocking L2 acquisition remains controversial since age could impact on L2 learning, learners who beyond the end point of critical period make more effort to acquire L2 (Lakshmanan, 2009). In this case, Ellis (2008) provides evidence to argue that those post-puberty could still achieve high level of grammatical competence as L1 (more evidence see in Ellis, 2008).

As to the second perspective, it emphasizes two main points: First one is that there is a critical period in L2 learning which means that only if L2 learning is happened during critical period, full target-language competence achieved is possible and effective (Ellis, 2008)[13]. Thus, it has been suggested that UG is not available to adult L2 learners. In the study of child acquisition, Schwartz (2003) proposes age seven is the onset of puberty and claims that L2 learners of English who are exposed to English before age seven could acquire English similar to native English speakers. However, Lakshmanan (2009, p.382) emphasizes that child L2 acquisition is constrained by UG; he then describes a scenario that 'only child L2 learner is able to successfully retract from this overgeneralization in the course of acquisition.' On this view, Towell and Hawkins (1994) also point out those adult L2 learners are unable to reset appropriate values of parameter (some particular functional categories). For example, the child immigrant could often achieve high level of L2 grammar and become native-like L2 speakers than their parents (Mitchell, Myles and Marsden, 2013) [14]. It appears that adults L2 fail to achieve full interlanguage competence (Dinsmore, 2006). On the other view, Olsen and Samuels (1973) investigate adolescents and adults of English L1 German L2, by taking a pronunciation course; it has suggested that adults L2 outperform than children. The second point is that L1 and L2 acquisition are different, L2 learners no longer apply the innate language faculty, instead, another general learning mechanism becomes an alternative for them to resort (Ellis, 2008). In Clahsen and Muysken's study of German order (1986, p.111), distinctive sequences are found between L1 and L2 acquisition. Thus, they found that some 'learning capacities specific to language' or ' general problem solving strategies' has replaced UG, which means that L2 learners do not apply principles and parameters of UG. This may result in that mental representations of L2 grammars no longer follow the constraints given by natural language, thus, wild grammar may occur (Ellis, 2008)[15]. However, Hawkins and Chan (1997) argue that only when the parameter are activated by L1 for L2 acquisition, it may constrain by UG, but those parameter cannot be reset as it has already fixed in L1.

The last perspective that UG is partially available to L2 acquisition mainly concentrates on principles and parameters of UG. Hawkins and Chan (1997, p.187) indicate that some parts of UG are inaccessible for L2 learning, in particular, the features of functional categories; they define this as 'failed functional features hypothesis' [16]. After testing a young institutionalized polyglot savant, who do not have self-care ability but has powerful language learning ability, through the grammatical judgment tasks, Tsimpli and Smith (1991) suggest that when processing L2, principles of UG are available while parameters of UG cannot be reset, instead, L2 may interact with the parametric values which are transferred from L1. They assume that the inaccessible resetting parameters do not hinder L2 acquisition; in contrast, making use of general learning mechanism on the basis of principles of UG sheds more light on L2 acquisition. They continue to explain that those functional categories in UG lexicon are already set and fixed in the L1 acquisition underlying the stimulus of input, thus, these specific parametric items setting are only available during the critical period, which means that adult L2 learners rarely modify the these existed lexical items or accept new parametric options. In support, Hawkins and Chan (1997, p.189) also found that the post-children hood Chinese learners of L2 English fail to reset the correct values of parameters as native speakers when the target language are wh-movement which Chinese 'RRCs' do not have. Although this perspective emphasizes the critical period and difference between L1 and L2, it has been suggested that the principles of UG are still available to L2 learning which means that 'wild grammar' will be prohibited, whereas the parameters which are similar to L1 could still operative in L2, however, others are not, since parameter cannot be reset, in this case, L2 learners have to resort general learning strategies to adapt to new parameters (Ellis, 2008; Mitchell, Myles and Marsden, 2013; Hawkins and Chan, 1997; Tsimpli and Smith, 1991)[17].

Besides, according to competition Model, Felix (1985, cited in Ellis, 2009) has advanced the role of UG in L2 acquisition: dual access perspective. He claimed that if L2 learners only rely on general problem solving strategies, it is inadequate to fully process metal representations, and their interlanguage competence fail to become native-like; therefore, their L2 grammar must constrained by UG and only partly blocked by general learning strategies which could deal with abstract construction at the onset of puberty. This period means that such neurological are unavailable to adults L2. However, Ellis (2008) argued that the similarity and difference of neuron-linguistic systems between adults and children are difficult to be evaluated and no clear evidence could approve the validity [18].

3. CONCLUSION

So far, the question about whether the concept of UG makes sense in L1 and L2 acquisition have been answered and discussed in terms of whether principles can be apply and whether parameters can be set or reset. It assumes that principles and parameters of UG as a blueprint innately have provided constraints to L1 acquisition. White (2003) indicates, in this regard, L2 learners have to face the similar tasks, who want to reach a linguistic system of L2, therefore, whether UG is available to L2 acquisition, to some extent, have been a key issue since early 1980s[19]. Even if these access issues have been summarized, Ellis (2008) argued that debates on this issue that whether the properties of interlanguage grammar are constrained by UG are still needed to be addressed [20]. Moreover, Smith and Tsimpli (1995, cited in Mitchell, Myles and Marsden, 2013) proposed that UG-constrained researchers should concentrate more on sub-module of UG [21]. To sum up, we can conclude that although the arguments of UG-constrained or access issues are continued, it is fair to say that the concept of UG is likely to make sense in L1 acquisition, and may be in L2 acquisition.

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