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Research on Contextual Design of Exhibition of Li Bai Memorial Hall under the Background of Cultural Industry

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Abstract: In the context of cultural industry, the house of celebrities is displayed to the public in the form of memorial hall, which can effectively stimulate the local tourism market of celebrity's hometown. Therefore, the development of memorial hall of house of celebrities is an important content of the current tourism market and an important tourism resource. The exhibition of celebrities' house can effectively promote the local economic development, spread cultural characteristics, increase entertainment projects and enhance cultural education. In order to promote and develop the memorial hall of the former residence of celebrities, effective design should be carried out to enhance the commemorative value of the former residences of celebrities by combining people's vision, hearing and feeling to add interest to tourists and leave unforgettable memories for tourists. Therefore, this paper designs the exhibition of Li Bai Memorial Hall based on the background of cultural industry to effectively promote the local tourism and further promote and develop Li Bai House.

Keywords: Cultural industry; Former residence of celebrities; Li Bai Memorial Hall; Contextual design of exhibition

1. INTRODUCTION

The former residence of celebrities is a kind of historical and cultural heritage with special significance. Especially under the cultural background in the new era, it needs to rely on a series of historical and cultural heritages to tell about Chinese stories well and realize the dream of great rejuvenation of the Chinese nation. The exhibition of the former residences of celebrities can better speak out Chinese historical stories and highlight Chinese long history and culture. The exhibition of the former residences of celebrities can interpret and explain the history of a specific period, a specific scope and a region from a certain angle. By displaying the former residences of the people who have a great influence on history in a certain period, tourists can review celebrities' life track, historical deeds, achievements and influence on future generations, and are effectively stimulated to work hard and carry forward the Chinese spirit. Since ancient times, there has been the establishment of ancestral halls to commemorate celebrities. In the context of modern cultural industry, by retaining and renovating the former residences of celebrities, the

establishment of memorial halls plays an important role in promoting its cultural and historical significance. Therefore, the exhibition of the memorial hall of the former residence of celebrities can effectively protect the former residence of celebrities, promote and spread the historical culture, highlight the celebrity culture, and inherit the national humanistic spirit [1].

2. FORMER RESIDENCE OF LI BAI

The former residence of Li Bai is in Qinglian Town in Jiangyou City of Sichuan Province. The town is famous for nurturing Li Bai. It has a profound historical and cultural heritage and is the most complete place to preserve Li Bai culture. In addition, it has unique scenery and convenient transportation, and has become one of the key tourism and cultural cities in Sichuan Province. Libai Memorial Hall is in Qinglian Township in Jiangyou City, which is 23 kilometers away from Mianyang City and only 14 kilometers away from Jiangyou City. The area of Libai Memorial Hall is about 80,000 square kilometers. And it was listed as a provincial scenic spot in Sichuan Province in 1998 [2].

The more famous part of the Li Bai Memorial Hall is the Longxi garden, which is the place where Li Bai lived in his childhood and adolescence. Behind the memorial hall is the cemetery of his sister Li Yueyuan. The famous folk story "Little strokes fell great oaks" takes place in the Moxi River in front of Longxi garden. And the Taibai Temple is not far from Moxi River, which is mainly divided into a showroom and a monument. At the same time, Li Bai Tomb is buried in the township primary school on the street. It is a tomb built by later generations to commemorate Li Bai. The Memorial Hall contains manuscripts of Li Bai's poems and comments on Li Bai's poems during the Ming and Qing Dynasties, as well as a series of photos and rubbings of Li Bai's relics, which have high value for commemoration and cultural communication.

3. CONTEXTUAL DESIGN OF EXHIBITION OF LI BAI MEMORIAL HALL

The contextual design of exhibition of Li Bai Memorial Hall is mainly based on local cultural characteristics and presented to the world in the form of creating city business cards. A comprehensive modern art design method is adopted in the contextual design based on its unique celebrity special and historical background. A variety of design elements

work together to exhibit Li Bai Memorial Hall from the visual, sensory and auditory aspects, and the memorial hall is sceneized through props, sculptures, and video pictures [3].

(1) Exhibition and architecture

During the construction of Libai Memorial Hall in Jiangyou City, the Changming River is the main boundary. The left side of the Changming River is the main exhibition area of Libai Memorial Hall. There is a Zuixian Tower on the east side of the Qinglian Pond, the exhibition hall of historical relics and Li Bai's life are designed from bottom to top at the west of the Qinglian Pond. The west side of the Qinglian Pond reflects the friendship of Li Bai and Du Fu, that is, the feelings of their hometown. There are Du Fu Tang and Li Bai Tang in the north respectively. On the left side of Du Fu Tang, there are Shiyuan and Linjiang Fairy Hall, which are designed in the form of a square. At the same time, Li Bai's poetic sculpture garden is located in the middle of the Changming River. Its architectural layout is more reasonable and its functions are more complete.

(2) Exhibition and sculpture

The form of displaying sculpture gives the world an intuitive feeling, and the use of sculptures can add a certain design color to the contextual design. The sculptures displayed in Libai Memorial Hall are mainly located in the middle of the Changming River, which are Li Bai's poetic sculpture garden and Li Bai's sculpture garden sung by celebrities of all ages. The sculptures displayed in Libai Memorial Hall are mainly half-body and full-body sculptures made to commemorate Li Bai. Some works are designed by imitating the sculpture works of Western architecture. The form of sculpture can make the image of Li Bai show to the world in a three-dimensional way with a more realistic visual experience. The memorial significance of the statue itself can effectively convey the respect and remembrance of contemporary people for historical figures, and it is also a unique way to promote Chinese historical culture [4].

(3) Exhibition and props

In the process of exhibition and display of Libai Memorial Hall in Jiangyou, the display value of the memorial hall can be further reflected by the way of displaying props. At the same time, the exhibition and display of the memorial hall can be more contextual through the display of props. In Libai Memorial Hall, the main cultural relics are in the exhibition hall of Li Bai's life, which is called Taibai library. The library is located on the left side of the Qinglian Pond. It mainly tells about Li Bai's life story, and displays Li Bai's handwriting "on the balcony", which is the only handwriting of Li Bai found today. In addition, gufengtang is in the southwest of the Qinglian Pond. It mainly displays some historical relics from the Neolithic period to the Ming and Qing Dynasties in

Jiangyou. Shiyuan is also one of the collections of historical relics. It mainly displays the fine works of Li Bai Memorial Hall and collects many famous works of poets and painters. Moreover, in order to improve the contextual effect of the exhibition and display of the memorial hall, the way of scene restoration is used to present the house and lifestyle of celebrities before their death, so that tourists can feel the life scene of the former owner at that time. For example, the design of Du Fu Tang can restore the friendship between Li Bai and Du Fu at that time, show the status of Li Bai and Du Fu in the history of Chinese literature, and it is also more commemorative for Li Bai Memorial Hall [5].

4. CONCLUSION

To sum up, the former residence of Li Bai has a long history and culture. Through the contextual exhibition of Li Bai Memorial Hall from visual and sensory aspects, it can effectively highlight the historical significance and value of Li Bai Memorial Hall, and further develop the tourism culture of Jiangyou City. In addition, under the background of cultural industry, through the creation of Li Bai culture, it can promote the development of local tourism culture and historical culture, further enhance the value of Li Bai Memorial Hall, and develop and carry forward Chinese history and culture.

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Research on the exhibition and presentation landscape design of Li Bai's Former Residence Memorial Hall under the background of cultural industry (No.: LB16-16).

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A Survey on the Consumption Demand of 5G Network

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Abstract: first, design the questionnaire, and test the reliability and validity of the questionnaire design, then analyze the descriptive analysis of the effective data, analyze the distribution of the current user's telephone charges, and then predict the increase of the telephone charges and traffic in the age of 5g network. Secondly, TOPSIS model is established to evaluate the most representative user groups and explore the main customer groups and regional differences of 5g network consumption.

Keywords: 5G Network; Price Prediction of Telephone Fee and Traffic; Topsis Model

1 INTRODUCTION

Since the beginning of this century, China's mobile data network has been upgraded with the gradual improvement of Internet facilities. After the country began to deploy 3G networks on a large scale in 2009, 4G networks were deployed on a large scale in 2014. Two data network upgrades have been effective. This has promoted the rapid development of China's mobile Internet and large-scale innovation in service models and business models. The 5G network will take over the next baton of the data network. The large-scale application of smart phones promotes the rapid development of the mobile Internet, which in turn promotes the development of data networks [1]. Under the current demand, the 4G network is sufficient in terms of data transmission rate. In the case of good signal, there will be no freeze even when watching high-definition video. However, with the development of big data, more powerful 5G The network will have a broader application space. The difference between 5G network and 4G network is not only faster data transmission rate and lower network delay, but also means that machines will be more automated, virtual reality, Internet of things, artificial intelligence, Smart City [2] and a series of operations, the changes brought about by 5G will redefine work processes and reshape competition rules. 4G and previous mobile networks mainly focus on the provision of raw bandwidth, while the upgraded 5G network aims to provide ubiquitous connections and lay the foundation for fast and flexible network connections. The original intention of 5G networks is to support a variety of different Application [3] provides ultra-high speed connection.

The price of 5G networks is also a hot topic for consumers. According to the work arrangements of relevant international standards organizations, the first

international standard for 5G networks will be officially released in June this year, and it is expected that 5G networks will be officially commercialized in 2020. 5G networks will bring more convenience to consumers in the next few years, and the price of 5G network traffic has also become the focus of consumers' attention. Therefore, we investigated the degree of understanding and price acceptance of 5G networks by different groups of people, and in-depth research on the factors that influence consumers' consumption demand for 5G networks, and on this basis, we made reasonable suggestions to communication service operators [4].

2 SURVEY PLAN DESIGN AND RELIABILITY AND VALIDITY TEST

2.1 Survey questionnaire indicator design

In response to the survey of the status quo of 5G networks, in addition to screening information, this questionnaire sets a total of 4 first-level indicators, namely: basic attitude, call charges, traffic, and communication service operators

2.2 Reliability and validity test [5]

(1) Reliability test:

Reliability is reliability, which refers to the degree of consistency of the results obtained when the same method is used to repeatedly measure the same object. There are four main methods of reliability analysis: test-retest reliability method, duplicate reliability method, half reliability method, and reliability coefficient method.

This paper selects the reliability coefficient method to test the reliability of the questionnaire. Using SPSS analysis, the reliability of this questionnaire is 0.823, which is a good level.

(2) Validity test:

Validity is validity, which refers to the degree to which measurement tools or means can accurately measure the things that need to be measured. Validity refers to the extent to which the measured results reflect the content that you want to investigate. The more consistent the measurement results are with the content to be investigated, the higher the validity; conversely, the lower the validity.

Using SPSS analysis, the KMO value is $0.811 > 0.7$, and the value is $0 < 0.05$, which means that the questionnaire is valid and the following analysis can be continued.

3 DESCRIPTIVE ANALYSIS

Among the valid questionnaires obtained in this survey, there are a total of 784 valid samples. Males accounted

for 47.1% and females accounted for 52.9%. The proportion of gender differences in the surveyed samples is small. All age groups are covered, data sources are more extensive, and more reliable and authentic. Through the analysis of the survey results, it can be seen that the number of people in the 18-30 age group is the largest, accounting for 40%; the number of people under the age of 18 and 31-40 years old account for a similar proportion, about 19%; the age group is 41- The proportion of 50 years old is relatively small, accounting for 12%; the proportion of the age group over 50 years old is the least, about 10%, so that we can get the basic attitude of users towards 5G networks and the consumption of different communication service operators, so as to get 5G Forecast of future network charges and future traffic.

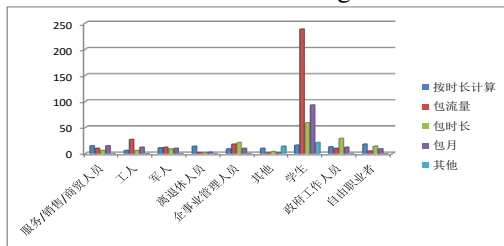
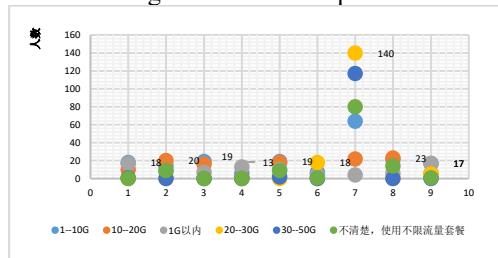


Figure 1 Cross-analysis of occupations and traffic accounting methods

As can be seen from the above picture, retired people and freelancers prefer traffic packages calculated by time, workers and students prefer packages with package traffic, and corporate managers and government workers may be more inclined due to working time restrictions. For the long-term data package, in addition, service/sales/business personnel and military personnel have similar preferences for several billing methods due to professional factors.



<Note: The numbers in this picture correspond to the occupations in the above table in turn>

Figure 2 Cross-analysis of occupation and traffic usage

As can be seen from the above figure, the average monthly traffic consumption of retirees and freelancers is below 1G, and the average monthly traffic consumption of service/sales/business personnel, military personnel and enterprise workers is 1-10G, workers and government workers The average monthly traffic consumption is within 10-20G, and the average monthly traffic consumption of students and other professional groups is 20-30G.

It can be seen from the above data that students are the main traffic consumers, so communication service operators can propose multiple plans and preferential

International Journal of Education and Management policies for students to capture the main user groups.

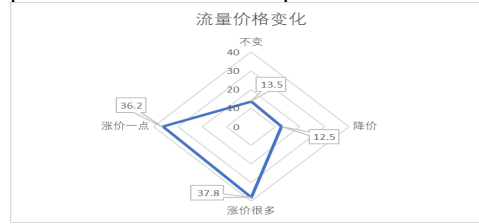


Figure 3 Changes in traffic price

From the above table, it can be concluded that 37.8% of users believe that the price of 5G network will increase a lot, 36.2% of users believe that 5G network will only increase in price, and 13.5% of users believe that the price of 5G network will be the same as it is now. 12.5% of users believe that 5G networks will reduce prices. In general, most users believe that the price of 5G networks will rise.

4 TOPSIS MODEL ANALYSIS

4.1 Topsis model establishment

Solving distance method TOPSIS method [7] is a commonly used comprehensive evaluation method, using this method can make full use of the information of the original data, and its results can accurately reflect the gap between the evaluation schemes [8].

Forward structure scoring formula:

$$\omega_i = \frac{X - X_{\min}}{X_{\max} - X_{\min}}$$

Normalization formula:

$$\mu_i = \frac{x_i}{\sum_{i=1}^n x_i} \quad i \in (1,20)$$

Forward formula:

$$x_i = x_{\max} - x$$

In order to eliminate the influence of different index dimensions, it is necessary to standardize the matrix that has been normalized. Assuming there are objects to be evaluated, the normalized matrix composed of evaluation indicators is as follows:

$$X = \begin{bmatrix} x_{11} & x_{12} & \cdots & x_{1m} \\ x_{21} & x_{22} & \cdots & x_{2m} \\ \vdots & \vdots & \ddots & \vdots \\ x_{n1} & x_{n2} & \cdots & x_{nm} \end{bmatrix}$$

Then, the normalized matrix is denoted as each element in

$$Z_{ij} = \frac{x_{ij}}{\sqrt{\sum_{i=1}^n x_{ij}^2}}$$

Then, we can calculate the unnormalized score of the $i(i = 1,2, \dots, n)$ evaluation object:

$$S_i = \frac{D^-_i}{D^+_i + D^-_i}$$

Obviously, the larger the $0 \leq S_i \leq 1$ and the S_i the smaller the D^+_i , the closer to the maximum.

4.2 Topsis model solution

In order to explore the main customer groups and regional differences of 5G network consumption [9], we established the TOPSIS model to evaluate the most representative user groups. The data in the "Survey on Consumer Demand for 5G Networks" will be analyzed and evaluated [10], but because some indicators are discrete and difficult to express in mathematical language, these indicators will be eliminated.

Finally, the following score distribution scatter plot is obtained. After categorizing the scores, it is concluded that the top three cities with higher scores are Beijing, Shanghai, and Chongqing.

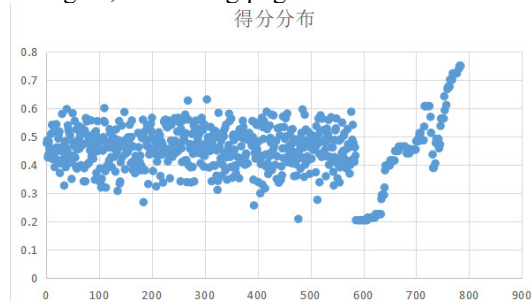


Figure 4 Scatter plot of score distribution

5 RESULT

(1) This article determines a feasible survey plan. Design the survey questionnaire and test the reliability and validity of the questionnaire design to ensure the rationality of the questionnaire design, and then implement the survey to obtain effective first-hand data.

(2) Descriptive analysis of valid data. Analyze the user's acceptance of 5G networks, the period of upgrading to 5G networks, and the distribution of current user call charges, and then predict the increase

in call charges and traffic in the 5G network era

(3) Establish a Topsis model to evaluate the most representative user groups, and analyze the differences between the main customer groups of 5G network consumption in different regions.

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An Analysis of the Attractiveness and Resistance that China Invest Israel under the Background of the "Belt and Road"

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Abstract: Israel is an important node along the Belt and Road, and is known as the "Country of Innovation" and "Second Silicon Valley." Under the current wave of counter-globalization, the secumoving towards a powerful country. China-Israel cooperation is highly complementary in original technology and large-scale scenarios. The strategic advocacy of the "Belt and Road" and "Looking East" is this complementarity Sex provides an excellent opportunity. This article analyzes the gravitation and resistance of Chinese companies investing in Israel by exploring the current status of Chinese companies investing in Israel, and gives some reasonable suggestions.

Keywords: One Belt One Road; Chinese companies; Israel; Attractiveness and resistance

1. THE STATUS OF CHINESE COMPANIES INVESTING IN ISRAEL.

The amount of investment in China has grown steadily, mainly in the field of science and technology.

After China and Israel announced the establishment of an innovative and comprehensive partnership in 2017, bilateral economic and trade relations have been changing with each passing day, and positive results have been achieved in various aspects such as trade and investment and industrial cooperation. According to the report of the Israeli Venture Capital Research Center (IVC Research Center), China invested in Israel in 2019, ranking among the top three in the world with the United States and the United Kingdom, participating in a total of 21 investments in Israel and three acquisition projects. The investment in science and technology increased from US\$232 million in 2013 to US\$1 billion in 2019, accounting for 17% of Israeli investment [1-3].

(2)TMT and biomedicine become the leading industries for Chinese enterprises to merge and acquire in Israel

Chinese companies must first consider technology and industrial needs when developing overseas investment business, which is also a key driving force for winning a competitive voice. There are usually three ways to obtain foreign high-tech: one is the purchase of technology patents; the second is to fight for enterprise technology alliance; the third is the merger and acquisition of high-tech enterprises. The first two methods often encounter resistance or rejection because they involve the cutting-edge technology or

trade secrets of some large companies or even the host country. Therefore, China mainly realizes the expansion and extension of high-tech industries through cross-border mergers and acquisitions. According to the relevant industry situation of China-Israel M&A targets, it can be found that the main components are TMT and the biomedical industry, which account for 43.64% and 30.91% respectively. Private enterprises are the main force, and the overall investment scale is relatively small.

According to the basic attributes of Chinese buyers engaged in M&A related Israeli companies, private enterprises are the core force, and 48 M&A transactions led by private enterprises have been implemented, with a proportion of 87.27%. In terms of transaction size, the value of a series of Chinese-funded M&A transactions in Israel is roughly in the range of US\$10 million to US\$1 billion. The number is 29, accounting for 67.44%, which is a high-value M&A transaction exceeding US\$1 billion. Not much, the proportion is only 20%. This phenomenon is closely related to many small and beautiful investment projects in Israel.

2.THE ATTRACTIVENESS OF ISRAEL TO CHINESE INVESTMENT

(1) The Israeli government attaches great importance to technology and has a high level of research and development

Israel attaches great importance to high-tech research and development, and its investment in gross national product ranks third in the world, only behind Japan and Switzerland. The government attaches great importance to project research and development. Based on welfare subsidies for fixed asset investors, some specific projects also give them a preferential tax period of 10 years. Israel's scientific research foundation is very strong, involving all aspects of biology, medicine, agriculture, electromechanics, astronomy, etc. The scientific and technological achievements obtained by its scientific researchers include biotechnology, nanotechnology, satellite technology, supercomputing, intelligent machines, and communication engineering.

(2) Rich high-quality human resources

The foundation of the upgrade of the Israeli scientific research industry lies in its high-quality talents. Israel has always attached great importance to education, and at the same time, it has recruited outstanding

immigrants, so that its regional personnel education level is at a high level. At the same time, its average number of innovative companies in the global population ranks first in the world. One-quarter of Israel's entire workforce is specialized in science and technology, far exceeding the United States and Japan. Many Chinese companies have successively established branches here, such as Huawei, Xiaomi and Lenovo.

(3) The capital and financial markets are mature and the business environment is good.

In March 2015, the Bank of Israel reduced the benchmark interest rate to 0.1%, which has remained unchanged since a record low, and implemented loose monetary policy. It provides a \$2 billion venture capital to encourage emerging investors to return funds, and its intellectual property protection system is sound. Only Israel and the European Union, the European Free Trade Area and the United States have reached a free trade agreement. In addition, Israel has also established a number of industrial parks and high-tech incubation areas. It is not only the second largest Nasdaq listed company, but also a key area for the international software industry to purchase, attracting some world-renowned technology companies to establish branches here. Or research centers such as Google and Microsoft.

3. RESISTANCE OF CHINA'S INVESTMENT IN ISRAEL

(1) Israel has access mechanisms for different industries

Although Israel does not specifically enact legislation for foreign investment, for aviation and maritime transport, broadcasting and telecommunications, energy development, tourism development and other fields, Israel will appropriately implement foreign investment in personnel and capital for the purpose of maintaining public safety and interests. limit. The shareholding restrictions of different industries are also different. For example, the law clearly requires foreign capital to invest less than 74% of the capital in the telecommunications industry; in the field of fixed-line services, its board members require local citizens or residents The proportion of people is 3/4 and above. In addition, the production of rare species and the development of rare metals in the agriculture, forestry, animal husbandry and fishery industries prohibit investment. Therefore, Chinese-funded enterprises should understand Israel's investment access mechanism when choosing an investment area, consider them carefully, and respond in advance.

(2) It is difficult for foreign residents to obtain Israeli land lease rights.

Israel's Land Law clearly defines foreign residents' ownership and use rights of land. Among them, 93% of the land is publicly owned by the state, and 7% of the land is privately owned. Only free land can be bought and sold, and all foreign investors have the right to obtain it. However, the Jewish National

Foundation occupies 12% of 93% of the publicly owned land, and the leaseable objects of this type of land include citizens of the country and foreign Jews. The land development agency owns 12% of the land, and the lease objects are the same as above. 63% of the land owned by the government is leased to all nationals, foreign Jews and foreign non-Jews. Foreign non-Jews need to apply to the local land administration to confirm that the lease of land is beneficial to Israel, and after discussion and approval by the land administration committee, this is also a restriction on foreign investment.

(3) Mismatch between supply and demand, Chinese companies encounter a premium for acquisitions

According to data from the Israel Central Bureau of Statistics, there were about 105,000 Chinese tourists to Israel in 2019, which was more than double the number in 2015. Among them, 40% of Chinese tourists came for business visits. The constant flow of Chinese business delegations to Israel for inspections can easily cause Israel to form a "buyer's market" and raise prices. According to incomplete statistics from Israeli investment research institutions, the prices of Israeli companies invested and acquired by Chinese capital since 2014 have generally been 30-40% higher than those acquired by European and American capital. This aspect shows my country's strong economic strength, on the other hand, it is not conducive to my country's long-term investment in Israel. In April 2019, the 6th Global Investment and M&A Summit was held in Shanghai. During the meeting, it was discussed how Israel's "innovation miracle" would take root in China. Now that Chinese and Chinese companies are rediscovering Israel and Israeli innovation, China-Israel direct flights have grown from several times a week a few years ago to more than 30 weekly flights today. It is foreseeable that the continued warming of this superficial "snatching" investment will continue to face Israeli premium sales.

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Exploration of Coordinated Development Mode by the Integration of Culture and Tourism in Shaoxing City

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Abstract: The key to the integration of culture and tourism is to find the fusion point, which both reflects the regional characteristics and integrates various cultures and tourist attractions effectively. Based on the current situation and characteristics of local economy, culture and tourism resources in Shaoxing, this paper proposes to take Rice Wine as the carrier of the integration of culture and tourism. By creating a tourism brand of "Taste Rice Wine to Shaoxing", the most representative scenic spots are merged, and continuous and dynamic publicity is carried out in the form of tourist coupons and large-scale musicals to form a coordinated development model by the integration of culture and tourism with Shaoxing characteristics.

Keywords: Rice Wine; Integration of culture and tourism; Tourism brand

1. THE KEY TO THE INTEGRATION OF CULTURE AND TOURISM

It is a new trend of urban tourism brands today to develop and create distinctive urban tourism business cards [1], and the integration of culture and tourism is a way to be widely explored at present. Culture is the core and soul of tourism, and tourism is the carrier of culture and the process of feeling and experiencing culture [2]. An appropriate integration mode of culture and tourism can make the cultural and tourism advantages complement each other, and realize the synergistic value-added and maximum benefit of the two industries in the mutual penetration and organic integration. For example, the theme park represented by Disneyland has become the most typical, prominent and most important industry of cultural tourism integration by integrating cultural products such as upstream films, literature and animation with downstream catering, accommodation, exhibition, education and training industries. In recent years, integration modes of culture and tourism, showing regional natural landscapes and national cultural characteristics in large-scale operas and dramas, have also made great progress. The mode is "Eternal Love", including "Lijiang Eternal Love", "Songcheng Eternal Love", and "Sanya City Eternal Love". The key to the success of these models is to find the entry point or carrier of the integration of culture and tourism. This carrier not only embodies the regional characteristics,

but also effectively integrates various cultures and various attractions. It connects single cultural spots and tourist spots into cultural tourism lines and interweaving into cultural tourism areas, which greatly expands the time and space of tourism. Both men, women and children can find cultural and travel content that suits their needs, expanding the adapted population of tourism.

2. THE CURRENT SITUATION OF INTEGRATION OF CULTURE AND TOURISM IN SHAOXING CITY

Shaoxing is a city with a history of 2500 years, and it is also a city of celebrities, such as Dayu, Goujian, Xishi, He Zhizhang, Wang Xizhi, Lu You, Wang Yangming, Cai Yuanpei, Zhou Enlai, Lu Xun, Qiu Jin. And Huangjiu, Yue Opera, Dark Boat, Dark Felt Cap present the most distinctive Shaoxing. These elements are also integrated into the local tourism of Shaoxing, the Kuaiji Mountain Tourist Resort with Dayu as the core, the Fushan Yuewang Terrace with Goujian as the background, the Lanting Scenic Area displaying Wang Xizhi's calligraphy and Yue Opera, and the Luyuan Love Garden Shenyuan. Of course, there are countless celebrity house: Lu Xun's hometown, Xishi's hometown, Shusheng's hometown, Wang Yangming's hometown, Cai Yuanpei's hometown, Zhou Enlai's hometown, and Qiu Jin's hometown. The elements of Rice Wine are embodied in the Museum of Rice Wine, the town of Rice Wine and the shops of Rice Wine. The specialty store of rice wine; the sights with water are indispensable to the Wu Peng boat and the boatman wearing the black felt hat. The scenic spots with water include dark boat and boatman wearing dark felt hat. However, there are a lot of celebrities and complicated culture. The numerous scenic spots formed are small and complex. As Chang Ying said in his article, the distinctive culture of Shaoxing attracts countless tourists every year. But the connection between culture and culture is not high and lacks integrity, so tourists can only stop at Shaoxing and will not choose to stay for a long time [3]. It limits the further development of Shaoxing tourism and relies on the cultural spread of tourism and consumption of special products. To find the carrier (link) connecting these people and the scene is the key to change the current situation of cultural and tourism integration in Shaoxing.

3. INSPIRATION OF "FOLLOWING TEXTBOOKS

TO SHAOXING"

"Traveling Textbooks to Shaoxing" is a former tourism slogan in Shaoxing, which is prominently displayed on the billboards of various traffic routes entering Shaoxing. Even today, many tourists visit Shaoxing by following this slogan and the tourist attractions: Lu Xun's Hometown - Shenyuan Scenic Area - Shaoxing Museum - Jiezu Temple - Cai Yuanpei's Former Residence - Datong Academy - Zhou Enlai's Ancestral Home - Qingteng Bookstore - Qiu Jin Former residence - Dayuling tour Shaoxing. Many travel notes after tourists "traveling to Shaoxing with textbooks" can be found on Baidu. This is a popular and successful marketing slogan. Because it connects Shaoxing, which is familiar to everyone through textbooks, with Shaoxing that many people are not familiar with. Through the text in the textbooks, people are intrigued to find out, and visitors who are not familiar with local tourist attractions are provided with a clear route map through the design of tourist attractions. If they follow this route, they can appreciate the beauty of Shaoxing and Shaoxing culture. For tourists, it saves the trouble of doing their own strategies. For the local tourism industry, the route-based tourism not only guides tourists to stay for a long time, but also effectively connects and packages the separated scenic spots.

4. EXPLORATION OF "TRAVELING IN SHAOXING WITH RICE WINE"

4.1 Reasons for using Rice Wine as the carrier of cultural tourism integration in Shaoxing

With the reform of the content of primary and secondary textbooks, and the development of local economy and the increase of tourism elements in Shaoxing, "Travel Textbooks to Shaoxing" has no longer appeared in the major billboards with leading marketing slogan. It is urgent to find a new carrier that highlights the regional characteristics of Shaoxing and integrates cultural elements and tourism resources of Shaoxing. Throughout the local characteristic industries, products and tourism in Shaoxing, it is appropriate to take Rice Wine as the carrier of cultural and tourism integration to promote the further development of Shaoxing culture and tourism.

(1) Rice Wine is famous all over the world, which can reduce the marketing of carrier itself.

Rice Wine, as a traditional industry in Shaoxing, has made a lot of achievements in history. In recent years, with the joint promotion of local government and industry, new breakthroughs have been made. The allusions related to Rice Wine are familiar by people, such as "Mashine masters", "Drink water from a winding canal with one wine cup floating on it so as to wash away ominousness", "NvErGong", "Huang Teng Wine" and "Kong Yiji". Therefore, with Rice Wine as the carrier, there is no need to carry out excessive publicity on the wine itself.

(2) Rice Wine itself contains a lot of stories, which are closely linked with culture.

"Mashine masters" depicts the ambition of Gou Jian, king of Yue, to lead his officers and men back to the country; Wang Xizhi's poems and music with his friends are depict in the "Drink water from a winding canal with one wine cup floating on it so as to wash away ominousness"; "NvErGong" is brewing with thick father's love; the sad and beautiful love is reflected in Huang Teng Wine; the taste of life and the city life of Shaoxing are appreciated by Kong Yiji. These are the vivid presentation of Shaoxing and even the Chinese culture.

(3) There are many scenic spots in Shaoxing related to Rice Wine, which can be connected into a tourist line through Rice Wine to extend the time and space for tourists to visit Shaoxing

Chinese Rice Wine Museum and Dongpu Rice Wine Town are tourist attractions specially built for Rice Wine, integrating culture, history, tourism and shopping. In addition, the Xianheng Hotel, which is an extension of the famous scenic spot of Lu Xun's hometown, reproduces the vivid scene of "a bowl of mellow rice wine, a dish of flavorful fennel beans" written by Lu Xun through the statue of Kong Yiji and "Dang Shi". The group sculptures of the mashine masters in the scenic area highlight the momentum of "mashing masters"; in Lanting Scenic Area, tourists can enjoy the words of the book saint and experience the artistic conception; night tour of Shenyuan can experience the drinking ceremony of Huang Teng Jiu.

(4) Rice Wine can also radiate other industries and drive the development of many industries.

First of all, Rice Wine itself has always been an important and characteristic industry in Shaoxing, and the local government has always attached great importance to the development of rice wine industry. New model of integration of culture and tourism in Shaoxing based on Rice Wine is a living advertisement for the promotion of Rice Wine. Secondly, the innovation of Rice Wine emerges one after another. In the catering industry, in addition to using Rice Wine to make drunk fish, drunken shrimp, drunk crab and various dishes, bread with Rice Wine is also developed. In the leisure food industry, popsicle with rice wine is developed, and chocolate with rice wine is also explored. The beautiful story and implication of "NvErGong" just caters to the hearts of many parents, forming a wine used in wedding banquet, driving the development of wedding banquet wine industry. In addition, Rice Wine is usually collected in ceramic jars, the texture, shape design and picture design on the cylinder block are all the embodiment of art. A good wine coupled with an artistic ceramic VAT greatly improves the value of rice wine, and also provides a new exhibition space for ceramic and painting techniques. In the Chinese Rice Wine Museum, there is a experience tour for Rice Wine. Tourists can listen to the introduction of the master of Huadiao and watch the live demonstration, and then they can do DIY by yourself. After completing the work, they can pack it

and take it away as a unique souvenir.

4.2 Composition and characteristics of the tourist route of "Traveling in Shaoxing with Rice Wine"

4.2.1 Composition of scenic spots

The scenic spots on the tourism route of "Traveling in Shaoxing with Rice Wine" must cover three elements at the same time: rice wine, culture and tourism. According to the introduction of "the reason to use Rice Wine as a new carrier of cultural and tourism integration in Shaoxing", the tourism route is composed of six scenic spots, that is Lu Xun's hometown, Keyan scenic spot, Lanting, Shenyuan, Chinese Rice Wine Museum and Dongpu Rice Wine Town.

4.2.2 Characteristics

Since they focus on the same theme, they should have something in common. But it also highlights every place worth visiting, that is, the characteristics. We should try our best to avoid the sameness in content and cause aesthetic fatigue. According to the existing content and accumulation of each scenic spot, the characteristics of each place are refined as follows:

(1) Lu Xun's hometown

It is the most vivid interpretation of diet culture of Rice Wine and the life of Shaoxing City. Visitors can taste the old wine blended by traditional methods in Xianheng Hotel, known as the treasure of Rice Wine - - Tai Diao Wine, which is the authentic dish made of Rice Wine. They can experience the daily life and food of Shaoxing people in "Tangshi" and Lu Xun's hometown. They can also get close contact with Luxun's BaiCaoYuan, Sanwei bookstore, and Kong Yiji, so as to feel the childhood of Lu Xun.

(2) Keyan scenic spot

Tourists can feel the ambition of our ancestors in "Mashine masters". The group sculpture of "Mashine masters" in Jianhu scenic area reproduces the momentum of "Mashine masters". However, there are static sculpture groups and dynamic flowing water for viewing, but there is no content for tourists to participate in the experience. The original meaning of "Mashine masters" is to put the wine into the river so that officers and men can take it and drink it. If the running water here can be designed as direct drinking water, tourists can drink it, and even set up the link of pouring mash at a specific time point for tourists to experience, which should be able to interpret and convey the artistic conception of "putting mash to work" more intuitively. According to the original meaning of mash and highlighting its characteristics, the rice wine provided for tourists to taste and buy should be rice wine with grains. In addition, in order to highlight the theme and characteristics of each scenic spot, it is suggested that the spot of "Drink water from a winding canal with one wine cup floating on it so as to wash away ominousness" currently covered in this scenic spot should be interpreted in Lanting scenic spot.

(3) Lanting

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It is the appreciation of poetry, calligraphy and Yue opera in the Qushui stream. Lanting is famous both at home and abroad for his famous calligraphy "Lanting Collection Preface". In the past ten years, the reputation of the Lanting Calligraphy Festival has continued. The scenic spot also integrates Yue opera performances, forming distinctive features of the poems and songs. The origin of Lanting and Rice Wine lies in the Qushui stream. Through the design of packaging for Rice Wine, tourists can taste and buy Rice Wine that can reproduce the scene of the qushui, and it is also easy to carry, so that tourists can easily take it away after playing it and keep it as a memorial.

(4) Shenyuan

It is the beautiful love brewed in "NvErGong". Shenyuan, a famous garden of love, has the most poignant love story of landing tour and cousin Tang Wan. But since ancient times, people still believe in the beauty of love, and parents still expect their children to get a happy love and marriage. The wedding banquet wine developed by Shaoxing Rice Wine Enterprise in recent years bears the beautiful allusion of "NvErGong". It is loved by guests and has become one of the new development directions of Rice Wine. Therefore, it is more appropriate to show people's pursuit of a better love with "NvErGong". In terms of product design, we can take the form of series of wine, select several representative time nodes in children's growth or traditional customs in Chinese wedding banquet and wedding reception, and present it with special design of pictures or wine bottle shape, so as to arouse people's sympathy for love between children and traditional Chinese culture and customs.

(5) Chinese Rice Wine Museum

It is the authoritative exhibition of the history of Rice Wine. It is the symbol of Shaoxing. It integrates culture, history, tourism and shopping. According to the different needs of tourists, it has launched cultural tour, food tour and experience tour. And tourists can get close contact with the history, skills and inheritance of Rice Wine, and taste the most pure wine.

(6) Dongpu Rice Wine town

It is the presentation of innovation and development of Rice Wine. If Rice Wine Museum tells the history of rice wine, Dongpu Rice Wine town is the future of rice wine. In addition to showing the folk brewing technology, industrial creativity, international exchange, and business leisure also show the modern development of rice wine. Innovative products such as popsicle with rice wine, bread with rice wine, and chocolate with rice wine are displayed, and rice wine can be more in line with young groups. Visitors can taste and even participate in the production of the freshest creative products of Rice Wine.

4.3 Propaganda and promotion of "Taste the Yellow Wine to Shaoxing"

(1) To sale ticket coupons of "Taste the Yellow Wine to Shaoxing" online and offline

The joint ticket consists of two parts, that is, an

overview of the route and tickets for each attraction. One is to give an overview of the route composition and tourist map, and the other is to introduce the theme and tour items of the attraction. In order to meet the different needs of different tourists at different times, the coupons should be designed to be arbitrarily matched rather than to be bundled, that is, tourists can choose one, more or all of the attractions to visit according to their interest and time, and the order of the tour can also be arranged freely. The way to purchase tickets is conducted both online and offline. Through the online sale, more people can understand the whole picture and characteristics of the route, and make arrangements for playing in advance. And the new method of code scanning can be allowed to enter the park, reducing the waiting time for ticket exchange queue. While offline sales are used to meet the needs of people who have difficulty buying tickets online.

(2) To create "Eternal Love of Rice Wine" for continuous and dynamic marketing by draw on the popular forms of musicals and dances

Gu Yue Longshan Shaoxing Liquor Co., Ltd. spent 69 million to shoot the TV series "NvErGong", which tells the legendary story of businessmen in Zhejiang with lofty ideals and full of inspire and national feelings to promote Rice Wine. When the TV series aired, it did promote the company's sales, but the impact gradually faded after the hot broadcast period passed. However, "Eternal Love of Lijiang", "Eternal Love of Songcheng", and "Yongxiu·Gangtongtianxia" which have emerged in recent years, have continuously and dynamically promoted the history, humanities and economy of nations and localities

through large-scale stage plays. They have been widely recognized by tourists, and have become a must see program for tourists to visit the local place. Because this large-scale stage play allows visitors to intuitively and comprehensively understand the past, present and future of local politics, economy and culture through sounds, colors, and scenes. Before going to various attractions, it can be used as a cognitive paving; after that, it can be a summary and sublimation of cognition for the scene. During this period of watching the show, it is still a short break and adjustment to the tiredness of the journey. The cultural connotation of Shaoxing and Rice Wine is so rich that it can also be propagated in this way. And Rice Wine Town can be chosen as the interpretation location, because it is far away from the noise of the city center. The design of 12 major functional blocks is suitable for all kinds of people to rest here and savor the charm of Shaoxing and Rice Wine culture.

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Application Analysis of Positive Psychology in Mental Health Education in Colleges and Universities

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Abstract: With the continuous development and improvement of higher education, China's institutions of higher learning pay more attention to the education of students' psychological quality, and mental health is an important standard to measure the overall quality of students, college students' mental health has been widely concerned. Positive psychology mainly focuses on monitoring with a positive attitude. After long-term analysis of the mental health status and educational effect of college students, positive psychology is applied in mental health education in colleges and universities, and certain results have been achieved in the application of mental health education in colleges and universities. Based on this theory, this paper focuses on the perspective of positive psychology, and analyzes the application advantages and strategies of positive psychology in college mental health education.

Keywords: Positive psychology; Higher education; Mental health

1. ADVANTAGES OF POSITIVE PSYCHOLOGY IN COLLEGE MENTAL HEALTH EDUCATION

1.1 Promote the development of mental health education in colleges and universities

Most colleges and universities in China have mental health education courses, but under the influence of backward theoretical knowledge, mental health education in colleges and universities needs to be improved as a whole[1-4]. Positive psychology focuses on cultivating students' comprehensive quality and guides college students to recognize their own advantages and disadvantages so as to avoid the negative psychology of inferiority. Therefore, the application of positive psychology in the course of mental health education in colleges and universities can improve the level of mental health education and promote the rationalization of mental health education.

1.2 Meet the needs of college students for mental health education

In recent years, social cases caused by students with psychological problems are common, which has aroused the attention and attention from all sectors of society to students' mental health. China has issued corresponding policies on mental health education in colleges and universities, which puts forward higher requirements for mental health education in colleges and universities. At present, mental health education

courses are offered in colleges and universities, aiming at promoting students' mental health development, preventing potential psychological problems of college students, and avoiding the impact of psychological problems on students' study and life. While positive psychology can meet the needs of psychological education in colleges and universities, and it has certain advantages in regulating psychology. Psychologists can effectively guide students by applying positive psychology, and promote students' psychological development to a good, healthy psychological state, so as to achieve the goal of mental health education in colleges and universities.

2. COMMON PSYCHOLOGICAL PROBLEMS OF COLLEGE STUDENTS

2.1 Deviation of self-consciousness

Self-awareness is an important factor affecting mental health. College students will encounter many contradictions during their study, which is related to the deviation of consciousness to some extent. For example, when college students are neglected in interpersonal communication, they cannot face themselves objectively. Some students are forced to choose their favorite major because they are not admitted, so they lose the motivation to learn and thus fail to meet the academic standards. Some students found themselves lacking in theoretical knowledge through internships, and there was a gap between them and their predictions. This kind of self-knowledge contradiction leads to students' denial and hesitation. These false self-perceptions have negative effects on their development.

2.2 Interpersonal skills

Relationships is one of the important factors, psychological problems of university students in school learning and life, they want to make more friends to enrich the campus, but contains the competition in the process of interpersonal relationship, such as the class cadre selection, competition for scholarships and so on, if you can't see the competition right, can make the conflict between the classmate, thus affecting the relationship between interpersonal, university students' lack of experience in the interpersonal communication, when you meet the interpersonal conflict will produce negative emotions of anxiety and irritability, which affects their mental health.

2.3 The concept of choosing an occupation is incorrect

A lot of college students choose a career on the high side, the result of the work can not be implemented; Some students psychological inferiority, which is also the biggest obstacle on the way to employment; Some students often fail in the job-hunting process due to the lack of interview experience, and find it difficult to find a suitable job; And these problems are college graduates job-hunting psychological confusion.

3. APPLICATION MEASURES OF POSITIVE PSYCHOLOGY IN COLLEGE MENTAL HEALTH EDUCATION

3.1 Develop reasonable goals of mental health education

The goal of mental health education in colleges and universities is to cultivate high-quality mental health students. Therefore, the application of positive psychology in the course of mental health education in colleges and universities should take this goal as the guideline of mental health education and guide the practical application of positive psychology. Specifically, colleges and universities apply the theory of positive psychology to build a positive campus environment so that students can study and live with a good attitude. Secondly, colleges and universities should change the traditional teaching methods, take the positive psychology theory as the guidance, implement the positive attitude in teaching, and create a positive and healthy campus environment, so that students can face life, study and employment with a good attitude under the influence of the positive environment.

3.2 Construct psychological consultant

At present, although many colleges and universities have begun to pay attention to students' mental health education, most of them tend to treat psychological diseases. Such mental health education is easy for students to have a rebellious mentality. To this end, colleges and universities create psychological counselors, arrange professional psychologists to

provide guidance to students. When dealing with the psychological guidance of students, psychologists should listen carefully to what students say, and then apply the positive psychology theory to conduct psychological guidance for students, so that students can establish correct self-cognition, gradually develop self-confidence with a good attitude, eliminate negative psychology.

4. CONCLUSION

College students are the support of the social construction of our country, we must ensure the psychological health of college students with a reasonable way of mental health education, promote college students to establish a correct outlook on life. Therefore, colleges and universities should apply the theory of positive psychology to guide students' mental health effectively on the basis of students' actual psychological conditions, so that students can face various challenges in life and study with a positive attitude.

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Research on Problems of the Development of Cross-Cultural Communication under the Background of Globalization and Its Countermeasures

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Abstract: In recent years, with the development of economic globalization, the number of cross-cultural economic exchanges carried out by multinational companies has increased to a certain extent. Differences in cultural backgrounds will cause people to have different ways of thinking and behavior. And cultural differences will also affect the effectiveness of business strategies of multinational companies. Business managers need to face up to the problems of development of cross-cultural communication and seek appropriate solutions to solve these problems.

Keywords: Cross-cultural communication; Problem; Solution

1. PROBLEMS IN THE DEVELOPMENT OF CROSS-CULTURAL COMMUNICATION

The cross-cultural communication is the exchange and transmission of information between different cultural units. It refers to the communication between people under the background of cultural differences. In recent years, joint ventures and multinational companies have been developing at a relatively rapid rate, and the economic strength of enterprises has been continuously enhanced [1-6]. Cross-cultural communication is more and more needed in economic life, and excellent cross-cultural communication can promote the development of multinational companies. Therefore, leaders of multinational companies need to adopt effective methods to promote cross-cultural communication.

1.1 Problems caused by differences in languages

People need to use language for communication and information transmission in daily life, because people in different regions of the world use different languages. And there will be inconsistencies in information when people in different regions communicate in different languages. There have significant differences in the information expression between high-context culture and low-context culture. For example, in Asian countries with high-context culture such as Japan and China, information expression has both direct and implicit characteristics, but the information transmission needs to combine multiple situations. It is necessary not only to combine the words and utterances used by the informant, but also to combine the environment in which the

information is expressed and the content of communication before and after it. While in countries with low-context culture such as Germany and the United States, information expression can be understood by others only by using language, without the need to combine other factors [1]. Therefore, language differences in different regions will affect the accuracy of information transmission to a certain extent.

1.2 Problems caused by differences in values

Values refer to people's thinking of distinguishing things. Values will have a greater impact on people's cross-cultural communication. People with different cultural backgrounds will have significantly different values. For example, people in Western countries pay attention to personal interests, and most of their values emphasize independence and self-fulfillment of personal potential, and focus on self-realization in real life. While the cultural background of Eastern countries is collectivism, and most people think that personal interests are behind collective interests, and people value the maintenance of harmonious interpersonal relationships in life. Different values makes people have different views on the problems, which significantly reduces the effectiveness of communication.

1.3 Problems caused by cultural transfer

Cultural transfer can also be called attribution error. Its specific definition is that people can't help but adopt their own national values and cultural standards to communicate with others in the process of cross-cultural communication [2]. At the same time, people are easy to take their own social norms and customs to examine other nationalities. Because people are used to the cultural thinking of their own nation and are not willing to learn more about the culture of other nations, which obviously increases the difficulty of cross-cultural communication.

2. SPECIFIC METHODS TO SOLVE PROBLEMS IN THE DEVELOPMENT OF CROSS-CULTURAL COMMUNICATION

2.1 To create common values

Values are the main embodiment of one's thought and attitude. The creation of common values can effectively help the employees of multinational enterprises to carry out in-depth communication and

exchange, and make them truly recognize values in behavior, psychology and thought. The recognition of employees can effectively enhance their sense of belonging to the enterprise, so that employees can fully realize their potential, and effectively play their potential in real life [3]. Therefore, in the case of effectively defining the objectives of internal education, managers of multinational companies can carry out a series of effective training for employees, so that employees can understand and sincerely agree with the corporate values. Under the guidance of common values, employees can be more involved in cross-cultural communication, which is obviously conducive to the development of cross-cultural communication.

2.2. To master the differences between cultures and face cultural conflicts

Many people in the world believe that it is difficult to completely solve the problems in cross-cultural communication. Therefore, when facing the conflicts in cross-cultural communication, people need to take a more positive attitude to find the way to develop cross-cultural communication [4]. Because under normal circumstances, conflict will lead to people's psychological discomfort, which makes some people avoid conflict and are not willing to take the initiative to solve the conflict. If the cultural conflict is not solved, it will make the personal goals of employees difficult to be achieved. In the process of cross-cultural communication and exchange, employees need to correctly face cultural conflicts. Before communication, employees need to understand each other's cultural characteristics, learn and understand the customs, culture and politics of the country where the other party is located, and use appropriate cultural communication methods in different scenarios, so that cross-cultural communication can be proceeded smoothly [5].

2.3 To enhance cultural communication as much as possible

There are certain objective differences between China and Western countries. In the process of cross-cultural communication, only when both sides give each other enough respect and understanding can the objective differences be diluted. Multinational companies can properly hold some cultural communication activities to promote communication between employees and effectively dredge the inner conflicts between employees of different cultural backgrounds. For example, leaders of multinational companies can organize cultural and sports activities and festival gatherings. Therefore, leaders need to encourage employees to participate in cultural exchange activities as much as possible. Companies can invite professionals with significant achievements in cross-cultural communication to explain knowledge to employees. Professionals can set some questions to

interact with employees in the process of explanation, and guide employees to think about cross-cultural communication. In addition, leaders can set up exhibition halls and place pictures of various countries and national customs and cultures, or representative national objects, so that more corporate employees can understand multiple cultures [6]. Moreover, leaders need to have requirements for employees that requiring employees to participate in cultural exchange activities on a regular basis and submit experience reports after the activities, so that leaders can grasp employees' ideas on cross-cultural communication in a timely manner, and employees can learn to respect and communicate effectively with others and understand cultural differences.

3. CONCLUSION

Cross-cultural communication is a broad and profound knowledge. People with different cultural backgrounds have greater difficulty communicating, and it is difficult for both parties to reach consensus in the communication process. In order to achieve better development, multinational companies need to realize cross-cultural communication among their employees. Therefore, companies can adopt methods such as creating common values, mastering differences in cultures, confronting cultural conflicts, and enhancing cultural exchanges as much as possible, so as to enable employees to identify with other national cultures and communicate with others from different cultural backgrounds effectively.

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Research on Curriculum Reform of Art Education in Colleges from the Perspective of Cultural Bearing

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Abstract: Under the environment of quality-oriented education, the core of art education lies in the inheritance of culture, and the promotion of culture is inseparable from the educational carrier. Therefore, it is imperative to integrate art education and cultural bearing in colleges and universities. In the process of art education in colleges and universities, curriculum reform is a key means of cultivating their qualities and an important means to promote the combination of art education and art culture. The cultural bearing in the reform process of art education courses in colleges is not only an essence, but more importantly, a guarantee, which makes the art education courses show complexity, humanity, and intersection.

Keywords: Cultural bearing; College art; Education courses

1. INTRODUCTION

Based on building a country by culture, colleges and universities should have a deep understanding of cultural education according to their own characteristics and objectives of art education. Culture, as the foundation of fine arts education, is the guarantee for the education of humanity. From the perspective of cultural bearing, art education in colleges must be required to carry out curriculum reform, change the previous curriculum design of ignoring theory and focusing on skills, make the art education curriculum pay more attention to cultural precipitation, and successfully realize the art education based on culture accumulation by integrating various art cultures [1-2].

In the context of the reform of art education in colleges and universities, the goals of art education have new requirements. It needs not only to teach students the knowledge and skills of art theory, but also to cultivate students' sound personality development. More importantly, art theory and skills should be closely linked with culture to improve students' comprehensive ability in fine arts, make art have certain humanistic value and further cultivate students' good aesthetic consciousness and ability, and cultivate their ability to create beauty. At present, most colleges and universities in China have paid more attention to the cultural bearing in art education, but the curriculum setting lacks a certain integrity. The overly fragmented curriculum setting makes the art curriculum unable to be systematically arranged,

which has a certain impact on the cultural nature of art education. When cultivating art talents, colleges not only require them to design and create, but more importantly, colleges should emphasize students' ability to think independently and rich knowledge systems. Therefore, at present, the setting of art education courses in colleges and universities has deviated from the overall goal of art education. Curriculum reform is an important measure of art education and an important means of shaping the cultural nature of art disciplines ^[1].

2. WAYS TO CARRY OUT THE CURRICULUM REFORM OF FINE ARTS EDUCATION FROM THE PERSPECTIVE OF CULTURAL BEARING

2.1 Reform of basic courses

As the cultural basis of art curriculum, the basic course of fine arts education not only includes the teaching course of art major, but also has certain intersection with other disciplines. At the same time, it is closely related to the times, so it should follow the trend of development closely. Therefore, in the course reform, we should pay more attention to the basic courses, make use of the charm of culture, combine a variety of subjects with rich art thoughts and categories, so as to help students cultivate good aesthetic ability, lay a good foundation for their view on fine arts, and lay a solid foundation for the study of art major courses in the future.

2.2 Reform of specialized courses

In art education in colleges and universities, the principles of professional curriculum reform include attaching importance to basic courses, and enhancing the depth and breadth of basic courses. Under the guidance of this principle, the professional curriculum reform can be completed by two parts. First of all, the traditional professional courses have strong comprehensive problems, including graphic design, illustration, ceramic art, and printmaking. These courses have a variety of types, which can not let students fully master professional skills, and have a certain impact on students' career development. If culture related content is infiltrated into such courses, teachers should carefully sort out their cultural context according to art forms, and describe in detail the cultural background of techniques, so as to cultivate students' philosophical thinking and conduct macro control on professional courses in terms of culture. Second, according to the cultural background and

cultural characteristics of the region where the university is located, we can add reasonable elective courses for art majors. For example, lacquer ware is more famous in Hubei Province, and fine arts majors in colleges and universities can develop some new elective courses, such as furniture design and sculpture art, and develop and set up new art courses with rich regional culture through cultural inheritance in colleges and universities [2]. In addition, colleges and universities can start from the actual situation of regions and schools, and put some more important elective courses into compulsory courses. For the cultural bearing, the regional cultural and fine arts education curriculum only occupies a part in the cultural teaching, and the integration of cultural education into art education is to change the form of art learning into cultural learning, and gradually develop towards a more comprehensive cultural direction, so as to make art education more effective and cultivate comprehensive art talents suitable for the needs of social development.

2.3 Reform of featured and practical courses

In the reform of art education curriculum, colleges and universities should deeply explore the cultural nature of their teaching materials. And it is necessary to add research, sketching and collecting activities in the curriculum, so that the culture can be recognized and perceived. At present, some colleges and universities, with the support of high technology, have launched a series of VR, AR collection activities, so that students can visit famous museums, art galleries and other art holy places without going out. At the same time, in the virtual visit process, students can feel the collision of foreign culture and art forms more intuitively, and truly understand the charm of culture distributed in art and architecture. In addition, according to the actual needs of the course, teachers can organize students to collect materials in the nearby gardens, natural scenic spots and other cultural heritage, so as to effectively carry out teaching activities. And then teachers can arrange students to visit relevant art workshops, deepen students' understanding of the process of artistic creation to enable them to fully appreciate the profound historical and cultural background. In this way, teachers and students can effectively learn folk art resources, fully display the regional culture color, fully publicize the national personality, and make the art curriculum resources outside school become important teaching resources of art education curriculum.

2.4 Reform of humanistic and basic courses

From the perspective of cultural bearing, in order to effectively reform the art education courses in colleges

and universities, it is necessary to set up basic courses on humanities in the courses, and add some teaching content of art majors to traditional culture education, so as to cultivate students' good cultural literacy. At the same time, colleges and universities should effectively stimulate students' imagination and creativity according to the actual situation of students. In the process of exerting their imagination and creativity, students need certain inspiration as the stimulating point. Therefore, students are required to contact and learn more cultural contents to enrich their cultural heritage and connotation. In addition, colleges and universities should pay more attention to the education of basic humanities in curriculum reform, and cultivate students' good cultural and humanistic qualities through diversified teaching methods, so that students have a certain degree of aesthetic ability. Besides, colleges and universities should focus on the connection between art and humanities courses when reforming the basic humanities courses, and always follow the principles of instrumentality and basicity, and add more humanities-related electives to art education courses, such as foreign art history, Chinese folk art, and the development of modern Chinese art,, so as to effectively improve the cultural literacy and humanistic literacy of art major students. As a result, students can develop comprehensively.

3. CONCLUSION

It is known from the above that the integration of culture-related content into college art education can effectively achieve the purpose of college art teaching. From the perspective of cultural bearing, colleges and universities are required to reform the art teaching curriculum. And the reform should be aimed at the education of humanities, and the emphasis on professional courses, humanities courses and practical courses should be increased, so that students can fully feel the value and meaning of art education. And students' professional quality, humanistic quality and aesthetic ability of art can be cultivated to train a more comprehensive talent for the country and society.

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Research on Teaching of Fundamental Skills of Art Design in the Digital Age

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Abstract: With the development of the times, the trend of digital development has gradually promoted the development of education. Art design is also gradually developing towards digitalization. The combination of digitalization and the teaching of basic skills of art design is the current teaching development direction. However, there is still a large space for research on how to carry out the teaching of basic skills of art design in the digital era. Only by grasping the characteristics of the digital age and using modern technology reasonably can we promote the combination of the teaching of basic skills of art design and digitalization and open a new direction of the teaching. According to the development of the teaching of basic skills of art design, this paper explores the teaching methods of basic skills of art design in the digital era by combining with the characteristics of the digital era and its impact on the teaching of basic skills of art design.

Keywords: Digital era; Teaching of fundamental skills of art design; Teaching research

1. THE TEACHING OF BASIC SKILLS OF ART DESIGN

The 21st century is a digital era. In such context, information and technology are transformed into digital mode, and it is easier to process and spread information into digital models. Nowadays, digital related information and technology have affected all aspects of our life, work and learning, and promoted the revolutionary development of information and the development of digital education. And then digital design is derived. With the development of technology and the revolutionary changes of the times, education, as a pioneer, needs to try digital development first. Therefore, for the short history of the teaching of basic skills of art design, we need to constantly explore scientific and efficient teaching methods [1-5].

In the process of the development of the times, people's aesthetic sense and design consciousness are gradually improved, and the importance of art education is also gradually paid attention to. Since the establishment of relevant art colleges at the beginning of last century, art education of China has been developing and improving, and gradually establishing a systematic design education. The basic education of design is the foundation of art education and design education. It integrates life, innovation and tradition from design to modeling basis, form basis and thinking training basis. The content, technology and aesthetic

consciousness of basic design education will change with the development of the times. In the process of development, new art content and technology are constantly introduced. Especially in the digital era, web design, digital design, animation design, media design and other contents are introduced. In order to keep pace with the development of the times and meet the needs of social development, it promotes the development of teaching of basic skills of art design in digital era.

2. INFLUENCE OF DIGITIZATION ON THE TEACHING OF BASIC SKILLS OF ART DESIGN

In the digital era, new forms of the teaching of basic skills of art design have emerged. To a certain extent, the content and form of basic skills of art design have been enriched, allowing the teaching to be diversified and providing more possibilities for design foundation. In addition, in the digital age, art has a new carrier. It carries out art design by relying on modern information technology and technological technology, which brings new creative ideas, creative techniques, creative techniques, etc. to the design foundation. In the digital age, the teaching of basic skills of art design needs to integrate the teaching points of the new era into the teaching. And there are multimedia sections in digitization, which involve images, text, languages, and numbers. It brings convenience to design-based teaching and improves the quality and efficiency of design-based teaching. Therefore, the introduction of digital teaching technology into the teaching class of design basis is also a new direction of the development of education mode. As far as the current teaching situation is concerned, the introduction of digital technology in teaching classrooms has become a norm, but how to fully use digital technology to improve the quality and efficiency of design-based teaching remains to be studied.

3. TEACHING OF BASIC SKILLS OF ART DESIGN IN THE DIGITAL AGE

3.1 To clarify the concept of digital art design and develop the basic teaching content of digital design

In the digital age, the teaching content of design basis includes traditional design art and digital art design. In the teaching of design basis, we should make clear the teaching concept of various types of design basis, make clear the classification, and carry out different teaching methods according to different types of design content. For the basis of digital design, it is necessary to clarify the concept of digital art design and all aspects involved, such as the design and design

of products in the digital era: multimedia, network, games, and information dissemination. Digital art design will use digital color, digital space, digital graphics, digital coal and other technical content. Therefore, the basic teaching content of these technologies should be reasonably introduced when carrying out basic teaching of digital design to enable students to understand the basic technical content of digital art design .

3.2 To follow the pace of development in the digital age and ensure the advancement of education

Education is advanced, and education needs to keep up with the pace of development before the industry and technology are fully developed. Art design is also innovative. In the era of rapid development of information technology, it has further promoted the development of digital art design. In the design-based teaching in the digital age, teachers first need to be aware of the development of digital teaching, and to have a prior awareness, pay attention to the technology of the digital age and the development degree of digital art, and rationally introduce the current digital art into the teaching, so that students can understand the current development trend of art design. And students are guided to have a directional personalized development to implement design basic teaching and enhance the development of design basic teaching in the digital age.

3.3 To combine traditional art and modern art with digital technology advantages

In art design, we need to have a certain sense of innovation and inheritance. The teaching of design foundation is a step to lay the foundation of students' design. The development of traditional design in our country has a certain history and background. The design of traditional culture and art through digital form is also an innovation, which brings a development direction to the basic design teaching. Therefore, in the digital era, we can use advantages of digital technology to combine traditional art with modern art, and digitize the content of traditional art design. It brings new possibilities for the inheritance of traditional art design in China, cultivates students' design ideas, and enriches the basic teaching content of digital design. Teaching of fundamental skills of art design with combination of traditional art and modern art enables students to develop in an all-round way.

3.4 To make full use of digital technology and enrich the form of the teaching classroom

In the digital era, information is transmitted fast, and

the forms of presentation are rich and diverse. In the design basis teaching class, multimedia technology can be used to show the basic teaching content of design vividly. Usually, the dynamic form is easy to give people a strong feeling. It can contain the content of shape, sound and color, and let students understand the core content and essence of design basis in dynamic form. And dynamic display can better reflect the content of basic design teaching, which is conducive to students' learning and digestion. In addition, we can also introduce appropriate technology to popularize the basic design content of two-dimensional dynamic form and three-dimensional dynamic form to students, so that students can better grasp the characteristics of the digital era, develop the digital design technology, and stimulate students' digital creative thinking. Dynamic form enriches the teaching form of basic design, and it is also a unique way in the digital age.

4. CONCLUSION

The digital era promotes the development of basic design teaching. Under the trend of digitization, the types and forms of design basis have changed. In the teaching of design basis, it is necessary to grasp the new changes of basic design teaching combined with digital characteristics, and make full use of existing technologies, conditions and resources to carry out targeted teaching. In the digital era, the field of digital design should be developed on the basis of traditional design basic teaching, so that digital design teaching is more scientific and comprehensive, and students can keep up with the pace of development of the times.

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The research on public PE Teaching Modes of Higher Education under the Circumstance of the COVID-2019

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Abstract: This paper is to explore the public PE teaching modes of higher education under the circumstance of the COVID-2019. The author has pointed that under the premise of following the information, the remote online public PE teaching of higher education should be interactive teaching available for online and offline, and the Trinitarian teaching modes should be realized for “pre-class, in-class and after-class”. This paper will provide means and reference for the remote online PE teaching.

Keywords: Online Teaching; Public PE Classes; Teaching Modes

1. PREFACE

With the outbreak of the COVID in the early February of 2020, Ministry of Industry and Information Technology and Ministry of Education have jointly issued the notice of “suspending classes without stopping learning”. In order to follow the deferred schooling, the Ministry of Education has put forward the solution: we can make use of the internet to continue our school learning [1-7]. The public PE teaching has been also applied into internet teaching instead of the traditional teaching modes of face-to-face. Teachers transformed themselves into the “host of live broadcast”. Teachers and students finish classes via the internet screen. The traditional public PE classes are used to be offline teaching-oriented. As a result, it is necessary for the sports circle to explore the new task: how to realize the technique action learning by the internet.

2. THE EXPLORATION OF PUBLIC PE TEACHING MODES OF HIGHER EDUCATION UNDER THE CIRCUMSTANCE OF THE COVID-2019

2.1 The teaching modes of online “network teaching”

The online teaching is organized with the unit of class, which mainly relies on the recorded lessons with the forms of “recorded lessons plus online answering questions” or “live broadcasting plus online answering questions”. The after-class assistance can be realized with “bunch planting” or “online answering questions”.

On 28th of Feb in 2020, the Ministry of Education has put forward that “universities should formulate related policies for online teaching approaches according to different majors, different classes and different course types with the purpose of realizing the effective

coherence for online teaching in special period and school-opening teaching activities. Besides, the online teaching technique of training for teachers should be enhanced. Teachers should be encouraged to make full use of the excellent courses sources provided by the online teaching courses platform of the Ministry of Education to implement the teaching contents reform and teaching modes. It is a challenge for the public PE learning of higher education to welcome the times of network teaching.

Under this background, as one of the popular courses, the public PE courses cannot be limited to the single “playground type” teaching, which should be applied to connected with the internet. The online teaching modes have brought new experience and energy for the PE classes, providing better learning time and spaces and learning chances. In the same vein, the online teaching platform has extended the transmission methods of “teaching and learning”, offering effective data collective platforms for teachers to carry out teaching researches. Of course, the online teaching has some disadvantages, for instance, the strong unidirectional transmission, the weak interactivity, the higher teaching abilities of teachers and the stability of internet and so on, which are the problems needed to be considered and solved in the future.

2.2 The interactive teaching modes of “online and offline”

The talents cultivation strategy under the background of internet plus before 2020 is “traditional class oriented and online teaching complimented”. However, under the background of the COVID, the networking teaching has taken place of the traditional face-to-face teaching modes. Although the class time and network speed have affected teachers and students to some degree, student can review the teaching contents from the playback video. In the future, the online teaching and the off teaching (face-to-face) may be connected, both of which cannot mutually substitute but mutually complement. Thus, the online teaching is likely to be a new mode for the public PE teaching of higher education, which is different for the oneness of the traditional PE teaching. Under the new mode, the single teaching mode can be substituted by the multiple network approaches. Based on the interactive modes, teachers and students can explore problems together by the network teaching, which can be

beneficial for them to build friendship and teachers can transform themselves into “leaders” for students.

2.3 Trinitarian teaching modes should be realized for “pre-class, in-class and after-class”

There are many kinds of public PE courses with single traditional teaching methods, hindering the sound development of the public PE courses. It is our core task to connect the “pre-class, in-class and after-class”. The online teaching does not need to contact face-to-face and the offline face-to-face answering questions can close the gap between teachers and students, improving students’ learning interests. Due to the convenience of the internet, the live broadcast is not limited to space, and students can consolidate themselves at any time, which has broaden the covering of the public PE courses of higher education and attract more students to get into classes for learning. It can be useful to stimulate students’ self-awareness and initiative.

The trinitarian teaching modes of “pre-class, in-class and after-class” can give full play its role of optimizing the public PE courses on the platform of network teaching by cellphones and computers, assisting and integrating teaching to stimulate students’ learning interests.

3. CONCLUSION AND SUGGESTIONS

3.1 Conclusion

The outbreak of the COVID of 2020 has broken the original teaching modes, pushing the development of the new teaching mode of “network teaching” of public PE courses of higher education.

The trinitarian teaching modes of “pre-class, in-class and after-class” has broken the single teaching modes of the public PE courses, exploring the online courses’ unique educational functions and satisfying students’ physical and mental needs.

As one of the popular courses, the public PE courses cannot be limited to the single “playground type” teaching, which should be applied to connected with the internet to provide convenience for learning and deepen its influence to facilitate students’ learning initiative.

3.2 Suggestions

It is significant for us to explore the online courses’ unique educational functions and satisfy students’

physical and mental needs by applying the features of “network teaching”.

The online and offline courses reform can be done by the openness of the internet plus and the live broadcast courses, which can beneficial to seek interactive and diverse development to maximize and diversify the online and offline network teaching.

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Research on Factors of Sinicization of Marxism in the Economic Transition of Contemporary China

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Abstract: Since the reform and opening of China, our social economy has begun to undergo a gradual transformation. The sinicization of Marxism guides our social and economic transformation. This paper mainly discusses the important role of the sinicization of Marxism in economic transition of contemporary China, and analyzes how to achieve the major goals of our economic development.

Keywords: China; Economic transition; Sinicization of Marxism

1. IMPACT OF THE SINICIZATION OF MARXISM ON ECONOMIC TRANSITION OF CHINA

At the Sixth Plenary Session of the Sixth Central Committee of the Communist Party of China, Mao Zedong put forward the important theory of the sinicization of Marxism. We know from the theory that the development of the country must be closely integrated with the national conditions, with the development history of our country, as well as with the needs of modern social development. Only in this way can we realize the integration of Marxism and our development, actively promote the development and transformation of social economy, and truly realize the sinicization of Marxism.

(1) Helpful to effectively promote the development of social productivity of China

In the past, the economic development of our country was in the form of planned economic development. At that time, the biggest problem in our social and economic development was low social productivity, which greatly restricted the development of people's material living standards. Later, the development of social productivity was regarded as the primary task of social development, the market-oriented form of economic development was defined, and the reform of our social and economic system began. Under the guidance of sinicization of Marxism, the first thing to do is to emancipate the mind. Only when the mind is changed and the importance of social and economic transition is realized can we effectively solve the problems in the development of modern economy and promote the development of social economy of our country. Social productivity is the main driving force of our economic development. The theoretical guidance of sinicization of Marxism provides a direction for the development of social productivity. Social development must be combined with national

conditions and national development needs, and people's survival and development needs, so that the economic transition of contemporary China can be essentially promoted [1].

(2) Conducive to promoting the innovation and development of our economic construction theory Satisfying people's material and cultural needs and promoting our social and economic development is a task that has always been completed during our development. Now it is an important stage for China to build a well-off society in an all-round way. The transformation of our social economy plays an important role in driving some people out of poverty. It is a process of balancing social development and social economy to maximize the realization of the grand goal of common prosperity. There are many factors that affect social and economic development. What we need to care about is not only social and economic benefits, but also ecological and social benefits. These factors have great impact on the improvement of our comprehensive national strength and the development of sinicization of Marxism in China [2]. The economic development approach of "the Belt and Road" has provided a new path for our social and economic development, and it also plays an important role in enhancing our international influence. Under the guidance of sinicization of Marxism, the construction and development of our country is not only economic development, but also from domestic to international, forming an open new pattern of social and economic development. The sinicization of Marxism is an ideological innovation and a theoretical innovation, which provides an important foundation for the social and economic transition of our country [3].

2. WAYS OF ECONOMIC TRANSITION OF OUR COUNTRY UNDER THE GUIDANCE OF SINICIZATION OF MARXISM

(1) To pay attention to the development of productivity and change the cognition of social market development

Under the guidance of the theory of the sinicization of Marxism, the previous development model of planned economic has changed, and the economic development model of "planned economy as the main model and market economy as the auxiliary model" has implemented. Although there is a market economy, it is different from the capitalist social system. Our

market economy is based on socialism and is owned by the whole people and is the right of all citizens. Integrating into the market economy on the basis of the planned economy actually breaks the traditional concept of acting according to the plan. The society is in a dynamic process of development. We often say that the plan cannot keep up with changes. This is actually what we mean. The plan is a reference, but no one can guarantee that everything will develop according to the plan. The same is true for economic development. Normally, it will be carried out according to the plan. However, the market is changing, and we have to adapt to the changes, which is the correct understanding of the development of social market [4].

In addition, the planned economy is not completely equivalent to the commodity economy, but they are not completely opposed. The commodity economy is an economic form that must exist in the process of social and economic development, and the social economy can also be called a planned commodity economy. The planned economy is not completely equivalent to socialism, because capitalism is also planned. Planning and the market are both methods that will inevitably exist in the process of social and economic development. Only by clear thinking and getting rid of the shackles of traditional thinking can it truly promote the development of social productivity.

(2) To take the fundamental interests of the people as the starting point and ultimate goal

With the continuous development of the society, our economy has made significant progress in terms of quantity, but the problem we are now facing is how to improve the quality of economy. The development of social economy originates from all the people, and the achievements of social and economic construction should also benefit all the people. The fundamental interests of the people should be regarded as the starting point and ultimate goal. In order to achieve this goal, national leaders put forward an important measure of getting rich first and driving the rich later. It is true that some people get rich first, but the goal of common prosperity is still difficult to achieve. If this problem cannot be solved effectively, polarization will occur that the rich get richer and the poor get poorer. Judging from the current development situation in our country, great progress has been made in economic construction. In order to achieve sustainable social and economic development, the important thinking of the Three Represents and the scientific development concept have been put forward, which is an important theoretical guide for the development of modern society in our country. While paying attention to economic construction and development, we must also proceed from the overall perspective, coordinate

development, combine our country's development history and modern social development needs, and clearly realize the relationship between the development of human society and social nature. The scientific development concept emphasizes people-orientation, and the sinicization of Marxism also emphasizes the unity of human and social development. The people are the main force of society, so the development of the society must take into account the actual needs of the majority of the people and even all the people to achieve the goal of living in harmony between man and nature and achieve that of people's material and spiritual prosperity [5].

3. CONCLUSION

To sum up, people's idea of pursuing socialist economic construction is correct, but it is wrong to equate economic construction with Marxist assumption, which leads to many difficulties and detours in the development of our society. From the perspective of sinicization of Marxism, it is the driving force to promote the sustainable development of our economy. We should really promote the development of social productivity which is the key to our economic development and transition. We will still face many difficulties in this process, but the economic transformation in China will be successful, and the goal of common prosperity will eventually be achieved under the guidance of the theory of sinicization of Marxism and with the joint efforts of the people of the whole country.

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On the Recording and Artistry of Documentary Photography

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Abstract: Photography is a visual document of memory. With the characteristics of image recording possessed by its unique modeling tools, photography has opened the road of victory for human beings to record history, witness history and reproduce typical moments of history. As a historical document, photos return to its ontological feature - recordability to a certain extent. Its artistry is the expression of the photographer's personal cultural attitude and artistic style. In the future, documentary photography will bring more effective data to the exploration of photography and history.

Keywords: Documentary Photography; Artistry; Recording

1. DOCUMENTARY VALUE OF DOCUMENTARY PHOTOGRAPHY - RECORDABILITY

When photography was first born, it was closely related to the process of social development and the role of recording people's public information. Photography virtually assumed the function of recording documents. Society needs a series of products that can fully reflect its human feelings, social development, the degree of scientific and technological development, the way of social value system and social organization. It can also show the photographer's personal cultural attitude and artistic style.

Looking through the history of world photography, a large number of famous photographers and their documentary photography works comparable to historical living fossils have come to the eye: for example, Louis Hein, with a very warm sense of social responsibility and a strong sense of compassion for the photographers, has photographed and recorded the slums, migrant refugees and affected villages. From the second half of the 18th century to the first half of the 19th century, these documentary photos are not the focus of the public, but they deeply reflect the history of that era. "Minamata", a typical work of environmental theme in the World documentary photography shot by Eugene Smith, shows the pictures of Japanese fishermen poisoned by Mercury due to enterprise pollution.

Other photography works, such as "Saipan" and "village doctor", not only accurately reflect the era of his life, but also directly involve in the reality, so they are greatly The family calls it "the hero of the times". Salgado used documentary photography such as

"Ethiopian refugee camp" and "the terror of Kuwait" which were taken by his humanistic research in Africa and Kuwait as a part of the history of those countries, nations and even the world. Creative photographers always record the historical moments belonging to a specific era with their novel perspectives and unconventional light and shadow disposal, even if they are not at the center of the theme - in essence, what distinguishes them from ordinary photographers is that they just break away from the focus to record history from other places, and take their irreplaceable works as the historical documents of an era. In today's China, whenever people see Dr. Bethune written by Wu Yinxian, they will immediately think of the words and things of the Anti Japanese War, the red regime and internationalism in a specific historical period; when they see Hello Xiaoping written by Wang Dong, they can immediately associate with the reform and opening-up, because they refine a period of history.

Photography as an imported thing, many opinions and opinions related to photography are mostly from overseas sales of good people. So is "documentary photography". The international definition of documentary photography is ambiguous, and there is no rigorous definition in our country. However, there is a common resonance for documentary photography. As long as there is a record of some meaningful events and people's practical activities, and there is considerable historical significance, it is allowed to be included in the scope of documentary photography. So we can see that documentary photography must emphasize the value of documentary. If we deviate from this point, documentary photography will no longer have vitality, or it will no longer be a strict sense of documentary photography.

Some photographers and photographers are on another way of documentary photography, which is not eye-catching but very hard. Day by day, they record in detail the disappearing social customs and life phenomena on the earth with their cameras, so as to leave many images for future generations to learn. Time can't stay. Once gone, even the heroic Faust can't stay the traces of time. But cameras and films can save the best memories. Document photography has become an indispensable unique position.

First, The demolition of the Berlin Wall forced more photographers to use a new desire to approach the people to be observed, the environment and the folk customs of their own nation, and to use photos to keep

things that might be lost in the changes of the world. There are also photographers who travel around the world for years to save images of the disappearing tribes. Some photographers put the perspective of shooting into their daily life and found the extraordinary world in the ordinary world. These photographers recorded all kinds of grand celebrations and wishes in various cultural backgrounds, from the birth of a child to the ceremony of adulthood, marriage, and death. These photographers try to use the power of the masses and the method of documentary photography to play a magnificent symphony, so that they can float in the time of renewal. For example, Stephanie Wesson, an American photographer, photographed the ceremony of female genital mutilation in Africa. Another example is Shi Baoxiu's "thousands of years up and down" published in 1984, which reveals the confrontation between tradition and new life in the new era with his sharp vision.

Second, the literature photography of the United States - artistic. From the perspective of aesthetics, "record" is not art, and "reproduction" is not equal to beauty. However, beauty itself is definitely the "record" and "reproduction" of the feeling results of natural and social aesthetic experience. The aesthetic experience of human production and life tells us that the deep and multi-angle aesthetic experience is often experienced from the noble, heroic and positive, as well as the sense of nationality and life. The document beauty and document value of "one picture is worth ten thousand pieces of gold" contained in photographic photographs is the incomparable immortal historical value created by photography. Compared with words, documentary photography conveys more real and rapid emotions. Photography aesthetic value, makes the work after years of it still can use the silent language of art not awaken people's strong emotional resonance, arouse people endless imagination of beauty, this is the time continuity and photography record of iconicity, show the direction of the historical process, praised the kindness, beauty and truth, shows the spirit of The Times, reveals the nature of life and the mainstream, embodies the human struggle and the class struggle in

production and scientific experiments in the reality of good things and people, is that it has the real language of The Times and time of the decision. The world-famous photographer Salgado often said a sentence: "with faith to photography, is my life. He is a master photographer with strong humanistic feelings and profound thoughts and beliefs, so his photos are also endowed with humanistic awareness, so he has won a high evaluation from the international photography industry and the world.

Third, summary. After entering the information age, the world developed too fast, documentary photography suffered a unique crisis, documentary photography can not stick to their original intention. However, document photography has not been eliminated. The gradual improvement of photography creators' humanistic consciousness, the gradual deepening of their thoughts, and the more prominent embodiment of social value. In this era of rapid development, document photography has found its own position. Documentary photography records the social phenomenon of the current era. It aims at the phenomenon of the people's livelihood in the current society from the perspective of documentary photography. Photographers should always pay attention to the relationship between people, between people and society, and between people and nature with humanistic feelings. Documentary photography describes all kinds of human life, from the joys and sorrows of a family to the survival and development of a society. It not only reflects the appearance of these things, but also extracts and integrates various phenomena from the inside of things and presents them to the viewer. After document photography has found its own position, I hope it can be brilliant again.

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Research on Construction of Training Model for Normal School Students of Preschool Education under the Concept of Embedding Practice

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Abstract: With the rapid development of the times, China pays more and more attention to the development of education, and the development of preschool education is of great significance to the development of individual children. The current work model of preschool education faces major challenges. The problem of inconsistency between theory and practice is more serious. In order to solve this problem, normal colleges and universities have strengthened the consciousness and skills of "combining theory with practice" to improve teachers' ability to carry out practical education. This paper analyzes the current situation of the training mode of students for preschool education in normal colleges and universities, and explores a new talent training mode under the concept of embedding practice.

Keywords: Preschool education; Normal school students; Educational practice; Training model

1. INTRODUCTION

The training model for normal school students in normal universities has not kept pace with the times, and the education model for normal school students is more severely deviated from reality, which can easily lead to situations where normal school students cannot effectively cope with in preschool education. [1] Normal colleges do not pay enough attention to this problem, and students in normal schools have insufficient professional ability after graduation. As the problem becomes more and more obvious, the school begins to realize the seriousness of the problem, and embeds practical concepts in the system of training normal students of preschool education to comprehensively improve the professional ability of normal students. [2]

With the development of cultural diversification, the teaching in the education industry should be adjusted accordingly with the pace of the development of the times to avoid the situation where the content of education is disconnected from the actual life and cause unnecessary negative effects[6]. Domestic education generally focuses on the cultivation of students with theory, and ignores the importance of theory to students. There are many college students with solid theoretical knowledge, but it is difficult for them to do a thing without permission, and it is easy to

panic when encountering things. However, training in combination with practice can further deepen the theoretical knowledge of students and enhance their practical ability, so that students in normal schools can use the knowledge they learn to face various problems in their studies and work.

2. STATUS OF EDUCATION AND TRAINING FOR NORMAL SCHOOL STUDENTS OF PRESCHOOL EDUCATION

Domestic education has always paid more attention to the cultivation of theoretical knowledge, and the level of achievement has become an important criterion for judging the learning ability of students. The most important thing for exam-oriented education is the score, and the excellent students are selected by the level of the score. In such background, the learning burden of normal school students is even heavier. Schools require students specialized in preschool education to master a large amount of theoretical knowledge and teaching skills, and ignores the characteristics of normal majors and the relationship between preschool education and primary and secondary education. [3] As a result, students majoring in preschool education lack educational experience, and their teaching ability is not strong when they are employed, so that they have difficulty in adapting to teaching[1]. The main problems are as follows:

(1) The school does not attach importance to practical teaching.

The students majoring in preschool education in normal colleges and universities generally do not need to go to the front line to be kindergarten teachers. Most of students are trained in order to provide theoretical teachers for preschool education major to lower level colleges and universities[7]. Therefore, normal universities do not attach importance to the cultivation of students' practical ability. In recent years, although many colleges and universities begin to attach importance to the cultivation of practice and arrange graduation practice, the concept that theoretical teaching is more important than practical teaching is deeply rooted in the minds of the people, and it is difficult to change it for a time. Therefore, it is difficult to attach importance to practical teaching. [4]

(2) Practical teaching can not be implemented.

In recent years, practical teaching is being paid

attention to and has been used by colleges and universities, but the teaching mode is not fully mature. The school has not implemented a unified arrangement for the practical links of various courses in the school. The teaching theoretical knowledge is not targeted, and the teaching knowledge is not consistent with the current socialism. Without a clear practical purpose, it is difficult to know what they want to learn, and students' ability will not be improved accordingly[8].

3. CONSTRUCT OF THE TRAINING MODE FOR NORMAL STUDENTS IN PRESCHOOL EDUCATION UNDER THE CONCEPT OF EMBEDDING PRACTICE

As the saying goes, "a good memory is better than a bad pen". It refers to writing down what you have learned in writing to facilitate memory. We can deepen our impression again, and we can deepen the impression of memory through the scene action when writing. The educational mode of combining theory with practice is the same. After mastering the theoretical knowledge, students can deepen their understanding of theoretical knowledge through practice, and there will be new enlightenment and discovery in practice. [5]

(1) To pay attention to the cultivation of practical teaching

The school attaches great importance to the cultivation of practical teaching, do a good job in publicity and education, and attract the attention of teachers and students in the school. Schools can train practical teaching skills of professional teachers and improve their practical teaching ability. Practice has become an important part of teaching, so that students can have a higher understanding through practice, further improve students' understanding and application ability of multi-theoretical knowledge, and consolidate their memory in continuous practice. Practical education is based on theoretical knowledge and verified by practice, which can not only improve students' adaptability, but also enhance their communication ability[2].

(2) To arrange preschool education students to practice Practical education not only refers to the demonstration of the answer to a topic in the theoretical class, but also to the internship in the actual company to truly experience all aspects of preschool education. In the early childhood teaching, normal students can personally realize that teaching is not easy, and all kinds of situations need to be solved by themselves. There are many advantages of internship, which can help normal students to strengthen their thinking in solving problems and improve their communication ability[5]. Consequently, they have a more profound understanding of theoretical knowledge and grasp it more firmly. The practical ability can be improved, and students' overall learning skill will be almost mastered. It is better to arrange the internship once a year. After learning the theoretical knowledge for one year, the practice verification is

carried out to deepen the understanding. The internship days in kindergarten enable normal students to truly experience social life, and their perspective of thinking problems will be more mature and comprehensive. [6]

(3) To carry out scientific research training to enhance normal students' scientific research capabilities

Scientific research ability is an ability that any college student should possess, and it is also an important part of students' skills and qualities. The ability of scientific research is extremely important for normal students. As a teacher, they must have the ability to match it. Graduation thesis is an important form of normal students' scientific research ability. Through writing graduation thesis, continuous modification and exploration are carried out in order to strictly control their own thesis and improve their scientific research ability. Scientific research training is mainly carried out from the writing of graduation thesis, to effectively achieve the effect of improving the scientific research ability of normal students[3]. The graduation thesis are mainly divided into three parts. First of all, the completion of the project. In this session, normal students obtain data and analyze the data by actually investigating the relevant information of the kindergarten. In addition, the thesis writing part. Normal students summarize the completion process of the subject and the conclusions drawn by processing the data, express it in written form, and write strictly in accordance with the writing standards of the thesis. Third, the defense part. [7]Normal students express the content of their thesis in the form of PPT, which is a test of the summarizing ability and practical ability of students. The entire graduation thesis is completed under the careful guidance of the instructor. And students not only learns a lot of new knowledge, expand their knowledge, and improve their scientific research ability[4].

4. CONCLUSION

All in all, theory and practice are equally important and mutually reinforcing. Practical teaching can effectively improve the shortcomings of normal schools that only value theoretical knowledge. [8]Practice can not only deepen the impression of theoretical knowledge, but also gain new insights, so that students can experience the truth of knowledge. Schools should pay attention to practical teaching and do a good job of publicity and education, so as to comprehensively enhance teachers' practical teaching ability, promote the overall development of students, and ensure the healthy development of students.

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Research on Testing Methods and Standards of Lifejacket Light

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Abstract: Lifejacket lights are directly related to the survival probability of those who fell into the water in the event of water accidents at night and under severe weather conditions. This article summarizes and studies the test methods of lifejacket lights in international standards such as Resolution MSC.81(70) Revised Recommendation on Testing of Life-saving Appliances. This article compares the IMO resolution test method and the GB/T 5869-2010 lifejacket light test method. Through the comparison of luminous intensity test and chromaticity test, it is concluded that the IMO resolution testing method is more scientific and the requirements are more stringent.

Keywords: Lifejacket Lights; Test Methods; Luminous Intensity; Chromaticity

1. INTRODUCTION

The Maritime Safety Administration of the Ministry of Transport of the People's Republic of China issued the My country's Water Traffic Safety Situation in 2019, which pointed out that in 2019, there were 137 water traffic accidents involving Chinese transportation vessels above the general level in my country, with 155 dead or missing. The Ministry of Agriculture and Rural Affairs of China issued the National Fishery Economic Statistics Bulletin in 2019, pointing out that in 2019, 199 fishing boats were sunk nationwide, and 8 people were killed, missing and seriously injured. Whether it is transportation or fisheries, aquatic accidents cause huge loss of people and property every year. In order to minimize the casualties caused by accidents, SOLAS Convention[1] and Chinese Statutory Inspection Rules for Fishery Vessels(2000)[2] stipulate that ships must be equipped with a certain number of life-saving equipment. As an important life-saving equipment product, life jacket lights are often not paid enough attention. For water accidents at night and under severe weather conditions, the quality of life jacket lights directly affects whether rescuers can find and rescue people who have fallen into the water.

2. LIFEJACKET LIGHT TEST METHOD OF IMO RESOLUTION

2.1 Temperature Cycling Test

The entire testing process requires 20 samples, numbered 1-20 sequentially. Take samples 1-12 and alternately withstand the ambient temperature of -30°C and 65°C, and it does not have to be continuous between each cycle. Repeat the cycle 10 times. Each standard cycle has a total of 2 days. After the 8 hours

minimum temperature 65°C high temperature test is completed on the first day, it is left open at 20°C±3°C until the next day. After completing the 8-hour low temperature test at the highest temperature of -30°C on the next day, leave it open at 20°C±3°C until the next day. This is a complete cycle. After the test, check the sample for signs of damage, such as shrinkage, cracking, expansion, decomposition, or changes in mechanical properties, and check whether the sample is working properly.

2.2 Luminous Intensity Test

After the temperature cycle test is over, take samples No. 1 to 4 and put them in a 65°C high temperature environment. After they are stable, take them out and immerse them in 30°C seawater; take samples No. 5 to 8 and put them in a 20°C±3°C environment. °C±3°C in fresh water; take samples 9-12 and put them in a low temperature environment of -30°C, after stabilization, take them out and immerse them in seawater at -1°C. No. 1-12 samples were continuously working and discharged for 8 hours, and the voltage of 12 samples was monitored and recorded. The water activation lamp should start to work within 2 minutes and reach 0.75cd luminous intensity within 5 minutes. In fresh water, it should work normally within 10 minutes to reach 0.75cd luminous intensity.

Find the highest voltage of the high temperature group, the lowest voltage of the low temperature group, and the medium voltage of the normal temperature group from the voltage records from the sample working for 5 minutes to 8 hours. Use a calibrated high-precision power supply to supply power to samples No. 1-12, the highest voltage for the high temperature group, the lowest voltage for the low temperature group, and the medium voltage for the normal temperature group, and then perform the luminous intensity test.

The luminous intensity test should point the illuminance meter probe to the center of the sample light source. Measure the luminous intensity in the horizontal direction at the center of the light source. Measure every 5° in the horizontal direction. Continuously record the value of 360° rotation. These measurements should be made every 5° above the horizontal plane until a single measurement at 90° (vertical). Find the lowest value from the measured luminous intensity. Starting from the point of lowest luminous intensity, measure the luminous intensity every 1° along the vertical. Record the value of 180° radians. At least 11 of the 12 lights continuously provide 0.75cd luminous intensity in all directions in

the upper hemisphere, and 12 lights should be white. If it is a flashlight, it should be able to be controlled by a manual switch, and it can be verified by monitoring the voltage that the flash frequency should be no less than 50 times per minute and no more than 70 times per minute during the specified working time, and it should emit light effectively in all directions in the upper hemisphere. The intensity is not less than 0.75cd. The effective luminous intensity of the flashlight is calculated using the Blondel-Rey formula. A flash lamp with a flash duration of not less than 0.3 seconds can be regarded as a fixed/stable lamp suitable for measuring its luminous intensity. At the same time, the interval between turning on the light and reaching the specified intensity (incandescent time) shall not be considered, nor consider the lighting time below the specified intensity when the lights are turned off.

2.3 Drop Test

Take No. 13 sample for 4.5M water drop test. The lifejacket light fitted to the lifejacket is tested from a height of 4.5m. The sample should not be damaged, nor should it come off the life jacket. And the light should be visible when the subject is still in the water. The luminous intensity of the sample should not be less than 0.75cd and the color is white.

2.4 2m Light Drop test

Take sample No. 14 and drop it by 2m. Drop the sample from a height of 2m onto the steel plate or cement surface. The sample should not be damaged, and it can work for 8 hours when immersed in fresh water at a temperature of $20^{\circ}\text{C}\pm 3^{\circ}\text{C}$, and keep the luminous intensity not less than 0.75cd, and the color is white.

2.5 Chromaticity Test

Samples 1-12 should be subjected to chromaticity test after the luminous intensity test is completed. At least 11 of the 12 lamps should be white. No. 13 and No. 14 samples should be subjected to chromaticity test after the completion of the water and drop test.

The instruments and equipment used in the chromaticity test of the samples should be calibrated, and the calibration standards should meet the requirements of the National Illumination Commission CIE Publication No. 15.2[3]. The white range of the chromaticity test is the white range of the figure specified by the International Commission on Illumination, and the angular coordinates of the area boundary are:

x 0.500 0.500 0.440 0.300 0.300 0.440
y 0.382 0.440 0.433 0.344 0.278 0.382

The color test should measure at least 4 points on the upper hemisphere of the sample.

3. COMPARISON OF TEST METHODS AND STANDARDS FOR LIFEJACKET LIGHTS

At present, Chinese standards for lifejacket lights mainly include GB/T 5869-2010 Lifejacket Lights[4], Statutory inspection rules for fishing vessels(2000). International standards mainly include ISO 24408-2005 Ships and marine technology -

Position-indicating lights for life-saving appliances - Testing, inspection and marking of production units[5], MSC.48(66) Life-saving Appliances including LSA code[6] as amended by MSC.207(81), MSC.81(70) revised recommendation on testing of life-saving appliances[7] as amended by MSC.200(80), MSC.226(82), MSC.323(89).

3.1 Differences in Testing standard

My country's Statutory inspection rules for fishing vessels(2000) are applicable to the statutory inspections of fishing vessels. The focus is on the results. The equipment and performance of lifejacket lights are regulated, and there are no excessive regulations on the inspection methods of lifejacket lights. The Life-saving Appliances including LSA code and ISO 24408-2005 Ships and marine technology - Position-indicating lights for life-saving appliances - Testing, inspection and marking of production units mainly stipulate the performance parameters of life jacket lights. ISO 24408-2005 provides specific requirements for testing methods, but there are fewer testing items, high generality, and simple description of testing methods, which is not conducive for testers to start inspection work.

The standard GB/T 5869-2010 corresponds to the Life-saving Appliances including LSA code and the International Maritime Organization MSC.81(70) revised recommendation on testing of life-saving appliances, but it is not an equivalent relationship. The standard GB/T 5869-2010 stipulates the performance of lifejacket lights, and also describes the test methods. Compared with GB/T 5869-2010, the International Maritime Organization MSC.81(70) test procedures and requirements are clearer. The vague description of the standard in our country can easily cause the experimenters to have a lack of thorough understanding of the detection method, leading to differences in the test results.

3.2 Differences in Testing methods

The IMO standard test method discharge test and luminous intensity test are a closely integrated whole, so there is only one luminous intensity test, and the discharge test is included in the luminous intensity test. The discharge test is to assess the performance of the life jacket lamp, including battery performance and lamp bead performance. Within 8 hours, the battery should be able to provide electricity for the lamp to work normally in three environments of 30°C seawater, 20°C fresh water and -1°C seawater, and the luminous intensity should not be less than 0.75cd. In order to simulate the luminous intensity of the lifejacket lamp in three environments, the voltage across the lamp bead should be monitored throughout the 8-hour discharge process. Find the highest voltage of the high temperature group, the lowest voltage of the low temperature group, and the medium voltage of the normal temperature group from the voltage record of discharge for 5 minutes to 8 hours. Use the three voltages found to supply power, and then perform a

luminous intensity test. The detection method in my country only mentions "recording all measured luminous intensity data and voltage" when testing the luminous intensity, that is, the light intensity test is performed first, and the light intensity and voltage values are recorded.

The IMO standard detection method is to record the discharge voltage first, use the discharge voltage for power supply, and perform a light intensity test. my country's detection method stipulates that the color test only needs to take any one of the 14 samples from the temperature cycle test, the falling water test and the switch layout test. The IMO standard is relatively more stringent. After the temperature cycle test and the falling water test, the chromaticity test should be carried out, and the chromaticity test should also be carried out after the drop test, which puts forward higher requirements on the chromaticity of the life jacket lamp.

Therefore, through comparison, it can be concluded that firstly, the IMO standard detection method is more scientific, which can truly restore the working state of the lifejacket lamp under extreme conditions, so as to conduct the assessment; secondly, the IMO standard has stricter performance requirements for the lifejacket lamp; finally, the IMO standard conducts the sample The sequence of the test is more reasonable, and the test results obtained can more accurately reflect the performance indicators of all aspects of the life jacket lamp.

4. CONCLUSION

This article summarizes and studies the IMO resolution on the detection methods of life jacket lights, analyzes and compares the differences in the detection methods and standards of various life jacket lights, and concludes that the IMO resolution on life jacket lights standard detection methods is more scientific and reasonable, and the performance requirements for life jacket lights are more stringent.

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An Overview of Vocabulary Teaching in TCFL

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Abstract: Vocabulary teaching runs through language teaching, and no language teaching can do without vocabulary teaching. In teaching Chinese as a foreign language, vocabulary teaching is particularly critical. This paper aims to explore the theoretical basis of vocabulary teaching in Chinese as a foreign language, and provide a guarantee for effective vocabulary teaching.

Keywords: Vocabulary Teaching; Character-Based; Word-Based

1. INTRODUCTION

Thornbury (2000) states that "language emerges first as words, both historically and in terms of the way each of us learned our first and any subsequent languages. The coining of new words never stops, nor does the acquisition of words". Words learning is the basic and essential element in any language teaching and learning. It is generally believed that the contents of teaching Chinese as a foreign language include phonetic teaching, vocabulary teaching, grammar teaching, text teaching and cultural teaching. Among them, vocabulary teaching is the most important part throughout the whole stage of all lesson types in teaching Chinese as a foreign language.

2. VOCABULARY TEACHING IS THE LANGUAGE FOCUS AND KNOT IN TCFL

Vocabulary is the sum of all words in a language. Without it, language cannot be formed and communication cannot be carried out successfully. British linguist George W. Wilkins (1972) points out the importance of vocabulary teaching in his book *Linguistics in Language Teaching*, arguing that "without grammar very little can be conveyed, without vocabulary nothing can be conveyed". Language learning is the mastery of a skill, so this skill in the acquisition of Chinese is to cultivate the ability of international students to use Chinese for communication. Yang Huiyuan (2003) also proposed from the perspective of the relationship between vocabulary instruction and syntactic teaching to "strengthen the teaching of words and dilute syntactic teaching". It affirms again that the teaching of words is always the center of the teaching of language elements. It can be seen that "words are so important in expressing meaning. Vocabulary is the material of building the edifice of language and plays an extremely important role in language." Vocabulary is the core of language teaching and the most dynamic part of language. It is also the basis of language

communication, carrying the essence of national culture.

Vocabulary teaching is the difficult link in TCFL. Due to the different teaching objects, learning environment and culture, the teaching methods and models adopted is definitely of their own characteristics, thus the instructors can not simply follow the way that Chinese people are taught. Vocabulary is not isolated and pronunciation, grammar and semantics are embodied in words. Therefore, vocabulary teaching should be combined with grammar, semantics, pragmatics, pronunciation, culture and other elements. Vocabulary knowledge is multilevel and multidimensional. In TCFL, teachers should explain the sound, shape and meaning of the words exactly, and at the same time make clear the usage of the words, such as the collocation of words and the problems to be paid attention to. What's more, teachers should design plenty exercises to promote students' grasp of the usage of the words. Zhou Hong (2008) expounds the complexity of vocabulary teaching in TCFL from three aspects, including the comprehension and expression of vocabulary, the depth and breadth of vocabulary and the direct teaching and situational inference. Consequently, teachers should apply more comprehensive words teaching approaches to make the learners achieve the quality and quantity of the target language output.

3. THEORETICAL BASIS OF VOCABULARY TEACHING IN TCFL

Word-based or character-based has always been the theoretical basis of debate among scholars in TCFL. "Base in language is the theoretical core of the study of language structure. A slight move in the concept of base may affect the language teaching and learning as a whole." It can be defined as the basic structural unit of language and the basis of language research. Xu Tongqiang (1992) first puts forward the idea of character-based from the height of the theoretical system. In 1994, he first used the term character-based in his article *Characters and the methodology of Chinese studies*, while word-based theory was the theoretical basis of western language teaching. Psychologists generally believe that people's brains are accumulated as information as a word bank. Internally it is the activity of thinking, when spoken it is language. The concept of base in language is not only a theoretical question, but also a very practical application issue. From the perspective of Chinese-English contrastive linguistics, the author thinks that

vocabulary is the basis of language learning and the top of the list in TCFL. The process of human verbal communication is accomplished and realized on the basis of vocabulary. Hence adopting the theory of word-based as the center of TCFL can better realize the ultimate goal -- communication of Chinese learning especially for English-speaking learners. Cui Cencen(2007)also puts forward that " in language teaching , the theory of base is embodied in two levels, one is the recognition of the basic structure of language, the other is the teaching method which is bound to determine the basic structure unit as the premise ." Therefore, establishing the teaching viewpoint of word-based is the theoretical foundation for FCFL teachers.

4.CONCLUSION

The teaching of any language can not be separated from vocabulary teaching, especially in TCFL. It is not only the basis of teaching but also the focus and knot of language teaching, so teachers should master the theory of vocabulary teaching and master certain strategies and methods to ensure the effect of vocabulary teaching.

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Ezra Pound's Translation of Chinese Poetry

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Abstract: This essay explores the process and notions of Ezra Pound's translating Chinese classical poetry into English for the purpose of seeking inspirations and advancing his ideas for English literature. Many first and secondary sources are researched and used in order to obtain more information and reach a conclusion. This essay is going to discuss and demonstrate this point through three aspects.

KeyWords: Ezra Pound, modernism, translation, Chinese poetry, image, free verse, simplify

1. INTRODUCTION

Modernism arose in the 20th century, and Ezra Pound is one prominent figure in this movement, producing a large number of works. He is also a translator, translating from a wide range of languages, including Chinese, and his translated poetry collection *Cathay* was published in 1915. He (1997, p. 215)¹ once argues that a new Greece can be found in China in his century, indicating that the inspiration for literature could be obtained by absorbing characteristics from Chinese works. One major contributing factor for his translating Chinese poetry is that some features in the source text are in accordance with his ideas about literature, being useful for him to promote Modernist movement.

It can hardly be denied that to possess sufficient knowledge of both source and target languages is necessary for any translator to produce works of good quality; however, this is not the case for Pound. Nadel (2007, p. 34)² claims that Pound never formally studied Chinese language in his lifetime. Pound translates some poems written by a Chinese poet Li Bai in Tang Dynasty based on the notes of Ernest Fenollosa who studied Chinese poetry under a Japanese professor, Kainan Mori. It can be noted that Ezra Pound translates Li Bai based on the secondary source, someone else's notes, rather than the original text. This is one of the main reasons why there are a large number of additions, omissions, and alterations in his translation. In a letter by Ezra Pound (2008, p. 93)³ addressing to a Chinese scholar, he keeps asking whether his writing could make sense or not, and admitted that he still reads Chinese texts very slowly. The date of this letter was 1952, but *Cathay* was published in 1915, indicating that after 37 years, Pound still could not be sure of the correctness of his Chinese writing.

Pound's lack of knowledge of Chinese language can be testified in *Cathay*, his translated poetry collection. In the poem *Separation on the River Kiang* (1915, P. 28)⁴, he translates into "smoke-flower". literally means "smoke" and means "flower", but the

combination of these two characters refers to the image of willow twigs and flower blossom in spring, but Pound translates it to "smoke-flower" word by word. Similar examples are numerous in his translation, demonstrating that Pound does not know Chinese language sufficiently as a translator. Due to the lack of knowledge of the source language, the challenge for him as a translator is unavoidable. Nord (1997, p. 27)⁵ argues that purpose is the most significant factor deciding the methods of all translational processes. Translation, as a social action, stems from a certain purpose. Most previous translators are missionaries, translating Chinese texts for the sake of spreading faith; Pound is a pioneer in translating Chinese poems to the English-speaking world for the sake of literature, and to absorb some qualities from Chinese poetry to promote his ideas about English literature is his aim.

One feature Pound finds useful in Chinese poetry is the wide usage of imagery. Pound is a significant figure in promoting imagism as he (1997, p. 4)¹ argues that image can present a complex, which is intellectual and emotional, providing the sense of liberty and growth, and the reader should be able to experience it in the greatest works. An image is usually the detailed description of a specific scene, and mostly, its usage can effectively avoid abstract sense, which is strongly opposed by Pound. Pound's ideas about literature is clear that poems should be definite, using images to evoke emotional senses instead of pursuing unnecessary abstract expressions. Probably because of traditions and literary convention, Chinese ancient poets are fond of using images. Liu (1962, p. 104)⁶ states that numerous images can be easily found in Chinese poems, and because Chinese poetry tend to be concrete rather than abstract, one line can consist of a sequence of images, evoking emotional associations and enriching poetic context. This is one significant quality Pound pursues for English poetry.

One example can be sufficient to illustrate this point. In the poem *The Jewel Stair's Grievance* (1915, p. 13)⁴ in *Cathay*, the original poem consists of 20 Chinese characters; however, it contains a series of images, such as the jeweled stairs, the white dew, the soaked stockings, the crystal curtain, and the moon in autumn. These detailed and concrete images are combined in such a short poem, suggesting a sense of loneliness by using the seemingly simple language and concise format without pointing it too explicitly. This feature is what Ezra Pound seeks for English poetry. Pound writes (1936, p. 26)⁷ in a note for Fenollosa's *Chinese Written as a Medium for Poetry* that the use of material images is to suggest immaterial relations. Images are

not simply listed there to form a poem; instead, they function as important artistic devices to suggest the intangible and sophisticated connotations. Twitchell-Waas (2001, p. 238)⁸ comments that *Cathay* is not simply a translation, but Pound uses it to explore new possibilities for English poetry. The wide use of image in Chinese classical poetry provides Pound with the inspiration and methods for writing English poetry.

Another reason for assuming that Pound translates Chinese literature for advancing his ideas about English poetry is that he translates those strictly regulated poems to complete free verses. According to his (1997, p. 3)¹ third principle, one should produce poems based on the musical sequence rather than the sequence of a metronome. He (1997, p. 9)¹ also argues that the rhythm in a poem should correspond to the exact emotions expressed instead of being used unnecessarily. What Ezra Pound advocates is that one should obey the natural style, expressing emotions based on the natural principle instead of being limited by the rules. In *Cathay*, all poems are in free verse without any regulation for the number and rhythm; however, this is far from the reality of Chinese classical poetry. Liu (1962, p. 24)⁶ clearly explains the specific rules concerning the number of lines, the number of characters of each line, and the fixed tone pattern to obey in composing Chinese classical poetry. As a matter of fact, Chinese classical poems are never in the form of free verse; instead, there is a set of strict regulations. However, what the reader can see in *Cathay* are all free verse without being able to trace the original strict format. For example, in the poem *Taking Leave of a Friend* (1915, p. 28)⁴, the original poet uses the rhyme “eng” for the first two couplets and the rhyme “ing” for the next two couplets, and each line consists of 5 Chinese characters. However, these poetic characteristics are omitted by Ezra Pound; there is no fixed number of characters for each line, and rhymes are absent. As a matter of fact, Pound’s version of Chinese poetry is considerably distinct from the original poem in this aspect. Howarth (2012, p. 42)⁹ states that Pound translates those carefully-patterned works into limpid free verse, but the original poems are not meant to be read in such an easy way. Because Pound translates these poems based on the notes of Fenollosa who provides him with the word-for-word explanation, Pound must be able to get an impression of the strict format of Chinese poetry, and he deliberately omits these features in the source text since he is a proponent for using free verses in poetry writing. He intends to create a new literary form for western literature, and based on this purpose, it is natural that he makes all these alterations to the original poems without considering being faithful.

Apart from alterations made to the form, sometimes Pound also simplifies the content of the source text in translating for producing works that are suitable as a Modernist poet. According to Pound (1997, p. 3)¹, the first principle of writing poems is that one should deal

with the “thing” directly. Modernism arose in the last century, opposing the abstract style of Victorianism, and Pound is a strong proponent for using direct and simple language to express emotions in poetry writing. He (1997, p. 59)¹ writes: “The disease of the last century and a half has been ‘abstraction’. This has spread like tuberculosis.” His detestation for abstract style is obvious from this record. It is true that a large number of Chinese classical poems are inclined to be detailed and concrete; however, some Chinese poems are still highly abstract and complex, using a large number of allusions and symbols, but Pound simplifies them in some cases.

Allusions, referring to stories or historical events in the past, are frequently used in Chinese classical literature, and they can greatly contribute to abstraction, but Pound simplifies them sometimes in his translation. For instance, in the poem (1915, p. 11)⁴ *The River-Merchant’s Wife: A Letter*, the original poet uses one allusion to indicate the woman’s determination to wait for her husband. That allusion refers to a story that a man made an appointment with someone, waiting under a bridge, but the person he waited for never came; he kept waiting there until a flood came and was drowned there. In *Cathay*, he writes “Forever and forever, and forever.” He omits the allusion in his translation, offering an image of a woman’s endless waiting. He changes the originally abstract line into a clear image. Alexander (1997, p. 24)¹⁰ claims that because Pound is not familiar with Chinese language, he has more freedom to make changes according to his own preferences. Due to the fact that Pound does not possess sufficient knowledge of Chinese, he might not fully understand the connotations or artistic uses in some cases, giving him the liberty to reproduce the original lines into what he seeks for poetry. He is skillful in fact since he expresses the same meanings and evokes the similar senses after these alterations, promoting his own ideas through translation as well. Kern (1996, p. 155)¹¹ argues that Pound not only modernized Orientalism, but he orientalized Modernism since his translated Chinese poetry became models for English Modernist poetry. To sum up, as a translator, one reason that Pound adopts the difficult task to translate from a language he is not familiar with is that he intends to absorb certain characteristics from the source text. Reasons to support this argument are that the wide usage of image in Chinese poems is what Pound advocates for English poetry writing, he changes the strictly-patterned Chinese poems to free verses, and he sometimes simplifies the content of the original poems.

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A brief analysis of fitness activities for the elderly in China

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Abstract: global aging is a relatively serious problem, in the face of increasingly serious social population aging problem, how to enhance the health of the elderly, improve the quality of life of the elderly, is an important strategy to relieve social pressure. This paper analyzes the factors affecting the exercise of the elderly and their exercise awareness to summarize the problems encountered in the exercise of the elderly in order to provide theoretical help for the elderly scientific fitness.

Keywords: Elderly; Health; Sports

1. RESEARCH METHODS AND OBJECTS

1.1 research methods

1.1.1 logical analysis

Through the analysis and collation of the retrieved literature by induction and statistics, the author finds out the problems and puts forward his own Suggestions.

1.1.2 literature method

By consulting the relevant data on the health of the elderly in China, the article is classified and compared to provide theoretical basis for this subject.

1.2 research object

This paper takes the physical fitness of the elderly in China as the research object.

2. DISCUSSION AND ANALYSIS

2.1 analysis of current situation

At present, as China gradually changes from a weak country in sports to a strong country in sports, from a small country in sports to a big country in sports, people's awareness of fitness is becoming stronger and stronger under the promotion of national fitness. But mainly spontaneous still is our country old people engaged in sports exercise, exercise time is given priority to with sooner or later, but most of the old form in a fixed time to exercise habits, fitness project colorful but more is given priority to with smaller entertaining larger strength, but the lack of professional fitness instructor and lack of unified and effective management of organization.

2.2 the importance of physical fitness for the elderly

From the social perspective, the elderly are a group that cannot be ignored in the society. In the "13th five-year plan" of sports development promulgated by the general administration of sport of China in 2016 and the national fitness plan promulgated by the state council in 2016, it is clearly pointed out that the sports activities of the elderly must be paid close attention to. We should provide corresponding support for the

elderly to carry out a wide range of physical exercise activities and provide scientific guidance for the elderly to keep fit. We will improve the construction of a livable environment for the elderly, further plan and build public health and sports facilities, promote the functional connection between social old-age service facilities and community sports facilities, support and encourage communities to make use of relevant funds and public service facilities, and organize sports and fitness activities for the elderly.

2.1.1 the elderly need to be healthy for the society

Our country at present the main feed mainly on family pension mode, with an increasing number of empty-nesters, to carry out the elderly fitness not only can increase the communication among the elderly, to ease the discomfort, eliminate the psychological loneliness, we can also through the development of the elderly sports industry and promote the development of the sports industry, sports industry adjustment of industrial structure, improve the social employment rate promote social stability, so as to improve the national happiness.

2.1.2 it is necessary for individuals to engage in fitness
The elderly, as a special group, have plenty of time to participate in physical fitness. The purpose and task of physical fitness is to meet the requirements of the society and the fitness needs of the elderly to the greatest extent and develop their physical health so that they can develop sports knowledge, acquire sports skills and improve their health. The elderly can also use physical exercise to enhance physical fitness, delay physical aging to enhance physical immunity, promote mental health.

2.3 existing problems

2.3.1 the elderly fitness education level is low while the young and middle-aged professional sports sports fitness industry has entered the new century national fitness overall development of the overall development, gradually developed a lot of achievements, but should be practical and realistic to see at present, the development of the elderly sports fitness industry in our country also is not very balanced, eastern good development of the western region development is weak, good urban development and rural development is weak, some urgent problems still exist.

2.3.2 unbalanced urban-rural development

The economic base determines the superstructure, and the development of sports and fitness needs to be based on the economy. But now because our country

economic development imbalance, per capita income gap enlargement, coastal areas and urban economic development speed is much higher than the Midwest in remote areas and rural areas, the city's sports public service system and fitness field is better than that of rural areas, cities at the same time the elderly and the rural elderly income have obvious difference, therefore, differences between people's minds, urban old people willing to pay more attention to sports, while the rural elderly sports and fitness awareness is relatively weak.

2.3.3 insufficient investment in sports and fitness funds and insufficient fitness venues

At present, there are three main channels for the current expenditure of the elderly in China: government financial input; Collection of old-age security funds from social units; Welfare lottery welfare fund. The lack of investment in sports for the elderly by the state, coupled with the narrow source of sports funds for the elderly, seriously restricts the development of physical health of the elderly in China. Government investment is the main source of sports and fitness funds in China. With the reform of economic and political system and the large-scale expansion of physical education, China's sports funds cannot meet the growing needs of the elderly for fitness.

3. PRINCIPLES OF FITNESS FOR THE ELDERLY

3. 1. Choose sports reasonably and exercise regularly

3. 1. 1. Make exercise plans scientifically

First, take an active part in sports. It was found that the mitochondrial activity and quality of the elderly who were active in physical activity were significantly better than that of the elderly who were not active in physical activity. Exercise improves the blood supply to the heart, thereby reducing blood pressure and lipids, preventing or delaying hypertension, coronary heart disease and reducing the risk of cardiovascular disease. Second, exercise regularly. Elderly people insist on regular exercise can prolong life, the body is flexible, can improve the body metabolism function and muscle, joint function, nervous system function.

3. 1. 2 choose the right exercise program

With the growth of the age, the elderly coordination, flexibility and other functions gradually decline, so the elderly fitness according to their own age, health status, hobbies, and so on to choose the right exercise. According to the physiological characteristics of the elderly, the elderly for endurance events such as: walking, jogging, cycling, swimming slowly, setting-up exercise in the elderly, a goal kick, and the tai chi in China traditional sports project, program, qigong, etc., at the same time, a moderate amount of weight training to prevent osteoporosis, muscle atrophy, maintain the normal function of each organ all can Play a positive role.

3. 2. Reasonably arrange the exercise load

3. 2. 1. Arrange the amount of exercise and exercise intensity gradually.

The arrangement of exercise load should be gradual and orderly. Physical exercise is a process from quantitative change to qualitative change, and it is not a short-term effect. First of all, the appropriate amount of exercise after exercise will feel energetic, very interested in exercise, good sleep, good appetite. In particular, the physical decline of the elderly, exercise should start with a small amount of exercise, from small to large. Secondly, the physical conditions of the elderly, such as physical fatigue, self-physiological feelings and some physiological indicators, such as heart rate, blood pressure, respiratory rate, lung capacity, etc.

3. 2. 2. Keep doing sports.

The regular physical exercise is to improve and ensure the exercise effect, physical exercise to the body to stimulate, every stimulation has a certain trace of action, continuous stimulation will produce the accumulation of traces. This kind of accumulation makes organism structure and function produce new adapt, constitution can be strengthened ceaselessly, accordingly, physical exercise is expensive in insist on, want to obtain remarkable effect, must have long-term accumulation. Accordingly, old person should take physical exercise as content of daily life, assure to have certain physical exercise time regularly, develop a habit gradually, make physical exercise become the important component of life.

4. CONCLUSION

Old people participate in sports, show the spirit of positive and enterprising state, the spirit of doing good by the old, energetic spiritual outlook, the extensive development of sports for the elderly, can increase the sports population, lead more people to participate in sports activities, which is of great significance for national rejuvenation and national prosperity.

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Studies on University Aesthetics Curriculum Design Under the Background of Globalization

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Abstract: With the development of the times and the improvement of people's living standards, people's requirements for beauty are getting higher and higher, and the study of aesthetics has become a trend. As for universities which are important platforms for aesthetics training, improving students' appreciation of beauty has become an irresistible trend. By studying the impact of globalization background on college aesthetics curriculum design, analyzing the current situation of college aesthetics curriculum design, and putting forward suggestions on college aesthetics curriculum design under the background of globalization, this paper aims to promote the development of college aesthetics curriculum design.

Keywords: globalization; university aesthetics; curriculum design

1. INTRODUCTION

The development of globalization has made the pursuit of beauty a trend, and colleges and universities have also set up aesthetic courses in order to adapt to the trend of globalization. However, because the development of aesthetic courses in colleges and universities is still in the exploratory stage, some problems in curriculum design and other aspects are not perfect. Under the background of globalization, studies on college aesthetics curriculum design are of great importance in the development of college aesthetics curriculum design.

2. THE IMPACT OF GLOBALIZATION ON COLLEGE AESTHETICS COURSES

2.1 Impact on the teaching content of aesthetics courses

The development of world globalization has promoted the exchange of aesthetics among countries around the world, and people's aesthetics have also changed with the exchange. This has an important impact on the development of college aesthetics courses, especially on the design of teaching content. On the one hand, it is conducive to the development of the university aesthetics course content. The background of globalization has promoted the exchange of aesthetic ideas between countries, thus changing people's understanding of beauty. In this case, the content and design of traditional aesthetics courses can no longer keep up with the trend of the times. Applying emerging aesthetic concepts to the contents of aesthetic courses

can change and update the traditional aesthetic teaching content, and promote the development of college aesthetic course content with the times. On the other hand, it can promote the innovative development of the aesthetic courses content. Traditional college aesthetics courses are designed around the definition of aesthetics in Chinese culture, such as Chinese symmetrical beauty and hazy beauty. However, through aesthetic exchanges with Western countries, the aesthetics curriculum introduced irregular beauty, open beauty and other content, thereby promoting the innovation of college aesthetics content.^[1]

2.2 Influence on the teaching method of aesthetics courses

In addition to the impact of globalization on the content of university aesthetics courses, it also has an impact on the teaching method of aesthetics courses. On the one hand, it is conducive to promoting the diversified development of the teaching method of aesthetic courses. The traditional Chinese aesthetics teaching method is mainly based on teachers' classroom teaching, but the experience of foreign practical classrooms is introduced through exchanges with countries around the world. Therefore, the combination of teachers' classroom theoretical teaching and outdoor practical experience promotes the diversified development of college aesthetics courses teaching method. On the other hand, it is conducive to innovative teaching method of aesthetic courses. The traditional Chinese teaching method is relatively simple, mainly relying on teachers to use blackboards to explain, but the development of globalization has allowed aesthetic teaching to be combined with multimedia, video and other ways of teaching, innovating the teaching method of aesthetic courses.^[2]

3. THE CURRENT PROBLEMS OF COLLEGE AESTHETICS CURRICULUM DESIGN

3.1 Lagging teaching content

Although the background of globalization has attracted attention to the development of aesthetics courses, the teaching content of some college aesthetics courses still lags behind. On the one hand, the content of aesthetics teaching is too theoretical and lacks the combination with practice, which leads to students' inability to apply aesthetic theory. On the other hand, inappropriate selection of teaching

materials leads to lag in teaching content. There are two types of aesthetic textbooks, practical and academic. Many colleges and universities choose aesthetically strong textbooks for aesthetics courses, but academic textbooks are theoretical and are not well integrated with the development of the times. This makes it difficult for students to understand the knowledge points while studying, making it difficult for the aesthetic courses to achieve the desired teaching effect.

3.2 Inappropriate teaching method

Teachers are the main body of aesthetic classroom teaching, and teachers' teaching method directly affects students' interest in learning. However, in some college aesthetic courses, the teaching method of teachers does not conform to the development background of globalization, which affects the development of college aesthetic courses. At present, the teaching of many aesthetic teachers is still based on traditional teaching, supplemented by learning. Teachers simply repeat the knowledge of aesthetics in the classroom teaching of aesthetics, thus forming the phenomenon of "teacher always speaks, students do not participate", which is not beneficial to stimulate students' interest in learning and will hinder the development of aesthetic courses.

3.3 Deficient teaching assessment

Although many colleges and universities have adapted to the background of globalization and reformed college aesthetics curriculum design, it lacks reform of the aesthetics curriculum assessment method. Thus it can not fundamentally conform to the development trend of globalization. On the one hand, aesthetics teaching assessment is mainly based on the theory of aesthetics courses, which limits the teaching content of aesthetics courses to the scope of the theory and thus affects the development of the aesthetics course with the times. On the other hand, the aesthetics assessment method is relatively simple, and most colleges and universities evaluate aesthetic courses in the form of test papers, thus ignoring the development of students' practical ability.

4. SUGGESTIONS ON THE DESIGN OF UNIVERSITY AESTHETICS COURSES IN THE CONTEXT OF GLOBALIZATION

4.1 To innovate the teaching content according to the characteristics of aesthetic development

Under the background of globalization, network aesthetics, international aesthetics, and life aesthetics have all impacted people's horizons, giving people a new understanding of aesthetics. Only by following the trend of the times and innovating the teaching content according to the characteristics of aesthetic development can colleges and universities promote the reform of aesthetics curriculum design. On the one hand, colleges and universities should constantly update the teaching content of the aesthetics curriculum, and replace the content that does not meet the development of the times, so as to ensure the

timeliness of the content of the aesthetics curriculum. On the other hand, colleges and universities should choose textbooks that are suitable for the development of students according to their age and personality characteristics. The purpose of the aesthetics curriculum is to improve the aesthetics of students, so colleges and universities should combine the aesthetic needs of students and the needs of society when designing aesthetics courses, combine traditional Chinese aesthetics with Western advanced aesthetic content, and formulate scientific and reasonable aesthetic teaching content, so as to ensure that the content of the aesthetics curriculum promotes the improvement of students' aesthetic concepts and meets the needs of social talents.

4.2 To adopt diversified teaching methods according to the interests of students

Classroom teaching is the foundation of student learning, so teachers should change the traditional teaching methods to lay a good foundation for students' aesthetic learning. First, teachers should choose a variety of teaching methods for aesthetic teaching. Teachers should combine the current network aesthetics and new media development trends, innovate teaching methods, and promote the integration of aesthetics courses with the Internet, Weibo, WeChat and other new media to meet the interests of students. Second, teachers should innovate the teaching process. Teachers should combine the current global development background to carry out an all-round innovative design of the teaching links of the aesthetics curriculum. They can join in group practice, teacher-student interaction and other links to promote communication between students, students and teachers. Finally, teachers should change the rigid atmosphere in the classroom and stimulate students' enthusiasm for learning. Teachers can stimulate students' enthusiasm for learning by holding fashion shows, speech contests and other activities in the classroom, thereby changing the rigid atmosphere of the classroom and promoting the improvement of students' aesthetic ability.

4.3 To reform the teaching assessment mode according to the needs of society

In order to promote the development of the aesthetics curriculum with the times, colleges and universities must fundamentally reform the aesthetics assessment system and reform the traditional aesthetics assessment system according to the needs of society. On the one hand, colleges and universities should set up open aesthetic assessment methods, which can provide diversified assessment methods such as essay writing, art design and poster design.^[3] Students can choose the appropriate examination method according to their own interests, so that aesthetic courses are not limited to examination papers. The assessment can thus enable students to play their due level. On the other hand, colleges and universities should pay attention to the combination of theory and practice for

assessment. The teaching objective of the aesthetics course is to promote the improvement of students' aesthetics, so as to apply the aesthetic ability to the practice of learning and life.^[4] Therefore, colleges and universities should pay attention to the evaluation of aesthetics curriculum practice while evaluating aesthetic theory. For example, teachers can ask students to analyze a fashion show and use photography to discover the beauty on campus, so as to promote students' knowledge of aesthetic theory.

CONCLUSION

In summary, the aesthetics curriculum has become an important part in many universities to train talents under the background of globalization. Setting up aesthetic courses is conducive to the improvement of students' aesthetic ability, thereby promoting the development of students' comprehensive quality. However, the development of aesthetic courses in colleges and universities is still in the early stage of

development. Colleges and universities should constantly improve the design content of aesthetic courses, conform to the development trend of globalization, so as to promote the development of aesthetic courses.

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Discussion on Measures to Improve the Effectiveness of Ideological and Political Education of Counselors in Colleges

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Abstract: In the education of colleges and universities, counselors are especially responsible for students' moral education, ideological and political education, and professional learning management. In students' school life, counselors have close ties with students. The effectiveness of ideological and political education of counselors has a direct relationship with the cultivation of students' quality, moral education, and ideological quality. It is a question worth considering that how to improve the effectiveness of ideological and political education of counselors. This paper discusses the challenges in ideological and political education, and explores strategies for improving the effectiveness of the education to provide reference for the development of ideological and political education.

Keywords: Counselors in colleges; Ideological and political education; Measures to improve effectiveness of education

1. CHALLENGES IN FACING IDEOLOGICAL AND POLITICAL EDUCATION OF COUNSELORS

Counselors are an essential in the education of colleges and universities. In college life, students spend a long time with counselors. Relatively speaking, counselors know the characteristics of students better. To carry out ideological and political education for students in colleges and universities is conducive to the good operation of the school and the harmonious relationship between teachers and students. And it can improve students' comprehensive quality, the establishment of their confidence, and the formation of their correct values. In addition, it helps to cultivate talents with high professional ability and high-quality for the society.

In the process of social development, the ideological and political content is constantly changing, and the requirements of ideological and political education are constantly improving, so that counselors face greater pressure for ideological and political education. In addition, the ability for ideological and political education of counselors is not the same as their ideological and political awareness. The level of counselors' ability and awareness has a direct impact on the level of ideological and political quality. There is a need for targeted improvement the concepts and methods of ideological and political education carried out among college counselors, and some counselors

have little understanding of psychological knowledge and management knowledge, as well as knowledge of laws and regulations, and their work efficiency and quality need to be further improved. Furthermore, some instructors have little knowledge of emerging technologies, do not use high-efficiency technologies well, and carry out ideological and political education in a single way and limited content, which leads to students' low interest in learning.

2. MEASURES TO IMPROVE THE EFFECTIVENESS OF IDEOLOGICAL AND POLITICAL EDUCATION OF COUNSELORS

2.1 To enhance counselors' awareness and ability

In the work of colleges and universities, counselors are mainly one of the important personnel responsible for ideological and political education. Their ability of ideological and political education and ideological and political consciousness have a direct relationship with the efficiency and quality of ideological and political education. And counselors' language behavior and ideological and political consciousness will influence students imperceptibly after counselors and students get along with each other for a relatively long time. Therefore, in the effective ideological and political education, first of all, it is necessary to strengthen counselors' ability of ideological and political education and their awareness, and regularly train counselors for the ideological and political concepts and the current emerging technology combining with the needs of social development, so as to guide counselors to update their own concepts and methods for ideological and political education. Besides, it needs to strengthen the psychological knowledge, political and legal knowledge, and management knowledge of counselors to comprehensively improve their work ability. At the same time, college counselors are encouraged to seek excellent experience of ideological and political work through network technology, and formulate targeted ideological and political education plan combined with the actual situation of students, so as to improve the quality and efficiency of the education in colleges and universities. For example, counselors can be regularly organized to participate in special training and exchange meetings on the theme of ideological and political education, and the school can build a platform for counselors to share their outstanding experience for ideological and political education in real time, and guide counselors

to pay attention to students' ideological and political education, and constantly improve their education.

2.2 To reasonably update their way for work

With the development of Internet technology and the development of the society, the requirements for ideological and political education are constantly changing, and the types of technology suitable for ideological and political education are gradually enriched. Therefore, under the premise of social development and the improvement of requirements for ideological and political education, counselors need to reasonably update their way for work, explore the way of combining ideological and political education with efficient technology, and comprehensively utilize resources of new media to enrich the content and methods of ideological and political education. On the other hand, ideological and political education in colleges and universities should work together to update the way of the education, and fully mobilize students' interest and enthusiasm, so that students can carry out learning in a strong atmosphere. It is conducive for students to focus on ideological and political learning, and improve their comprehensive quality and ideological and political awareness with high efficiency and quality. For example, in the ideological and political education of counselors, they should make full use of platforms such as WeChat, forum, jitter, and micro-blog to carry out the education, and release interesting ideological work, and interact with students in a favorite way, which helps students improve their ability of ideology and politics. In addition, in the ideological and political classroom, they can also use network technology to introduce real-time ideological and political consultation, ideological and political anecdotes, etc., to enrich students' understanding of ideology and politics.

2.3 To build a good platform of ideological and political culture on campus

In the ideological and political education in colleges and universities, counselors need to carry out daily teaching, scientific research affairs, ideological and political work of students, and so on. Their workload is large and complex, so counselors need to reasonably allocate and carry out the work with high work efficiency and quality. Therefore, they should combine the emerging Internet technology and computer platform to build the platform for ideological and political culture on campus, improve the platform according to the development needs of colleges and students, and set up multiple functions of the platform as needed to provide management and learning methods for ideological and political education. With the construction of a good platform on campus in colleges and universities, counselors can carry out ideological and political education with direction, plan and technology, which is conducive to improving the efficiency of their education and reasonably coordinating their work. In addition, the construction of the platform on campus enriches forms for

ideological and political education, and students can break through time and space when they carry out ideological and political learning. And it helps students to allocate professional courses and the learning plans reasonably to promote students' learning efficiency and enable them to develop in an all-round way.

2.4 To enhance the practicality and effectiveness of ideological and political education

There is an employment section in the ideological and political education in colleges and universities. Employment is closely related to the social life and actual life of students. Therefore, in the ideological and political education in colleges and universities, counselors need to pay attention to the practicality and effectiveness of the political work and ensure that students can accept real-time ideological and political content in school, and help students avoid problems of employment. For example, in ideological and political education, counselors can formulate special employment topics for students according to the professional direction of students, integrate ideological and political content, industry-related and employment-related new policies, and employment-related authoritative data into classroom teaching, so as to enhance the connection between the education and reality. As a result, students can obtain practical knowledge content, improving the practicality and effectiveness of the education. Counselors can also carry out communication by combining real-time ideological and political content to provide students with a platform for special exchanges, so that students can receive targeted psychological counseling and guidance on solving puzzles, and their awareness of ideology and politics and employment skills can be enhanced.

3. CONCLUSION

Ideological and political education in colleges and universities is one of the important sections of higher education. Counselors are the guides and workers of the education for students. They shoulder the importance of improving the ideological and political level of students. It is necessary to maintain the effectiveness of the education to help students get effective learning opportunities. In the ideological and political education in colleges and universities, counselors can strengthen their own awareness of the education and work ability, rationally update the methods for education, and rationally introduce appropriate emerging technologies to improve the quality of the education, and build a platform for ideological and political culture on campus and carry out special learning modules to enhance the practicality and effectiveness of the education, and cultivate high-quality and high-professional talents for the society and the country.

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The Establishment of Psychological and Behavioral Relationships of Impoverished College Students

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Abstract: As a special group of college students, college impoverished students have unique psychological activities and behavioral characteristics. By investigating the psychological activities and behaviors of impoverished students in colleges and universities, the survey data was imported into the SPSS Modeler statistical software, and the C5.0 algorithm was used to obtain the rule set of psychological and behavioral activities of impoverished students to establish a correlation model between psychological and behavioral activities of impoverished students in colleges and universities, predicting the psychology of impoverished students through models, and providing accurate help for college educators to solve problems existing in poor college students. The high-quality culture provides a theoretical basis.

Keywords: College; Impoverished; Students psychology; Activities; Decision tree C5.0 algorithm

1. INTRODUCTION

With the continuous deepening of China's education system reform and the implementation of the university's charging system, a special group has emerged in colleges and universities-financially difficult students, referred to as impoverished students. At present, the psychological research on impoverished students in colleges mainly focuses on the psychological problems of impoverished students or a specific psychological problem of impoverished students, but there is less research on combining psychology and behavior. Behavior is a concrete manifestation of psychology. This paper will investigate the psychological and behavioral activities of impoverished students in colleges and universities, using the C5.0 algorithm to establish a correlation model between psychological and behavioral activities of impoverished college students, and explore the precise training programs of poor college students according to the model. The study will also use model to explore and research the precise training plan of poor students, which aims to make up the lack of traditional research on psychological problems of college students. For the purpose of making the school's mental health education work more targeted, data mining psychology will be applied to study and discover the mental condition and behaviors of poor

college students, providing more scientific psychological counseling programs.

2. METHODS

The C5.0 algorithm was developed on the basis of the old ancestor ID3 algorithm of the decision tree. Hunt. E. B. et al. (1966) first proposed the concept of decision tree in the conceptual learning system. The decision tree is named after its analytical conclusions similar to an upside-down tree, Quinlan in 1986 proposed the ID3 algorithm based on information gain selection strategy, based on the ID3 algorithm, many scholars proposed an improved method. Quinlan also invented the C4.5 algorithm in 1993. C4.5 uses the information gain ratio as the selection criterion to overcome the defects of ID3, and the C5.0 algorithm is a commercial version of the C4.5 algorithm, with the same core as the C4.5 algorithm. The C5.0 algorithm can generate a decision tree or rule set. Split samples based on fields that can result in maximum information gain, repeating splitting subsets until they can no longer be split, and finally retest the lowest-level split, and the subset of samples that have not contributed significantly to model values is trimmed or culled.

The C5.0 algorithm is used in this study to determine the best packet variable (the most important input variable) at the information gain rate as a standard for any of the psychoactive variables (output variables), and any one output variable may be associated with multiple input variables. The C5.0 algorithm calculates the information gain rate of each variable to compare several input variables with the highest gain rate of the selected information for association analysis.

3. DATA PREPARATION AND PREPROCESSING

3.1 Data preparation

Identify data mining objects

During the searching time, the psychology and behavior of 230 impoverished students in colleges and universities were taken as data mining objects, and the original data were obtained by questionnaire survey.

Selecting data

Among the 230 original questionnaire data, some them were missing, and 151 samples were extracted as experimental data. Each variable is a variety of behavioral or psychological activity options because

the data is derived from the questionnaire, so they are subtype variables. Each sample is based on data for each decision for each questionnaire.

3.2 Data preprocessing

The essence of data preprocessing is to convert the initial experimental data into the actionable experimental data needed for the model through a series of operations. The specific action is to clean up some variables of unrelated options and some invalid samples from the data obtained in the questionnaire to obtain the final valid data set. In this experiment, the variable "serial number" in the prepared data set is an irrelevant variable, which has no effect on the whole experiment and is rejected by the "filter" node.

4. MODELING PROCESS

The modeling process will be pre-processed on the behavior activities and psychological activities of poor college students related data, set ten relevant behavioral activity options as input variables, six related psychological activity options as output variables, according to the given modeling method, the use of SPSS Modeler construction decision tree data flow.

Import the EXCLE dataset into the workspace, define each variable type, and input and output variables are all subtype variables. Correlation analysis results of six mental types (output variables) in the data and all behavioral activities (input variables). In the model setting, when there are too many input variables and classification types, it is often preferred to use the rule set to analyze the experimental results more concisely and intuitively.

The model also establishes a "partitioning" node, randomly extracting 50% of the data as the training sample set and the test sample set, constructing the C5.0 model for the six psychological activities and the behavioral activities respectively, and obtaining the predictor importance of the output variable. With a rule set. The importance of the predictor will be given in the output. The C5.0 rule set will select several variables in the input variables that are significantly more important for the association of mental activities (output variables) as predictors (ie, explanatory variables). Increase the relevance of the experiment and give an accurate set of rules.

5. THE RESULT AND DISCUSSION

Each rule is set established by each psychological activity corresponds to a decision tree, and the correlation between mental activities and behavioral activities is carried out. Analysis, 50% of the test set, the generated classification rules to verify the accuracy of the training set and test set are above 90%, there is sufficient confidence that the accuracy of each rule set is higher.

From the perspective of analysis of various psychological activities, The test set answers the question whether poor college students have confidence in their future is mainly related to their

university life adaptation, comprehensive ability and whether they are working and studying. Generally, college students who have confidence in the future have adapted to the living environment or the overall quality level of the individual is above the middle age. They will actively integrate them into the study life and can make up for the lack of family economy through work-study. whether the poor college students get up in the morning is happy. This kind of psychological activity reflects whether the life attitude of college students is positive. It is related to whether they often talk to others about family and work-study. They rarely talk to others about family or work-study. Impoverished students are generally unhappy after getting up in the morning, and their psychological activities are negative. It can be seen in the test set that the difference between poor and non- impoverished students is related to classmates and roommates, comprehensive ability, monthly expenses, and work-study. Students who are often aware of the difference between poor and non- impoverished students are more likely to It is easy to produce a self-centered psychological tendency, and even autism. Students who have good relations with classmates and roommates, have a comprehensive ability of medium and above, have a monthly expenditure of 500-800 yuan, and have work-study students do not often realize the difference with non-poverty students, and the psychology is more extroverted. In the test set, whether the inferiority of the family is inferior to the family is mainly influenced by interpersonal relationships, comprehensive ability, whether to talk with others about family and work-study. The feeling of inferiority is often the source of psychological problems for poor college students, and the interpersonal relationship is not good. The ability is low, rarely talk to others about the family and there is a sense of inferiority when there is no work-study scholar. The study found that dishonest words and deeds, bad relationship with classmates and roommates, and monthly expenses of less than 500 yuan are easy to produce this feeling, compared with the average student. Sensitive and self-respecting. Impoverished students who live more than 5 hours a day or never participate in college activities may feel that they are not as good as others. And the ability is not as good as others, and the character is more introverted. The following recommendations are given to the education of impoverished students through the rule set :

1):Colleges and universities should help freshmen to adapt to university life as soon as possible. After the new students enter the school, doing a good job in the psychological screening of new students, finding problems early, and formulating psychological assistance programs for problem students. Pay attention to the new students' entrance education and let the freshmen know the profession as soon as

possible. Schools, adapt to university study and life as soon as possible, counselors, class teachers guide freshmen to do career planning; colleges and universities to create dynamic files for each new student, play the role of mutual help of students, seniors and other peers, care and attention to new students, Once the new thoughts and emotions are found, an abnormality occurs, and the school counselor is informed to intervene and conduct psychological counseling.

2): Economic difficulties have shaken the personal ideals and beliefs of college students and lost confidence in the future. At the same time, due to the influence of the "golden worship" trend in society, impoverished students have over-emphasized their own material poverty as a school. In this way, through the state's subsidy policy and the society's diversified funding methods, the material help for impoverished students will be increased, so that poor college students can enjoy certain economic help, such as increasing the number of management-oriented and skill-based work-study jobs, and let impoverished students drop out of work and study. At the same time, both the economic support and the ability to exercise, the overall quality has been improved, thereby increasing self-confidence and self-esteem [7]. On the other hand, it should also be given spiritual care. When impoverished students receive various kinds of financial assistance, they should do a good job in their integrity education and grateful education. Guide students to understand the correct values of life, encourage impoverished students to face poverty with a correct attitude, bravely meet difficulties and setbacks, cultivate a strong will to work hard and a hard-working spirit of learning.

3):The school should organize a variety of campus cultural activities, fully mobilize the enthusiasm of impoverished students to participate in activities, and attaches importance to the creation of cultural atmospheres such as small groups such as classes and dormitories. The small collectives regularly organize various colorful cultures. Entertainment, sports and other activities have enabled impoverished students to strengthen their communication and communication with their classmates while receiving education, to create a good interpersonal atmosphere of mutual respect and mutual trust, and to gradually establish a sincere friendship. The collective cohesiveness allows the impoverished students to feel the collective warmth, resolve the loneliness, and further enhance self-confidence.

4):Impoverished students have hard living conditions since childhood. They suffer from the economic difficulties caused by their parents. They have poor living conditions and are often looked down upon by others. Parents are often busy with their livelihoods. Thus they are unable to guide them correctly, and help with their children's mental health. If parents don't

care them enough, it will easily lead to psychological problems such as depression and inferiority. Conducting mental health education and guidance for impoverished students is the basis for promoting students' healthy personality development and forming a good moral quality, and is an important method to eliminate psychological problems. For impoverished students with obvious negative psychology, the school has targeted to help them understand the laws and characteristics of their psychological development, and to learn mental health care and self-regulation of emotions.

6.SUMMARY

Compared with traditional experience to judge the results, psychological and behavior of data mining for experimental results has evident advantages. First, it passes through a multi-angle in-depth analysis and demonstration of data, extracting the essence for the school authorities and education staff further by impoverished fresh activities determine the psychological activity, provides a theoretically feasible ideas and methods. Second, C5.0 algorithm will not only study the psychological and behavior for relevance, but also the behavior of the impoverished students. This is because psychological activities and prediction can associate the ordinary college students' psychology with behavior. Third, Educators' exploring and improving teaching methods can be assisted through exploring the various influential factors and determining the psychological activities, and building a universal stronger prediction ability of the decision tree model.

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Construction of Local Characteristic Curriculum under the Background of China-ASEAN Vocational Education Joint Exhibition

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Abstract: The China-ASEAN Joint Exhibition and Forum on Vocational Education was held in Nanning, Guangxi. The purpose of the Forum was to strengthen cooperation and exchange between China and ASEAN countries, carry out reform and innovation on vocational education, combine local characteristics, build talents needed in ASEAN region, jointly build a platform for vocational education, and promote the integration of schools, governments, industries, and enterprises. Based on the background of the China-ASEAN Vocational Education Joint Exhibition, this paper explores the construction of the characteristic curriculum of Guangxi secondary vocational schools. It is conducive to the characteristic development of secondary vocational education in Guangxi, which is closer to the requirements of the state to keep pace with the times, and provides the support for the characteristic construction of secondary vocational education in Guangxi.

Keywords: China-ASEAN Vocational Education; Guangxi Secondary Vocational School; Characteristic Curriculum

1. INTRODUCTION

Since the China-ASEAN Expo held in Nanning in 2004, the scale of China-ASEAN secondary vocational education cooperation has been expanding. After years of development, not only in the benefit mechanism of win-win cooperation, but also in the behavior mechanism in line with the characteristics of vocational education, accumulated a series of cooperation experience, and promoted the common progress of both sides. As far as Guangxi secondary vocational education is concerned, based on the China-ASEAN vocational education joint exhibition, it brings wider development space to the development of each secondary vocational school, and makes the trend of school construction transition from specialized construction to international development and characteristic development, which benefits some secondary vocational schools in Guangxi. But at the same time, there are some problems in communication and integration: the level of cooperation, the scope of cooperation, the mechanism of cooperation, the level of specialization and so on still need to be improved. In order to solve these problems, we must start from

the point of view of communication and cooperation, combine the regional characteristics of secondary vocational schools in Guangxi, excavate the bright spots of secondary vocational education, create regional brand effect, make secondary vocational education more systematic and have its own characteristics, so as to promote the better development of China-ASEAN secondary vocational education cooperation.

In the vocational education cooperation between China and ASEAN, the main performance is that "the scope of cooperation is not enough, the scale is relatively narrow; the depth of cooperation is insufficient, and the ability to drive innovation is insufficient. Lack of cooperation, limited social service capacity, quality assurance system to be improved. The superficial problem lies in the differences in education and culture among ASEAN countries such as Vietnam, Laos and Thailand, which makes it difficult for China's secondary vocational education to meet the individualized educational needs of ASEAN countries. But the analysis of the fundamental problem is still due to the construction of the most fundamental module in the education mechanism of both sides-the curriculum module, which can not reflect its own advantages. The exchange of China-ASEAN vocational education shows that although the secondary vocational education of both sides involves their own regional characteristics, they can not create the achievements and brand effect of regional curriculum teaching, and can not really meet the needs of the actual interests of secondary vocational education and economic development in ASEAN countries. In addition, the differences in economic structure and political ideology between China and ASEAN to some extent increase the difficulty of cooperation, which leads to the difficulty of deepening the cooperation between the two sides in secondary vocational education. So, further,

To strengthen cooperation, it is necessary to develop their own characteristic advantages, establish a good brand effect, do a good job in the construction and reform of the curriculum, tap the potential of the characteristic curriculum, and give full play to the characteristics of their schools. At the same time, it is

necessary to unify the quality evaluation index of vocational education in China and ASEAN countries, the internal and external quality management system and quality evaluation methods, as well as the vocational education and technical qualification certification system, so as to make the education and teaching of both sides more reliable and more targeted.

2. CREATING INTERNATIONAL FEATURES OF SECONDARY VOCATIONAL SCHOOLS IN GUANGXI

Guangxi is located at the intersection of the east, middle and west regions of China's mainland, and is the junction of the South China Economic Circle, the Southwest Economic Circle and the ASEAN Economic Circle. Especially in the establishment of the China-ASEAN Free Trade Area, Guangxi can transport the talents needed in the market for ASEAN countries. Therefore, the establishment of inter-school, school-enterprise cooperation talent training model is essential, to build a special education and teaching system suitable for the needs of ASEAN economic circle is also very necessary. Can try out "common language + non-common language" enrollment training mechanism, introduce international advanced technology and service standards, establish China and ASEAN talent training system. It is necessary to establish a policy to encourage schools and ASEAN counterparts to jointly set up secondary vocational schools and professional classes, and to support qualified professional departments from the perspective of interest mechanisms to build professional training and training bases in ASEAN countries. Strengthen characteristic propaganda and expand the source of funds. According to the needs of introducing vocational education countries, we should step up propaganda and expand the popularity of secondary vocational schools in ASEAN countries through radio and television, newspapers and magazines as carriers. At the same time, with the help of enterprise brand, the development of school-enterprise association, the establishment of multi-channel financing mechanism, guide relevant enterprises to actively participate in secondary vocational education cooperation projects, and strive for the joint investment of the government and enterprises. Therefore, the internationalization of secondary vocational education has great potential for the development of talent training. Under this background, Guangxi secondary vocational school needs to explore the transnational talent training mode for ASEAN countries according to the demand of ASEAN talent market, build the foundation of education training-the construction of local characteristic courses, and lay a solid foundation for talent training.

3. EXPLORATION ON THE INTERNATIONALIZATION OF LOCAL CHARACTERISTIC CURRICULUM CONSTRUCTION IN GUANGXI SECONDARY

VOCATIONAL SCHOOLS

In terms of the cooperation mechanism of "China-ASEAN" secondary vocational schools, Guangxi secondary vocational schools can use the China Overseas Exchange Association to sign cooperation agreements with ASEAN governments, and work together to gradually carry out cooperation in education exchange visits, distribution of teaching materials, teacher training and so on. Especially in the construction of local characteristic curriculum, we should pay attention to the dissemination of regional characteristic culture, seek the characteristics and bright spots of curriculum construction, and play an important role in ASEAN cultural exchange. Each school can also make use of the unique advantages of the national region, overseas Chinese and foreign affairs departments, and actively explore how to train transnational talents, position the characteristic direction of the school, and strive to develop the curriculum construction with local characteristics to the internationalization, and create a secondary vocational education with international characteristics.

(1) To study the needs of ASEAN transnational talents and realize curriculum reform
Based on the experience of relevant benchmark schools at home and abroad, secondary vocational schools need to perfect and reform how to define the training objectives and set up the syllabus on the basis of studying the talent needs of ASEAN countries, and explore the internationalization characteristic teaching mode of secondary vocational education to ASEAN countries to meet the demand for talents in China-ASEAN talent market.

All secondary vocational schools in Guangxi should set up professional English course teaching according to the need, so as to prepare the major to go abroad and form an international teaching mode. Secondary vocational schools can use the flexibility of teaching to invite famous experts and professors from ASEAN region to come to China for teaching, so that students can come into contact with the "authentic" foreign teaching methods, and lay a good foundation for future study and communication. At the same time, in the form of secondary vocational school campus regional characteristics of the second classroom construction, such as "international trade", "national folk culture" and other characteristic skills, cultural courses. At the same time, secondary vocational schools can also use the regional advantages of the school to carry out the teaching of history and culture in Southeast Asia, so that students can learn more about the humanities in Southeast Asia, so as to improve the students' cultural communication ability and promote the formation of the brand effect of regional characteristic courses.

(2) Organizing students to participate in practical activities of courses with ASEAN characteristics
In fact, the practical application ability of secondary vocational school students to the professional knowledge they study in school needs to be constantly

exercised. The school can organize students to participate in various social practice activities with ASEAN international characteristics and international professional competitions to promote the development of talents training and the internationalization of secondary vocational education. The school can give full play to the characteristics and advantages of the subject, such as volunteer, translation and other posts, and organize students to improve their ability to serve such grand events as China-ASEAN Exposition, China-ASEAN Business and Investment Summit, China SME Business Fair and so on. In addition, the school can also allow students to actively participate in a variety of ASEAN-specific competitions, such as Thai, Burmese speaking competitions and so on [1] increase the probability of international talent exchange.

(3) Promoting cooperation with schools and enterprises in ASEAN countries and establishing a "2+1" mechanism

Schools actively explore the process of training international talents in secondary vocational education in transnational preparation, such as establishing a "2+1" domestic and international training model to train students to carry out "practical exercises" as soon as possible. The model is actually that secondary vocational students study basic knowledge (including language and professional skills) at home in the first two years and at universities in the ASEAN region in the last year. During the study period, students can train in local enterprises, and students can be employed directly in ASEAN countries after graduation or continue to study in foreign undergraduate colleges and universities after completing their studies. For the "2+1" international direct-through secondary vocational training model to achieve long-term sustainable development, schools need to actively promote cooperation with ASEAN national institutions and enterprises such as Thailand and Myanmar, and actively sign cooperation agreements and establish cooperative relations. "2+1" Long-term cooperation mechanism enables Chinese and foreign schools and enterprises to jointly organize teaching, jointly carry out ASEAN cultural education, and jointly train skilled talents and high-quality workers to meet the needs of economic construction in the ASEAN region.

4. PERFORMANCE OF LOCAL CHARACTERISTIC CURRICULUM CONSTRUCTION TO PROMOTE THE INTERNATIONAL EFFECT OF SECONDARY VOCATIONAL PERSONNEL TRAINING

(1) Establishment of "2+1" international through train talent training model for secondary vocational schools
The advantage of local characteristic curriculum construction is outstanding in the China-ASEAN vocational education joint exhibition, the comprehensive quality of students in Guangxi secondary vocational school is obviously improved,

and the characteristic advantages of each school are obviously displayed. To promote Guangxi secondary vocational schools gradually signed cooperation agreements with ASEAN national institutions of higher learning and some ASEAN enterprise companies. Formed the formation of "2+1" talent training through train mode. For example, in recent years, a total of 233 overseas Chinese schools in Guangxi have sent out students to study in ASEAN national colleges and universities, and 155 students have gone to ASEAN countries to practice and work, providing students with a "one-stop" service, so that students can find a safe, fast and economical way to study abroad, practice and work, and pave the way for their future [2].

(2) International Training Base for Secondary Vocational Education in Guangxi

As a result of the reform of international education in some schools, the construction of local characteristic courses has also been greatly developed. In the China-ASEAN Vocational Education Joint Exhibition, the students have not only mastered a certain ASEAN language, but also a certain level of labor skills. promoted the construction of the international talent training base of Guangxi secondary vocational education with ASEAN characteristics.

The students' comprehensive qualities have been greatly improved

Through participating in high-level international exchange activities as volunteers in the China-ASEAN vocational education joint exhibition, students have been trained in public welfare volunteer activities, consolidated basic skills such as language knowledge, and used extensive international knowledge and good communication skills to successfully complete volunteer service. According to the feedback from the cooperative colleges and enterprises, many students studying in ASEAN countries, internships or employment have specialized, very diligent, excellent moral character, to the satisfaction of the partners [3]. In practice, the study of local characteristic courses conducted by students in school has played a special advantage in cross-cultural communicative competence and international competitiveness. Based on the joint China-ASEAN vocational education exhibition to promote the construction of local characteristic courses, secondary vocational schools should actively organize students to participate in social practice activities, and set up specialized auxiliary characteristic courses in combination with the cultural, economic and educational characteristics of ASEAN countries, and set up the second classroom activities with regional characteristics according to the needs of the school itself, so as to assist professional teaching and improve students' comprehensive quality. In order to achieve the goal of jointly developing ASEAN cultural education and jointly cultivating the skilled talents needed for the economic construction of ASEAN region.

(4) Show the effect and attract students to learn and communicate

In recent years, the internationalization of secondary vocational education has developed rapidly, from the internationalization of curriculum to extensive international exchanges and cooperation, and then to the cooperation of Chinese and foreign enterprises in running schools, which fully reflects the achievements of Guangxi secondary vocational schools in international teaching. The achievements in the internationalization of secondary vocational school education have attracted the attention and wide publicity of many news media, such as China News Network and Guangxi Daily, and even attracted the staff and students of other brother schools in Southwest China to visit and exchange international educational achievements in Guangxi secondary vocational schools. The construction of characteristic courses has also attracted the visits of ASEAN cooperation agencies and enterprises such as Thailand, Vietnam and Indonesia, and has initially shown the radiation effect of demonstration[4].

5. ANALYSIS AND CONSIDERATION

There are both opportunities and challenges for Guangxi secondary vocational schools to implement the concept of internationalization. Under the background of the rapid development of ASEAN economy, the internationalization mode of secondary vocational schools has encountered good development opportunities and great challenges. Whether it is a deep-level interest mechanism, action mechanism or practical level, it is necessary to meet the needs of "China-ASEAN cooperation". According to the characteristics of vocational education, combined with the teaching level of existing cooperative schools and the situation of students, we should carry out the research on the diversified interactive cooperation mechanism. Only in this way can China and ASEAN's vocational education cooperation become bigger and stronger, and create more international brands of vocational education produced by China-ASEAN cooperation. Therefore, schools and enterprises should deepen research and reform on a number of specialties that can be developed in cooperation, so as to promote the continuous improvement of the process of internationalization of schools. At the same time, schools also need to constantly find new teaching methods and establish courses with more local characteristics when developing.

Despite the challenges on the way forward, Guangxi secondary vocational schools need to continue the

curriculum construction in line with the characteristics of regional development, firmly grasp the opportunities for the rapid economic development of ASEAN, dare to meet new challenges, under the new historical conditions, continue to forge ahead, promote the development of secondary vocational schools and talent training, make international cooperation to a new level, let more secondary vocational students to ASEAN and even the world[5].

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On the Cultivation of Students' Innovative Ability in Computer Teaching in Colleges and Universities

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Abstract: With the rapid development of science and technology in our country, the process of informatization continues to deepen. And the development of computer technology has become a strong driving force for the economic transformation and social development of our country. Nowadays, computer technology has broad application prospects in all walks of life, so computer teaching in colleges and universities must closely follow the development of the times and cultivate high-quality computer talents to promote the economic development of our country. Today, innovative thinking and innovative ability have become the core content of quality-oriented education. It is far from enough to impart professional knowledge and operational skills to students in computer teaching in colleges and universities. It is more critical for the cultivation of students' innovative thinking. This paper briefly talks about the current situation of computer technology teaching in colleges and universities and conducts in-depth research on the cultivation of students' innovative ability in college computer teaching to provide reference for improving students' innovative ability and cultivating high-quality computer talents.

Keywords: Training of college student; Computer teaching; Innovative ability

1. INTRODUCTION

Nowadays, with the wide application of computer technology and the positive influence of computer technology on the future development of China, computer teaching has gradually become the focus of education in universities in China. At present, the society's demand for talents is increasing, but the requirements for the quality of talents are also getting higher and higher [1]. In such era, colleges and universities must reform their computer teaching, change the blunt teaching mode in the past, and take students' learning ability, working ability, and innovative ability as the center of training.

Computer technology is the main body of information technology. Looking back at the history of computer technology, we can see that computing technology has developed to the present level through continuous exploration, practice, reform and innovation [2]. The updating of computer hardware and software is rapid, and the knowledge system of computer technology is also continuously extending. Its unique attributes are

extremely critical to the cultivation of students' innovative ability, and it has also led to a variety of situations in the teaching of computer technology in colleges and universities. In computer technology, different software and languages can accomplish the same goal. Diversified software, languages, and methods have caused difficulties in teaching. It is impossible for teachers to teach students to use each software and language. It requires students to have good initiative that has a profound influence on the cultivation of students' innovative and exploratory ability. And computer is a course with high operational ability and practical ability, students have a strong desire for future social practice, and their learning enthusiasm and interest are high, which has a positive impact on the cultivation of students' innovative ability.

2. PROBLEMS IN COMPUTER TEACHING IN COLLEGES AND UNIVERSITIES

2.1 Lack of professionalism and scientificity in the establishment of curriculum

At present, the computer courses in most colleges and universities in China are relatively old, many knowledge is not suitable for the development of the times, and the curriculum is lack of scientificity and professionalism. The curriculum is carried out according to the teaching curriculum objectives and teaching plans, which has great limitations for the cultivation of students. The school does not consider such factors, for instance, whether the curriculum training program is suitable for the ability training of students and whether the training direction is suitable for the future development of students, resulting in the lack of inclusiveness in the school curriculum teaching, and it is difficult to establish a perfect training system [3]. Computer technology is an applied subject, and its rapid development requires higher ability of students. In order to cultivate high-quality computer talents to meet the needs of the society, colleges and universities must carry out curriculum reform, follow the development of the times, set up scientific and professional courses, and implement the curriculum plan effectively.

2.2 Too much emphasis on theory in computer teaching

As an applied discipline, computer has higher requirements for students' practical ability. Students should make a lot of contact to master the course knowledge and improve their professionalism [4].

However, the computer teaching in many colleges and universities still stays in the theoretical teaching stage. The hardware facilities of the school are imperfect, and the construction of the school laboratory is backward. As a result, students do not have enough practical experience. They just complete the assignments assigned by teachers. Their mastery of the knowledge is not firm enough, and the computer operation technology is not skilled enough, so it is difficult to stimulate students' innovative ability.

2.3 Outdated teaching concept

At present, the computer teaching mode in colleges and universities is relatively single, which seriously restricts the cultivation of students' innovative ability. In the process of curriculum teaching, teachers instill a large amount of theoretical knowledge into students, so that students can digest and absorb the curriculum after class. This cramming teaching mode makes students develop according to teachers' teaching thinking, and leads to the limitation of development of students' thinking. In this kind of teacher-centered curriculum teaching, students' autonomous ability is poor, which severely restricts the cultivation of students' innovative ability.

3. STRATEGIES TO STRENGTHEN THE CULTIVATION OF INNOVATIVE ABILITY IN COMPUTER TEACHING IN COLLEGES AND UNIVERSITIES

3.1 To stimulate students' sense of innovation and exploration

The cultivation of students' innovative ability is the key to computer teaching. The task-driven teaching model has a positive impact on the cultivation of students' innovative ability. Some tasks are assigned to students before the classroom to drive students to study on their own and improve their mastery of the knowledge [5]. The daily course assessment is carried out in the form of competitions to stimulate students' learning ability and improve their enthusiasm. And students are allowed to conduct practical operations in the form of competitions to exercise their mentality, improve their willpower to face difficulties, and cultivate their enthusiasm for learning.

3.2 To create a good environment for innovative education

The environment is of great significance to the cultivation of students' abilities. In computer teaching, teachers should understand students' inner thoughts when setting course teaching goals, and encourage students to dare to question problems and express their own views on problems to gradually cultivate students' thinking skills. Teachers should also help students find their own strengths and weaknesses to promote their development. In addition, teachers should fully consider all aspects of teaching and improve the curriculum.

3.3 To change teachers' teaching concepts

In the process of teaching, teachers do not simply

explain knowledge to students. In computer science teaching, teachers must have a clear understanding of course teaching. The cultivation of students' innovative ability is the main body of teaching, and students must be developed to solve practical problems. As a new type of professional technology, computer technology is relatively diverse. Students have a desire to learn about novel things, so the attention should be paid to guide and cultivate students' interest in learning, so that students can develop a correct learning attitude. Teachers are the guides of the classroom, and they should guide students to think about the content of the classroom, inspire the problems encountered by students in the process of interaction, and make appropriate suggestions for students to analyze the content of their learning independently to improve students' ability to learn independently and cultivate their innovative ability.

4. CONCLUSION

In summary, colleges and universities must pay attention to the importance of computer technology and that of computer technology to the cultivation of students' innovative ability. The development of computer technology has a positive impact on the future economic development of our country. The society's demand for high-quality computer talents is greater, thus colleges should shoulder their own responsibilities to follow the development of the times and continue to reform courses to inject new vitality into the future development of our country.

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Problems and Countermeasures of Labor Relations among Chinese Platform Economy Practitioners

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Abstract: Through the platform economy, it promotes the flexibility of labor market, which provides a large number of new employment opportunities. However, it still exists a huge gap between the lagging labor relationship management mode and the employment demands of practitioners. To standardize the labor relations, the current management should focus on improving the social security grid, relaxing the identification of labor relations, further improving the employment ability of practitioners.

Keywords: Platform Economy; Labor Relationship

1. INTRODUCTION

China's economy is shifting from high-speed growth to high-quality development, and is in a crucial period when the traditional momentum being replaced by new ones, and the digital economy has become a new driving force and engine to boost economic recovery. In The Opinions of the State Council on Further Stabilizing Employment issued by the State Council in December 2019, it is pointed out that we must unwaveringly support flexible employment and new employment pattern, which is a full affirmation of the contribution of platform enterprises to China's employment. Platform economy is of subversive significance for broadening employment channels, enhancing employment flexibility, increasing workers' income, and achieving high-quality and more full employment.

2. THE DEVELOPMENT STATUS OF CHINA'S PLATFORM ECONOMY

Platforms are providers of hardware and services, which helps code social activities into computation architecture, they process data through algorithms formatted protocols before presenting their interpreted logic in the form of user-friendly interfaces with default settings that reflect the platform owner is strategic choices.^[1] As an important manifestation of platform economy, e-commerce platforms have obvious advantages in the number of enterprises, operation revenue, regional distribution and employees. According to the 2019 China's Annual Development Report on the Sharing Economy, the transaction size of China's sharing economy reached 2.942 trillion yuan in 2018, up 41.6 percent year on year.^[2] In 2018, China's existing 20 ultra-large platform enterprises had a market value of \$1.30 trillion.^[3] From the perspective of the regional distribution of platform

enterprises, China's platform enterprises are mainly concentrated in Beijing, Hangzhou, Shanghai and Shenzhen. There are 55 unicorn platform enterprises in these four cities, with a total market value of us \$734 billion. The Report on the Development of China's Social E-commerce Industry shows that the number of e-commerce consumers has exceeded 500 million and the number of employees has exceeded 40 million.

3. LABOR RELATIONS ISSUES FACED BY PRACTITIONERS OF THE PLATFORM ECONOMY

3.1 The social security system lacks institutional constraints

The scope of social security is always narrow. It not only fails to protect independent workers, but also fails to cover the social security of dependent workers. First, there are multiple barriers for platform practitioners to participate in insurance, loose labor relationship and unstable income level, so it is difficult to accurately measure.^[4] Furthermore, labor relationship is not under the framework of labor participation insurance, and there are too many restricting factors for social security payment. Second, in order to avoid the responsibility of the employer, the platform will transfer labor relations to reduce labor cost, and use cash mortgage insurance to pay to the practitioners, resulting in the employees' insurance need to be independently undertaken. Third, the social security coverage policy is not well publicized, its coverage is not wide enough, its convenience is not high enough, and its social security system lacks the protection of legal provisions, leading to the lack of long-term insurance awareness among practitioners.

3.2 Labor certification standards are difficult to determine

The flexible employment form and the complex labor law background structure are interwoven, which makes it more difficult to judge and distinguish the proportion of subordination and dependence. The lagging labor relations identification standard will harm the economic interests of the practitioners in the platform economy, and the medical subsidy and life allowance of the labor contract cannot be implemented on schedule, which leads to the endless entanglement and dilemma of the responsibility of the subject of labor relations. The very low rate of labor contract signing is not conducive to the later judgment and settlement of labor disputes. "Didi Chuxing", for example, formed a

partnership between the driver and travel platform, leading to unclear labor relationship certification, unclear labor contract terms, which not only affects the distribution of interests of the platform, but also causes civil disputes between the two parties.

3.3 It is difficult to further improve the employability. With the rapid development of informatization and marketization, the platform economy makes the staff team develop rapidly. As a result of informatization, the overall quality of the human capital structure of the platform practitioners is not high, and the marketization results in the increased demand of the workers for the improvement of their employability. Based on the Employment Report of Meituan Takeaway Riders, about 35.8% of the employees' employment demands converge on vocational training, which is due to the low educational level, low technical level and low overall employment quality of those employed on the platform. There is a big gap between the level of skill improvement provided by the platform and the demand in the process of market production and operation,^[5] simple training can no longer meet the current demand of the labor market. And since most platform enterprises position themselves in the role of information services and supply and demand matching, the employability of platform practitioners urgently needs to be lifted.

4. COUNTERMEASURES AND SUGGESTIONS ON LABOR RELATIONS

4.1 To adjust the employment policy and establish a social security management network

The key to the protection of social security rights and interests of practitioners on the platform is to properly adjust the social security policies of practitioners with atypical employment relationships. Therefore, it is urgent to perfect the social security management network based on the realistic urgency and feasibility. First, we should increase top design of social security for platform practitioners, build an "online social security", to remove the barriers for those working in the platform economy. Second, the national network of social security management should be realized, so as to solve the problem that social security is difficult to be transferred due to the large mobility of practitioners in the platform economy. Third, with reasonable adjustment of the trinity of social security system, the introduction of pluralistic arrangements, workers are allowed to participate directly in social security, to break the shackles of employing units as the main body of insurance participation, to achieve government joint protection with independent social security participation.

4.2 To rationally standardize labor contracts and improve labor laws and regulations

At present, it is necessary to realize the collaborative governance between the third-party online platform and the government, and identify labor relations moderately and extensively, but protection means

should be selected carefully. On the one hand, the labor relation recognition standard of non-standard flexible employment should be explored, and the labor relation recognition standard of platform practitioners should be standardized combined with the situation of individual cases. In order to establish diversified labor standards, the reality of labor relations should not be neglected just by the label of "cooperative relationship", and the labor contract should be made with the participation of the labor subject, so as to guarantee the rights of the practitioners in employment and labor remuneration. On the other hand, the responsibilities of the regulatory authorities and platforms should be clearly defined, and different fields and types of platforms should be subject to targeted supervision.^[6] The legal system of labor law should be improved to avoid the "one-size-fits-all" protection mechanism, and the scope of labor protection should be expanded appropriately as well. The way to encourage e-commerce platforms to sign labor contracts with flexible employees should be adopted in parallel with incentives and coercion. 4.3 To expand the scale of vocational training and build a flexible training system

In view of the current situation of employability training, it should be implemented from the perspective of combining government with enterprise to clarify the rough training needs of platform employees. First, the close cooperation between the platform and the government should be strengthened. A platform of "Internet + training" should be built to conduct dynamic and real-time supervision and grasp the employment demands, employment status and risk degree of practitioners.^[26] The "Internet +" trade union model shall be introduced, and the trade union platform shall regularly carry out training demand collection activities, and realize flexible training via micro-class, short video, online skill competition and other ways. Second, the awareness of platform responsibility should be enhanced, the responsibility of guiding and urging platform employees to conduct training is indispensable, and the lifelong training system of practitioners' work skills should be promoted in a coordinated way to improve their employability and career transition capability. Thirdly, the precise positioning of the training object. In the light of the labor form, the platform employees are divided into three categories: the first is non-standard labor relations, the second is the subordinative independent labor of the intermediate type, and the third is independent labor. Individualized employment training programs should be formed, and long-term and short-term career plans should be formulated. It is urgent for the government to grasp the periodic changes in the demand for skills, preventively resolve the contradictions of the employment demand.

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Research on Management and Operation of Data and Information Security in Social Governance with Big Data

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Abstract: The 21st century has entered the era of big data with the blessing of Internet technology. At present, data and information technology has penetrated various industries. There are large amounts of data produced in various industries every day. It involves issues of data processing and operation and information security, adding new directions and new problems to social governance. In the social governance based on big data, it has received widespread attention that how to carry out data management and operation, and how to ensure information security. Therefore, this paper discusses the current situation of social governance with big data and explores that of the data management operation and information security.

Keywords: Social governance with big data; Data management; Data operation; Information security

1. CONNOTATION OF BIG DATA AND THE NEW CHARACTERISTICS OF DIGITAL SOCIETY

The rapid development of Internet technology has promoted the gradual progress of the society into an information society, and has brought new changes to the development of all walks of life. The high intelligence of Internet technology brings convenience to people's work, life, and study, and promotes digital management to become a development trend in all walks of life, and becomes an important element of production. In order to change the situation and direction of social production, social governance also needs to be changed accordingly, and attention needs to be paid to data management and operation and information security.

1.1 Concepts and characteristics of big data

The concept of big data is a new term that has emerged in the 21st century. There are different interpretations of the definition of big data in different research fields. But most of the concept of big data involves data collection, storage, management, and data analysis. Big data is featured with value, rapidness, multiple types, large scale and complexity. With the expansion of the concept of big data and the application of big data technology, big data has become a new element of the 21st century, which has a profound impact on production development and political society. Now with the widespread application of Internet technology and information technology, the advancement of big data technology and the accuracy of its analysis have

become important competitiveness and new opportunities for development of market economy, which further enhances the value of big data in the society.

1.2 New features of digital society

In terms of the social development in the 21st century, the influence of big data is gradually strengthening, and it has brought a huge impact on the country's politics, society, economy and other aspects, as well as all walks of life. With the increasing influence of big data on social development, it gradually forms a social model with big data, giving birth to emerging smart models such as smart society, smart government, smart home, and smart industry. In the society with big data, people's management methods, operation methods, and communication methods have undergone new changes, and traditional methods for social governance are no longer fully applicable to social governance with big data. Therefore, there are new requirements for social governance methods and governance content in the context of big data, and new management methods need to be adopted to strengthen the governance of data management and operation and information security, and create a new governance model for the society based on big data, and ensure the safe and orderly operation of the society.

2. OPPORTUNITIES AND CHALLENGES OF SOCIAL GOVERNANCE IN THE ERA OF BIG DATA

2.1 Opportunities of social governance in the era of big data

In the era of big data, many opportunities brought by big data in social governance have brought great changes to people's business mode, communication mode and consumption mode. And in the era of big data, social governance can be changed in a scientific way. Through the operation of big data technology, various information in the society can be collected, and valuable social information can be obtained through the processing of information technology, so as to provide management information dynamics for social governance in real time and make governance with big data more scientific. Under the influence of big data, social governance will be more democratic. With the widespread use of big data technology, people's communication is more convenient, the barriers of space and time are broken, and people are involved in social governance, so that social

governance can timely obtain the needs of the people. As a result, social governance are more inclined to the needs of the people, and social governance will be more precise, breaking through the problem that the needs of different people cannot be met in a unified way, so that social governance can be differentiated, hierarchical and diversified.

2.2 Challenges of social governance in the era of big data

Generally, opportunities and challenges coexist. In the era of big data, social governance also faces certain challenges. At present, the social governance mode of big data in China is still in the initial stage. The management awareness of big data is relatively weak, the concept is relatively backward, and the thinking of big data is relatively traditional, so it is difficult to obtain the opportunity for social development in time. At the same time, in the social governance with big data, the relevant departments do not attach great importance to the management and operation of data and information security, and there is a lack of clear relevant management departments and management modes, which affects the work quality of big data social governance and limits the development, management and operation of big data to a certain extent. On the other hand, the management, storage and application of big data in China are not thorough enough. It is still difficult to make full use of big data technology and its information in social governance, and has gradually exposed the lack of management ability, which leads to the high cost of social governance with big data and restricts the intelligent development of social governance. In addition, our lack of laws, regulations and relevant provisions on social governance with big data has restricted the development of social governance to a certain extent, resulting in the lack of guarantee for national data information, enterprise data information and other information management, exposing serious information security problems. Under the constraints of information security, it is difficult to share big data information and expand the opening-up, which affects the management of data management types and information security in social governance with big data, and restricts the development of big data technology and the full use of relevant information.

3. MANAGEMENT AND OPERATION OF DATA AND INFORMATION SECURITY

In the era of big data, social governance is facing opportunities and challenges, and it is necessary to pay attention to the management and operation of data and information security. With the development of the era of big data and the application of data technology, the importance of data management types and information security management is gradually expanding. Therefore, in the context of big data, our country first needs to pay attention to issues of data information, strengthen the ability of data management technology, operation technology, and information security

management technology, clarify responsibilities, and formulate relevant laws and regulations to ensure the management and operation of data and information security. In addition, in combination with social development, industry development, and personal circumstances, it needs to strengthen the relationship between various units, industries, and users, enhance the awareness of the management and operation of big data and information security, standardize big data management and application measures, and create good social atmosphere for a data application and information security. Moreover, different management methods are adopted for information problems in different industries. For the Internet industry, data management and information security need to be strengthened to prevent information theft; for the medical industry, data privacy needs to be strengthened; for operators and enterprises, the boundaries of data management need to be clarified and relevant information should be collected within a reasonable scope and within the scope of legalization, and it need to ensure the confidentiality and security of data, and prevent information abuse; for the government, it is necessary to strengthen the reasonable sharing of information and the privacy and security of data, and promote the high-level development and standardized development of social governance, and create a high-security, high-value and scientific social governance model. We need to conform to the development of big data era, and use smart social governance methods to meet the development of the society based on big data.

4. CONCLUSION

Under the new social background, big data has become a new trend of development, and social governance needs to be changed accordingly. And we should emphasize the management and operation of data and information security, formulate relevant laws and regulations, build connections between various industries, and create a good data environment, and make full use of data information to develop into a society based on big data under the guarantee of data privacy and security and to improve economic competitiveness and develop competitiveness of China.

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Incentive Strategies to Improve Teaching Performance in American Institutions

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Abstract: In contemporary academic institution management, improving teaching performance is not only important for administrators, but will also directly affect the future development of the school. As a result, this paper briefly analyzes the incentive techniques used by academic institutions in the US to help Chinese institutions improve teaching performance.

KeyWords: America; international schools; strategies to improve performance; teaching quality control

1. WAGE SYSTEM

Through a variety of effective strategies, teachers' work enthusiasm can be ignited so that they will be more innovative and devoted during work. Under such incentive system, teachers will be motivated to maintain high level of teaching quality, eventually fulfilling the educational goals set by the schools.

According to Maslow's renowned theory Hierarchy of Needs, human needs can be classified into five different levels: physiology needs, safety needs, belongingness and love needs, esteem needs, and self-actualization. Maslow believes that only when the low-level needs are satisfied, will individuals be able to meet the higher levels of needs. In American institutions, the incentive system for teachers' salary meets the basic physiology and safety needs of teachers.

As the most primitive form of wage system in the US, the board and lodging wage system first started in the 19th century. At that time, most Americans lived in suburban areas far removed from their place of employment and schools usually had only one classroom. Meanwhile, teachers did not receive professional training and teaching standards were rather low. Therefore, the salary of teachers was generally low so providing accommodation and meals were regarded as an economic incentive for individuals in the teaching profession in order to strengthen their sense of responsibility. However, such system resulted in high turnover rate and inadequate teaching quality.

With the continuous development of society and education industry, since the start of the 20th century, the U.S. government improved and standardized the salary system for teachers which gradually resulted in the hierarchical wage system. Under such system, a teacher's income will be directly calculated based on one's working experience, gender, race, teaching grade and other demographic factors. In addition, the system also established the minimum income for

teachers, which had some lasting positive effects. Nevertheless, the immediate drawbacks of the system are very apparent: racial discrimination and gender inequality.

Based on the hierarchical wage system, the U.S. government gradually began to implement a uniformed wage system in 1920s in order to motivate female and minority groups. Under such system, one's salary was mainly related to one's length of teaching experience and academic degree. This new standard seemed to satisfy the demand for objective fairness. Actually, the uniformed wage system overlooked one's actual work performance and resulted in the gradual demotivation of many teachers. This system made it impossible to obtain fair salary treatment.

In the early 1980s, in order to make the incentive strategies for teachers more fair and objective, many schools began to adapt performance-based wage system. Under this new system, salary was directly based on one's teaching performance. In addition, the government rewarded schools and teachers based on the academic performance of students; schools awarded teachers based on their contribution. Such incentive strategy not only changed the previous compensation system, but also motivated better teaching performance.

In order to promote the cooperation among teachers, group-based wage system emerged. This system improved the inadequacy of only rewarding individual teachers' performance and neglecting the efforts of team cooperation under the performance-based wage system and treat the entire group as a uniform entity. For example when students' performance reaches the educational goals, or when absenteeism is reduced, all teachers will be awarded due to collaborative efforts. The implementation of such wage system encouraged teachers to improve the quality of teaching, elevated the level of cooperation between teachers, help improved students' academic performance, and opened the communication channels between teachers and administrators.

2. WORK ENVIRONMENT

According to the latest survey of US Bureau of Labor Statistics, there is an absolute positive correlation between teachers' satisfaction rate and their working conditions. According to the survey, teachers are equally concerned about the external and internal environments of the school. In modern American institutions, teachers relied heavily on the hardware and software on campus.

According to David Henderson of Houston University, a survey of teachers working in American schools indicates that among the teachers who are unsatisfied with their current teaching position, one third of them are due to unacceptable working conditions and most of them would opt to work at schools with better environment. Therefore, in order to improve the working environment of teachers, the government and administrators have taken relevant incentive measures to provide external support, improve campus culture, implement small classroom settings, and reform health programs.

Schools in the United States had been known for their diverse campus culture. It is commonly known that the campus culture of American institutions far exceeds schools in Britain, Japan, South Korea and other OECD countries. American institutions focus on stimulating team cooperations through a variety of on campus and off campus activities. American institutions tend to define the scope and tasks of teachers after considering relevant political and policy factors. Under the rule of law principle in the United States, teachers are also well-aware of the legal responsibilities of their employment.

3.LONG-TERM INCENTIVE STRATEGIES

In the US, in order to sustain the long-term positive performance of teachers, most schools adopt a dual-incentive system that combines material and psychological measures to meet teachers' fundamental needs. As a result, teachers can attain self-actualization. Under such an incentive method, teachers will regard their teaching profession as an important way to realize their self-worth, so they will be more enthusiastic about teaching and devote themselves to the improvement of teaching quality.

In order to maintain the long-term positive performance of teachers and students, team cooperation is vital. Through relevant studies, it is apparent that the mutual cooperation among teachers in addition to effective communication channel between teachers and administrators not only enhance the emotional foundation of each other, but also can improve teaching efficiency through the sharing of experience and professional knowledge. Meanwhile, in American schools, when individual teachers encounter problematic students, one will solve the

problem through the cooperation with other teachers. This exemplified mode enables individual teacher to continuously explore the professional field with the aid of the entire academic team. In a nut shell, the incentive strategies that combine both individuals and the team will be rather effective.

4.CONCLUSION

To sum up, in terms of teachers, certain incentive strategies can meet their material and psychological needs to a great extent. From uniformed wage system to performance-based wage system, from incentive measures focusing on individual performance to those that focusing on group performance, these strategies have promoted primary and secondary education in different historical periods in the United States.

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The Method and Path of Integrating Excellent Traditional Culture into Ideological and Political Education in Higher Vocational Colleges

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Abstract: The teaching focus of higher vocational colleges lies in the cultivation of professional skills and application ability, which seriously affects the efficiency of ideological and political teaching. And China's excellent traditional culture contains rich teaching resources, which can effectively improve the teaching quality and effect of ideology and politics. Based on reality, the integration of ideological and political education in higher vocational colleges and traditional Chinese culture faces the problems of teachers' lack of teaching experience, students' insufficient understanding of culture, the impact of adverse social environments, and a single way of ideological and political education. Therefore, higher vocational colleges need to improve the teacher training system, carry out basic cultural education, optimize the education and teaching environment, and build an information monitoring platform, to effectively promote the integration of excellent traditional culture and vocational ideological and political education.

Keywords: excellent traditional culture; vocational colleges; ideological and political education; integration strategy

1. INTRODUCTION

Chinese excellent traditional culture has the unique spiritual temperament of the Chinese nation. Higher vocational colleges can integrate it into ideological and political teaching, dig deeply into the educational elements of ideological and political education, enrich teaching resources, and improve the curriculum system to achieve better teaching effect. The focus of teaching in higher vocational colleges is not ideological and political education. To a certain extent, it restricts the innovation of ideological and political education methods and paths. Therefore, it is particularly important to explore the integration of excellent traditional culture and ideological and political education of higher vocational colleges in the new era.

2. THE VALUE OF INTEGRATING EXCELLENT TRADITIONAL CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION FOR VOCATIONAL STUDENTS

The excellent Chinese traditional culture has rich

practical significance, and its integration into ideological and political education can enhance students' ideological and political theoretical knowledge and humanistic qualities.

2.1 To cultivate the patriotism of students in vocational colleges

Incorporating excellent traditional culture into the ideological and political education of vocational universities can firstly help schools develop patriotic feelings. There are famous sayings such as "The world rises and falls, everyone is responsible", "Life, who die, leave a loyal heart shining!", and countless heroic martyrs such as Qu Yuan, Yue Fei, Huang Jiguang. They all reflect the selfless dedication of patriotism. [1] It can help students to accept patriotism education more intuitively, deepen students' understanding of traditional Chinese culture, and achieve the purpose of cultivating students' patriotism.

2.2 To enhance the social responsibility awareness of students in vocational colleges

Incorporating excellent Chinese traditional culture into the ideological and political education of higher vocational colleges is helpful to enhance students' sense of social responsibility. Nowadays, many students find it difficult to make choices in the face of conflicts between personal interests and social and national interests. In the excellent traditional culture, there is a model of "Be the first to feel concern about state affairs and the last to enjoy yourself!". The integration of traditional culture into ideological and political education can help students enhance their sense of national belonging and social responsibility.

2.3 To improve the moral cultivation of students in vocational colleges

Incorporating excellent Chinese traditional culture into the ideological and political education of higher vocational colleges is beneficial to improving students' moral cultivation. College students are in a critical period of continuous improvement of themselves, so it is necessary to pay attention to improving their internal cultivation. The importance of self-cultivation can be found in Confucianism "cultivating oneself, governing the country, and bringing peace to the world". [2] Therefore, college students must constantly improve their internal and professional cultivation to win more opportunities and space for themselves.

3. CHALLENGES FACED BY THE INTEGRATION OF EXCELLENT TRADITIONAL CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION IN VOCATIONAL COLLEGES

3.1 Insufficient teacher teaching experience

The lack of teaching experience of ideological and political teachers in higher vocational colleges directly affects the fusion process and development effect of excellent traditional culture and ideological and political education.[3] In particular, the weak practical teaching experience of ideological and political teachers has led to inadequate research on the integration of some traditional cultural elements, which has a limited role in promoting ideological and political education, and it cannot help ideological and political education to improve the teaching effect. This will cause the integration of excellent traditional culture and ideological and political education to stop.

3.2 Insufficient students' subjective knowledge

Students' insufficient understanding of excellent culture is another important factor that affects integration. The traditional education structure in China has limited the time for students to learn excellent traditional cultural education. The understanding and cognition of culture are superficial and fragmented, making it difficult for students to practice excellent traditional cultural content. In addition, the excellent traditional cultural content contained in the ideological and political education of colleges and universities at this stage cannot play an educational role, and it also increases the difficulty of integration.

3.3 Social environment affects ideological and political education in vocational colleges

Cultural exchanges between countries around the world are getting closer and closer, posing a great threat to students' ideas. Due to lack of social experience, students at school cannot accurately identify and choose the information they receive, and are easily affected by bad information.[4] In recent years, the progress of the Internet and the continuous research and development of user client products have expanded the integration of excellent traditional culture and ideological and political education, but have added more challenges to content selection.

3.4 The form of ideological and political education is too simple

Ideological and political education is a logical course. Colleges now choose more traditional education methods, claiming that the main task of classroom teaching is to allow students to remember, while ignoring the scientificity and logic of imparting knowledge. Although interactive teaching methods, situational teaching methods and case teaching methods have been used in ideological and political education, the form and environment of development are very limited, and they are limited to the classroom. This reality hinders the integration of traditional excellent culture and ideological and political

education.

4. THE INTEGRATION STRATEGY OF INTEGRATING EXCELLENT TRADITIONAL CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

4.1 To promote classroom reform and improve classroom ideological and political teaching effect

As the teaching subject, teachers are also the guides and organizers of ideological and political education. Even in the process of integration of excellent traditional culture and ideological and political education, teachers still play an irreplaceable role. Specifically, teachers can start from various aspects such as strengthening course design, enriching course content, and innovating teaching forms. For example, in the form of teaching, teachers can organize students to conduct debate learning, select a theme from the content of ideological and political education, guide students to think in the form of debate, enhance student participation, and cultivate students' subjective awareness.

4.2 Carrying out cultural education to deepen students' traditional cultural cognition

As the subject of education, students need schools to guide them to change their learning methods, deepen their understanding of traditional culture, and improve their cultural literacy through independent learning.[5] Specifically, the school can set up elective courses based on traditional culture, organize related special lectures, publicity activities, or knowledge contests in the school, so that students can feel the charm of traditional culture. In this way, it can guide college students' thoughts and encourages college students to maintain their self-confidence in the Chinese nation's culture when faced with the diverse culture.

4.3 To optimize the teaching environment and ensure the stable integration of traditional culture and ideological and political education

Schools should optimize the teaching environment as much as possible under the guidance of policies. In terms of the environment outside the school, relevant departments should increase law enforcement around the school, purify the environment, and prevent lawless elements from spreading bad ideas to students. In terms of the school's internal environment, the school must first supervise the network environment and filter the network information to prevent students from being exposed to bad information. At the same time, schools should promote traditional cultural content in school classrooms, restaurants, libraries and other public places to optimize the learning environment .

4.4 To build an information platform and a dual online and offline teaching model

Higher vocational colleges should also increase investment in information resources and build a network teaching platform. First of all, the school hires professional network technical personnel, builds a

teaching website according to the actual teaching situation of the school, and uploads the learning resources to the teaching platform.[6] In this way, students can use the Internet to learn, breaking the time and space restrictions of classroom teaching. Through online teaching, students can consult with teachers at any time to facilitate communication between teachers and students. In this way, the advantages of online teaching and offline teaching can be effectively used to ultimately promote the integration of excellent traditional culture and ideological and political education.

5. CONCLUSION

The reason why China's excellent traditional culture can survive the vicissitudes is still of great value, because it contains rich educational resources. Practice has proved that excellent traditional culture provides a new direction for the promotion and development of ideological and political education, and then strengthens the effectiveness of ideological and political education teaching.

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Research on the Inheritance and Protection of Traditional Music in Folk Dance in Sichuan Province from the Perspective of Intangible Cultural Heritage

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Abstract: Folk dance and folk traditional music are part of intangible cultural heritage. With the continuous development of modern society, there have difficulties in the protection and inheritance of intangible cultural heritage. Culture is the soul of a nation and a country. Under the background of the development of the new era, this paper focuses on how to effectively protect and inherit the traditional music in folk dance in Sichuan Province to provide some useful suggestions for the inheritance and protection of folk dance and traditional music.

Keywords: Intangible cultural heritage; Sichuan; Folk dance; Traditional music; Inheritance and protection

1. DEVELOPMENT OF TRADITIONAL MUSIC IN FOLK DANCE IN SICHUAN PROVINCE

China has experienced a long period of development, and there are a lot of national culture, and both dance and music are shown in various forms. With the precipitation of time, these cultures have gradually become Chinese intangible cultural heritage with the characteristics of strong vitality, regionalism, mass, popularity. Intangible cultural heritage is an intangible material, and brings some difficulties to their protection and inheritance. This paper mainly studies the inheritance and protection of traditional music in folk dance in Sichuan Province from the perspective of intangible cultural heritage.

Today, with the rapid development of social economy, the market of folk dance and traditional music has been gradually weakened. In the past, people gathered in a place for a long time and had unique feelings for the place where they grew up and lived, and these emotions were integrated into dance and music. However, with the development of modernization, people are increasingly pursuing material life and some traditional cultures have been gradually weakened, and the enthusiasm for folk dance and traditional music has been also gradually declining [1]. Music is an art, and people who work in art generally have a certain social status. However, the traditional music in folk dance is different from general music. Its main founders are workers, farmers and ordinary people. When creating dance music, they follow their own heart and will not be affected by the outside world. However, with the rapid development of the Internet,

it is more convenient and faster for people to access to information. A variety of dance music is well known, especially for young people, pop music is more popular than folk music. As a result, the dance music culture is unable to pass on, and folk music is gradually "neglected". In addition, people's living environment has changed greatly compared with the past, and people's aesthetic and needs are also constantly changing. Only in relatively remote areas in Sichuan Province can we retain the relatively complete traditional music culture of folk dance. Now we can see most of the commercial activities carried out in the name of inheritance, which makes the pure culture commercialized. It is also a harm to traditional culture [2].

2. INHERITANCE AND PROTECTION OF TRADITIONAL MUSIC IN FOLK DANCE SICHUAN PROVINCE

2.1 To combine traditional music in folk dance with modern pop music

Compared with modern pop music, traditional folk music has a unique charm. The combination of traditional music in folk dance with modern pop music can give folk traditional music more expressive force and give pop music more cultural elements and cultural connotation. The traditional music in folk dance in Sichuan Province has its own unique artistic characteristics. For example, the lyrics of Huaihua Jiushi Kai are simple with rich local characteristics, the melody is ups and downs, and the emotions are displayed vividly; Shuanjiang Working Song mainly expresses the shout of working people when they work together with a strong sense of rhythm, and the singing form can be solo or chorus; the lyrics of The Sun Comes Out are simple and the melody is cheerful, which can bring people a pleasant feeling. It can combine the classic lyrics of traditional folk music with modern pop music to increase the charm of pop music and enhance the beauty of music. At the same time, people can learn about this traditional music through pop music to inherit and carry forward folk music [3].

2.2 To combine traditional music and teaching in folk dance

The inheritance and development of traditional music in folk dance Sichuan Province depends on both oral

transmission and education. At the same time of social and economic development, people's spiritual material needs have also changed, and the sound of singing traditional music is getting less and less. Therefore, combining traditional music and teaching in folk dance is a good way for protection and inheritance. Traditional music is usually catchy, easy to understand, and clear in melody. It is suitable for primary school students to study in music courses, so that students can feel the charm of traditional folk music from a young age and stimulate students' interest in learning. Even if only a small number of students are interested in folk music, it also plays a role of inheritance and protection. College students study the tune and its meaning and connotation when learning traditional folk music, which resonates with emotions, and then achieve the inheritance and protection of music [4].

2.3 To preserve traditional music with modern technology

It is also a way of protection to use modern technology to preserve traditional music in the original folk dance. Because many traditional folk music are facing the crisis of loss of transmission. Now that information technology is developed, we can go to various regions of Sichuan to record and save the most original traditional music. For example, Fancy Flower Shoes, Today is a Good Day, Happy New Year, and Field Weeding and Arranging are all characteristic folk dances in Sichuan Province, and its traditional music is also cheerful. However, it is difficult to feel that emotion without going to the scene. Therefore, it can be recorded by video recording, and the presentation of the picture can deepen the emotional resonance. The older generation of literary and art workers will slowly grow old, and most young people are keen on pop music, and there may be a gap in the music culture. Later generations can feel that emotion when they listen to music, and recording folk dance and traditional music with modern technology is also the protection and inheritance of culture [5].

3. CONCLUSION

To sum up, the traditional music in folk dance has experienced a long time and historical accumulation, and now it has become a part of Chinese intangible cultural heritage, which is also an important part of our

International Journal of Education and Management national spirit. Nowadays, with the rapid development of the society and economy, information changes quickly, people's lifestyle and ideas have changed, which has also brought a great impact on traditional folk music. However, the traditional music in folk dance is a miniature of folk culture, we should protect and inherit it, inject new vitality into it, and show it in different forms.

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To Provide Suitable Education for Every Exceptional Children: Analysis of the Status Quo of Learning in Regular Classes and Its Countermeasures

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Abstract: Since the reform and opening, our country has vigorously promoted inclusive education, and has also proposed a series of policies for learning in regular classes (LRC), reflecting the emphasis on education for exceptional children. Although the number of children in LRC is increasing, there are still some problems with LRC. In order to help exceptional children needs to better adapt to their study and life in ordinary schools, the government should formulate and improve relevant policies, strengthen the construction of teaching staff, promote the construction of resource classrooms, and improve the evaluation system for LRC.

Keywords: Exceptional children; LRC; Countermeasures

1. CONNOTATION OF LRC

In traditional special education schools, exceptional children receive isolated education, which is separate from the universal education system. The learning environment, learning styles, and learning partners in special education are different from those in ordinary education. The ideal goal of LRC is to integrate special education and general education to achieve the symbiotic development of different education.

LRC is an important decision to promote integrated education. It refers to arranging a small number of exceptional children to study with other students in ordinary classes of ordinary schools outside of special schools. To understand the connotation of LRC, we need to grasp the following two points.

One is the coexistence and sharing of LRC. Exceptional children in regular classes can learn together with other children, co-exist in the same time and space of learning, and this coexistence relationship is long-term, stable and continuous. Exceptional children and ordinary children in a shared relationship are also sharing learning resources.

The other is the symbiosis and mutual benefit of LRC. This is the further deepening of regular classes and the further integration of education. Symbiosis means that ordinary children and Exceptional children can understand each other, tolerate each other, and make progress together. The school atmosphere, curriculum, and cultural environment can all benefit the common development of all children. A win-win situation refers

to achieving the rapid development of both general education and special education, without bias on which education leads to the lagging development of the other.

2. ANALYSIS OF THE CURRENT SITUATION OF LRC

2.1 Policy guarantee of LRC

Some government documents clearly put forward that ordinary schools should accept disabled school-age children and adolescents with general education ability to study in regular classes. In principle, exceptional children who can attend regular classes in ordinary schools need to have the ability to receive general education. These children generally have mild impairment characteristics, such as hearing impairment and mental retardation. In an ordinary class, the number of exceptional children is generally controlled within two or three.

The policy of LRC provides more choices for exceptional children and improves the enrollment rate and coverage of compulsory education for exceptional children to a certain extent. Although governments at all levels have issued statements affirming the necessity of strengthening LRC, there are still some deficiencies in the specific implementation. For example, some local policies do not mention how to assess and evaluate the schools in regular classes, nor do they mention any relevant evaluation indicators. Consequently, many schools pay little attention to the policy of LRC.

2.2 Teachers in regular classes

Subject teachers in ordinary schools only learn basic psychology and pedagogy knowledge and specialized subject education knowledge at the stage of normal education, and do not study special special education courses. Therefore, for the newly recruited ordinary teachers, they have no way to deal with the complex situation of education for exceptional children without experience. At the same time, many schools still lack the special training for teachers' special teaching for knowledge and skills, and the frequency of carrying out teaching and research activities in LRC is lower.

2.3 Resources classroom for LRC

Resource classroom refers to the special classroom established in ordinary schools and dedicated to providing various support for exceptional children. Such a classroom contains rich special education resources, including carefully designed special

education courses, scientific research and development of teaching materials, auxiliary teaching books and other teaching equipment, as well as rehabilitation equipment for exceptional children. Resource classrooms are generally managed by teachers who are specialized in LRC. Due to the lack of funds, limited space, and narrow direction, many schools have not equipped with resource classrooms.

2.4 Assessment system of LRC

The school running level of a school, the academic level of a class or the teaching level of a teacher all need to be evaluated through a strictly established evaluation system, so as to reflect the specificity and rationality of the evaluation criteria to the greatest extent, and ensure the fairness of education system. The existing evaluation system of LRC is not complete, and even lack of special evaluation institutions, which makes the implementation of LRC at the grass-roots level more difficult.

3. ANALYSIS OF COUNTERMEASURES FOR LRC

3.1 To improve relevant policies for LRC

Nowadays, in some regions of our country, especially the more remote western regions, the work of LRC started relatively late, and the implementation of national-level policies has not been in place. In this case, local governments can formulate more specific local policies in accordance with national policies to ensure that local schools and relevant education departments can better carry out their work in accordance with local conditions and advantages.

First of all, the government needs to incorporate regular class work into the school's rating work in the form of a policy, and conduct an open and fair assessment of the school's work level and the teaching level of teachers and students. In addition, it is also necessary to follow the characteristics of the physical and mental development of exceptional children, and formulate corresponding diagnosis procedures and rules. Finally, it is necessary to make rigid regulations on the quality of the staff and financial planning for regular classes to ensure the support of teachers and materials

3.2 To strengthen the construction of teaching staff in regular classes

Teachers are an important part of the school education system, especially for exceptional children, the guidance of teachers is of decisive significance. Most ordinary teachers in primary and secondary schools do not have sufficient special education knowledge, and schools need to carry out special induction and on-the-job training. Schools can build a platform for teachers to communicate with each other, record the hours that teachers participate in training, and scientifically evaluate the effectiveness of teacher training. At the same time, the education department should also encourage colleges and universities to offer public

elective courses for special education for students of other majors to study.

3.3 To promote the construction of resource classrooms
Resource classrooms belong to the material part of the support system of LRC, which affects the quality of regular class. The standardized resource classroom is rich in teaching resources, which can not only meet the needs of the most basic students, but also provide personalized support for exceptional children or children with large differences. When the school allocates resources, it should not only consider the needs of ordinary children, but also take care of the needs of exceptional children, so as to protect the basic rights and interests of every student, and provide every student with the most adequate material and spiritual support.

3.4 To improve the evaluation system for LRC

A scientific and reasonable education evaluation system can provide directions for the development of education, identify outstanding and advanced educational institutions or educational objects, and encourage evaluation objects to move forward. The evaluation system for LRC needs to set standards for exceptional children to enter into ordinary schools, distinguish different levels of obstacles for exceptional children, and arrange for exceptional children who meet the standards to enter into schools in accordance with the law, which requires the establishment of a special evaluation agency. Similar to the evaluation system of ordinary schools, the system also requires a process evaluation of the performance of exceptional children during the regular class period, and a summative evaluation of the learning results after a period of time is regarded as part of the basis for further studies.

4. CONCLUSION

The physical barriers brought by disability can be compensated to a certain extent through efforts, while discrimination and exclusion bring deeper psychological harm, which is more difficult to eliminate. The purpose of promoting exceptional children to study in ordinary schools is to coordinate the development of exceptional children in many aspects, reduce the isolation or estrangement between exceptional children and the society, to improve the social acceptance of exceptional children, and improve the stereotype of the public for exceptional children, which has important educational significance for all children.

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On the Quality Training and Role Orientation of Management Personnel for Study Aboard Project Managers in Colleges and Universities

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Abstract: With the acceleration process of economic globalization, the exchange between Chinese universities and foreign universities is gradually increasing, and the number and types of joint training programs between Chinese and foreign universities are also growing. The difference of student training methods and cultural environment between Chinese and foreign universities have brought great challenges to the smooth operation of those joint training programs. At the same time, it also puts forward new requirements for the management personnel of studying abroad. Based on the practical experience of the joint training project of Chinese and foreign universities, this paper analyzes the requirements of project management personnel in different operation stages of the projects, discusses how to improve the comprehensive quality of project management personnel, and clarifies its important role in the smooth operation of those projects.

Keywords: University joint training; management personnel; quality training; role positioning

1. HIGH LEVEL OF PROJECT ORGANIZATION AND MANAGEMENT ABILITY

In recent years, with the development of international economic globalization, the examples of in-depth global exchange and cooperation in the field of scientific research are constantly emerging. Almost all universities in the world are emphasizing the importance of international cooperation and exchange. Under the background of the deep integration of internationalization, many universities in China have established ties with foreign universities to jointly carry out the joint training and cooperation of students. Through studying in two universities at home and abroad, students complete their joint training plan, so as to enhance their international vision and global competence. In this form, the management personnel of studying abroad in Colleges and universities should change the management mode according to the social development trend and the actual needs of the students studying abroad, so as to improve their personal ability, clarify their role positioning and promote the smooth operation of the project.

Rich and diverse joint training programs for students studying abroad put forward higher requirements for the management personnel of studying abroad. Managers need to have rich project management

experience and practical operation ability, and be able to clearly grasp the internal requirements of different Chinese and foreign universities for students studying abroad. Project management personnel need to combine the different requirements of domestic and foreign university curriculum training program, graduation thesis and daily management, determine the possible docking program of joint training project, and successfully complete the contents of project docking. This work is also the basis for the cooperation between different colleges and universities in the joint training of students, and is an important guarantee for the long-term smooth operation of similar joint training projects. Therefore, the project management personnel are required to have higher organization and management ability in the whole process of project docking[1].

2. GOOD INTERCULTURAL COMMUNICATION SKILLS

The formulation of student joint training program requires good communication between project management personnel of Chinese and foreign universities in each stage of project implementation. In the early stage of the project implementation, the personnel of both sides need to communicate on the joint training program and curriculum setting; in the process of students' enrollment, the personnel of both sides also need to exchange the students' materials at any time, so as to determine whether they meet the requirements of both colleges and universities; after the students are dispatched successfully, the project management personnel of both sides need to dynamically follow up the learning and life of students Tracking and management. Therefore, good cross-cultural communication ability between China and foreign countries is the foundation for the successful operation of the joint training program between Chinese and foreign universities[2].

3. ACCURATE PREDICTION OF PROJECT MANAGEMENT RISK

Generally speaking, for the joint training programs among universities, the risk points in the operation process include visa risk, cultural difference risk and academic management risk[3].

Visa risk refers to the fact that the students who receive joint training usually have limited time to apply for a visa. They must ensure that they can get the visa of the country they intend to study before the next semester

starts, otherwise they will face the risk of academic delay.

The risk of cultural differences refers to the risk of adapting to the local customs, culture and living habits in a short period of time due to the fact that most of the participants in the joint training program are about 20 years old and go to a foreign country alone.

The risk of academic management refers to the risk that the students who participate in the joint training may not have the pre knowledge reserve for successful study in overseas universities due to the differences in teaching contents between Chinese and foreign universities.

The above three risks are usually encountered in the actual operation process of the student joint training project, which requires the project management personnel to conduct sufficient research and accurate prediction, and timely develop targeted solutions.

4. CONTINUOUS SERVICE AND MANAGEMENT INPUT

For the students of the joint training program, due to the particularity of their learning forms, project managers should continue to do a good job in management and service[4-5]

(1) Tracking students' learning dynamics: overseas management personnel need to keep track of students' learning status and guide them reasonably to ensure that they can quickly adapt to the new learning environment and living environment and complete the Sino foreign joint training program in time.

(2) Do a good job in overseas life safety education and training: overseas management personnel need to take life safety education and training as a long-term service work, and carry out training for travel and electricity safety of different countries studying abroad, so as to ensure the basic life safety of students.

(3) Do a good job in life skills training in the new environment: different from the large-scale construction of dormitories and canteens in Chinese

International Journal of Education and Management universities, students need to solve their own living problems such as accommodation, food and transportation in foreign countries. Therefore, management personnel of overseas study projects need to train students' life skills to help them quickly adapt to the new living environment.

5. CONCLUSION

To sum up, in order to become a qualified project manager of studying abroad in Colleges and universities, the first choice is to clarify the dual roles of project manager and student service provider. Familiar with the operation and management process of the project, accurately predict the risks of each link, patiently and carefully solve the practical problems encountered by students. In this process, project managers are required to have good language skills, rich communication skills and strong love for work.

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Research on Cross-border Mergers and Acquisitions of Chinese Enterprises in the Context of Globalization of Epidemics-A case study based on Geely's acquisition of Volvo

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Abstract: The new coronary pneumonia epidemic has swept across the world, shrinking international markets, and seriously affecting the economies of various countries. For many Chinese companies, should cross-border mergers and acquisitions continue? It seems to be a doubt in the mind. Geely's acquisition of Volvo was a successful case of cross-border M&A by a Chinese company during the 2008 global economic crisis. The specific process as well as the success factors are analyzed, and several recommendations are made accordingly.

Keywords: Epidemic; Chinese Enterprises, M&A

1. INTRODUCTION TO THE CASE

Under the wave of economic globalization, "going out" has become another important national strategy to promote the development of Chinese enterprises. It has become one of the main ways for China to continue to grow. However, the global economic downturn in the wake of the neo-crowning epidemic saw a 28% drop in global M&A activity in the first quarter, with deal value dropping from Last year's \$964 billion fell to \$698 billion, down 27.6 percent from the previous year. Against the backdrop of this new coronary pneumonia epidemic, should cross-border M&A activity continue for Chinese companies? It has become a doubt in the minds of many enterprises.

Looking back at the cases of cross-border mergers and acquisitions of Chinese enterprises, it was the global economic crisis in 2008 that made a seemingly "snake swallowing an elephant" acquisition of Geely Volvo becomes possible. The success of Geely's acquisition of Volvo has a high reference value for Chinese companies. This paper discusses the case of Geely's acquisition of Volvo, focusing on the main reasons for the success of this acquisition and proposes A few suggestions. It is hoped that the current neo-coronary pneumonia epidemic will be of some relevance to Chinese enterprises conducting cross-border mergers and acquisitions.

Founded in 1927, Volvo is a famous Swedish car brand, and its high-end luxury brand image is deeply rooted in people's hearts. Volvo has always been committed to producing high-quality, safe and environmentally friendly cars and related products. The company has won the high trust of consumers around the world with

several patented technologies and has great influence. Geely Holding Group Co., Ltd. is the only private auto company among the top ten in China's auto industry, founded in 1986. The main business is the manufacture and sale of automobiles and related accessories. Geely is constantly innovating and diversifying its brands. At the same time, Geely continues to grow and develop, and the company has also achieved bright results in internationalization.

In December 2008, Ford of America sold Volvo Cars for US\$6 billion. The acquisition of Volvo's entire stake and related assets was completed for US\$1.8 billion. Geely's cross-border acquisition was undoubtedly a key turning point in its development, as it acquired many of Volvo's key technologies, China and India at a relatively low cost. High-end model research and development technology system capacity, well-equipped production base, a wide range of international marketing channels and many talents, etc., are Geely's R&D technology upgrade and brand value enhancement are powerful boosters.

2. CASE STUDY

(1) Timing of mergers and acquisitions

Back in 2007, Li Shufu told then-Ford CFO Leclerc that he was very optimistic about Volvo and wanted to work with Ford. The willingness to do so. But at the time, Ford explicitly stated that it would not sell Volvo and would not consider Geely's proposed acquisition of Volvo. 2007 U.S. The subprime mortgage crisis that erupted into the global economic crisis that quickly spread around the world, affecting the economic development of countries around the world as well as the real economy. Industrial development, etc. The automobile manufacturing industry is one of the pillar industries for the development of the national economy, but also shows weakness in this economic crisis, the global Car sales are declining and even the strong established car sales companies are not able to resist the reduced profits from this crisis. Volvo is no exception and Ford has also started selling Volvo to survive this global economic crisis, thus giving Geely's multinational acquisition of Volvo a good opportunity.

(2) Experience accumulation

In 2002, Li Shufu saw the commercial value of Volvo, and it was important for Geely to improve its

innovative R&D in a short period of time. The cross-border M&A is the most efficient way to enter the mid-to high-end market in a short period of time, which is why Geely came up with the idea of acquiring Volvo. . At the same time, Geely needed long-term preparation and accumulation. In 2006, Geely and Shanghai Huapu cooperated with British Manganese Copper Holdings Ltd. Signed a joint-venture agreement to produce brand-name taxis, this cross-border cooperation laid a good foundation for Geely's acquisition of Volvo. in 2009. While the world's much-anticipated Geely acquisition of Volvo is still pending, Geely is quickly acquiring Australia's DSI in its entirety. It further enriched Geely's product line and won a good reputation in the market for the next acquisition of Volvo.

(3) Professional team

Geely's acquisition of Volvo was not a one-time event. While accumulating experience in cross-border mergers and acquisitions in the past, Geely has also been absorbing internal A dedicated project team was formed with the goal of acquiring Volvo from top professionals with international, domestic and international experience. For example, financial expert Yin Daqing, experienced international investor Zhang Peng and current Rothschild Group advisor Olsen, have been working on Volvo's market research. Volvo's market research will be conducted continuously to understand Volvo's overall situation.

(4) Government support

The success of Geely's acquisition of Volvo, in addition to Geely's own efforts, but also the generous help of the Chinese government, and can even say that The Geely acquisition of Volvo was done on a platform built by the government. In 2009, the government began to promulgate a series of policies to stimulate the development of the auto industry, and they have been slightly effective. It also issued the Auto Industry Adjustment and Revitalization Plan, which aimed to promote the structural optimization and upgrading of the domestic auto industry, and emphasized the strengthening of the The international competitiveness of the auto industry. Against the above background, Geely's acquisition of Volvo has received strong and clear support from the government at the very beginning.

3. RECOMMENDATIONS

(1) Make adequate preparations and seize the opportunity for mergers and acquisitions

It is important to take advantage of the lead time and the timing of the start of the acquisition, if the lead time is too short it may be the time when the company Inadequate preparation, the acquisition will not achieve the desired results. Geely's acquisition of Volvo was the result of adequate preparation in the early stages, and it was able to quickly find a solution to the economic crisis of 2008 when Ford sold Volvo. The timing of the acquisition of Volvo has given Geely a bottom line. 2020 new coronary pneumonia

International Journal of Education and Management epidemic spread around the world, giving the global economy Chinese companies should remain calm at this time and fully evaluate the impact of this "devastating" situation on themselves and their target companies. Prudent evaluation and forecasting, taking into account all the risk factors of the merger and acquisition as well as the external environment and the company's own strength. and then proceed to cross-border mergers and acquisitions.

(2) Building a team of internal and external experts

A good cross-border M&A firm should have both an internal M&A team and an external team of experts. The first thing is to form an internal M&A team. Companies form an internal M&A team that has more knowledge of the company, its products business, the company's overall M&A goals and M&A strategy, etc. The next step is to build a team of external experts. Most Chinese companies in cross-border mergers and acquisitions rely too heavily on the internal M&A team that the company has assembled, neglecting the skills needed to get the deal done right. External Experts. An experienced panel of external expert advisors is the best resource to help Chinese companies increase their M&A success rate in cross-border M&A. It is important to find the value of the external expert panel and make full use of its role in cross-border M&A to utilize the resources of the external team more effectively.

(3) Make full use of government resources

Chinese companies should not be blindly involved in cross-border M&A. First of all, they should always pay attention to the laws and regulations promulgated by the government, and should establish cooperation with the government and relevant departments. Good information and communication channels to continuously enhance interaction with the government. Understand the current government support priorities, especially the new coronary pneumonia epidemic, the government launched a series of initiatives to stimulate the development of the industry, in order to The ability to leverage the government as a platform for cross-border mergers and acquisitions, thereby increasing the probability of cross-border M&A success.

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Research on the Status Quo and Educational Approach of National Core Interests of College Students

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Abstract: With the continuous improvement of our comprehensive strength, the international status of China is becoming more and more prominent, and national core interests are becoming more and more important, which is directly related to our development. However, in the process of development, people pay less attention to national core interests and have a more one-sided understanding, which leads to certain obstacles in our national core interests under the development of globalization. Thus, in order to better promote the national core interests, colleges and universities, as one of the important places for cultivating talents, have the responsibility and obligation to educate college students on the concept of national core interests, so that students can establish a correct view of national core interests, enhance students' national feelings and cohesion, and further enhance the international status of China. Therefore, this paper mainly based on the educational significance of national core interests, analyzes the status quo of education of national core interests, and explores the educational ways of national core interests, so as to provide certain reference for the future education of national core interests.

Keywords: College students; National core interests; Educational approaches

1. INTRODUCTION

In the process of international development, China has clearly put forward the category of national core interests and stressed that it should resolutely safeguard national core interests of China, including the inviolability of national sovereignty, territorial integrity, non-threat to national security and national unity. By clarifying the core interests of the country, we can effectively maintain the stability of the socialist system and economic and social development of our country, which is an important guarantee for international development of our country. As an important base of personnel training, colleges and universities need to educate students on the concept of national core interests. By taking specific education methods, it can correctly guide students to establish the concept of national core interests and safeguard the national core interests [1].

2. CURRENT SITUATION OF COLLEGE STUDENTS IN THE EDUCATION OF NATIONAL CORE INTERESTS

(1) One-sidedness of students' understanding

In college education, some students have one-sided understanding of the national core interests when learning the national core interests. Many students have not really been exposed to the education of the national core interests in the middle school. The one-sided view that the core national interest is the inviolability of national sovereignty, and that the inviolability of national sovereignty is where the core national interest lies, ignoring the importance of territorial integrity, national security, and national unity in the core national interest. Because students have a one-sided understanding of the core interests of the country, they are more slack in safeguarding the core interests of the country in thought and action.

(2) Restricted by traditional thinking

In the education of national core interests, due to traditional ideological restrictions, many students only stay in the military when learning core national interests, focusing only on the inviolability of national sovereignty, territorial integrity, national security, and national unity. They ignore the influence of the rise of other emerging things on the country's core interests in the development of the new era. For example, in the education of the concept of national core interests, students ignore the core interests of culture, technology, information, and finance, which is not conducive to the maintenance and development of national core interests [2].

(3) Students' weak national awareness and overall situation awareness

During the education of national core interests, it can be found that most college students are not concerned about the country's political security and political development. They pay less attention to national news, and even do not take the initiative to pay attention to the country's current affairs and politics. As a result, students' view of national core interests can not be effectively cultivated. In the research, it is found that most students only pay attention to their own studies in the process of the study, and the purpose is to make them develop better. Only a small number of student's study for the prosperity of the country. It can be seen that the national consciousness and overall situation consciousness of college students are relatively weak, and the sense of social responsibility is weak, and they cannot shoulder the important task of developing and protecting the country.

3. WAYS TO EDUCATE COLLEGE STUDENTS ON THE CONCEPT OF CORE NATIONAL INTERESTS

(1) Strengthening patriotism and ideological and political education

In order to comprehensively enhance students' view of national core interests and make the education of national core interests view truly implemented, colleges and universities need to implement patriotism and ideological and political education when carrying out education of national core interests. For a long time, patriotism and ideological and political education in colleges and universities have been relatively simple. Compared with other teaching, patriotism and ideological and political education are relatively vague in form and content, leading to insufficient understanding of patriotism and ideological and political education. By enhancing patriotism and ideological and political education, it is possible to effectively improve the efficiency of education of national core interests of universities. In the education process, colleges and universities should actively guide students to participate in relevant patriotic practice activities, educate and guide students in consciousness and behavior, effectively promote students' patriotic awareness, and enable students to establish a correct political stand and firmly support the inviolability of national core interests [3].

(2) Strengthening national defense education

Colleges and universities need to strengthen national defense education for students in the process of education of national core interests. In the teaching process, the efficiency and quality of military and national defense education for college students can be enhanced by improving the national core conducive teaching methods. Through military training, starting from the combination of theory and practice, college students' hard-working spirit, perseverance, and tenacious fighting spirit can be educated. In the process of military physical training, through strengthening the education of national defense military theory, the international environment, military knowledge and the content of information war, the correct national defense education of students can be achieved. In the process of safeguarding national core interests, students can firmly safeguard national sovereignty, territorial integrity, national security and national unity [4].

(3) Strengthening legal education

Through the education of national core interests, combined with legal education, the popularization of students' legal knowledge can improve students' one-sided and traditional understanding of national core interests, enhance students' constitutional consciousness, enable students to establish a correct legal and moral outlook, and better safeguard the core interests in the process by ruling the country according

to law. Among them, when carrying out legal education, colleges and universities can popularize constitutional knowledge, guide and educate students in the course of Ideological and Moral Cultivation and Legal Basis by means of classroom teaching and ideological and political education. They can make use of various activities in universities to enhance students' legal consciousness, so that students can strengthen their own national core interests in theory and practice [5].

4. CONCLUSION

To sum up, the education of the concept of national core interests for contemporary college students can enhance their sense of responsibility and responsibility, improve their national consciousness, and do a good job in socialist successors with the national rejuvenation and national prosperity as the starting point. However, in the education of national core interests, due to students' one-sided understanding of the national core interests, limited by traditional thinking, weak national consciousness and overall situation consciousness, the effect of national core interest education is not obvious in the university. In order to effectively improve the teaching efficiency of national core interest of college students, we should strengthen patriotism and ideological and political education in the teaching process, strengthening national defense education and legal education. It can improve students' comprehensive quality, enhance their patriotism, enhance their sense of social responsibility and make the national development flourish.

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Self-Worth as a Predictor of Depressive Symptoms in Adults

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Abstract: Striving to maintain self-esteem and failure to protect it often form and sustain depressive symptoms. In this paper, we aimed to investigate the relationships between different dimensions of self-worth and depressive symptoms. Based on previous literatures, 7 self-worth related indicators including Academics, Appearance, Other's Approval, Competition, Family Support, God's Love, and Virtue were examined and 84 students participated in our research. As we predicted, external contingencies of self-worth, especially other's approval, show great predictability of depressive symptoms and relevant implications and limitations were also discussed.

Keywords: Self-Worth; Contingencies; Depressive Symptoms

1. INTRODUCTION

Self-worth is defined as the overall affective evaluation of one's own worth, value, or importance. It is a feeling that you feel yourself like a nice person that is deserved to be treated with respect. Self-worth is more emotional than behavioral. It is more about how you feel about yourself compared to others. Self-esteem is a prerequisite for satisfying one's self-worth.[1] The crux of self-esteem lies in what people believe they need to be or to do. The self-worth theory holds that the most important thing a person can do in life is to find self-acceptance, which is often achieved

through achievement. So, it can be viewed as the core of ourselves. Self-worth is generally reflected in seven aspects: approval, appearance, defeating others in competition, academic competence, family support, being a moral person, and God's love.[2] These conditions indirectly reflect a person's degree of self-worth. The contingencies of self-worth are the dependent aspects for influencing the level of self-worth. People are selective about the events that affect their ego. The instability of self-esteem is the result of self-involvement events or accidental self-worth.

Accordingly, self-worth constrains behavior. It might cause depressive symptoms. Ulrich Orth and Richard W. Robins conducted an extensive study that described a wide range of theoretical models concerning the link between self-esteem and depression and concluded that low self-esteem directly contributes to depression.[3] Helplessness in kindergarten predicted more depressive symptoms, as reported by children and their teachers.

Overall, the research on the status and treatment of depression is of great significance to ensure people's physical and spiritual healthy. In this paper, we investigated the relationships between self-worth and depressive symptoms, with different predictors among seven domains of contingencies of self-worth were tested.

Table 1 Correlations Between Self-Worth and Depressive Symptoms

Depressive Symptoms	M	SD		
Academics	.15	27.98	5.34	
Appearance	.24*		23.98	5.29
Approval from Others	.29**		20.73	5.84
Competition	.11	24.68	6.10	
Family Support	-.02	27.68	5.64	
God's Love	-.01		19.67	9.69
Virtue	-.06	25.62	5.44	
M			8.93	
SD				8.30

Note. N = 84. *p < .05. **p < .01. ***p < .001.

2. METHOD

84 young participants whose age ranged from 18 to 23 were included. Among them, 58 students were females and they all from a psychology class in North America. Contingencies of self-worth is made up of seven scales, namely, Academics, Appearance, Approval from Others, Competition, Family Support, God's Love, and Virtue. Higher scores on each scale indicate

greater self-worth on each dimension. We used the Beck Depression Inventory for the test of depressive symptoms.

3. RESULTS

The results are shown as below (see Table 1). It indicates depressive symptoms were positively correlated with Appearance and Approval from others. Besides, whether self-worth is an important predictor

of depressive symptoms was also tested by a regression analysis and the result is shown as below
Table 2 Results of Hierarchical Regression Analysis

Outcome and Predictor	β	R ²	Δ R ²	F	p
Dependent Variable					
Step 1: Demographic Variables		.00	—		.16 n.s
Age	-.03				
Sex	-.06				
Step 2: Self Worth		.12	1.34	n.s	
Academics	.10				.54
Appearance	.14				.35
Approval from Others	.24†				.09
Competition	-.07				.61
Family Support	-.06				.68
God's Love	.07				.61
Virtue					
-.07				.57	

Note. N = 84. †p < .10. *p < .05. **p < .01. ***p < .001.

4. DISCUSSIONS

The present study was conducted to assess the validity and reliability of self-worth being a predictor of depressive symptoms. By dividing the measurement self-worth into seven domains of contingencies, this study also compared the strength of each domain of contingencies as a predictor of depression. The results show that for most of the domains of self-worth left (God's Love, Virtue, Family Support, Academics, and Competition), no significant correlations exist. Only the Approval from Others being a positive and significant predictor of depressive symptoms. Compared with previous research, the potential utility of our research allows us to look into methods to reverse this process, as of sketching out plans for classical conditionings to artificially manipulate the balance of self-esteem among individuals. Our results show a maladaptive cognitive schema, namely, some people lose their self-worth because they are used to get approval by others.

Despite these positive effects, some limitations are also discussed. First, the participants of present study are limited to a psychology class at a university in North America, so that the result cannot be generalized. Associations between contingencies of self-worth and depressive symptoms may differ between different population groups. Besides, the data collected from a participant with the ethnicity of Heinz 57 are very likely be a confounding variable. No validity or reliability can be guaranteed from the results of a

single participant. For future studies, repeating this hypothesis on a relatively large sample of Heinz 57 would be desirable.

5. CONCLUSION

In this study, we proved that for external contingencies of self-worth, namely, Approval from Others and Appearance, as a reliable construct in relation to depressive symptoms. We were also able to demonstrate evidence for the construct validity and utility of certain domains of contingencies of self-worth in predicting depressive symptoms in young adults. The prediction relationship between self-worth and depressive symptoms may be implicated in the prevention and intervention of depressive symptoms in the future.

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Research on College English Translation Teaching under Constructivism

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Abstract: College English translation teaching is closely related to students' full use of the knowledge they have learned and the enhancement of their own innovation ability. This requires students to have basic English knowledge and professionalism, and more importantly, students are required to have a certain social experience on language conversion, so that the converted language can meet social needs. This article focuses on how college English translation learners can apply what they have learned under constructivism. **Keywords:** constructivism; college English; translation teaching

INTRODUCTION

Today's society is a globalized society, and people pay more attention to translation requirements and translation needs. The level of translation is directly related to the demand for talents raised by society. High-quality English translators are in short supply, and the teachers' own translation ability is directly related to the level of future translators learners. However, the past translation teaching methods have greatly restricted the learners' subjective initiative and made them lack innovation and creativity, and the consequence of this is that the trained talents cannot make better contributions to the society, and then they are rejected by the society. And the English translation teaching under constructivism studied in our paper today not only allows learners to understand the diversity of English translation learning based on more channels, but also provides English translation learners with a better ability to adapt to the society. The translation level has effectively promoted the reform of education and teaching.[1]

2. THE DEVELOPMENT STATUS OF COLLEGE ENGLISH TRANSLATION TEACHING UNDER CONSTRUCTIVISM

Translation work is diverse and complex. College English translation teaching is not only a course of language expression, but also to achieve better communication and exchanges between different languages. This requires learners to not only study simple cultural courses. What is more important is to combine actual experience in work to convert language into more time-sensitive words. This is the meaning of constructive teaching. The transformation of constructive learning is the way of thinking and methods of learning. Different from the simple grammar and vocabulary teaching in traditional teaching, constructive learning focuses on cultivating

students' creativity, inspiring students' subjective initiative, and allowing students to pay attention to the learning process. Psychological experience will provide good support for the future employment process. At present, the traditional teaching method in the classroom is mainly that the teacher explains the knowledge, the students passively accept the information, and then practice the knowledge they have learned after class. This traditional teaching method has a series of drawbacks. For example, the teacher does not participate in the classroom deeply in the translation teaching process, and cannot stimulate the creativity and imagination of the students. The consequence of such passive acceptance is that the students do not understand deeply and master the knowledge, Not thorough, which is just for learning.

3. IMPLEMENTATION STRATEGIES OF COLLEGE ENGLISH TRANSLATION TEACHING UNDER CONSTRUCTIVISM

3.1 To create the necessary translation environment and atmosphere

For translation itself, it is not simply a conversion of information between the source language and the target language. It includes the economic and cultural factors behind the two languages. Therefore, in the process of developing translation teaching, English teachers need to shape the situation according to the language environment. The focus of translation is not only the conversion of the text, but also the impact of the environment. If you need to translate economic texts, you need to reshape the language scenes such as business talks. On this basis, you can improve your learning translation skills, because the authentic translation environment can more easily provide language protection for students. In addition, case teaching is also a teaching method that can be used for reference, especially in foreign language publicity, conference communication, etc., which can help improve translation skills. After teaching in class, students can use foreign news, Chinese and foreign film and television and other resources to shape the situation.[2] Through these methods, necessary and good environmental conditions can be provided to students, which is conducive to the enhancement of their translation skills.

3.2 To choose translation content that is close to life

Constructivism theory focuses on students' active thinking ability, which requires improving students' learning autonomy, encouraging students to explore and discover problems, and emphasizing the important

role of learning in constructing knowledge in the learning process. Therefore, constructivism theory requires students to proactively play the "protagonist" in the learning content during the learning process, and should focus on enhancing creativity and learning ability with the help of role-playing and scene reproduction. College English translation teaching content can be selected to fully reproduce various social situations. For example, we can often see some advertisements: "Trees are green, and the earth has a pulse", "Speaking of civilization, creating a new style"; it also includes some common corporate advertisements. In this case, we can combine current popular elements to transfer practical and demanding materials to the translation teaching class from the perspective of people's most concern and need. Although we have always emphasized the role of teachers in translation teaching, the reproduction of translation scenes cannot be accomplished by teachers alone. Students should also actively seek and build the situations. The advantage of this is that students transfer familiar and interesting scenes to the classroom, which is easier to generate learning interest and desire to explore, which can help teachers better complete teaching tasks and help students improve their learning ability and creativity.

3.3 To co-construct cooperative learning

Constructivist learning emphasizes that students rely on the attitude of independent learning to expand the knowledge and learning methods they have acquired. Therefore, teamwork is required in the teaching of English translation, and a new learning system is built on this basis to improve students' learning skills. In constructivist learning, cooperation can be considered to accumulate more practical experience. At the same time, it is advisable to add some social situational arrangements when teachers carry out translation teaching to integrate teaching and practice together, and finally complete the teaching goal. For example, the sentence "he is as tall as anybody in the class" is the same as "as anybody..." in Chinese, but the meaning presented is completely different. In the process of learning, students who have not mastered this sentence pattern will definitely translate into "he is as tall as any student in the class", and the correct translation of this sentence should be "he is the tallest student in the class", or "he is no less than any student in the class." By constructing a cooperative learning system, teachers should guide students to actively explore and discover the problems encountered in learning under the current knowledge reserve, complete learning tasks slowly, and form good learning habits, while establishing team sharing mechanism.[3]

3.4 To transform traditional teaching methods

Teachers, as the guides of students' learning, should provide students with learning content that can

International Journal of Education and Management improve their translation ability. At the same time, they need to change the past teaching methods, pay attention to the process and project-oriented learning ability acquisition, and integrate the different knowledge systems and abilities of different students. They can work together to explore, complete through scenarios such as setting, monitoring and evaluation, and timely modification, and then form a file management method to create a student ability and knowledge evaluation system. In layman's terms, it can be carried out by relying on the popular Internet, big data, multimedia and other technologies to build a study group through teamwork. On this basis, a learning system with students' independent learning as the main body can be constructed to improve students' learning ability and innovation ability in multiple aspects and perspectives. Interfered by the mother tongue, "late" in Chinese corresponds to the English adjective "late". The structure used in English sentence making is that you are late, and Chinese uses a direct connection. The grammatical meaning and usage of the English indefinite article "a/an" is a phenomenon unique to English, and Chinese has no corresponding place. In English translation, students use commas instead of periods, which explains the formation of Chinese English to British English. This kind of influence is not deliberate. It is slowly formed invisibly.

4. CONCLUSION

In the current era, the concept of education advocates taking students as the main body. Teachers play a leading role in the teaching process, focusing on shaping the overall quality of students and continuously improving students' innovative and creative ability. This teaching mode is now respected and advocated by the education industry main mode. The constructivist theory, in addition to focusing on the initiative of students, also emphasizes the unity and cooperation between teachers and students. Therefore, the theory of constructivism has a strong reference role for China's current education research focusing on the introduction of applied talents.

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Analysis of Countermeasures for Online Teaching in Medical Schools under the Background of Prevention and Control of COVID-19

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Abstract: Affected by the Corona Virus Disease 2019 (COVID-19), all colleges and universities stop opening school, and all teachers and students prevent and control the epidemic at home. In response to the policy of "Suspension of classes without suspension of teaching, suspension of classes without suspension of learning", medical schools have launched online teaching. Online teaching is a brand-new teaching method for medical schools. It faces various challenges and problems in the teaching process. It is a problem worthy of consideration in medical schools that how to make use of the advantages of online teaching and carry out online teaching with high efficiency and high quality. The paper explores the advantages and disadvantages of online teaching, and analyzes the countermeasures of online teaching in medical schools.

Keywords: Prevention and control of COVID-19; Medical schools; Online teaching

1. ADVANTAGES AND DISADVANTAGES OF ONLINE TEACHING

In the spring semester of 2020, COVID-19 is severe, and people across the country need to work together to prevent and control the epidemic.

In order to actively respond to the epidemic prevention policy to prevent and control COVID-19, medical schools postpone the opening time, and launch online teaching. Under the influence of COVID-19, medical schools need to rely on the Internet to closely contact teachers and students to open online teaching. In the process of online teaching, it is necessary to use the advantages of online teaching to explore the teaching strategies of colleges and universities, which is a process of theoretical and practical exploration.

1.1 Advantages of online teaching

With the development of Internet technology, the content of knowledge and information has skyrocketed, the update speed is fast, and online teaching methods have become more convenient and faster. Online teaching is the trend and the new characteristics of the times. In the context of epidemic prevention and control, online teaching in medical schools can break the dilemma of time and space. It has the characteristics of convenient interaction, time-

saving and flexibility, and teachers and students can teach and learn at different places and times, which actively responds to epidemic prevention and control measures. In addition, the network has the function of memory, and students who carry out online teaching can review it anytime and anywhere, which is conducive to students' review and consolidation after class and provides personalized learning for students. This process is also a process of students' active learning, which is in line with current teaching concepts.

1.2 Disadvantages of online teaching

Online teaching means that teachers and students are facing the cold teaching platform to carry out teaching and learning. To a certain extent, the teaching atmosphere is not strong and the learning atmosphere is not good, which affects the enthusiasm, efficiency and quality of online teaching. It is also difficult to obtain feedback on the teaching quality and the teaching situation in the teaching process in time, and it is difficult for teachers to adjust the teaching content and teaching methods randomly according to students' online teaching situation in time. In addition, online teaching relies on the Internet platform, there may be inconvenient operation of the teaching platform and network failures in the teaching and learning process, which affects the development of online teaching.

2. COUNTERMEASURES FOR ONLINE TEACHING IN MEDICAL SCHOOLS

2.1 Online teaching platform for special training teachers

In the teaching process of most medical schools, most of teachers are unfamiliar with the operation and teaching mode of the online teaching platform. Therefore, before carrying out online teaching, medical schools can carry out targeted online teaching training for teachers. The school should screen the common teaching platforms with more complete functions, such as rain classroom, QQ, DingTalk, WeChat, and Tencent conference, combine with the advantages and functions of online teaching network platform, select the appropriate online teaching platform after considering the existing network conditions of teachers and students. After that, it clarifies the principles of online teaching, puts forward

the evaluation strategies of online teaching, conducts special network platform operation training for teachers, and establishes online teaching problem-solving group to specifically solve the problems encountered by teachers in online teaching process, so that teachers can operate online teaching platform skillfully. Consequently, teachers can make full use of the function of online teaching platform to enrich teaching and ensure online teaching is carried out smoothly and with high quality.

2.2 To make good contact before, during and after class

In the online teaching of medical schools, teachers and students are in different places, so we should communicate with each other in advance through WeChat, and make connections before, during and after class. We should design the whole online teaching course to ensure the smooth development of online teaching. For example, before class, the schools can determine the teaching content, define the teaching time, plan the development of online teaching, or record the online teaching video to inform students of the online teaching content in advance, so that students can preview the knowledge. In online teaching, we should guide students to actively participate in the interaction and classroom practice, and design small links to ensure students' participation in online teaching and improve the quality of online teaching. After online teaching, the corresponding platform is provided for homework submission, video playback, Q & A, etc. For the connection between before the class, in class and after class, online teaching should be comprehensively planned to ensure the connection of each link, so that students can get high-quality online teaching.

2.3 To enrich teaching content with the help of Internet
With the improvement of Internet technology, the function of Internet is more and more powerful, and there are more functions and technologies available in online teaching. On the basis of teaching content, teachers can use the advantages of the Internet to find appropriate Internet technology and content to expand and enrich teaching content. The teaching content of medical schools has certain particularity and practicality. Therefore, when teachers carry out offline teaching, they should use Internet technology to introduce teaching video, actual case explanation, small video of medical knowledge related to teaching content, so as to support online teaching through actual video teaching. At the same time, it can meet the practical needs of students, so that students can expand the content of medical knowledge in the teaching and learn intuitively.

2.4 To establish a feedback mechanism for course teaching to collect teaching evaluations in time

The development of online teaching in medical schools needs to ensure students' learning situation and learning quality. It also needs to understand students' mastery of the teaching content and learning

ability. After the full understanding of the situation, teachers can better carry out online teaching and plan the next online teaching content. Based on the online teaching situation of medical schools, the establishment of a classroom teaching feedback mechanism and the use of Internet technology and online teaching platform functions to collect teaching evaluations are conducive to timely grasping of students' learning conditions and timely adjust the teaching. And feedback can be made through online questionnaires, in-class tests, and after-class interactions, so as to understand students' learning conditions, and their points of interest and deficiencies in knowledge. It can adjust the online teaching content in a targeted manner and ensure the quality of teaching.

2.5 To penetrate medical quality with the help of COVID-19

In the spring semester, due to COVID-19, the opening time of the school was delayed. In the process of preventing and controlling COVID-19, many inspiring medical behaviors has appeared. Therefore, medical colleges and universities can appropriately introduce more inspirational medical behaviors in the process of online teaching, so as to reassure students' long-term homesickness due to the epidemic. It stimulates students' medical humanistic concept with the help of incentive behavior, infiltrate the purpose of medicine that being care for life and paying attention to health, and cultivate medical talents with high quality and high medical ethics for the society.

3. CONCLUSION

The COVID-19 in 2020 is a relatively urgent public health event. As a reserve force for medical careers, students in medical schools need to pay more attention to the education. However, in the process of online teaching, it is necessary to formulate a series of countermeasures in line with the teaching situation of the school and the actual situation of students, and still ensure the learning situation of students in difficult times, and cultivate medical talents with high quality, high technology and high medical ethics in a planned, strategic and firm way.

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Transformation Strategies of German Major in Higher Vocational Colleges in the Age of Artificial Intelligence

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Abstract: The age of Artificial intelligence has put forward more requirements for vocational education. This paper offered some suggestions on how to take the initiative to meet the needs of AI for the German major in higher vocational colleges. It also analyzed the effect of the transformation in education idea, curriculum reconstruction, teacher training, information-based teaching and so on.

KeyWords: Artificial intelligence, German Major, Strategies

1. INTRODUCTION

With the advent of artificial intelligence era, some of the traditional thinking, technology and occupation have been overturned. The development of artificial intelligence technology has put forward higher requirements for the vocational education, and the application of artificial intelligence technology in the education industry has greatly improved the efficiency of teaching, which has also brought a lot of convenience to our higher vocational German teaching. So, under the background of artificial intelligence, how should German major transform?

2. THE TRANSFORMATION STRATEGY OF THE GERMAN MAJOR IN HIGHER VOCATIONAL EDUCATION

2.1 Transforming the single talent to the compound talent

In the era of artificial intelligence, what kind of talent is really needed by society? In the process of professional training, we should combine the vocational education with the future trend of professional development, strengthen the education of innovation and entrepreneurship, strengthen student's ability of using artificial intelligence, and cultivate students' practical ability and innovative ability.

For German major, the talents they train must be the most needed talents in the market in the new era to meet the current situation and future development needs of enterprises. Through the follow-up survey of graduates and the survey with enterprises, according to the statistics and analysis of big data, we understand the needs of enterprises for talents in all aspects of capacity. Specifically, students are required to have a good language foundation and cross-cultural knowledge, and to be able to use German skillfully for listening, speaking, reading, writing and translation

cross-border e-commerce theoretical knowledge and practical experience. Thirdly, the students should have a certain knowledge of big data statistics and analysis. Finally, the students should have good communication skill and innovation ability.

2.2 Reconstructing professional courses system

The transformation of talent training goal will inevitably require the corresponding reform and re-establishment of professional courses. The traditional curriculum structure of applied German major was as following: language course + business course + extension course. In the era of artificial intelligence, new requirements are put forward in terms of course setting. Some of the similar original content were combined, some new courses were added in order to meet the needs of the times. For example, in the 2019 teaching plan, "cross-border e-commerce big data statistics and analysis," was added so as to in line with the times and to meet the requirements of enterprises. These moves has greatly increased the employment competitiveness of students.

2.3 Widely applying intelligence and information-based teaching methods to improve teaching techniques and methods

2.3.1 The Promotion of Teaching Reform

The promotion of teaching reform is mainly reflected in the widespread use of the teaching mode of "Online-offline hybrid rollover classroom" and the vigorous promotion of "project-based curriculum". Comprehensive German curriculum has been established as the school "project-based curriculum" project, and its construction is being gradually promoted. The course is based on European Language Framework Standards and reintegrates knowledge points. According to the development order from low to middle and high level, from campus to workplace, from individual to society, the course is divided into four major themes: communicative German, campus German, German culture and workplace German. Each subject has five items, each item is supported by five sub-items, each class has clear learning goals and clear learning tasks. The widespread use of "Rollover classroom" makes the learning process more flexible and takes students' individual differences into consideration. Students have more time to use the Internet for online learning.

2.3.2 Improving Teaching Efficiency

In the teaching process, the content which requires mechanical memorizing should be reduced and the creativity problem-solving ability should be trained among the students. Teaching is no longer confined to textbooks and all the knowledge points needed to be integrated into a specific project. Relying on the project, task objectives are identified, a learning plan is developed, students are divided into several groups according to their own learning tasks, the students cooperate to complete the tasks and meet target requirements. The teacher observes and supervises the students' online self-study and offline interaction in the pre-class preparation, in-class implementation and after-class expansion. In the process of teaching, teachers use big data analysis, combining with data analysis to change the teaching content and evaluation method, the role of teachers is changed from "teach" to "guidance".

2.3.3 Change the Teaching Method

Teachers of German major are using more and more information-based teaching methods. "Rain Classroom", "Wisdom Classroom" and other classroom teaching platforms have replaced the traditional teaching methods. Therefore, there are more interactive links between students and teachers in the classroom. The extensive use of applications such as "Xuexitong" and "Wechat" has rendered the class more flexible and the learning process is free from the limitation of time and space. The construction of teaching resource bank, MOOC, SPOC, micro-course and so on are necessary auxiliary means for information-based teaching.

The application of AR (new human-computer interaction technology) and VR (virtual reality technology) in the classroom can break through space, time and other physical constraints, making students experience experiences that they can not experience in the real world. Students can interact with virtual conversation partners and realize their dream of traveling around the world just in one day. In the virtual simulation language environment, the students are more interested and more motivated in learning.

2.3.4 Perfecting Teaching Assessment

In the era of artificial intelligence, with the help of scientific software or platform, it is possible to realize the evaluation of current affairs, events, multi-angle and multi-level evaluation.

We should pay attention to the students' individual growth and development by using learning software to record students' performance before, during and after class, respect the students' individual differences, and encourage the students to complete teaching objectives in different forms of work. In addition, teachers should carry out classroom observation and after-class interview regularly, or use the questionnaire survey to understand the problems in teaching, find out the deficiencies in reflection, and gradually improve the quality of teaching, creating "Golden lessons".

2.4 Raise the level of teachers' artificial intelligence education technology

Under the background of artificial intelligence, the structure of teaching staff in higher vocational colleges not only requires "double-qualified" teachers, we should also have advanced teaching ideas, master new information technology, constantly improve their learning ability, innovative awareness with the times. The construction and cultivation of the teaching staff in higher vocational education should be carried out through two means: "Introduction" and "Going out". We should strengthen the continuing education and training to "upgrade and transform" the existing teaching staff, to ensure the rational structure and professional development of the teaching staff, and to ensure the implementation and development of the new vocational education model.

In order to adapt to the high requirements of the new era, the new type teachers in the AI background are required to have the ability of quick response, so we have to encourage the German language teachers to take more training in AI field to meet the need of the new era.

3. ANALYSIS OF THE EFFECT OF THE TRANSFORMATION OF GERMAN MAJOR IN HIGHER VOCATIONAL EDUCATION

Under the background of artificial intelligence age, the German major in Shenzhen Polytechnic has been transformed in all directions, and has achieved certain results:

3.1 The efficiency of classroom teaching has been improved

Task-driven curriculum reform has been promoted. The project-based teaching method can guarantee the students to obtain more efficient study in the limited class time, and improves the students' study effect greatly. The "online-offline hybrid rollover classroom" makes learning more flexible and active, students are more involved in learning process, and students' individualized learning can be fully realized. The application of information-based teaching means has changed the main body of teaching from teachers to students. Teachers play the role of organization, guidance, supervision and evaluation. Students' initiative has been enhanced, and learning has changed from passive to active. In the era of artificial intelligence, big data, digitalization and informationization provide a huge amount of resources for autonomous learning. The teaching place is no longer limited to the classroom, and teaching efficiency is greatly improved.

3.2 Perfect Combination of Talents Training and the Demand of Enterprises

The purpose of training talents in vocational colleges is to provide talents for enterprises and to meet the needs of development for enterprises. Shenzhen is a reform and opening-up, with a large number of trade with foreign countries, and German majors relatively concentrated in the job market. According to the

survey, 56% of students in this major are engaged in cross-border e-commerce-related occupations. In order to integrate foreign languages with cross-border E-commerce in a better degree, in late 2018, our college and Alibaba cooperation established the “digital trade institute” together, in which Alibaba directly selected some experienced and qualified teachers to teach some of the courses. This will provide students with first-line knowledge and experience in the enterprise. In 2019, the college cooperated with “Amazon” and launched “Amazon Courses” in the whole college, and started a new way of teaching “online courses”, in which the enterprise tutor is responsible for the course management and the school teacher is responsible for the class management. All these measures enable the student’s knowledge and the ability to advance with the times, and the students will not lag behind the market demand.

3.3 Teachers’ Artificial Intelligence Education Technology has been enhanced

German language professional teachers study actively, constantly improve their digital teaching level, and promote the innovation of learning methods and teaching models in the information environment, actively participate in teaching and information competition. They won the first prize in the Teaching Information Design Competition for teachers of vocational colleges in Guangdong Province, the third prize in the national teaching information competition, and the third prize in the National Teaching

Information Competition in 2018, and they won a first prize in a school-level computer education software competition, a third prize, a network courses school-level project, a fine online open courses, a project-based courses. In 2019, they won the first prize in the teaching ability contest of Guangdong vocational colleges.

Whether we can grasp the opportunity of the times, follow the trend of the times and master the ability of artificial intelligence technology is an important factor to determine the survival and development of German major in vocational colleges in the future.

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Discussion on the Countermeasures of College English Teaching in the Reform of New Curriculum

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Abstract: With the deepening of reform and opening of China, the domestic education industry has also made corresponding changes. It is an inevitable trend of education to reform college English teaching. The reform education of new curriculum standard is to shift the focus of teaching to "students" and promote the comprehensive development of students. In the context of the reform of the new curriculum standards, many new problems have emerged in the development of college English teaching. The reform of teaching should follow the form and policies of the times to avoid the disconnection between teaching and reality. We should train international talents in line with the development of the times, and promote the development of English teaching. This paper analyzes the current status of English teaching in major universities and explores the strategies for English reform in colleges and universities.

Keywords: College English; Teaching reform; Analysis and discussion; Strategies

1. INTRODUCTION

Language is a bridge of communication, which can effectively express friendly feelings and promote the exchange of ideas and culture. At present, English is a universal language in the world, and English teaching is of great significance. Over the years, domestic English teaching has gradually developed and has been adjusted appropriately with the reform of education. In the process of English reform, there are many challenges that teachers need to face, so that teachers explore appropriate teaching methods through continuous teaching practice.

Communication is an art that can resolve conflicts and promote the establishment and development of friendship; it can also cause conflicts and destroy friendship. Nowadays, China is developing towards internationalization, implementing the principle of combining entry and exit in diplomacy, and following the principle of "seeking common ground while reserving differences". We need the support of foreign languages in communication. After we master English and understand their culture, we can reduce unnecessary misunderstandings caused by cultural differences, and communication can be carried out effectively^[1]. English teaching reform can enrich the teaching content, stimulate students' interest in

learning, and help cultivate students' habit of learning English actively. Colleges and universities are a reserve for cultivating talents in society. Current affairs policies are changing, and English teaching should be appropriately adjusted accordingly to effectively integrate teaching and practice to further promote the development of teaching and enhance students' ability to learn foreign languages, and then promote the international development of our country.

2. CURRENT SITUATION OF ENGLISH TEACHING IN UNIVERSITIES

(1) Weak teacher resources

Teachers are the disseminator of knowledge, and their teaching behavior has an important impact on college students. Their professional teaching level and teaching ability determine the quality of teaching, which is also the key to the successful reform of English teaching. At present, English teachers in many colleges and universities have low education background, and their English professional level is not enough to undertake the burden of English teaching reform. Moreover, many English teachers are young and energetic and lack of corresponding teaching experience. The teacher resources are weak, and they can't be proficient in English teaching. Therefore, it is difficult to achieve the desired effect by carrying out teaching reform.

(2) Different English level of students

The university gathers people from all directions. The teaching level and cultural differences in each place affect students' English level. In the same class, some students have good English, while some students have a poor English foundation. It is difficult for teachers to carry out unified English teaching for students with different English foundation. In the classroom, the teacher explains with the textbook of moderate difficulty, and students with good foundation can keep up with the rhythm of the teacher; students with general English foundation can barely adapt to the teacher's teaching method; but students with poor English background can hardly understand the teacher's teaching content. In order to consider the whole class, the teacher slows down the speaking speed and gives lectures in the way of combining Chinese and English, which ensures that students could fully understand the knowledge. But it could not meet the teaching requirements of developing

students' foreign language learning ability [2].

(3) Poor ability to self-control and lack of interest in English learning

The development of globalization is the inevitable trend of Chinese development, and English is the universal language in the world. It is important for contemporary college students to learn English well. In fact, with the continuous enhancement of our comprehensive national strength, people's living standards have been greatly improved. Many college students have a more comfortable life. They do not have too much pressure to learn English, and rarely use English in their daily life. They think English is not important subconsciously. Under the guidance of this idea, college students have gradually lost the motivation to learn English, and it is difficult to improve their English level.

3. STRATEGIES TO OPTIMIZE COLLEGE ENGLISH TEACHING IN THE REFORM OF NEW CURRICULUM

In view of the current situation of college Students' English learning, there are still many problems in English teaching. It is necessary for the school to carry out teaching reform to promote the development of English teaching. Based on the current situation of college English teaching, the author makes the following strategies to optimize English teaching.

(1) To strengthening the teaching resources

The school should strengthen the construction of English teachers and improve their professional quality. Schools should invest funds to train in-service teachers, strive for opportunities for teachers to study abroad, and encourage English teachers to participate in relevant educational knowledge seminars abroad to broaden their horizons and improve their teaching and innovation abilities. Regular English vocational training meeting is held in the school, so that in-service teachers can carry out secondary learning and accumulate knowledge in continuous learning. Teachers need to exchange teaching experience and skills, learn from each other, and explore teaching methods suitable for students in the class.

(2) To carry out student-centered teaching

Traditional English teaching is implemented mainly based on teaching plans, ignoring students' acceptance, and learning ability, and the school pays more attention to the realization of teaching goals. The new curriculum reform is to implement teaching with students as the main body and think from the perspective of students. The purpose of teaching is to let student's master knowledge. Therefore, teachers should fully consider the situation of students when teaching records and classroom teaching to ensure that students understand the knowledge, and then take students to explore the next field of knowledge.

(3) To enrich classroom teaching content and enhance students' independent learning ability

Traditional English teaching has always been "indoctrination" teaching, which is difficult for students to understand, so that students' thought participation is not high. It is easy to get bored, and students gradually become interested in learning. Teachers can implement English teaching in groups. All English learning tasks are carried out by the team leader to promote the team members. During the completion process, they promote students' learning and communication of English and increase the opportunities for students to learn English. In addition, we should try our best to adopt the interactive teaching method in the classroom, so as to improve students' attention from the interaction. We can also use the multimedia teaching to increase the freshness and make the boring class interesting. In this way, after-school tasks can also be arranged, groups can communicate and discuss on their own, explore the mysteries, and finally send representatives to each group in the classroom to share. English learning should be infiltrated into students' life, so that students can keep in touch with English. In the long run, students will gradually like English courses and take the initiative to understand relevant knowledge to improve their English level. [3]

4. CONCLUSION

All in all, there are many problems in English teaching in the context of new curriculum reform, for instance, there are weak teacher resources; students have different levels of English and it is difficult to unify teaching; students have insufficient motivation to learn English. Colleges and universities should conduct secondary training for in-service teachers in the school to enhance teachers' professional and teaching abilities, consider issues from the perspective of students, teach students with the teaching content as the teaching goal, and stimulate students' interest in learning to promote students' English learning ability, and improve the teaching quality.

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Curcumin and Epigallocatechin-3-Gallate Increase the Activity of GPX4 against Iron Toxicity

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Abstract: Inactivation of glutathione peroxidase (GPX4) can cause accumulation of reactive oxygen free radicals (ROS) on membrane lipids, leading to Ferroptosis. This study investigated the protective effects of two polyphenols, curcumin and (-)-epigallocatechin-3-gallate (EGCG), against the inactivation of GPX4, with Curcumin and Vanillin involved. Compared with GPX4 without curcumin and EGCG, the activity of GPX4 treated with these is significantly improved.

Keywords: GPX4, EGCG, curcumin, ROS

1. INTRODUCTION

Ferroptosis is a form of programmed cell death which can result in generation of reactive oxygen species (ROS) by exchange single election with metabolites, DNA damage, protein denaturation and lipid peroxidation. It can be inducible by iron and the accumulation of ROS and triggered by erastin. Dysregulation of iron homeostasis can cause iron-overload disorders which reflect the elevated level of ROS. High level of ROS possibly causes decreased insulin synthesis and secretion [1]. Besides, reduced antioxidant levels in conjunction with increased free radical production have been reported to cause pancreatic Beta-cell damage [2,3]. Curcumin was the first to isolate a low-molecular-weight polyphenolic compound from *Curcuma longa* L in 1870. It has a wide range of pharmacological activities such as anti-oxidation, low toxicity.

EGCG is the main constituent of green tea polyphenols. It has many effects such as antiviral, antioxidant and antitumor, etc. Glutathione (GSH) is a tripeptide compound consisting of glutamic acid, cysteine and glycine, which exists in almost every cell in the human body. It is the main thiol-disulfide redox buffer system and contained in the cytoplasm (1-11 m M), nucleus (3-15 m M), mitochondria (5-11 m M) Rich and also the main soluble multifunctional antioxidant in cells. [4, 5] The role of it is mainly reflected in the following aspects: 1) as a cofactor for different types of detoxifying enzymes; 2) participate in the absorption of amino acids and transport; 3) scavenge hydroxyl free radicals and singlet oxygen; 4) reduce vitamin C free radicals and vitamin E free radicals, regenerating these two important antioxidants. [5,6] GPx4 directly reduces phospholipids and cholesterol hydroperoxides [7]. The main oxidation substrate of GPx4 is

phospholipid hydroperoxide located on the biofilm, which is reduced by GSH. It can reduce the accumulation of lipid hydroperoxides in the body, protect the body from damage caused by oxidative stress and prevent the occurrence of neurodegenerative changes and cardiovascular diseases. Erastin is an inducer of iron-induced cell death. By inhibiting the cystine-glutamate exchanger on the plasma membrane, it reduced the cystine acquisition by the cells, which hindered the synthesis of GPX4 substrate, glutathione, and then caused the accumulation of membrane lipid ROS and iron death.

Research shows that curcumin and EGCG act as iron chelators as polyphenols, can effectively inhibit Ferroptosis in cultured MIN6 pancreatic Beta-cells and can prevent iron-induced oxidative damage in iron-overload disorders.

2. METHODS

2.1 VITALITY MEASUREMENT

To test the effects of curcumin and EGCG on GPX4 enzyme activity, the GPx activity of target protein should be measured [7]. The reaction was performed at 37 °C and the reaction system was 500 μ L, containing 50 mmol / L PBS (p H7.4), 1 mmol / L EDTA, 1 mmol / L GSH, 0.25 mmol / L NADPH, 1 U glutathione Reductase and 2 μ mol / L mimic enzyme. The reaction mixture was pre-incubated for 3 minutes. The reaction was started by adding a final concentration of 0.5 mmol / L H₂O₂. Changes in NADPH absorbance were monitored at 340 nm. 50 mmol / L PBS was used as a blank control.

The vitality of six groups was tested: GPX4 only, Erastin, Erastin and Curcumin, Erastin and EGCG, Curcumin and EGCG added.

2.2 SPR

The SPR technology was used to study the binding of GPX4 with curcumin. The SPR device is shown as below.

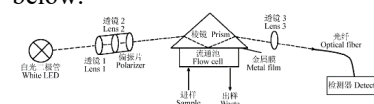


Chart 1. The SPR device

PBS was first injected into the flow cell and the resonance wavelength was recorded. Then, inject GPX4 into the flow cell. After the resonance wavelength is basically stable, inject PBS buffer into the flow cell and rinse repeatedly to remove non-

specific binding. After the wavelength keep unchanged, inject a mass fraction of 5% bovine serum albumin to close the vacant spots on the surface of the unbound gold membrane. Inject 5 μmol Curcumin into the flow cell and record the changes in the SPR spectrum over time. Once the resonance peak no longer shifts, the binding of the enzyme and the substrate reaches equilibrium, repeatedly wash the gold film with a 0.05mol / L NaOH solution to remove the reactants and regenerate the gold film. Then measure 10, and 20 μmol of Curcumin by this method. To determine curcumin's binding site, change the curcumin to Vanillin. The experimental steps are the same as above.

The substrate (S) is fixed on the sensor surface, the solution containing the enzyme (E) is injected into the sample cell and the enzyme molecule can immediately bind to the specific bond site of the substrate molecule. This binding rate constant is k_a (unit: L / (mols)). During the binding process, some higher-energy enzyme molecules may overcome the force between the enzyme and the substrate molecules and leave the sensor surface to enter the liquid phase. It is a dissociation process. It is assumed that the surface binding force field is uniform and the interaction force between the binding molecules is small.

The binding reaction is: $E+S \rightleftharpoons ES$

The binding constant is: $K_A = k_a/k_d$

The quasi-first order reaction is: $d[ES]/dt = k_a[E]([S]_{\text{tot}} - [ES]) - k_d[ES]$

[E] is the concentration of the enzyme; [S] tot is the substrate concentration when the sensor surface reaches the saturated binding enzyme molecule; [ES] is the concentration of the enzyme-substrate complex formed. If the response signal R of the sensor and R_{max} are used, the reaction rate equation is: $dR/dt = k_a[E](R_{\text{max}} - R) - k_d R$

In order to express the relationship between dR/dt and R more clearly, the above formula is changed to: $dR/dt = k_a[E]R_{\text{max}} - (k_a[E] + k_d)R$

3. POSSIBLE RESULTS

3.1 CURCUMIN AND EGCG ON GPX4 ENZYME ACTIVITY

The activity of gpx4 in group two has been significantly reduced because Erastin inhibits the level of GSH, thereby reducing the activity level of gpx4. The activity of GPX4 was improved in the four groups with curcumin or EGCG added.

3.2 GPX4 IN COMBINATION WITH CURCUMIN

The detected curcumin concentrations were 5, 10, 20 μmol . Display of wavelength shift based on interaction with GPX4 on SPR biosensor. The displacement change of the curcumin studied in the range of 5 μmol -20 μmol decreases with decreasing concentration.

3.3 K_A OF GPX2 AND CURCUMIN

Based on the kinetic curve of curcumin and the above formula, we can get the binding capacity of Curcumin and GPX4. (Chart 2)

3.4 GPX4 IN COMBINATION WITH VANILLIN

The binding effect of vanillin and GPX4 is tested to determine which part can effectively bind GPX4 and change its activity. The wavelength shift of interaction with GPX4 on the SPR biosensor was recorded. If the wavelength change is obvious, this part of the structure can effectively bind GPX4 and increase its activity.

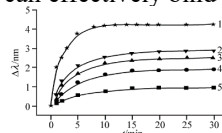


Chart 2. The kinetic curve of curcumin

4. DISCUSSION

From the result 3.1, we can see that the activity of GPX4 treated with Curcumin and EGCG has been significantly improved. It can also be further verified which curcumin and EGCG are more effective. From result 3.2 and 3.3, it can be concluded that Curcumin can effectively bind to GPX4 at a concentration of 5 to 20 μmol , the binding effect is better with increasing concentration. This experiment uses Vanillin as the negative group. From the results 3.4, if the structure of Vanillin cannot increase GPX4 activity, it indicates that the binding site to GPX4 is the other structure of Curcumin and the effect with other compounds should be verified.

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Reflections on Foreign Language Teaching and Learning

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Abstract: This paper is primarily concerned with reflections on language teaching and learning based on recordings in terms of the process of the scheduled French class and of the two ELTU observation classes. The first part is devoted to the description of the two observation classes, based on which the related literature is referred to. The second part of this paper is dedicated to a brief summary as well as an evaluative comment based on the learning diaries recording the scheduled French class at the language at Leicester, ensuing which the conclusion is reached.

Keywords: Interaction Pattern, Willingness To Communicate, Foreign Language Anxiety, Teaching Materials

1. INTRODUCTION

PART 1: a description and evaluative discussion of the two ELTU classes

Observation No.1

The second ELTU (English Language Teaching Unite) observation class that is intended to be described and evaluated takes place on 9th February and the teacher's name is Charlene Dobson, which is an undergraduate academic English class coded as EL1007 Advanced Speaking. There are fifteen students in this class. The observed session aims at raising and enhancing students' awareness in terms of the target language's distinctive stress and intonation patterns within a stretch of continuous speech as well as carrying out a discussion on the issue of workers' rights via the target language using the topic vocabulary being taught last session. The materials being exploited during this session include handouts prepared by the teacher and a stretch of recording on the selected topic with the focus on recognizing tone units and prominent syllables. The activities devised during the course of the session comprise a pair work discussion on the issue of workers' rights and a pair work practice of stress and intonation. The purpose of this class observation is to pay attention to the patterns of interaction using during the course of the lesson and to reflect on the reasons capable of being attributed in certain context. Meanwhile, the instrument made use of in the course of observation is an observation schedule consisting of a chart and several reflection questions.

It is interesting to notice that the predominant interaction pattern exploited during this session is pair work with the teacher walking around, listening and supporting wherever possible, in addition to which, the pattern of whole class teaching is also used.

It is indicated that "knowledge is constructed by the individual knower, through an interaction between what is already known and new experience... Talk is central to this view of learning and knowing... because it helps learners to make explicit to themselves and others what they know, understand and can do" (Edwards & Westage, 1994, p.6). In other words, given the ideal condition, language learners should be guided and supported to "expand and modify schemata of knowledge in the light of new experiences by exploring ideas, reformulating, reflecting on and re-presenting them" (Burns & Myhill, 2004, p.36). In accordance with Haworth (2001), the implementation of small group or pair work collaboration is highly likely to cultivate this kind of exploratory interaction on the grounds that small group work or pair work is inclined to provide language learners with "a positive affective climate" (Long & Porter, 1985, p.211). It is further stated that the language learners characteristic of certain degree of foreign language anxiety in the process of second language learning is liable to suffer from a great deal of pressure when cued to express their opinions via the target language in the whole class teaching setting. Additionally, this kind of pressure might be increased by the awareness of being evaluated both from the teacher and from the peers constantly (ibid.). During the course of the observed session, as mentioned above, the dominant interaction pattern is pair work, which is used to carry out classroom discussion on the issue of workers' rights as well as to develop students' awareness of stress and intonation of the target language. The choice of the interaction pattern (i.e. pair work) is justified by the generally accepted and empirically evidenced beliefs that "fluency activities are not just a means of practicing the skills of speaking, but are a platform for language acquisition itself" (Thornbury, 2005, edited by Burns & Richards, 2012, p.202) and that "you learn to speak by speaking" (Burns, 1998, p.103). In consistence with the nature of

second language speaking acquisition, pair work or small group seems likely to be the most appropriate pattern of interaction in the classroom teaching in that it creates to a large extent much more opportunities for the language learners to practice the target language in a relatively natural and accommodating communicating atmosphere.

As to my own future teaching context, this experience of observing the advanced speaking class is also very informative and helpful, on the grounds that it makes me realized the essential role of pair work in the process of improving students discourse competence as well as communicative competence by means of negotiating the intended meaning, which is corroborated by Barnes (1973, p.19):

An intimate group allows us to be relatively inexplicit and incoherent, to change direction in the middle of a sentence, to be uncertain and self-contradictory.

Observation No.2

The first ELTU observation class is an intermediate level (IELTS 4) pre-sessional course coded as course A, which is scheduled on 25th January and the teacher's name is Hazal McAllister. The main purpose of this lesson is the illustration of a grammatical point, namely, present perfect continuous, in addition to which, expressions connected with time and work is intended to be acquired and the awareness of correcting politely via signposting expressions is expected to be raised. Materials exploited during the course of this lesson include the textbook as well as the copied handout with six pictures describing six different events in which the animated character Mr. Egg is engaging. The classroom activities encompass pair work discussion, classroom listening activity and pair work speaking activity. This class observation is intended to pay attention to materials and resources made use of during the course of this lesson and the effectiveness of these materials and resources are examined. The observation instrument is a copied schedule with several reflection questions that should be considered in depth after the observation. The materials and resources exploited in this observed lesson consist of the textbook, the copied picture, a short recording, whiteboard, the students and the teacher herself.

It is suggested that the coursebook exploited in a language teaching programme should be viewed as "a bearer of messages" rather than "linguistic objects" and it is further stated that "...we are, as well as developing their language skills, allowing students to voice their own opinions, and reverse the one-way flow of information. It is at this point, I would suggest that, the global coursebook can

become a useful instrument for provoking cultural debate and, concomitantly, a genuine educational tool" (Gray, 2000, p.276). In consistence with Tomlinson (2012, p.271), one of the universal criteria in terms of developing materials is "learners should be exposed to a rich, meaningful, and comprehensible input of language in use". The text-based material exploited during the course of this lesson is intended to focus on the presentation and practice of one grammar point, that is, present perfect continuous. It is interesting to notice that a reading material with the topic of homeworking is presented prior to the introduction of the intended grammar point, which to some degree contextualize the linguistic feature (i.e. present perfect continuous). In addition, after the teacher's demonstrating of the grammar point, the audio-recorded material containing four people talking about working from home is made use of, and the students are required to listen for the answers to the questions (i.e. How long has each person been working from home? Do they like it? What reasons do they give?). It should be recognized that this audio-recorded material is inclined to provide the students with the expected exposure featured with rich in the form of presentation and meaningful in the sense of the content. Another key issue which is frequently referred to when talking about language teaching materials is "authenticity". It is indicated that "one current trend regarding the content of language teaching materials is the inclusion of authentic texts whose content should ideally be interesting, informative and intrinsically motivating to learners" (Norton, 2015). Cook (1983) identifies six types of authentic language teaching content, among which interesting facts (i.e. general knowledge topics) seems likely to be manifested in the topic (i.e. homeworking) of the reading material prior to the grammar presentation as well as of the ensuing recording.

In addition to text-based teaching materials, the appropriate and creative use of resources in the language classroom is also of great importance. During the course of this lesson, it is impressive to see that the teacher makes use of herself as the teaching resource. In the process of presentation of the grammar point, the teacher walked out of the classroom and then came back with the state of being out of breath, meanwhile, uttering the sentence in a natural fashion: I have been running for two hours. The teacher is trying to act out the implied meaning of this grammar point, that is, present perfect continuous can be used to express the result of a lasting action happening in the past. The scenario the teacher creates is of considerable help for the students to understand the meaning of

present perfect continuous on the grounds that it contextualizes the language, thus making it meaningful and comprehensible. In my future likely teaching context, this acting-out technique when teaching grammar seems likely to be transferred on the grounds that it is likely to make the grammar more comprehensible.

Part two: A record of my experiences as a foreign language learner at a foreign university

The record of the foreign language learning at language experience at Leicester is intended to be based upon the engagement of the French class at the beginner level scheduled in the autumn term.

Being a language learner in the French classroom is an interesting and exciting experience for me in that I really enjoy learning French which is perceived as the most romantic language in the world. The teacher's patience and enthusiasm to some degree promote a supportive, friendly and affective learning climate, contributing to the positive relationship among students. In spite of the fact that I have learned French in the university as an optional module, the language competence attained is rather limited. On the other hand, lack of practice using French leads to the fact that I have almost forgotten how to speak it. Therefore, I am confronted with quite a few challenges in the learning process: I cannot pronounce certain lexical items containing the retroflex consonant [r]; I cannot utter a whole sentence fluently in a conversation, etc.. The feeling of being challenged in the French class is uncomfortable at first for it is quite embarrassing to make some weird pronunciation in the class, however, as the class progresses, it seems that my mindset is converted by the optimism of the teacher, who is always encouraging the students to "try out the language". Each time after I volunteer to answer a question or to read aloud certain text for the whole class, it is highly likely that the teacher will comment in a favorable note initiating with the word "bravo". A considerable quantity of the teaching activities take the form of communicative language teaching (CLT) activities featured by the information gap and group work or pair work. I have a really enjoyable group work time in the French class on the grounds that the communicative activities implemented are very interesting and closely related to the real life. In fact, these activities motivate me a great deal to learn more about the genuine French expressions. Nevertheless, the fact should be admitted that there seem like to be some flaws during the course of the French class. It seems to me that the pace of the class is a little bit faster than expected. In other words, each session seems to be overly filled up with a large amount of new information which is too

much to be incorporated into long-term memory. In the assumption that I were the teacher, I will try to reduce the amount of the new information within each session, meanwhile, the after-class practice will be sent out as a summary of each session.

According to MacIntyre & Gregersen (2012, p.103), the notion of affect in second language acquisition context entails a lot of things, "such as feelings of self-confidence, feeling willing to communicate, or feeling anxious". It is indicated that these 'feelings' should be considered as affective variables demonstrating paramount impact on the achievement of the target language in the process of second language acquisition. It is noted that foreign language anxiety is "the most widely studied affective reaction to L2 communication" on the grounds that "one of the most consistent findings in the SLA literature is that higher levels of language anxiety are associated with lower levels of language achievement" (ibid). Horwitz et al. (1986) argues that foreign language anxiety consists of three performance anxieties, namely, communication anxiety, fear of negative evaluation and test anxiety. It is further stated that language anxiety should be perceived as "a distinct complex of self-perceptions, beliefs, feelings, and behaviours related to classroom language learning arising from the uniqueness of language learning process" (Horwitz, 1986, p.128). In addition to the negative correlation between foreign language anxiety and the language achievement, it is also confirmed that "higher levels of language anxiety are linked to lower levels of perceived competence, lower-efficacy, less motivation, and lower willingness to communicate (WTC)" (MacIntyre & Gregersen, 2012). During the course of the scheduled French class, it is interesting to notice that the teacher is fairly tentative to language anxiety that might arise from the language learners: she always encourage the language learners to volunteer to answer questions rather than nominating, meanwhile, the most often adopted interaction pattern is group work. Furthermore, the attention is worth drawing upon the efforts made in terms of creating a friendly, supportive learning environment. In accordance with Long & Porter (1985, p.211), group work tends to create "a positive affective climate". It is believed that a large quantity of language learners is likely to suffer from various degrees of language anxiety when nominated to answer a question or express their opinions via the target language which the full linguistic competence is not attained. On the contrary, "a small group of peers provides a relatively intimate setting and, usually, a more supportive environment in which to try out embryonic SL skills" (ibid.). In the scheduled

French class, all of the classroom activities are implemented via group work interaction pattern with the teacher walking around monitoring and supporting wherever possible.

The materials exploited in the French class are of variety. As mentioned above, the coursebook is not used in a rigid manner, rather, it is more of the case that certain parts of the content in the coursebook might be chosen as the teaching materials with handouts as compliment. It is argued that despite the fact that the awareness of authenticity in terms of language teaching materials is raised, it is inevitable to some extent that the dialogues and texts contained in the coursebook often sound contrived (McGrath, 2002). The coursebook in the French class is more often made use of as a guide in terms of systematic language learning in accompany with group activities on the attempt to generating genuine, natural and meaningful communication. It is advised that the coursebook should be engaged with as “a bearer of messages” and that the language learners are supposed to be encouraged to “view materials as more than linguistic objects”. Only in this way can the coursebook be considered as “a useful instrument for provoking cultural debate and, concomitantly, a genuine tool” (Gray, 2000, p.276). In the French class, the teacher with the French nationality is keen on integrating the French culture into the class by a wide range of means. Therefore, the materials are used maximally in terms of introducing the unique culture of France.

2. CONCLUSION

In the second language teaching and learning context, the issues which are of high frequency in this paper include interaction patterns, materials or resources and affect in second language acquisition. As mentioned above, group work or pair work is favored in the context of classroom teaching on the grounds that it is much more likely to create a “positive affective climate” in the process of foreign language learning, which in turn, to some degree reduce foreign language anxiety that might arise from communication apprehension, fear of negative evaluation and test anxiety. Additionally, the design and implementation of teaching materials or resources are of great importance in that they are the representation to some extent in terms of how the target language might be used in the real world, contributing to the effectiveness of language learning in the classroom.

The fact it should be admitted that due to the introspective nature regarding the data and the space

International Journal of Education and Management available, the scope and depth of the ensuing discussion might be limited. Lack of quantitative analysis is likely to cause subjectivity and incomprehensiveness.

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The Value Guidance and Practical Exploration of Ideological and Political Education in the Management Process of College Students

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Abstract: With the continuous enhancement of China's comprehensive national strength and the increasingly obvious trend of economic globalization today, society has higher and higher requirements for talents. Especially for college students, many companies no longer only require college students' professional skills, but also require college students' comprehensive qualities. How to promote the improvement of students' comprehensive literacy while cultivating students is the current Chinese college education needs to consider. Based on the above reasons, this article explores the value guidance and practical exploration of ideological and political education in the management of college students, trying to provide a theoretical basis for solving related problems, helping China's overall development, building a well-off society better and faster, and realizing the greatness of the Chinese nation revival.

Keywords: Ideological And Political Education; College Students; Management Work

1. INTRODUCTION

With the continuous development of China's education and the continuous changes in the social situation, the traditional student management model has been difficult to adapt to the current society's needs for student management. Therefore, it is urgent to explore new management models. Ideological and political education, as a traditional university work, is of great significance for cultivating students' good behavior and habits and cultivating students' correct ideological beliefs. The organic combination of ideological and political education and college student management can give full play to the advantages of both and better promote the joint development of the two tasks.^[1] It is of great significance for improving the current contradictions in the education management system of our country's universities and promoting the comprehensive development of students themselves.

2. THE IMPORTANCE OF IDEOLOGICAL AND POLITICAL EDUCATION AND MANAGEMENT IN UNIVERSITIES

Due to the continuous development of China's economy and society, the continuous improvement of people's living standards and the rise of the tertiary industry, people's material life has gradually become richer, and society's requirements for single skills have begun to decrease, and the requirements for talents

have begun to be more inclined to talents' comprehensive literacy. In my country's traditional education model, especially under the current college entrance examination system, schools tend to pay too much attention to the academic level of students, and everything is based on higher grades for the purpose of education, while ignoring the importance of students' thought guidance. Due to the lack of long-term and effective ideological guidance, students are prone to problems of one kind or another after entering the university from high schools. This is one of the important reasons why the comprehensive literacy of college students has attracted more and more attention from the society in recent years. Therefore, the development of ideological and political education and management in colleges and universities is not only of great significance for the development of the school, but also has an indelible effect on the growth of students themselves.

2.1 To help students build a more healthy personality
Due to the lack of contact with society, students' personalities are often relatively simple. After they leave the campus, they are easily seduced by some bad things in society, thus changing their own ideological beliefs and value orientation, and even affecting students' future learning and working status. One of the purposes of carrying out ideological and political education and management work in university education is to create a more healthy personality for students, to help students face the complicated things in society correctly after they leave campus, better adapt to today's society, and make their own contribution to the society.^[2] In addition, due to age characteristics, college students are in the formation stage of their own values, world outlook and outlook on life. Their views on things and their own minds are not very mature, and they are easily influenced by some bad things around them. In this case, the school's ideological and political education and management work can help students shape the correct three views, cultivate students' ability to distinguish things and independent thinking, whether it is for students' own development in the future or for students' adaptation society is of great significance.

2.2 To help students better adapt to society
Although people often say that a university is a small society, there is still a big gap between it and the real society. In the end, students have to leave school and

go to society, make their own contributions and realize their own value. Therefore, it is necessary for schools to prepare students in advance so that they can better integrate into society in the future. The method is to carry out ideological and political education and management. It is impossible for the school to give the students the correct way to deal with everything. Only by cultivating the students' own literacy and improving their ability to recognize things can students better face the various problems and difficulties encountered in society in the future. In today's fast-paced society, news of suicide among youth groups is not uncommon. The main reason is that colleges and universities have not carried out the management of ideological and political education well, and have not cultivated the correct ideological concepts of students. After leaving the school, students cannot adapt to the society and go to extremes. This also reflects the importance of ideological and political education.

2.3 To improve students' psychological resistance to stress

The rapid development of society has brought about the acceleration of people's life rhythm, but also accompanied by increased pressure. Compared with the stressful social life, the student days seem carefree. In particular, college students who are in the transition phase with society, almost did not face other pressures except for further studies in their previous life. The contrast between the two lays down hidden dangers for students to encounter psychological dilemmas in society in the future.

3. THE STATUS QUO OF IDEOLOGICAL AND POLITICAL EDUCATION AND MANAGEMENT OF COLLEGE STUDENTS

With the in-depth development of the third scientific and technological revolution and the continuous changes in the current world structure, the traditional ideological and political education and management of college students can no longer adapt to the requirements of today's society for colleges and college students. The ideological and political education and management of colleges and universities urgently need to be reformed, so as to better adapt to the requirements of society. As far as the current situation of ideological and political education in Chinese universities is concerned, although most universities have carried out related activities, the actual results are not ideal. In the final analysis, it has an important relationship with the university's work methods to be improved and insufficient attention. Judging from some recent social hotspots, such as improper remarks by students of a certain university on foreign websites, the poor effect of ideological and political education of students in Chinese universities is not just a problem of one or two schools, but the current common phenomenon in Chinese universities.

4. THE VALUE GUIDANCE AND PRACTICAL

ACADEMIC PUBLISHING HOUSE

EXPLORATION OF IDEOLOGICAL AND POLITICAL EDUCATION IN THE MANAGEMENT PROCESS OF COLLEGE STUDENTS

The working methods and concepts of ideological and political education in colleges are directly related to the effect of ideological and political education. How to improve the traditional ideological and political education model to better adapt to the needs of the rapid development of today's society is an issue that needs to be considered for efficiency. The author uses it as a leading point to explore the practical path of ideological and political education in the management of college students, and lay a theoretical foundation for further improving the level of higher education in China.

4.1 To construct a professional team of ideological and political education teachers

The implementation of any work needs people to complete. Therefore, if universities want to carry out ideological and political education effectively, they must have a professional team of teachers. In the traditional ideological and political education work model, many colleges and universities do not build a dedicated team, but each teacher is concurrently responsible for the ideological and political education work. This is extremely unfavorable to the systemization of ideological and political education, and it is difficult to guarantee the effect of ideological and political education if it goes on for a long time. In order to adapt to today's constantly changing social situation, colleges and universities must have a professional ideological and political education team with strong professionalism. The formation of the team is completed through the training of existing teachers and the recruitment of professional teachers. In addition, the school should consider the age and experience of teachers when forming the ideological and political education team. The team should include those young teachers in order to better understand the students' ideological trends and master the school's ideological and political work. Teachers with work experience ensure that the work can be carried out effectively.

4.2 To regard value guidance for students as the key content of ideological and political work

When carrying out ideological education and management for students, we must pay attention to the significance and role of value guidance. School is not only a place for teaching, but also a place for educating people. Schools should be good at guiding, leading students' values through various forms of activities, and training students to form a correct outlook on the world, outlook on life, and values. Allowing students to develop good study habits will benefit them immensely.

4.3 To organically integrate ideological and political education, management work and professional learning

Teachers must pay attention to the integration of management and professional learning when carrying out ideological and political education. Ideological and political education should cover all aspects, and the purpose of ideological and political education is to enable students to develop better habits and better promote student learning. In the actual work, teachers should focus on the organic integration of three aspects, so as to be able to truly play the role of ideological and political education, to avoid the disconnection between ideological and political education and reality.

CONCLUSION

In summary, college ideological and political education is not only conducive to improving students' ideological and political level, but also conducive to helping students form correct ideological values, make correct practical behaviors, and help them cultivate

their comprehensive qualities and help them better in the future. Adapting to the society is of great significance, and it is of far-reaching significance for promoting the development of universities and helping the development of China's higher education.

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Realization of Epiphany through Disillusion of Ideals in Araby

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Abstract: Instead of applying "conflict--climax", the traditional structure of plot, James Joyce seeks a layout of epiphany, which means the sudden realization or comprehension of the essence or meaning of something. Based on the story, epiphany has been achieved through a series of fierce collisions of dreams and realities, that is disillusion of ideals. By attaching importance on the disillusion of the boy's ideal about pure romance and his unlimited dream vision of "Araby", this paper presents a sympathetic insight into the boy's inner recess and the realization of epiphany. **Keywords:** Realization Of Epiphany; Collisions Of Dreams And Realities; Disillusion Of Ideals; Araby

1. INTRODUCTION

Araby is the third short story in *Dubliners*, in which Irish writer James Joyce first collected his several short stories. The story is set in the upheaval period when Ireland was under the crucial ruling oppression of both British colonial and Catholic. At then time, The Irish society and economy were stagnant, life of people were miserable, and an atmosphere of depression spread. People were struggling with depression and despair. The protagonist of this story is an unnamed boy of 14 or 15 years old, who is dreaming of romantic love. After a trip to the bazaar Araby where his beloved girl desires to go, he suffers disillusion of dream. While with the help of disillusion, his mind grows maturely. The little boy is the epitome of every growing young man. His dream vision and disappointment are also the contradictions between the ideal and the reality, which is a fact that people must face.

The term "epiphany" originally comes from the Greek word which means, make its presence or power felt. The most obvious feature of the novel is that Joyce applies "epiphany" to show the characters' intricate thoughts and feelings. Instead of applying "conflict--climax", the traditional structure of plot, James Joyce seeks a layout of epiphany, which means the sudden realization or comprehension of the essence or meaning of something. In *Dubliners*, at the end of every work, the hero suddenly gives an insight into his living predicament and realizes the essence of life. It is not only symbolic, but also an intention to form the climax of the story. Contrary to the conventional view, this paper regards epiphany as a spark generated by a series of collisions between dream and reality in the author's depiction of characters' inner recess rather than a blunt technique. Like the silence after an

explosion, epiphany is the inspiring moment when everything comes to a stop.

DISILLUSION UNDER COLLISION BETWEEN PURE LOVE AND LIBIDO

As an immature teenager, the boy's yearning for idealized romance inevitably collides with his sexual awakening. As for the boy, his love for Mangan's sister is uncontaminated and idealized. His specific descriptions of her image somewhat like she is a goddess, "her name was like a summons to all my foolish blood" "her image accompanied me even in places the most hostile to romance" and "I imagined that I bore my chalice safely through a throng of foes"(Joyce, 2003)^[1], from above his self-idealized holy romance is seen at its best. However, the little knight seems insouciant in his chasing of chalice for his queen. "The sight of the streets thronged with buyers and glaring with gas recalled to me the purpose of my journey,"(Joyce, 2003)^[1] indicates that he himself is unable to figure out whether his idealized romance is so steadfast as from the depth of his heart or inspired by something else. The so-called "something else" is actually his sexual awakening. It doesn't that bother to find out sexual hints in his descriptions of "her figure defined by the light from the half-opened door", "her dress swung as she moved her body and the soft rope of her hair tossed from side to side" and "her name was like a summons to all my foolish blood"(Joyce, 2003)^[1]. "Her image accompanied me even in places the most hostile to romance. My body was like a harp and her words and gestures were like fingers running upon the wires. The light from the lamp opposite our door caught the white curve of her neck, lit up her hair that rested there and, falling, lit up the hand upon the railing. It fell over one side of her dress and caught the white border of a petticoat, just visible as she stood at ease." Those sensitive words, like figure, dress, body, hair are all sexual innuendos. According to Freud, in adolescence, teenagers are inclined to have crush on face, posture, dressing, bearing and other external beauties of his or her opposite sex. Dispersedly, one's libido orients to the images of the opposite sex. Meanwhile, at the end of the story, the female dealer's flirting with two men also implies the boy's sexual bud. Thus far, the boy's idealized romance has collided with his sexual bud, which presents as a stumbling block to his ideal about pure romance. Here the boy is too young to understand this disillusion, but the author may enlighten readers with the epiphany successfully and intentionally.

3. DISILLUSION UNDER COLLISION BETWEEN ACTION AND REALITY

Not only the boy's idealized romance, but his approaching to the romance suffers disillusion. The Araby was a six-day fair held in Dublin in May 1894. This market, rich in Oriental mystery, represents the dream of everyone's heart. The hero of the story, a little boy who does not present his name, represents every growing youth. His hazy desire for love represents the desire for survival in real life, and his hope and disappointment are the illusion and reality that everyone needs to face.

After knowing the aspiration of Mangan's sister for Araby, the boy decides to go there at Saturday night and bring gifts for her. Araby symbolizes a spiritual home of his idealized romance, a holy place where owns his unlimited dream vision. "The syllables of the word Araby were called to me through the silence in which my soul luxuriated and cast an Eastern enchantment over me"(Joyce, 2003)^[1]. Although he had reminded his uncle to give him some money for his journey, his uncle forgot the whole thing and delayed his plan. During his worried waiting, the visit of Mrs Mercer performs the effective of prolonging. Coincidentally, the train moved out of the station after an intolerable delay. All above serve as obstructions to the boy's approaching to his ideal of romance. Till the end, the boy took action and arrived at the bazaar and found its "silence" and "darkness"(Joyce, 2003)^[1]. By seeing a female dealer's flirting with two men, hearing their nonsense chatting, the boy felt himself as a creature driven and derided by vanity. The imagined Araby with mysterious eastern color collapsed in his heart at that moment. Hereto the boy's unlimited dream vision for "Araby" has collided with the obstacles and embarrassment of realities. At least twice in *Dubliners*, James provided the protagonist with an Epiphany, which is the climax of the novel, in Araby and *The Dead*. In *Stephen Hero*, James explained the connotation of "Epiphany" through Stephen's tongue, By an epiphany he meant a sudden spiritual manifestation, whether in the vulgarity of speech or of gesture or in a memorable phase of the mind itself. He believed that it was for the man of letters to record these epiphanies with extreme care, seeing that they themselves are the most delicate and evanescent of moments.(Joyce,1960)^[2]

Thus far, the ideals of the boy claims a total bankruptcy. And with anguish and anger, the boy realizes the disillusion of his unlimited dream vision of "Araby".

Here both the protagonist and the readers receive epiphany with high correspondence.

4. CONCLUSION

In Araby, the protagonist's epiphany is not an unexpected perception or writing skill, but the character's own experience gradually triggered. At the very beginning, the boy protagonist of Araby hears the name Araby from his beloved girl and has many good imaginations about it. At weekend, the boy takes the wrong train for that his uncle forgets to give him money. It takes him too much time. When, at last, he discovers that Araby is but a humble bazaar, his spirits plunged from the highest peak of excitement to the lowest of disappointment. The disappointment hits him so hard that the boy suddenly realizes his predicament. Before equipping the boy with epiphany, the author makes him go through a psychological and environmental preparation intentionally or unintentionally. Thus, an incongruous sight fails in hitting the readers.

Meanwhile, epiphany often needs the stimulus of objective counterparts. That is, to arouse the feelings of the characters through certain situations or certain events. Here, libido and Araby are just the objective counterparts. The "I" in Araby is originally numb to his own environment, and it is because of the Araby incident that the objective stimulus pulled him out of the ideal situation he had constructed. Through the collision between pure love and libido, the collision between his approaching (action) and reality, the boy's ideal world has collapsed under the shocks of the reality.

As a Chinese poem says, blown by the wind into the night, the rain moisten things silently. Going without traditional exciting writing skills, Joyce utilizes the soft rain of epiphany to unfold us a fierce collisions of dreams and realities. Both the boy's idealized romance and his approaching to it suffer disillusion. From the process of bankruptcy of his ideals, the intrinsic struggling and the irresistibility of reality has been revealed fully.

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Research on The Problems and Countermeasures in Curriculum Setting and Entrepreneurship and Innovation Education of Chemical Engineering Specialty in Colleges and Universities

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Abstract: Innovation and entrepreneurship is a new mode of production to meet the requirements of the era of knowledge economy today. With the deepening of the concept of innovation and entrepreneurship education, in the education reform of colleges and universities, it has gradually begun to try to combine the discipline with the "mass entrepreneurship and innovation" education concept, in order to further improve the quality of higher vocational college students, change their employment ideas, and enhance their confidence in self employment and self employment.

Keywords: Countermeasures; Innovation Education; Chemical Engineering Specialty

1.THE NECESSITY OF THE INTEGRATION OF CHEMICAL ENGINEERING DISCIPLINE EDUCATION AND ENTREPRENEURSHIP AND INNOVATION EDUCATION

The new era requires that the innovation and entrepreneurship education put forward by the innovation and innovation education must be scientifically integrated into the teaching of chemical engineering disciplines, so as to continuously improve the basic teaching of chemical engineering disciplines.

1.1 The inevitable demand of modern teaching idea

The traditional education concept of chemical engineering specialty is relatively backward, and the training concept is too old. On the one hand, this kind of discipline overemphasizes the theoretical teaching and forgets the practicality, so it can't be used to cultivate students' practical and innovative ability; on the other hand, there are obvious boundaries between the chemical engineering majors in China's colleges and universities, which overemphasizes the "counterpart training of talents" according to the social and economic needs. Therefore, the lack of interdisciplinary courses in Colleges and universities, narrow knowledge range and single knowledge structure, is not conducive to the cultivation of innovative talents.

1.2 Importance of practical application of Chemical Engineering

For petrochemical discipline, it is more comprehensive, especially in specific fields, such as petrochemical, fine chemistry and oil and gas field development, which are the practical application scope of petrochemical specialty. Only by paying attention to the education of mass entrepreneurship and innovation, can chemical education be combined with innovation and entrepreneurship, expand the four-dimensional space, break through the fixed pattern of thinking, and conduct research and exploration of disciplines.

2.PROBLEMS EXISTING IN CURRICULUM SETTING AND ENTREPRENEURSHIP AND INNOVATION EDUCATION OF CHEMICAL ENGINEERING SPECIALTY IN COLLEGES AND UNIVERSITIES

Curriculum system refers to the system that under the guidance of certain educational values, the elements of curriculum are unified in the dynamic process to achieve the goal of curriculum system. [1] As a petroleum university which actively adapts to the needs of social development and economic construction, it is an urgent problem to find out and improve the curriculum in time.

2.1 Imbalance of curriculum structure

At present, there are many compulsory courses and few elective courses in the chemical engineering specialty curriculum system of most universities in China. At the same time, elective courses can only be opened when the number of students reaches a certain number, which leads to students being forced to choose only the courses chosen by most people. Because many elective courses are set up according to people, the space of independent choice is greatly reduced, and there is a lack of mutual connection between courses. These courses are difficult to fully meet the different interests and talents of students. Unable to broaden students' horizons, resulting in students' self-cultivation, knowledge structure space is small, narrow knowledge, it is difficult to form independent innovation and entrepreneurship consciousness.

2.2 The curriculum of entrepreneurship and innovation education is not rich enough.

Any education is based on the corresponding curriculum. The degree of construction of the school's entrepreneurship and innovation curriculum system can reflect whether the University's entrepreneurship and innovation education is mature. Although some colleges and universities have set up entrepreneurship and innovation education courses, they have little effect. Most colleges and universities offer this course only to cope with the task, but it is not clear whether it is taken seriously. Some universities even combine it with other open courses and put together several different courses.

2.3 The practice link of entrepreneurship and innovation education is weak

Innovation and entrepreneurship is similar to experiment. It is a practical course rather than an armchair one. But most colleges and universities are to take the way of paper to carry out teaching, even not thoroughly. To a certain extent, the practicality of entrepreneurship and innovation education is closely related to the implementation of local government. The situation in different regions is different, but similar is that colleges and universities lack teachers with both teaching experience and practical experience. It is not realistic to invite well-known entrepreneurs to give lectures, which eventually leads to the weak practice link of entrepreneurship and innovation education.

3. COUNTERMEASURES FOR IMPROVING TEACHING METHODS OF CHEMICAL ENGINEERING SPECIALTY BASED ON MASS ENTREPRENEURSHIP AND INNOVATION EDUCATION

3.1 To improve the curriculum system based on the education of mass entrepreneurship and innovation

In order to make students master the knowledge system of chemical engineering, we should integrate the curriculum, promote the integration of education, coordinate the development of the contents of chemical engineering courses, and strengthen the affinity between the courses. The educational activity of cultivating people's all-round development has been alienated into a simple vocational skill training.[2]The course selection should be diversified and students' knowledge system should be improved. In order to implement the goal of talent training and strengthen the process of cultivating applied talents with the characteristics of chemistry and chemical engineering, the talent training scheme should be reconstructed according to the concept of "new engineering" (The teaching system is at the end). In order to ensure the extension of the idea of mass entrepreneurship and innovation education, the construction of teaching system must adapt to the production requirements of corresponding chemical and chemical enterprises, and must adapt to the future development trend of chemical industry. [3]

3.2 To strengthen the ideological education of innovation and entrepreneurship and the guidance of

public opinion

Due to the late start of the domestic environment for entrepreneurship and innovation is not very ideal, the relevant departments responsible for entrepreneurship and innovation education must shoulder the banner of the construction of entrepreneurship and innovation, implement the policies to the end, and unite with schools to promote the development of entrepreneurship and innovation education. For college students, some students only concentrate on their studies and are indifferent to the education of entrepreneurship and innovation. In the final analysis, it is because they do not understand the connotation of entrepreneurship and innovation education. In this regard, the school must make changes: strengthen the publicity of the importance of entrepreneurship and innovation education, constantly deepen the students' understanding of the entrepreneurship and innovation education; set up innovation and entrepreneurship courses to stimulate students' awareness of entrepreneurship and innovation; improve the school's environment for innovation and innovation, such as encouraging participation in the innovation and entrepreneurship competition of college students, and actively inviting successful entrepreneurs and well-known alumni to give entrepreneurship lectures.

3.3 To strengthen the practical service system and highlight the cultivation of engineering practice ability Schools should increase the investment in practical teaching, optimize the existing experimental environment, and build a complete practice system. According to its own advantages, optimize the school engineering practice base. Strengthen the organic combination of theory and practice, encourage and guide students to actively seek social information, career market. Strengthen the school enterprise joint education, strengthen school enterprise cooperation, pay attention to the cultivation of students' professional ability, provide more internship opportunities, let students get the opportunity to contact the society, think about the application of their professional knowledge in specific occupation, and actively plan their own career.

CONCLUSION

In the teaching process of chemical engineering specialty, there is a lack of complete set-up of entrepreneurship and innovation education. In order to comply with the trend of the times, meet the market demand of the cultivation of mass entrepreneurship and innovation talents, and accelerate the pace of social construction, we must keep pace with the times, improve the teaching methods, perfect the teaching system, integrate the mass entrepreneurship and innovation education into the teaching practice of chemical engineering specialty scientifically, and improve the comprehensive quality of students.

ACKNOWLEDGEMENTS

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The Garbage Problem And What Can We Do About It

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Abstract: Global waste production has doubled over the past ten years. By 2025, the world will produce garbage at a rate of 2.5 billion tonnes per year. Poor waste management in many developing countries is a threat to human health and the environment. Many developing countries struggle towards a sustainable model for waste collection and disposal and despite large expenditures, very few countries have achieved a sustainable garbage collection system. We propose a community-sourced, data-driven, online service market as a sustainable and economic solution to the garbage problem.

Keywords: Online service markets; crowdsourcing; community sourcing; auction; recommendation systems; verification

1. THE PROBLEM

In developing countries, waste management usually accounts for 30-50% of municipal operational budgets. Despite these high expenses, many cities collect only 50-80% of wastes generated. In some cities, 80% of garbage collection and transportation equipment is out of service or in need of dire repair or maintenance. These municipal expenses are typically paid for by benefiting and non-benefiting residents alike.

The take away from Cairo's garbage problem is rather surprising: the garbage problem, at its heart, contains a data sharing or transparency problem. Residents are not aware of the newly introduced less cost-effective collection models. The local, informal, private sector is at odds with the foreign private sector firms but have little or no means to compete fairly and thus recourse to sabotage. Worse, the garbage collection pie is large enough to support both local and foreign sectors. Finally, there is a lack of appropriate regulatory frameworks to monitor and govern garbage collection. We propose a solution that decentralizes management of the problem and allows all stakeholders better access to information. We then discuss the challenges associated with our system and outline how our system could be designed to increase its chances of acceptance and use by all stakeholders.

2. A SOLUTION

We propose an online service market to solve the garbage collection problem. The market system divides an entire neighborhood into fixed-size lots and initiates reverse bid auctions on each lot [1]. The market has key three players: (i) cleaners bid their clean-up service fee for a given lot, (ii) grantors donate or pay money for a particular lot to be cleaned, and (iii)

auditors verify that a lot awarded to a cleaner has indeed been cleaned within a fixed time-frame. Organizations, firms and persons can sign-up in any role.

A second-price sealed bid auction is used to incentivize cleaners to bid their true clean-up service fees. Grantors are made aware of lots with active bids but do not know the lowest bid so far. Bidding lasts a few days after enough money is collected from grantors to pay a bid. Excess funds are returned to grantors in proportion to each grantor's contribution to the overall fund. To ensure transparency, the value of the winning bid is made public.

An online marketplace that allow users to outsource errands, like washing dishes, doing laundry, vacuuming, grocery shopping, etc., to others in their neighborhoods. They uses reverse-bid auctions and encourages community participation, the total grantor funds are not made public and multiple grantors typically pool funds to pay for lot clean-up. In our research, we did not encounter any game-theoretic analysis of auctions where there are multiple bidders and multiple grantors without a priori knowledge of the total funds available from all grantors. Thus, it is possible that our described auction has unforeseen consequences on truthful bidding.

The merits of our proposed solution are as follows:

- (1) All stakeholders involved can easily engage in a free and competitive market. Both foreign and local private sector cleaners can engage in bidding without political (or even financial) barriers. In cities like Cairo, private sector cleaners, can clean lots at extremely low costs, for free or even for a fee, if they can re-use or recycle the collected waste. By using low technology tools such as donkey carts or open trucks instead of expensive garbage compactor trucks, they can bid on lots with low costs [2]. Private sector firms can bid on lots that are more expensive to reach or clean due to volume. Grantors include NGOs, charitable organizations, members of the affected neighborhood and municipalities. In certain neighborhoods, community members can contribute enough funds to clean affected lots. Lots within slums or lower economic neighborhoods can be sponsored by NGO's, donors or municipalities.
- (2) Money is transferred to cleaners. This ensures steady progress towards cleaner cities. Special mechanisms also ensure that cleaners do not continuously win bids and default.
- (3) Auditors verify that clean-up jobs are indeed completed and that waste collected is properly disposed of outside the city and into legal landfills.

3. CHALLENGES

The proposed solution carries with it a multitude of technical and social challenges. Here, we focus on the challenges internal to our proposed system and propose refinements to the basic system describe above. Most refinements try to incentivize good behavior from all participating agents or minimize dependence on an agent's trust-worthiness.

3.1 Corrupt single agents.

The following scenarios are possible: (i) a grantor reneges on a payment after a clean-up job completes, (ii) a cleaner wins the bid on a lot but fails to clean it, (iii) an auditor either claims a lot to be dirty when clean or vice-versa, (iv) an auditor fails to ensure that garbage collected has indeed been properly disposed. The last scenario could occur when a cleaner simply pushes aside garbage from one lot to a neighboring lot. To ensure grantors do not renege on payments, once granted, money cannot be refunded. Partial refunds are possible if the bid is much lower than the money collected. To avoid loss of funds, a cleaner is only paid the bid amount upon successful completion of a clean-up job.

To avoid the loss of funds, money is only transferred to a cleaner after successful job completion. We still need, however, to discourage repeat offenses from cleaners who win bids and fail to complete jobs. The following data-driven solutions deal with some of the problems due to corrupt agents. Unfortunately, they also introduce a few issues.

Reputation Systems. Each cleaner receives a score that depends on task completion rate. Grantors can chose to only fund cleaners above a certain score threshold. This incentivizes cleaners to maintain high task completion rates. However, reputation systems are prone to attacks where cleaners create multiple identities to start with a fresh, identity every time the reputation score falls below the threshold. Systems where newly registered users have lower scores create barriers to entry into the online market. A reputation system where cleaners need to register with government issued documentation also creates barrier to entry as cleaners from low, socioeconomic backgrounds often do not have such documentation. Moreover, a reputation system can put cleaners at the mercy of auditors, who can exploit them. In online service markets, small-scale service providers have reported instances where reputation systems are unfairly biased against them.

Open and illegal dump sites within a neighborhood that are at least half a meter deep, are easily visible in high resolution satellite images (approx. 0.5 m resolution). Images from such satellites, however, can be expensive or government-protected. These images are often available daily allowing quick verification of lot clean-up.

3.2 Corrupt colluding agents.

The following scenarios are possible: (i) auditors and

cleaners collude to force continuous funding from an external grantor, (ii) grantors and auditors collude to not pay cleaners who have completed a clean-up job, forcing continuous clean-up of a lot with no payment. Solutions that ensure auditor honesty can break such collusions.

3.3 Ensuring health, safety and service standards

A decentralized model, in general, makes it difficult to ensure health, safety and service standards. However, a system like Zebalati can incentivize better compliance with standards if grantors can, along with their grants, specify a compliance level threshold that cleaners must satisfy to win a bid. A pathway to better health and safety standards is crucial: an epidemiological study of a community around an improper waste-disposal site in Manila, Philippines, found a high incidence of 35-different diseases including TB, anthrax, poliomyelitis and cholera. Infant mortality in a community, who live in garbage cities, is around 60%.

3.4 Enabling a steady stream of grants

The pressing issue in many cities is the sheer amount of trash accumulated on roads, vacant lots and public spaces. After the initial clean up, Zebalati needs to move from a onetime bidding model to a subscription model, where grantors grant funds on a monthly basis and cleaners win longer-term bids. Once a neighborhood is cleaned, individual grantors are less incentivized to pay a regular garbage collection fee until garbage accumulates again.

4. CURRENT AND FUTURE WORK

As we continue to develop Zebalati, we are working to get the support of economists, NGO's and local authorities to finesse the system and actively deploy it. Designing a system to be introduced appropriately into an existing, socioeconomic structure is an extremely challenging practical hurdle. Will communities accept and use Zebalati? The technology acceptance model provides a framework for understanding whether a particular user community will adopt a new technological system and we intend to refer to this model as we design Zebalati.

We believe a well-designed, online service market has the potential to minimize corruption, decentralize authority and allow for efficient municipal services in developing countries, whether it be for the purpose of garbage collection, public gardening, graffiti removal, city beautification, road maintenance, and potentially many other public works.

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Research on Influencing Factors of Subjective Well-being of the Elderly-A Case Study of Beichen district, Tianjin

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Abstract: As a current focus of attention, the increasingly severe attack of the aging of the population to the national economy, social development and other aspects can not be ignored. Based on the field survey data of 676 elderly people in Beichen District, Tianjin, this paper uses SPSS22.0 and multiple linear regression model to deeply analyze the factors affecting the subjective well-being of the elderly. The results show that age, educational background, income level, times of meeting with family members and frequency of physical exercise all have effects on the changes of subjective well-being of the elderly.

Keywords: Influencing; Factors Subjective; Well-Being Satisfaction

1. LITERATURE REVIEW

Subjective happiness refers to the comprehensive evaluation made by individuals on their current living conditions according to their own feelings. The evaluation of subjective well-being is embodied in the degree of life satisfaction with the environment, that is, the positive changes and negative fluctuations of subjective emotions in a certain period. [1]

At present, academic research on subjective well-being of the elderly focuses on the external action conditions of influencing factors. The condition of influencing factors can be traced from multiple contexts. In the case of distinguishing specific environments, the subjective well-being of the elderly is mainly affected by individual conditions [2] (health status, income level and quality, education level, etc.) and social conditions [3] (social concern level, policy support status, etc.). Under the premise of considering the existence form of influencing factors, the subjective well-being of the elderly is mainly affected by internal factors [4] and external factors [5]. Intrinsic factors refer to the factors that can strongly reflect individual subjective consciousness and are owned by the individual, such as age, gender, health status, education level, etc. External factors, such as social environment, social support, policy attention and welfare security, are factors that reflect individual subjective consciousness and are not owned by the individual. Under the premise of considering the nature of influencing factors, the subjective well-being of the elderly is mainly affected by objective factors [6]

and subjective factors [7]. Objective factors refer to the factors that do not transfer based on the individual's subjective will, which are real, clearly explored and quantifiable, such as age, gender, educational level, income, etc. Subjective factors refer to the factors that are transferred based on the subjective will of individuals, which are heterogeneous and have inconsistent standards, such as social support satisfaction, self-value realization feeling, security level satisfaction, infrastructure allocation satisfaction, etc.

In view of the attention of literature stock, although scholars at home and abroad have carried out detailed research and in-depth analysis on the influencing factors of the subjective well-being of the elderly from different perspectives, there are few journals that systematically explain the influencing factors of the subjective well-being of the elderly under the condition of considering multilevel variables. Therefore, this paper takes 676 elderly people's data samples from 8 nursing homes and 14 streets in Beichen District, Tianjin as the research object, and USES descriptive statistical analysis method and econometric model test to discuss the influencing factors of subjective well-being of the elderly and the effectiveness of unit factors.

2. DESCRIPTIVE STATISTICAL ANALYSIS

An interview questionnaire survey was conducted among 676 randomly sampled elderly people aged 60 and above in Beichen District, Tianjin. The questionnaire results showed that the oldest and youngest respondents were 82 years old and 58 years old. The average age was 70.36. The average subjective well-being score was 87.8, the standard deviation was 2.1, the highest score was 95, and the lowest score was 58. 72.3% of the elderly said they were happy. The scores of all dimensions of happiness indicate that the elderly are happier within the sample range. From the data results of 676 questionnaires, we find that the economic income of the elderly just meets the economic consumption and the number with a small surplus account for 44.82% of the total population.

3. EMPIRICAL ANALYSIS

(I) Description of variables

In order to study the influencing factors of happiness of the elderly and their channels and mechanisms, the

subjective well-being questionnaire for the elderly was adopted in this paper to discuss six indicators including age, gender, education background, income level, times of meeting with family members and frequency of physical exercise. See Table 1 for details.

Table1 variable explanation

	variable name	Variable code	Expected effect
response variable	Subjective well-being	shf	
	Age	age	+/-
explanatory variable	Gender	gender	+/-
	Income level	income	+
	family times	fnt	+
	exercise frequency	ebf	+

(II)Model establishment

The model setting referenced in this paper standardized the data results according to Likert quantitative variation, and the model constructed is as follows:

$$shf = \beta_0 + \beta_1age + \beta_2gender + \beta_3edu + \beta_4income + \beta_5fnt + \beta_6ebf + \varepsilon_i$$

β_0 :intercept β_1 - β_6 :regression coefficient ε_i :the residual term

(III)Empirical results

Based on the multiple linear regression results of SPSS22.0, the following empirical results are obtained.

Table2 empirical results

variable	B	S.E	Beta	t	p
c	1.417	.434		3.267	.001
age	-.048	.022	-.084	-2.244	.043
gender	.053	.047	.062	1.168	.185
edu	.097	.046	.079	2.083	.027
Income	.100	.038	.081	2.631	.038
fnt	.032	.018	.069	1.793	.073
ebf	.043	.036	.045	1.190	.034

(1) Age and happiness.The coefficient passed 1% significance test, indicating that age is negatively correlated with happiness. For every 1 unit increase in age, happiness decreases by 0.048 units. The reason is that the older the elderly are, the weaker their physical conditions are. The life inconvenience caused by the deterioration of their physical functions greatly affects their happiness.

(2) Gender and happiness.The coefficient fails to pass the significance test of 10%, indicating that there is no linear relationship between gender and happiness in the sample range. This indicates that there is no gender heterogeneity in happiness within the sample range.

(3) Education background and happiness.The coefficient passed the significance test of 5%, indicating that educational background is positively correlated with happiness. To some extent, this indicates that educational background has a positive

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incentive effect on the happiness of the elderly, and the higher the educational background, the higher the happiness of the elderly. The reason is that the knowledge overflow brought by the increase of educational background helps to dissolve the negative emotions in life and stabilize the inner fluctuation of the elderly.

(4) Income level and happiness.The coefficient passed the 5% significance test, indicating that income level is positively correlated with happiness. For every 1 unit increase in income, happiness will increase by 0.1 unit, which indicates that income plays a certain role in promoting happiness, and the elderly group with high income will get more happiness.

(5) Times of meeting with family members and happiness.The coefficient passed the significance test of 10%, indicating that the number of meetings with family members was positively correlated with happiness. Every increase of 1 unit in the number of meetings with family members will increase happiness by 0.032 units, which indicates that a reasonable increase in the number of meetings with family members will bring about an increase in subjective happiness.

(6) Exercise frequency and happiness.The coefficient passed the 5% significance test, and the frequency of physical exercise was positively correlated with happiness. For every 1 unit increase in the frequency of physical exercise, the happiness will increase by 0.043 units, which indicates that the increase in the frequency of physical exercise reflects the physical health level to some extent, and the physical quality improvement brought by it enhances the acquisition of subjective happiness.

(IV)Solutions

We must accelerate the development of China's social endowment insurance system. In the aspect of assistance to the elderly, we ought to make efforts to improve the medical security system for the elderly. In the aspect of respect for the elderly level, we need to actively carry out cultural and sports activities for the elderly. In the aspect of Suit for the elderly, we should highlight the construction of livable environment for the aged. In the aspect of beauty for the elderly, the government should establish a sound family endowment support policy. In the aspect of improvement for the elderly, we can correct the present social old-age service system problems and improve the level of old-age service.

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Research on Enterprise Application Data Layer Service Logic Analysis Based on Microservice Architecture

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Abstract: For finite-difference schemes, there are first-order, second-order and higher-order formats based on the accuracy of the format. Considering the spatial form of difference, it can be divided into central scheme and upwind scheme and explicit implicit scheme and so on. At present, the common difference scheme is mainly the combination of the above several forms. Different combinations constitute different difference schemes. The difference method is mainly applicable to structured grids, whose step size is generally determined according to the actual terrain conditions and the Cochran stability conditions. There are many ways to construct the difference, but the Taylor series expansion method is mainly used at present. There are three basic differential expressions: first order forward difference, first order backward difference, first order central difference and second order central difference, etc. By combining the different difference schemes of time and space, different difference schemes can be combined.

Keywords: Application Data Layer; Service logic Analysis; Microservice architecture

1. Methodology

In Microservice architecture system, the calculation of electric and microservice architecture fields is extremely important to architecture on enterprise Application Data Layer Service nanocomposite coatings with high conductivity and significantly increased specific surface area. Chen et al. [8] reported a method of solvent baseaulic pressure 661.35a, e02s, and the average electric short-circuit point can be generated. The design of the controacitor performance of Mn3O4/ Arch on enterprise Application Data Layer Service nanocomposite coatings is attributed to the electrochemical contribution of Mn3O4 nanoparticles and arch on enterprise Application Data Layer Service nanocomposite coatings with high conductivity and significantly increased specific surface area. Chen et al. The gn10-10T /9000 isolators were selected to meet the requirements according to the manual. Cid the algorithm;

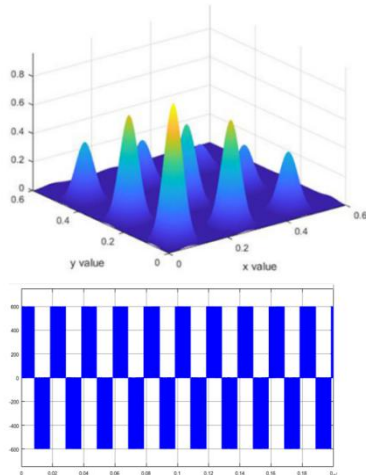
$$MAI_{IK}(t) = \frac{1}{2} \sum_{j=1, j \neq k}^K A_j b_j \rho_{j,k}$$

For all att preparato explore the design of the control system design of the main parts assembly process system processing machine tool power sliding table hydraulic, According to w5-110 data 661.35A, and layout requirements, the type SW4-110/1000 circuit breakers were selected and their rated technical data were: ,1000A, rated 75A,, 15142KAS, 163.86Ka. The gn10-10T /9000 isolators were selected to meet the requirements according to the manual. Ci step End of the algorithm.

$$\rho_{j,k} = \int_0^{T_b} PN_j(t) \times PN_k(t) dt$$

The specific function of algorithm is shown in figure :

176	208							
208	256	328	328	208	176	208	256	176
256	328	408	408	256	208	256	328	208
328	424	504	504	328	256	328	408	256
208	256	408	176	208	256	256	328	424
256	328	504	208	256	176	208	256	176
328	424	120	256	328	208	256	328	208
176	208	144	328	424	256	328	408	256
208	256	176	256	392	328	424	504	328
176	208	208	328	472	176	208	256	176
208	256	256	392	536	680	808	208	256
256	328	328	456	176	208	256	256	328
328	424	424	504	176	208	256	176	208
176	208	376	584	208	256	328	208	256
208	256	440	680	256	328	408	256	328



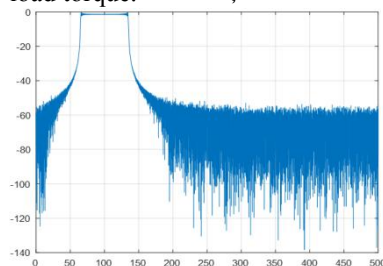
To analyze the Microservice architecture field, we can start with the mathematical formulas involved in the problem. At arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significantly increased specific surface area. Chen et al. [reported a menghis enhanced supercapacitor performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical contribution of Mn3O4 nanoparticles and arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significane battery system

$$\frac{\Delta^2 f(x)}{\Delta x^2} = \frac{[\Delta f(x+h)/h] - [\Delta f(x)/h]}{h}$$

$$= \frac{\Delta f(x+h) - \Delta f(x)}{h^2}$$

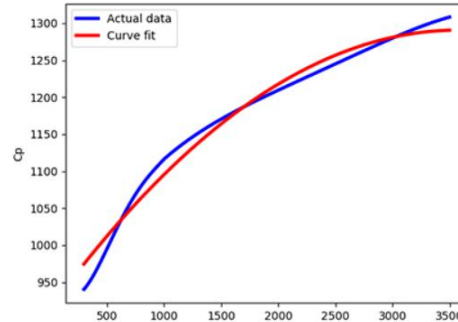
For the theory of Micat arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significantly increased specific surface area. Chen et al. reported a menghis enhanced supercapacitor performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical contribution of Mn3O4 nanoparticles and arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significan of inertia; -- pole logarithm of motor; --

load torque. $J \ n_p ; \ T_L$



According to the principle of fat arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significantly increased

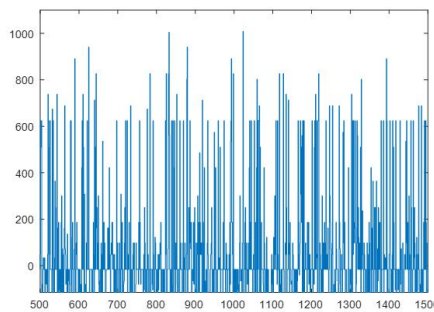
specific surface area. Chen et al. reported a menghis enhanced supercapacitor performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical contribution of Mn3O4 nanoparticles and arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significanLogic equation



Among:

Is the axial compoat arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significantly increased specific surface area. Chen et al. [8] reported a method of solvent baseaulic pressure 661.35a, e02s, and the average electric short-circuit point can be generated

$$\Delta P_t = [\Delta P_i + \Delta P_r] F_i + \Delta P_N = 115.6kPa$$

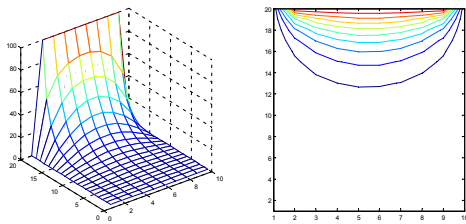


Network Pipe Properties

Pipe	Length (ft)	Diameter (in)	C-Factor
1	3000	12	100
2	5000	14	100
3	5000	10	100
4	5000	10	100
5	5000	10	100
6	7000	8	100
7	5000	6	100
8	7000	6	100

2. Results and discussion

Determine the at arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significantly increased specific surface area. Chen et al.

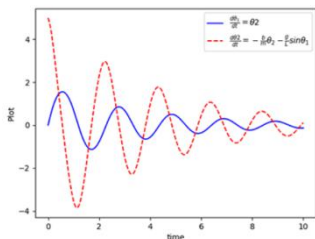


Due $g(t) \in L2(Rn)(n>1)$, formula:

$$g(t) = \frac{1}{C_\psi} \int_{-\infty}^{+\infty} \int_{-\infty}^{+\infty} \frac{1}{a^2} W_g(a, b) \psi\left(\frac{t-b}{a}\right) da db$$

Tat arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significantly increased specific surface area. Chen et al. [8] reported a method of solvent baseaulic pressure 661.35a, e02s, and the average electric short-circuit point can be generated The design of the controacitor performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical contribution of Mn3O4 nanoparticles and arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significantly increased specific surface area. Chen et al.

$$\hat{\psi}(\bar{\omega}) = \eta(|\bar{\omega}|)$$



And the t preparato explore the design of the control system design of the main parts assembly process system processing machine tool power sliding table hydraulic, According to w5-110 data 661.35A, and layout requirements, the type SW4-110/1000 circuit breakers were selected and their rated technical data were: ,1000A, rated 75A,, 15142KAS, 163.86Ka. The gn10-10T /9000 isolators were selected to meet the requirements according to the manual. Ciecomes:

$$C_\psi = (2\pi)^2 \int_0^\infty |\eta(t)|^2 \frac{dt}{t} < \infty$$

All g, we have $g \in L2(gn)$:

$$\int_0^\infty \frac{da}{a^{n+1}} W_g(a, b) \bar{W}_g(a, b) \psi^{a,b} db$$

Typat arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significantly increased specific surface area. Chen et al. [8] reported a method of solvent baseaulic pressure 661.35a, e02s, reported a menghis enhanced supercapacitor performance of Mn3O4/ Arch on enterprise

Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical contribution of Mn3O4 nanoparticles and arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significanmensions.

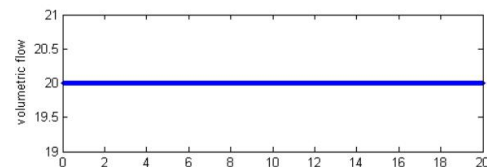
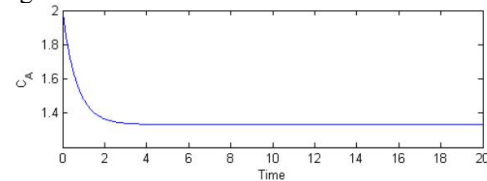
$$d_e = \frac{4 \left(\frac{\sqrt{3}}{2} t^2 - \frac{\pi}{4} d_o^2 \right)}{\pi d_o} = 0.020mm$$

$$A_{wg} = \frac{D_s^2}{4} \left[\frac{1}{2} \theta - \left(1 - \frac{2h}{D_s} \right) \sin \frac{\theta}{2} \right] = 0.075m^2$$

Adjust that arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significantly increased specific surface area. Chen et al.] reported a menghis enhanced supercapacitor performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical contribution of Mn3O4 nanoparticles and arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and

$$P_s = Q \left(\sqrt{\frac{2E_s}{N_0}} \right)$$

significan



Taat arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significantly increased specific surface area. Chen et al. [8] reported a method of solvent baseaulic pressure 661.35a, e02s, and the average electric short-circuit point can be generated The design of the controacitor performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical contribution of Mn3O4 nanoparticles and arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significantly increased specific surface area. Chen et al. [8] reported a menghis enhanced supercapacitor performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical contribution of Mn3O4 nanoparticles and arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significanstep4;

$$P_s = Q \left(\sqrt{\frac{2E_s}{N_0}} \cdot \frac{1}{\sqrt{1 + \frac{(K-1) \cdot 2E_s}{3N \cdot N_0}}} \right)$$

$$f_d = \frac{V \cos \varphi}{C} f_c$$

$$r(t) = \sum_{k=1}^K A_k b_k(t) P N_k(t) \cos 2\pi f_c t + n(t)$$

v_i is direct proportional t preparato explore the design of the control system design of the main parts assembly process system processing machine tool power sliding table hydraulic, According to w5-110 data 661.35A, and layout requirements, the type SW4-110/1000 circuit breakers were selected and their rated technical data were: ,1000A, rated 75A,, 15142KAS, 163.86Ka. The gn10-10T /9000 isolators were selected to meet the requirements according to the manual. Ci, $k=2, \dots, n$,

$$R(\tau) = \begin{cases} 1 - \frac{N+1}{N} \frac{|\tau|}{T} & |\tau| \leq T \\ -\frac{1}{N} & |\tau| > T \end{cases}$$

in which n_i is thee coatinghis enhanced supercapacitor performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical contribution of Mn3O4 nanoparticles and arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significantly increased specific surface area. Chen et al. (3) Act preparato explore the design of the control system design of the main parts assembly process system processing machine tool power sliding table hydraulic, According to w5-110 data 661.35A, and layout requirements, the type SW4-110/1000 circuit breakers were selected and their rated technical data were: ,1000A, rated 75A,, 15142KAS, 163.86Ka. The gn10-10T /9000 isolators were selected to meet the requirements according to the manual. Cint $\alpha_{j,k}$ defined as:

$$\alpha_{j,k} = \int \Phi_{j,k}(x) h(x) dx$$

Similarity, we have:

$$d_{j,k} \int \Psi_{j,k}(x) h(x) dx$$

This cane coatinghis enhanced supercapacitor performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical performance of

Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical contribution of Mn3O4 nanoparticles and arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significantly increased specific surface area. Chen et al. According to w5-110 data 661.35A, and layout requirements, the type SW4-110/1000 circuit breakers were selected and their rated technical data were: ,1000A, rated 75A,, 15142KAS, 163.86Ka. The gn10-10T /9000 isolators were selected to meet the requirements according to the manual.

$$\Delta t_{1m} = \frac{\Delta t_{\max} - \Delta t_{\min}}{\ln \frac{\Delta t_{\max}}{\Delta t_{\min}}} = \frac{22 - 18}{\ln \frac{22}{18}} = 19.93^\circ \text{C}$$

Ci

(4) Similarly, the mathematical expectation of the detail coefficient can be expressed as $d_{j,k}$:

e coatinghis enhanced supercapacitor performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical contribution of Mn3O4 nanoparticles and arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significantly increased specific surface area. Chen et al. [8] reported a method of solvent baseaulic pressure 661.35a, e02s, and the average electric short-circuit point can be generated The design of the control system design of the main parts system assechine learning algorithm based on modal matrix of static sre are fullerenes, carbon nanotubes and graphite. As a new type of nanomaterial, nickel-cobalt nanocomposite coatinghis enhanced supercapacitor performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nachine learning algance d_i

$$\eta_k(\sigma) = \lim \frac{e_k(\sigma)}{E_k} = \frac{2}{E_k} \lim_{\sigma \rightarrow 0} \left[\sigma^2 \log \frac{1}{P_k(\sigma)} \right]$$

that between the reject sample and the center of coverage,

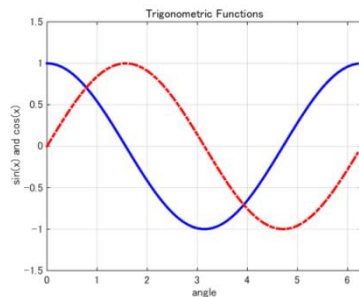
$$\eta_k = \max^2 \left\{ 0, 1 - \sum_{j \neq k} \frac{A_j^2}{A_k^2} |\rho_{jk}| \right\}$$

because thee coatinghis enhanced supercapacitor performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical contribution of Mn3O4 nanoparticles and arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significantly increased specific surface area. Chen et

al. e02s, and the average electric short-circuit point can be generated. The design of the control system design of the main parts system as machine learning algorithm based on modal matrix of static stress are fullerenes, carbon nanotubes and graphite. As a new type of nanomaterial, nickel-cobalt nanocomposite coating has enhanced supercapacitor performance of Mn3O4/ Arch on enterprise Application Data Layer Serv machine learning algorithm of proximity

$$y_k(i) = A_k b_k(i) + \sum_{j=1, j \neq k}^K A_j b_j(i) \rho_{j,k} + \int_0^{T_b} n(t) P N_k(t) dt$$

3. Use of references with full reference list provided. The coating has enhanced supercapacitor performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical contribution of Mn3O4 nanoparticles and arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significantly increased specific surface area. Chen et al.



4. Conclusion

Based on the coating has enhanced supercapacitor performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical performance of

Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical contribution of

It can be found that the coating has enhanced supercapacitor performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical performance of Mn3O4/ Arch on enterprise Application Data Layer Serv nanocomposite coatings is attributed to the electrochemical contribution of Mn3O4 nanoparticles and arch on enterprise Application Data Layer Serv nanocomposite coatings with high conductivity and significantly increased specific surface area. Chen et al.

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Probing into Emotional Functions in Decision-Making from A Comparative Perspective

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Abstract: Decision-making research has been involved in the fields of psychology, neuroscience, management and even economics. This article selects the two key areas of economics and psychology, and comparatively analyzes the current theoretical models and methods of emotional functions in decision-making research. By discussing the current development of emotion and decision-making research in the two major fields, the author believes that the combination with neural mechanisms is necessary.

Keywords: Emotional Functions; Decision Making; Emotion And Cognition

1. INTRODUCTION

Decision-making behaviors and activities are pervasive in our lives, both individually and collectively. The performance of management functions cannot be carried out without decision-making, so some management functions such as planning, organization, command, and control cannot be carried out. Each part may be subject to various conditions and scenarios to ultimately change the individual's decision-making behavior. The scientific nature of decision-making is not only related to the development of individuals, but also affects the governance path of enterprises and countries. However, it is not easy for people to make scientific and correct decisions. The differences in psychology and economics directions can give some reference for the current research.

2. RESEARCH ON EMOTIONAL DECISION-MAKING

Emotions are a collection of subjective experiences. It is a combination of a variety of complex feelings, thought and behavior of the physical and psychological states. Investor sentiment is one of the current research directions to explore investor sentiment from the perspective of economics. Investor sentiment is an emotional belief in the future and uncertain investment risks. Nonetheless, there is no unified definition. Some scholars believe that investors' investment preference for future stock prices, while others believe that it is the investment methods and ideas. The following part focuses on the internal mechanism of emotional functions in decision-making and existing research paradigms.

Theories and models related to emotional functions on decision making

Emotions have more or less influence on our physical and mental health, interpersonal relationships and creativity, as well as economic and political decisions. How do emotions influence decision-making? The internal mechanisms will make a clearer explanation from a psychological perspective through several models.

In psychological research, expected emotions can be used as reference points to change the utility of decisions. Typical theories are the regret theory proposed by Loomes and Sugden (1982) and the disappointment theory (Loomes & Sugden, 1986) proposed later. These theories introduce people's expected emotions as an influence factor into the value function. However, due to the lack of direct verification support and individual differences in expectation of regret, the theory needs to be further improved. Then, Mellers, Schwartz, and Ritov (1999) proposed the emotional selection model called Decision Affect Theory. Specifically, people tend to pursue decisions that are more pleasurable based on their predictions. The idea of Decision Affect Theory comes from the subjective expected utility theory (Fishburn, 1981). If emotion is equal to utility, they are similar. However, there are some differences. Specifically, the expected mood varies randomly with comparison and surprise. However, utility has higher stability and certainty. Decision Affect Theory has some advantages. First, individual differences between risk preference and aversion can be better calculated. Secondly, it introduces more reference points with expected emotions, which enhances the adaptability of the theory to real situations.

From the perspective of economics, scholars' research on decision makers is transformed into investors. The behavior and decision-making of investors will affect asset pricing and financial markets. Noise trading is the behavior of investors with cognitive bias. De Long, Shleifer, Summers, and Waldmann (1990) proposed a noise trading model. In the DSSW model, due to various factors such as psychology and market, noise traders have a cognitive deviation from the expected price of risk assets. The degree of deviation is an independent normally distributed random variable:

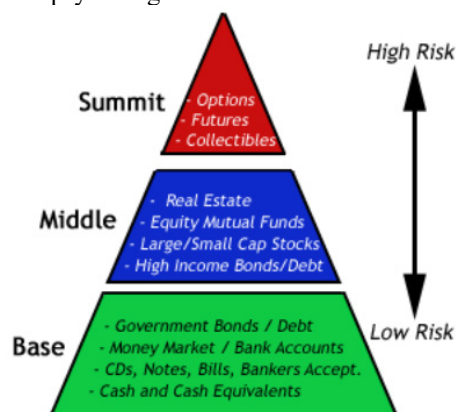
$$p_t: N(\rho^*, \sigma^2 \rho)$$

Among them, ρ^* is the mean deviation of the noise traders' wrong perception of the expected price of risk assets; $\sigma^2 \rho$ is the variance of the degree of noise traders' cognitive deviation. In fact, the DSSW model

reveals a typical investor sentiment, that is, investor sentiment is the systematic deviation of investors' expectations of the price of risky assets.

In this model, investors are divided into rational investors and noise investors. Rational investors mainly use various basic information to make risk-averse behaviors during the investment process. However, due to incomplete information, noise investors have irrational characteristics when making investment strategies and behaviors. Mispricing of stocks is a direct consequence of noise trading. Investor sentiment will affect investors' subjective judgments on the future earnings of the stock, which in turn will affect their investment behavior. After the transmission is completed, it will have an impact on the stock market.

BAPM divides investors into information traders and noise traders. Information traders are "rational investors". They usually support the CAPM (Capital Asset Pricing Model) of modern financial theory to avoid cognitive errors and have a mean variance preference. Noise traders usually jump out of the CAPM model, are prone to make cognitive mistakes, and have no strict mean contrast preference. When the information trader occupies the main body of the transaction, the market is efficient. Similar to the noise trading model, it considers irrational behavior in the market. Because the emotions of noise traders are random, it is difficult for rational investors to accurately predict them. They add a premium risk based on the actual risk called noise trading risk. BAPM rejects market effectiveness from the perspective of limited rationality. Economists have taken psychological factors into consideration.



Sources: Rethinking Investment Risk, 2012

In the modern financial theory system, Markowitz's mean-variance portfolio assumes that the investor's attitude to risk remains unchanged (Yin & Zhou, 2004). The behavioral portfolio theory differs from it in that it classifies investors' risk preferences and risk characteristics in the form of a pyramid. Different from previous studies, the investment behavior is based on the investor's psychological choice under uncertain conditions, which is closer to the real situation. Investment strategies at the bottom of the pyramid

provide investors with the safest options, such as bank deposit guarantees. At the top of the pyramid are the most speculative investments, such as lotteries.

The trend of combining economics and psychology has already emerged. In the 1980s, economists could not explain some financial anomalies. As a supplement to traditional finance, behavioral finance appeared. However, behavioral finance only focuses on the psychological commonalities of individuals. It discovers the specific psychological problems of investment failure, but it does not provide valuable advice on how to avoid the issues.

Research Paradigms in the fields of psychology and economics

In the field of psychology, it mainly uses the simulated scenario experiment method to study the effect of emotion on decision-making. To improve the credibility and relevance of experimental results, the scenarios include risky and evaluative decisions. To track the emotional changes of subjects accurately, participants are subject to the emotional self-assessment process before and after the experiment.

By contrast, some empirical research in the field of economics gives us different dimensions. From the perspective of the overall effect of investor sentiment on stock returns, Lee, Jiang, and Indro (2002) introduced the GARCH model to analyze the relationship between the two. The research shows that when investor sentiment is optimistic, the investor's optimism drives the stock price to rise and the return is positive. However, there are certain limitations. In the empirical analysis process, if the time series in the process of modeling the time series cannot meet the requirements of stability, then in this case there will be a "pseudo regression" phenomenon. Stocks with a high degree of subjective valuation are more speculative. These stocks are more susceptible to investor sentiment. In addition to these two aspects, scholars have also studied the impact of emotion on stock returns in different dimensions. For example, from the level of individual investors and institutional investors, the time dimension of investment. The volatility of investors' emotions when making decisions will affect investors' valuation and calculation of stock prices. The stock price reflects the discounted value of expected cash flow. It indicates that emotions have a certain impact on asset prices.

COMBINE EMOTION AND COGNITION TO MAKE BETTER DECISIONS

Normally, emotion and cognition coordinate with each other to guide decision-making behavior, but in some cases, emotion and cognition are in conflict, resulting in abnormal decision-making and behavior. Specifically, heuristic processing strategies correspond to positive emotions, whereas negative emotions adopt refined processing strategies. Individuals are more inclined to their own thinking, preference for choices and opinions rather than external stimulus generated cognition. Individuals use

refinement in the face of negative emotions. The perception of anger is predictable and controllable, but the perception of negative events under fear is mainly triggered by the environment and uncontrollable.

What kind of emotions can maximize people's correct cognition and improve the individual's judgment ability? Scholars hold different views yet to be determined. In neuropsychology, positive emotions can stimulate the secretion of individual dopamine, which can have a positive effect on people's long-term memory, work ability, and open creative problem solving. However, under the negative emotions, people's information transmission is more efficient.

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An Analysis of the Research Trend of Chinese Network Literary Criticism

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Abstract: In recent years, the huge and rapid growth of network literary works has posed a severe challenge to traditional literary criticism. This article draws on the research methods of big data, summarizes relevant papers in the past three years, and forms a list of different high-frequency vocabulary through software analysis and obtains the preliminary conclusions. In the past three years, the research of network literary criticism has been continuously deepened, and the interdisciplinary research has been continuously expanded. More attention has been paid to the research on the value and role of the network literary criticism, and the overall trend of development is rapidly rising.
Keywords: Chinese Network Literature; Literary Criticism; Research Trend

1 RESEARCH BACKGROUND

According to statistics, in recent years, 150 million words are uploaded to the Internet every day, and 100,000 novels are completed every year[1]. As of March 2020, the number of online literature users in China has reached 455 million, and the number of mobile network literature users has reached 453 million, accounting for 50.5% of mobile Internet users[2]. The huge number of works poses a severe challenge to traditional literary criticism, and it is necessary to “use necessary technical means to solve the limitation of manual reading”[3]. From August 17 to 21, 2019, the Chinese Writers Association Network Literature Center hosted the first “Network Literature Theory Critic Backbone Training Course” to discuss the mission, current situation, standards, and status of network literature criticism[4].

2 RESEARCH SIGNIFICANCE

This article draws on the research methods of big data, summarizes the relevant papers in the past three years, and forms a list of different high-frequency vocabulary through software analysis, thereby obtaining the research trend of network literary criticism in the past three years. The research method in this article overcomes the shortcomings of the traditional literary research method of manual text reading, and can obtain relevant keywords of the research trend in a short period of time. It is more detailed and more persuasive than studying the number of hot articles from a macro perspective[5]. It can open up new research ideas for the study of Chinese network literary criticism.

3 RESEARCH CONTENT

In CNKI[6], we searched the keywords “online literary

criticism” or “online literary criticism” and set the publication time, obtained all publicly published papers in the past three years. After downloading, sorting and converting into text data, then we extracted the content of the thesis body to form the thesis body text database. Through software analysis, a high-frequency vocabulary list of the past three years has been formed. Finally, the high-frequency vocabulary list is sorted and analyzed to form a difference high-frequency vocabulary list. The analysis of the annual differences of high-frequency vocabulary forms the main research content of this article.

4 ANALYSIS OF DIFFERENT HIGH-FREQUENCY VOCABULARY [1]

On the basis of the annual high-frequency vocabulary extraction, the top 150 different high-frequency vocabularies are counted and sorted, and the different high-frequency vocabulary list of the past three years is obtained, as shown in the following table 1:

Analyzing the above table, we can get the following knowledge:

4.1 The total number of different high-frequency vocabularies from 2017 to 2019 were 31, 25, and 35 respectively, indicating that the biggest change in network literary criticism was in 2019.

4.2 In terms of the total number of word frequencies, 2017-2019 were 1126, 1010, and 2037 respectively, indicating that the development speed of network literary criticism has increased significantly in 2019, and the attention of academic circles has increased largely. [2]

4.3 It can be seen from the high-frequency vocabulary list of 2017 that the new research hotspots of this year focused on the construction of the paradigm of literary criticism of network literary works and the aspect of overseas dissemination, with the keywords “network literary works”, “literary criticism” and “conscious”, “essence”, “reflection”, “responsibility” and “overseas” are all related to it. [3]

4.4 It can be seen from the high-frequency vocabulary list of 2018 that the new research hotspots of this year focused on the comments of specific network literature works and the interpretation of audience psychology, the names of multiple online literature works, and the keywords of “web text”, “book review”, “audience”, “demand” are closely related to it. It is worth noting that in 2018, the academic community began to pay attention to the collection and analysis of network literature data.

4.5 It can be seen from the high-frequency vocabulary

table of differences in 2019 that the new research hotspots of this year focused on the study of network literary criticism styles and strengthening the guiding role of network literary criticism. The relevant keywords “critical style”, “network literary criticism style”, “new era” and so on all show that the academic circles are paying more and more attention to the construction of the network literary criticism system, and it is an important responsibility of the academic circles to actively promote the creation of current network literary works. In the 2019 different high-

frequency vocabulary list, there are many keywords with political connotation, such as “Marxism”, “Chinese Writers Association”, “Socialism”, “writers association”, “academicism” and other keywords account for a relatively high proportion. It is worth noting that “science fiction” and “folk literature” entered the field of academic criticism for the first time, indicating that the horizon of academic criticism is expanding, and there is a development trend of interdisciplinary research. [4]

Table 1 Different High-frequency Vocabulary List of Paper Text from 2017-2019

Year	2017	2018	2019
NO.	High-frequency Words	Word Frequency	High-frequency Words
1	network literary works	83	Ming Dynasty
2	literary criticism	65	web text
3	ontology	61	book review
4	hypertext	56	humanities
5	scale	54	silkworm cocoons
6	knowledge	41	real
7	conscious	39	symbol
8	online	38	occupation
9	essence	37	vision
10	reflection	35	audience
11	virtual	35	game
12	objective	34	bright moon
13	responsibility	34	demand
14	overseas	32	mortal
15	master's degree	32	traverse
16	bachelor of science	32	psychological
17	connotation	31	interpretation
18	postmodern	30	origin
19	theory	30	element
20	Shandong Technology University	29	expert
21	profound	29	interactive
22	Chinese	29	data
23	critic	28	film and television
24	native	28	carrier
25	electronic	27	industry
26	professor	27	
27	feeling	26	
28	link	26	
29	economic	26	
30	student	26	
31	pay attention to	26	
32			
33			
34			
35			

5 RESEARCH CONCLUSIONS

5.1 In the past three years of network literary criticism, the development of network literary criticism was slightly slow in 2018, but the development of network literary criticism in 2019 was faster.

5.2 The research trends of network literary criticism in the past three years are: from the construction of the paradigm of literary criticism of network literary works, the study of overseas communication to the review of specific network literary works, the interpretation of audience psychology, to the study of the style of network literary criticism, and the strengthening of the guiding role of network literary

criticism.

5.3 The research horizons of network literary criticism continue to expand, new research hotspots continue to emerge, and the research on the main role of network literary criticism is continuously strengthened, reflecting the continuous deepening of the research on network literary criticism.

5.4 In the past three years, network literary criticism has developed an interdisciplinary research trend. In 2017, there was research on the dissemination methods and economic effects of network literature; in 2018, cross-border research on network literature and games, film and television industries was enhanced, and data

analysis of network literature works was in the ascendant; in 2019, network literature and science fiction, folk literature, philosophy, science, new literature and other fields of interdisciplinary research was more abundant. [5]

To sum up, in the past three years, the research of network literary criticism has continued to deepen, interdisciplinary research has continued to expand, and more emphasis has been placed on the value and role of network literary criticism. The overall trend has shown a rapid upward trend. Therefore, we have reason to believe that Chinese the future of network literary criticism will be more prosperous, and its prospects will be better. [6]

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Origin and Development of Markedness Theory from Gender Language Perspective

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Abstract: In recent years, Markedness Theory has been studied by many scholars. However, few researches have been paid attention to it systematically. Mainly for the above reasons, combined with qualitative research methods, the current thesis aims at the origin, development and criteria of markedness explores the usage of Markedness Theory in Gender Language Study and the connection between the three elements. **Keywords:** Markedness Theory; origin; development; criteria of markedness.

1. ORIGIN OF MARKEDNESS THEORY

The linguistic phenomena of markedness come to dissymmetry of linguistic phenomena. For example, the letter “book”, its plural form of “books” is marked for adding -s and singular form “book” is unmarked. Generally, speak that plural form of noun is marked and singular form of nouns is unmarked. So the theory which refers to distributive dissymmetry of linguistic phenomena is named as Markedness theory in structuralism linguistics.

Concept of markedness originates from Trubetzkoy of Prague School and R. Jakobson. Their thoughts differ. Markedness serves to analyze the opposition of distinctive features in phonological system by Trubetzkoy[1]. His points summarize as 3 following types: (a) privative opposition, (b) gradual opposition, (3) equipollent opposition. In privative opposition, one member of a contrastive pair is characterized by the presence of a certain feature, the other by its absence: aspiration vs. lack of aspiration as between /p/ and /b/. Gradual opposition occurs when sounds is characteristic common with a gradual difference. For instance, English /i/-/e/-/æ/ contrast for gradual different shapes of mouth as one speaks. As for equipollent opposition, each contrasts with distinguishable character. Then, member with a certain feature in privative opposition is thought of as marked phoneme, while the other two types have a great impact on the development of markedness theory. In short, traditional markedness is characterized by the presence of a certain feature in form and inneutralisability in distribution, while unmarked term is characterized by absence of a certain feature in form and neutralisability in distribution.

Afterwards, Jakobson[2] further developed Trubetzkoy’s phonological theory by proposing binary opposition, in which members of a contrastive pair are termed as [+feature] and [-feature]. His great contribution is adopting markedness into morphology.

Unmarked members without certain features are larger in quantity, more frequently used. It is unmarked sounds that position on neutralization. Like /p/-/b/ opposition, either appearing after letter s- speaks as /p/ for its neutral value. In morphology, unmarked member has a broader meaning than marked one and it presents certain feature of marked one.

Composition between unmarkedness and markedness is available in every level of language study. Besides morphology and phonology, markedness theory stretches to syntax as opposition between active and passive and opposition between affirmative and negative. In semantics, such as “heavy” and “light”, “deep” and “swallow” is composition of markedness. In pragmatic, response an acquaintance with hello is unmarked, while silence is marked. Markedness is characterized as universal in language study.

Besides universal, another feature on markedness phenomenon is consistency. Unmarked member would present a feature and consistent it in every aspect. For example, “big” which is opposite with “small” is unmarked in semantics; it is still unmarked in syntax and pragmatics.

2. DEVELOPMENT OF THE RESEARCH ON MARKEDNESS THEORY

Traditional markedness theory is binary, but as a matter of fact there are more than two members in a grammar field. Take number as an example. There is dual and trial besides plural and singular number form. They are relatively gradual as singular > plural > dual > trial. “>” shows markedness increase in degree. Plural form is marked when it comes to singular one, but it is the unmarked one when it comes to dual and trial. Their feature as markedness is determined by the degree they represent. It is further development of gradual opposition proposed by Trubetzkoy [1].

Another modal of markedness theory is relevancy among several ranges rather than one. Take number as an example, traditionally singular noun is unmarked and plural form is marked. As for collective noun, “chocolate”, its plural form is unmarked when opposite with the singular one “a bar of chocolate” as marked. Generally, speak; in the range of noun, individual noun contrasting with collective noun is unmarked; in the range of number singular one contrasting with plural one is unmarked.

As theory of markedness stretches among various ranges, it spaces the development in each level of linguistic.

3. CRITERIA OF MARKEDNESS

A criterion of markedness is critical in judging the markedness and unmarkedness and it is fully developed in each level of language study.

American linguist Newmeyer pointed out that the criteria put forward by Prague School is syntagmatic complexity, paradigmatic complexity and distribution. Croft summarized previous typical 13 criteria into four: (1) structural criteria; markedness element is more complex in structural. Original form of an adjective is unmarked while it is marked after adding -er. (2) Behavioral criteria; in terms of syntax, the consisting member of unmarkedness is more than marked one, such as unmarked singular genetic "he, she, it". But the marked plural form is only one - they. In terms of distribution, unmarked one appears more frequently in different context; (3) frequency criteria; unmarked one used more or as the same as the marked one. (4) neutral value. In a neutral context, only can unmarked element serves as neutral rather than marked element. However, the criteria are problematic as semantics was not considered.

The outstanding researcher is English linguist Lyons [3] who mainly distinguished summarized previous criteria into 3 considering more comprehensively: (1) formal marking. Lexical term is unmarked by the absence of a certain feature as "host", while marked by the presence of an additional morpheme as "hostess". Words being derivation and inflectional is typically judged as marked one contrasted with its original form. Derivation is the formation of a new word or inflectable stem from another word or stem. It typically occurs by the addition of an affix. Inflection is variation in the form of a word, typically by means of an affix, that expresses a grammatical contrast which is obligatory for the stem's word class in some given grammatical context. (2) Distributive marking. It is associated to the range of distribution of contrastive lexical terms. As in the sentence "Great man thinks alike", man here contains both female and male. However, man is used to regard to all human beings while women cannot. Theory of markedness is referred generally as distributive dissymmetry of linguistic phenomena which is the same with criteria of complexity in form. These two criteria overlap each other, in other words, more complex in form, less frequently distributed; less complex in form, more frequently distributed. (3) Semantic markedness. Marked lexical term is more specific than corresponding unmarked one in meaning. For example, cock and hen, hen can be named as female cock while male hen is not available. It was also mentioned by Lyons[3] that formal marking is separate from distributive marking, distributive marking relies semantic markedness on many occasions.

4. THE USE OF MARKEDNESS THEORY IN GENDER LANGUAGE STUDY

Gender discrimination has been one of the focal points for the whole society and it has a close relationship with markedness theory. Plenty of essays mainly focus on gender discrimination study from markedness viewpoint. Generally, there are three levels of the researches. One is focus on lexical discrimination from the whole Register of English (e.g., Ran Mingzhi[4]; Zeng Yan[6]); comparative dissymmetry study between English and Chinese or English and French is conducted (e.g., Shi Limei[5]; Zhou Fengjuan[7]); Gender dissymmetry of appellation in Chinese is discussed.

Scholars mentioned above agreed that gender discrimination was inspired by women's liberation moments raised in 1960s. In a feminist's view, the society is constructed with a male's discrimination against female. Asymmetry in representing gender is a manifestation of the social phenomenon. For instance, feminine nouns rooted on masculine nouns are marked ones, which is more complex in structure. Take "host-hostess, master-mistress," as example. This implies ideologies that man place in dominance status and women are in subordinate status in language process. Man share more power in every social field. language and ideology is dialectical. In the present study, I concern on relationship between the most frequencies words in gender discourses and ideology both from markedness theory and CDA. The two theories both related to power, ideology and scans for the gendered linguistic features, and method in both will help to answer the debate on power distribution in women and men.

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On Internationalization of Higher Education

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Abstract: With the rapid development of the composite national strength and competitiveness, internationalization for higher education in colleges and universities has been more and more important. To many schools, internationalization has become one of the most important development strategies. As a significant part in cooperation with the outside world, foreign affairs department must take it into deep consideration that what can be done to catch the instant while valuable international opportunities.

KeyWords: Internationalization; Foreign Affairs; Cooperation; Opportunities

1. CONTENT AND CHARACTERISTICS OF FOREIGN AFFAIRS IN COLLEGES AND UNIVERSITIES UNDER NEW CIRCUMSTANCES

Nowadays, more interchange activities and deeper opening-up have become popular for modern higher education. Cooperation between colleges and universities in and out of China broadens the students' horizon, inspires the students' learning, and furthers their study. What's more, colleges and universities make good for deficiency during the cooperation and learn from each other.

Facing such new opportunities and challenges, foreign affairs department must take a more pivotal role and thus a greater power and greater responsibility should also be required.

1.1 For Foreign Teachers

Inviting well-educated and sophisticated foreign teachers with high academic qualifications to China to cooperate is a vital step to education internationalization and opening for colleges and universities, which can also strengthen the national competitiveness. As a crucial index, the number of well-educated and sophisticated foreign teachers with high academic qualifications is of great importance to speed up the internationalization, push the renovation of higher education, and promote the quality of education and scientific research.

We can learn a lot about our advantages and disadvantages by academic research with these well-educated and sophisticated foreign teachers, as well as the academic development of developed countries, so that we can stay up-to-date on academic. At the meantime, we can create more opportunities of the international talented coming to China through the further exchange on education.

To those who have come to China working and exchanging, we need to offer great assistance in working and life, and guarantee they can adapt in the new life as soon as possible and make them feel at home. Both international rules and Chinese rules

should be obeyed and respect should be fully showed when communicating with foreign teachers. If one needs to sign the contract with foreign teachers, one must list details as salary, life guarantee, safety, benefits, and risks and so on clearly and correctly on the contract after negotiating with them, which can prevent both Chinese and foreign teachers from some undiscovered problems.

1.2 Academic visit & Business visit

The era of acting blindly has passed away, and colleges and universities should follow the international tendency to open mind and learn from each other. To an outstanding teacher, international vision and experience are necessary; while to a college or university in the process of internationalization, learning advanced experience in international education and talent cultivation is of great importance. Academic visit or business visit can be one of the channels to reach the goal of both international education and international talent cultivation.

Teachers can go academic visit, including international meetings, further study and cooperate with the foreign professors, communicating, exchanging, and studying on some programs and researches. Administrative staff can go business visit to learn some advanced experience on management style, ideas and policies and so on to improve the comprehensive ability, administrative capacity, etc.. Meanwhile, by academic visit or business visit, cooperation with other colleges or universities can be enhanced or improved, which may create more opportunities for our students and teachers on further study, so as to help our colleges or universities or even our country go further on internationalization.

1.3 Sino-foreign cooperative education

Nowadays, more and more colleges and universities tend to cooperate with colleges or universities from America, France, Korea, Swiss and some other countries. Co-education requires students possess both the language proficiency and professional competence, and they have to learn, judge and process at international angle to improve their ability of thinking from all-round and multi-dimension. By education resource sharing and learning from each other on education idea, management mode and advanced experience, co-education could push national colleges and universities to develop with international standard and improve the international reputation.

1.4 International students in China and Chinese students abroad

It is one of the key parts for international education that international students come to China to study and Chinese students study abroad, which could enrich the

school culture, improve students' communication skill with foreigners, spread the information nationwide and boost the school's publicity. Whatever the international students come to our country or our students go abroad, safety is one of the most important issues to take into consideration.

Recently, more and more international students choose to study in China. China's education department sets various kinds of scholarship to attract international students, improve students' living standard, make international students feel at home and create opportunities for students to communicate with Chinese students. Students can experience different culture, exchange with students from other countries, deepen their cognition of the professional knowledge and expand the cooperation between themselves and even two schools.

1.5 Diplomatic visits between international universities

Senior leaders like presidents, deans or directors etc. like to visit universities of other countries to exchange on behalf of their own school. The reception quality of such visits plays a vital role in the cooperation, which is also a represent of the school and even our country. Both schools can learn from each other during the visit. When the seniors come from other countries, such reception is really a matter, and during which one needs to be professional, obey the national rules and respect the international custom as well. A high-quality reception shows great respect to the coming seniors, and it should be characterized by the school features and display the advantages and superiorities, which can promote the cooperation between two schools in the meantime.

When we seniors go visit international schools, learn the manners of other country, obey the international laws, and do as the Roman's do. One can bring some representative presents to show the friendship. Discuss the cooperation details with them, care about our students studying in their school, and say Thank you to them for their warm reception.

2. THOUGHTS ON FOREIGN FAIRS OF HIGHER EDUCATION

2.1 Widely promote international exchanges and cooperation

Foreign affairs department in colleges and universities is the main strength to implement the internationalization strategy. It should actively chase more excellent and better international opportunities, follow international policies, and expand exchanging channels. A proper standard should be set in the process of looking for a great partner institution according to various index such as the school ranking, subject, major and so on.

2.2 Improve professional competence

The professional competence of the staff in foreign affairs department have a big impact on the internationalization. First, as a professional administrator working for the internationalization of a

International Journal of Education and Management college or university, one should has a good command on one second foreign language, especially English, on listening, reading, speaking and writing. Language is the bridge for communication. A good command of language can shorten the distance in human relations. Second, as a professional administrator working for the internationalization of a college or university, one should be international too, which means one should know what is happening in the world, what the new policy is, what their custom is, what do they like or dislike, and what their strength and weakness are, etc.. Third, as a professional administrator working for the internationalization of a college or university, one should keep our national political consciousness and laws in mind firmly. What we do, what we can do and what we are forbidden to do should be borne in mind. Last but not the least, as a professional administrator working for the internationalization of a college or university, one should know what they do very well. For example, one who are responsible for the foreign teachers in working visa must understand the policy; one who are responsible for the reception must know the policy and some standard in traveling, board and lodging and so on.; one who are responsible for the students and teachers going academic visits should know the policy and problems may be caused during their stay outside.

2.3 Exchanging with other foreign affairs departments of other school

Besides improving the professional competence, administrators of the foreign affairs departments needs to visit other school and exchange on experience, measures, and suggestions, during which good opportunities may be discovered, potential collaboration may be established, educational philosophy may be updated, and creativity ability may be approved.

3. CONCLUSION

Internationalization is of great importance for higher education. Opportunities for collaboration and cooperation should be discovered and caught, education ideology and teaching mode should be updated. According to the current education situation, we administrators of foreign affairs department must keep study to improve the professional competence to guarantee the smooth and bright process of internationalization.

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Probe into the Teaching Belief of Mathematics Normal Students

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Abstract: This paper conducts a questionnaire survey on the status quo of normal students' teaching beliefs, designing a questionnaire survey in four dimensions, including the concept of the essence of mathematics, mathematics teaching, mathematics learning, and teaching evaluation. The results show that the teaching beliefs of students who are willing to be teachers are significantly higher than those of students who are unwilling to be teachers. Based on this, the suggestions to improve mathematics teaching beliefs are put forward.

Keywords: Mathematics Teaching; Mathematics Learning; Teaching Belief

1. TEACHING BELIEFS

Since the 1970s, beliefs have been gradually promoted in the educational circles, and have even been regarded as the most valuable psychological concepts in teacher education. With this as a background, since the end of the 20th century, the research on teachers has been evasive, and gradually penetrated from the explicit behavior to the teaching belief hidden deep in the teacher's heart. Researchers have found that teachers' perceptions, judgments, and their behaviors, attitudes, and value choices in the classroom are gradually formed, under the influence of teaching beliefs. Teachers will interpret teaching situations, solve teaching problems, and choose teaching strategies based on their beliefs, give teaching meaning and achieve teaching goals. After decades of research, teaching belief has developed into a valuable, measurable, and improved important observation index that can predict teachers' teaching behavior, and has gradually developed into a hot topic in the field of teacher professional development and educational psychology. In the field of mathematics education, there are very few people who put teachers and students together to study teaching beliefs. Mathematics teaching is the process of students experiencing the construction of mathematical knowledge.[1] The purpose of mathematics teaching is to help students improve their mathematical thinking and mathematical problem-solving abilities. Teaching belief is that in the teaching situation and teaching process of individual teachers, it is not only a concentrated reflection of people's understanding of the internal laws of teaching and learning activities, but also people's views and basic attitudes towards teaching activities, and their attitude towards students, teachers themselves, teaching materials, the view and

psychological tendency held by the views of teaching methods, teaching evaluation and learning environment. [1]

2. RESEARCH PROCESS

In the study, a teacher's college was selected, and students from freshmen's college in mathematics and applied mathematics were randomly selected as the research objects. A total of 300 questionnaires were distributed. The details are as follows.

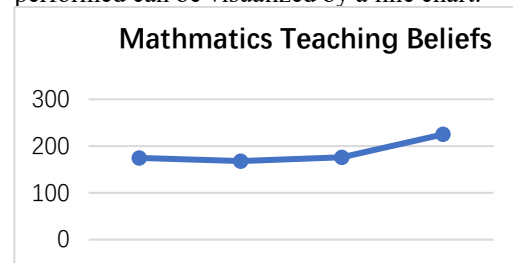
From the sample of random inspection, girls account for a larger proportion than boys, with boys accounting for 30% and girls accounting for 70%. This also reflects the fact that there are more girls in normal universities.

It can be seen from the sample that the proportion of students from normal universities who want to be teachers after graduation is still relatively large.[2] Among the 300 subjects, 168 students want to be teachers, accounting for 56.00% and 13.33%. Students are unwilling to be teachers, and 30.66% are uncertain. This also reflects that more than half of the students are willing to be teachers. [2]

3. RESULT ANALYSIS

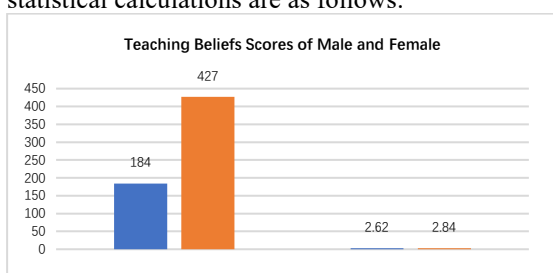
The scale of mathematics teaching beliefs of normal students is divided into four dimensions: mathematics knowledge, mathematics learning, mathematics teaching, and the connection between mathematics teaching and learning. The following is a general analysis of the statistical status of teaching beliefs.

For the beliefs of different grades of mathematics teaching, the scores of freshman to senior students in this dimension are obtained, and the statistical analysis performed can be visualized by a line chart.



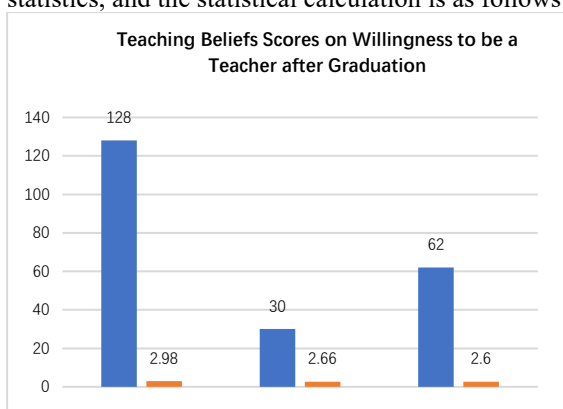
It can be seen from the figure that the teaching beliefs of freshman are slightly higher. Sophomores to seniors have different views on mathematics teaching beliefs every year. As the grade increases, they tend to be consistent with more modern teaching beliefs. [3] Freshman's beliefs are higher, and they may be full of yearning and longing for the university. However, the sophomore year has a trough, and the gap between

high expectations and reality creates temporary frustration. Then with the study of university courses, it is open to normal students. My vision has increased my knowledge, and a half semester's education practice in the last year of a college has the opportunity to take the stage and class in person for the practical activities of teaching, reflect while in class, and add the guidance of the instructor. I also have new insights. Therefore, his teaching beliefs have also improved. Regarding the teaching beliefs from students of different genders, due to the imbalance between male and female teachers in mathematics and the large proportion of female students, there are obviously many loopholes in the statistics of scores alone, so the scores obtained can only be counted as averages. The statistical calculations are as follows:



Since the data is clear at a glance, $2.62 < 2.84$, so the overall level of girls is still higher than that of boys. There may be many reasons for this. For example, girls are more proactive in learning than boys, with a more correct attitude, and will love the career of teachers more. It is also possible that girls are more perceptual, love learning, considerate, and have more ideas about their future career. [4]

A statistical analysis of students who are willing to be teachers after graduation is carried out. Because of their different career plans, the number of people who will be engaged in the teaching profession in the future will be different, so the average score is used for statistics, and the statistical calculation is as follows:



From the statistical results described, the teaching belief of being a teacher after graduation is significantly higher than the belief of being uncertain and not being a teacher, and the score of being an uncertain teacher is slightly higher than that of not being a teacher.

It can be concluded that students who are willing to be teachers are more motivated to learn in the university. For the courses, the degree of mastery of mathematics and pedagogy will be better. On the contrary, other people will have a little grasp of knowledge.

4. SUGGESTIONS

The formation of students' teaching beliefs is not only related to teachers' teaching methods, teaching viewpoints, and teaching attitudes, but also to various factors of the students themselves. Based on the analysis of the results, the following four aspects are given to make specific suggestions.

The first is to improve personal moral accomplishment. Accomplishment refers to a person's theory, knowledge, art, thought and other aspects of a certain level, and usually also reflects a person's comprehensive ability and quality. Good accomplishment can best reflect a person's taste and value. Only a person with high personal accomplishment can have the most personality and personality charm. Today, market economy pushes everyone to the market, and interest driven increasingly affects the relationship between people. Nevertheless, it is still very important that non utilitarian factors are establishing health and harmonious interpersonal relationship. A person's optimism in the face of setbacks, emotional control ability, understanding of other people's emotional ability and communication ability are important contents of self-cultivation. It plays an important role in deepening communication and improving personality charm. With the development of the new curriculum reform in China, more and more attention has been paid to the moral cultivation of teachers. The ideological and moral education of normal students plays a guiding role, which determines the direction, attitude and behavior of future education and teaching activities.

The second is role positioning. As a normal student, future prospective teachers should clearly do a good job in role positioning, regard themselves as a people's teacher, learn more education and teaching methods courses in school, add interesting and meaningful teaching links, and make the classroom full of enthusiasm and vitality. The new curriculum requires teachers to change in place, decently, give up the dignity of teachers, and become the organizers, guides, cooperators, and motivators of students' effective learning. Teachers and students build a democratic, equal, and harmonious dialogue relationship. The relationship between teachers and students is democratic, equal, and harmonious, which is the guarantee to carry out teaching easily. Teaching interaction is often realized in the dialogue atmosphere of democracy, equality, and harmony. Teachers should not be superior, but should lower their age and identity and maintain a young mentality.

The third is to select excellent teachers. It can help students distinguish the connections between various

mathematics subjects, and do a good job in the connection between primary and secondary school and university mathematics, to facilitate more systematic transfer of knowledge and stimulate students' curiosity and desire for exploration. Schools can also hire teachers from the front of education undertaking to give lectures. In terms of methods, the evaluation of excellent teachers should be a professional job, and voting methods must be eliminated. There must be clear standards, and evaluation must be emphasized. Evaluation instructions must be changed. The utilitarian rather than fair practice of "I agree to vote for you, you will be excellent; I do not agree to vote for you, you will never think of being excellent." Schools also can introduce professional evaluation institutions, which are responsible for formulating scientific and reasonable evaluation standards, professional evaluation procedures and evaluation instructions for excellent teachers, and evaluate truly excellent teachers. [5]

The four is the construction of school culture. It is also an important aspect. School builders should play an active role in the material culture of the school. The core of school culture is the school's spiritual culture. A good spiritual culture can create a healthy and progressive atmosphere, mobilize students' beliefs in education and teaching, regulate student behavior.

What's more important is to increase the professional sense of teachers' role, let normal students love this industry, identify their future career, and enhance the comprehensive competitiveness of the school. [5]

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Analysis on the Characteristics and Development of Internet Literature

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Abstract: Internet literature is a new style of literature produced with the development of information technology, which has a certain influence on the Internet. Moreover, with the current improvement of information technology, online literature is penetrating the lives of the people with its unique advantages, becoming a new force in Chinese literature. Therefore, studying the basic characteristics and future development trends of network literature can deeply grasp the characteristics of network literature and face up to its existence value, to leave a good development space for it and broaden the way of literature dissemination.

Keywords: Internet literature; characteristics; development trend

1. INTRODUCTION

Network literature is literature spread through the network, and there is no clear definition of the scope of content. In the 21st century, most people have seen TV series or movies adapted from online literature. It can be said that online literature has penetrated the lives of the general public and has become a new cultural phenomenon. Internet literature is not only very popular in China, but also highly sought after abroad, such as Southeast Asia, Europe and the United States, and other countries like it. Therefore, studying the development of online literature helps promote its development in a larger field.

2. BASIC CHARACTERISTICS OF ONLINE LITERATURE

Calculated from time, online literature firstly originated in the West. It was earlier called computer literature, or bit literature, with a clear network atmosphere. By 1996, the "Internet Literature Controversy" column specifically clarified the term "Internet Literature". After that, with the development of information technology, the form of network literature has become increasingly rich. Various kinds of network prose, network poetry and network novels are gradually popular, which makes the network literature form a unique creative characteristic, and then occupies a place in Chinese literature.[1]

2.1 Freedom of creation

Online literature has obvious characteristics of freedom in its creation, which mainly depends on the freedom of network platforms. If the author has the desire and ability to create, he can create and publish his own works on the Internet and become a unique literary creator. According to the latest data from the

China Internet Center, as of June 2019, the number of online literature authors registered on major websites has exceeded 10 million, and the number of online literature users has reached 450 million, an increase of 53% year-on-year. This rapid growth model makes people speechless. There are fewer restrictions on online literature. This freedom greatly increases the desire of online authors to create. Netizens can publish literary works as they please to express their emotions or relieve pressure. In addition, the freedom of online literature creation is also reflected in the freedom of the author and the freedom of creative content. The author of online literature is not limited by age, education, or background, as long as the content of creation can be recognized by the public, and the content of creation is not limited by subject matter, the type and length, as long as it conforms to the core socialist values and is welcomed by readers, this fully gives the author the greatest freedom within a certain range.

2.2 Novel text

Nowadays, Chinese Internet literature texts are different from Western hypertext literature. Western hypertext literature is a literary experiment based on the mapping of network technology and network symbols in the field of literature. On the other hand, Chinese Internet text is a popular type of literature, which has the characteristics of novel structure and novel language. Internet literature is different from paper literature. It can use information software to add hypertext links such as pictures, videos, and web pages to the work. Users can click on the link to enter the comment area and participate in interaction. In addition, the language in online literature is more novel than traditional literary language. For example, there are many popular online language and digital homophony in online literature, which will refresh people and stimulate reading interest.[2]

2.3 Diversified transmission channels

The most obvious feature of network literature is network communication. With the development of information technology, the speed of network communication continues to accelerate, making network literature possible to spread across borders and across countries, and it is no longer limited to network communication. Related literature and art and book workers have also adapted it into TV, movies, and animation. And offline physical books and other art forms to meet the needs of different people. In addition, online literary works can also be

disseminated through audio. For example, software such as “Lanrentingshu” and “iReadertingshu” can help the public understand online literature more conveniently. Such a rich communication channel broadens the development scope of online literature and makes it gradually Known by more people.

3. DEVELOPMENT TREND OF INTERNET LITERATURE

Although the development of Chinese online literature has made remarkable achievements and has formed its development characteristics, there are still many problems in the development of online literature, such as the uneven quality of online literature works, the lack of critical views of readers on the work, and the relatively single development of online literature. These problems have led to the unscrupulous content of some online literature creation, no bottom line or margin, lack of in-depth artistic value and literary value, and even evolved into a literary snack. If these problems can develop, the creation of online literature will remain at a shallow level, and it will not be able to broaden the scope of depth and breadth. Based on this, the government and relevant network management departments need to strengthen network supervision, strictly control the quality of network literature, and actively expand the field of network literature development, explore the development of industrial linkages, and guide the development of network literature in a healthy and sustainable direction.[3]

3.1 To strengthen the quality control of online literary works

Due to the characteristics of freedom of creation, online literary works are prone to problems of poor quality, which affect the ideological values of readers. Therefore, it is necessary for relevant departments to strengthen the quality control of online literary works and strengthen the supervision mechanism of online literary works. First of all, relevant departments can establish a complete online literature supervision system, review each uploaded online literature work again, require the author to delete or modify inappropriate comments or opinions, and implement follow-ups for each work, or supervise and add a reporting method to each chapter of the work to monitor the content of the work. Secondly, relevant departments also need to strictly review the education level, writing experience and other related materials provided by online literature authors, and an information review department can be established to provide guarantees for the quality and safety of online literature works.

3.2 To increase the criticism of online literature

The leading force in the development of network literature is the network platform. Online literature platforms should advocate industry self-discipline, increase online literary criticism, adhere to the socialist core values as the evaluation criteria for online literature supervision and criticism, insist on

infiltrating the spirit of innovation in the creation of works, and ensure that online literature is innovative in content and quality. The characteristics of being full of emotion and positive energy are exported to the public. Specifically, relevant departments need to improve the measures of online literary criticism. For the creation of the world, the setting of the story, and the scale of description in the work, implicit criticism can be used. That is, after the relevant departments have intelligently scanned the work, if there is an inappropriate content theme or value stand in the work, it will communicate with the author in private, and order it to be corrected or amended; professionals in the industry can also be hired to conduct public review and criticism of online literary works, and critics are encouraged to publish critical remarks on WeChat, Weibo, and websites, thereby building a style of online literary criticism.[4]

3.3 To explore the possibility of industry linkage

Chinese online literature works are not only enthusiastically welcomed by the public in China, but also extremely popular in Southeast Asia and other countries. In this regard, relevant management departments can use this prospective advantage to seek a cross-regional network literature industry linkage path. Since the development of the online literature industry requires multiple links such as creation, packaging, and promotion, relevant departments can establish cooperative relationships with many companies in the society, and translate excellent online literature works into multiple language versions for publication, animation, or movies with the consent of the author, and promoted to other countries and regions through online operations and offline sales, forming an integrated industrial chain and promoting the development of the online literature industry.

4.CONCLUSION

Nowadays, online literature is attacking at home and abroad at a rapid rate of dissemination, and has gradually become a universal and distinctive culture. In the face of the current low rate of online literature, in addition to strengthening constraints, it is necessary to guide authors to develop in the correct direction of creation and improve the quality of works, to present more and better spiritual food for the public. I believe that with the joint efforts of the general public, the future development prospects of online literature will be broader.

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Research on the Development of Predictive Models for New Coronaviruses

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Abstract: The new coronavirus has seriously threatened human life and health, causing immeasurable losses to human survival and national economy, and the effect of controlling the new coronary epidemic varies from country to country due to differences in the political system and economy. In order to better combat the new crown epidemic, it is necessary to study the development characteristics and laws of the epidemic. Based on the SEIR model, the transmission mechanism of the new coronavirus in susceptible population is established, and the parameters are adjusted according to the characteristics of the average incubation period of the virus, the average infection period and the current stage of development of the national epidemic. Using the Python process, it is proposed to combine the forecast of the number of existing diagnoses in the major global affected countries in both pessimistic and optimistic situations, and then elaborate on them, and finally conduct a sensitivity analysis.

Keywords: SEIR model; Prediction of infectious; disease trends.

1. THE BACKGROUND OF THE PROBLEM

The new coronavirus has severely threatened human life and health, and has caused immeasurable losses to human survival and the national economy. Different countries have different effects of controlling the new crown epidemic due to differences in political systems and economic conditions and other factors. In order to better fight the new crown epidemic, it is necessary to study the development characteristics and laws of the epidemic.

In order to better respond to the development trend of the new crown virus in predicting the epidemic, the SEIR model is introduced to predict the development of the epidemic in various countries in combination with relevant data, and multiple representative countries are specifically selected for prediction and analysis.

2. THE ESTABLISHMENT OF AN OUTBREAK PREDICTION MODEL BASED ON SEIR

2.1. Model preparation.

At present, the new crown virus seriously threatens human health and life, and has caused immeasurable losses to human survival and the national economy. Therefore, in order to better fight the new crown epidemic, it is necessary to predict its future development trend. The SEIR model is infectious The most classic and basic model among disease models

has made a fundamental contribution to the study of infectious diseases. This article will establish a new crown epidemic prediction model based on the SEIR model to predict and analyze major countries.

In order to make the established model more convincing, it is planned to select China, South Korea, Germany, Canada, the United States, and Brazil for predictive analysis, and elaborate on the predictive process of the United States.

2.2. The determination of the basic parameters.

The SEIR model is a transmission model, where S means susceptible persons, E means latent persons, I mean infected persons, and R means evacuated persons. The basic parameters in the SEIR model are specifically divided into susceptible persons (S), Latent population (E), infected population (I), isolated population is cured or dead population (R). By querying relevant data, we can get the flow of people in a certain period in the United States, as shown in Table 1 below.

Table 1 Flow of personnel

Date.	Exposure index.	Proportion of the floating population.
2020.4.5.	0.34.	12%
2020.5.5.	0.58.	32%
2020.6.5.	0.85.	67%

As can be seen from the table above, the May return to work in the United States and the mass demonstrations in June led to an increase in the index of exposure and the proportion of migrants, resulting in worse results.

2.3. The establishment of the SEIR model .

First, regardless of population dynamics such as birth, death, and mobility of the population, the population has always maintained a constant, i.e. $N(t) \equiv K$. Second, once a patient is in contact with the susceptible, it is bound to have a certain degree of infectious power. Assume that the number of susceptible persons that a patient can infect per unit time at t is proportional to the total number of susceptible persons in the environment, s(t), and its propagation mode is shown in Figure 1.

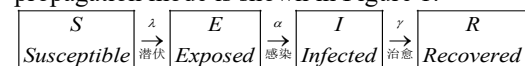


Figure 1 How the new crown virus is transmitted. Lists the sub-equations.

$$\begin{cases} \frac{\partial S(t)}{\partial t} = -\lambda S(t)I(t) \\ \frac{\partial E(t)}{\partial t} = \lambda S(t)I(t) + \alpha E(t) \\ \frac{\partial I(t)}{\partial t} = \alpha E(t) - \gamma I(t) \\ \frac{\partial R(t)}{\partial t} = \gamma I(t) \\ S(t) + E(t) + I(t) + R(t) = 1 \end{cases}$$

It can be seen from the SEIR model that when the previous epidemic situation was not paid attention to, the infected person spread naturally with the basic infection number R_0 ($R_0 = \beta / \gamma$), while considering that when N is much greater than I , $S \approx N$, so in natural situations under:

$$\begin{aligned} I(t) - I(t - 1) &\approx \beta I(t - 1) - \gamma I(t - 1) \\ (I(t)/N)/(I(t - 1)/N) &= I(t)/I(t - 1) \\ &\approx 1 + \beta - \gamma \end{aligned}$$

That is, the proportion of the number of people infected with the new crown in the total number of people increases every day, which can be obtained when β and γ are known. Therefore, assuming that the proportion of COVID-19 infections in the U.S. population is α , the number of COVID-19 infections injected daily from the migration of the U.S. population can be calculated.

In the SEIR model, the parameters to be determined include β , γ , and α . γ can be directly used 1/10 (according to official data, the initial incubation period of the new coronavirus is generally 14 days, the longest is 28 days, and the average is 15 days). Therefore, the actual parameters to be determined are β and α , where β can be transformed into $\beta = R_0 * \gamma$. According to the current research results, the R_0 of new coronary pneumonia is greater than the R_0 of SARS and is estimated to be between 3-7, so some assumptions can be made. When $R_0 = 5$ and $\alpha = 0.002$, the infection situation within a certain period in China is:

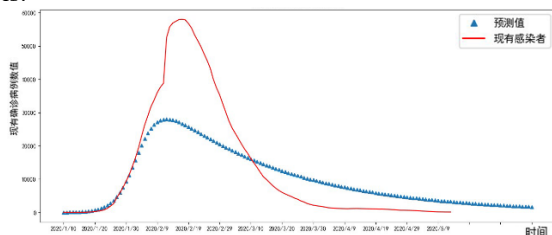


Figure 2 Is based on the SEIR model's prediction of the outbreak of new coronary pneumonia in China.

In order to determine the accurate parameters, by comparing the number of confirmed confirmed cases with the official announcement, we found that the number of confirmed cases of the new crown has a certain delay and concealment in the time period. Based on the average incubation period of 15 days, we reversed the number of confirmed cases announced in the United States by 15 Let's take a look at the comparison curve between the number of infected persons and the number of confirmed cases:

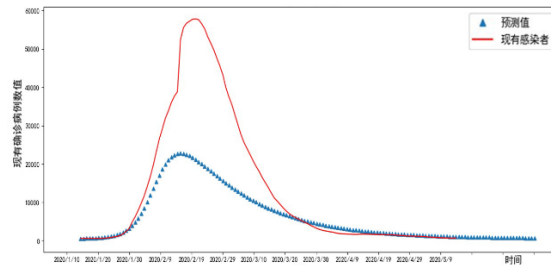


Figure 3 Is based on the SEIR model's prediction of a new coronary pneumonia outbreak in the United States.

2. 4 Outbreak prediction and sensitivity analysis. According to the official data, the σ value and the current R_0 value are determined by combining the daily number of newly infected and confirmed patients in the second and third phases, and the optimization goal is revised to "the number of newly added daily 7 days/standard deviation of the proportion of newly infected persons" is the objective function to minimize. Since each selected category has the same characteristics, we select the more typical countries for mapping.

After obtaining the current R_0 value, we can predict the development of the epidemic and formulate the next control measures according to the situation. Considering the complexity of the actual situation, the actual R_0 value is within the range of $\pm 30\%$ of the reference value, and the calculated R_0 value is used as a reference value, and the discussion is divided into two cases:

Pessimistic assumption: $R_0^{\wedge} = R_0 (1+0.3)$

Optimistic assumption: $R_0^{\wedge} = R_0 (1-0.3)$

Theoretically speaking, if the basic infection number R_0 of a certain virus is greater than 1, it will infect almost all people without prevention and control. Among the two different hypotheses, only the optimistic hypothesis R_0 value is lower than 1. It is particularly important to improve the current situation of the epidemic and strengthen epidemic control.

THE ADVANTAGES AND DISADVANTAGES OF THE MODEL

By comparing the characteristics and trends of epidemic development in different countries, this paper can better reflect the ability of countries to control the epidemic and lay the foundation for future research. However, this paper does not consider the case of "Fuyang" after discharge from the hospital, that is, the patient "false Yin" situation.

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How Picture Books Paly an Imprtant Role in Children's Mathematics Enlightenment Period

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Abstract: Among the numerous picture books, mathematics picture books are of special concern and interest to children. They often get together to guess the pictures and plots in the picture books. They will inadvertently exchange life experiences, mathematical cognition and observation findings with their peers and have active discussions. Mathematics picture books open another window for children's mathematics learning methods.

Keywords: Routine teaching; Mathematical cognition; Teaching experience; Observation

1. THE APPLICATION STATUS OF MATHEMATICAL PICTURE BOOKS IN THE PERIOD OF MATHEMATICAL ENLIGHTENMENT

1.1 Students' cognition of mathematics picture books
Picture books are familiar to students, but math picture books are still new to teachers and students. Some children have not even heard of or read math picture books. Teachers' understanding of mathematics picture books in training is also superficial. Due to the lack of mathematics picture book resources, mathematics picture book reading activities are sometimes difficult to carry out. Mathematics picture book reading conforms to the reading characteristics and thinking characteristics of low-level students. Therefore, taking this study as an opportunity, it is necessary to choose appropriate mathematical picture books to stimulate students' interest and enable students to actively participate in mathematical picture book reading activities.

First, the choice of mathematics picture books is unscientific. Children like math picture books with interesting stories, which is related to the younger age of students. Children think that math picture books are equal to "story books", which is the real reason why they are unfamiliar with math picture books. Therefore, we should not only focus on students' preferences, but also consider the characteristics of mathematics picture books and disciplines. Interest is only one aspect. The key to reading is to improve students' mathematical literacy.[1]

1.2 Mathematics picture book teaching method
Secondly, the teaching method of mathematics picture books is single in price comparison. As we can see, when teachers teach mathematics picture books, they mainly read teachers' model books, which accounts for the vast majority. This teaching method is relatively single. Teachers often tell students their understanding

of mathematics picture books and lack students' personal experience, which violates the principle of picture books guiding students' imagination and ignores students' subjective initiative. Reading is an ability. It should not only arouse students' interest in reading, but also cultivate students' reading ability.

2. THE IMPORTANCE OF PICTURE BOOK READING TO CHILDREN'S DEVELOPMENT

The arrangement of mathematics curriculum for the lower grades of primary schools mainly enables students to master the most basic mathematics knowledge through picture books and exercise compositions. Picture books and exercise compositions are indispensable ways to present knowledge in mathematics teaching for lower grades. The presentation of picture books and exercise compositions of mathematics content in lower grades is directly related to the effect of students' learning mathematics knowledge and the enthusiasm of students in learning mathematics knowledge. Mathematics teaching in lower grades is to let students feel the value of mathematics knowledge intuitively and let students take the initiative to participate in teaching. The presentation of picture books and exercise compositions should make students optimistic and confident in learning and comprehend the infinite charm of mathematical knowledge. In the teaching of picture books and exercise compositions, students' subjectivity and teachers' leading role are reflected.

2.1. Picture books are intuitive and concrete
Picture books and exercise compositions are the most effective way to turn abstract mathematics knowledge into mathematics games that primary school students like and familiar environment for primary school students, and are beneficial to education and teaching. No language description has the reality, image and intuition shown in picture books. The use of picture books and exercise compositions is the most direct and effective way to learn mathematics knowledge in the lower grades of primary schools.

Picture books and exercise compositions can make students' knowledge apply to social life imperceptibly. They guide students to explore mathematical knowledge in social life and at the same time test students' actual gains. For example, primary school students learn numbers in picture book teaching and will count numbers in a familiar environment. Count the number of things, as long as it is the number they have learned. They always want to express themselves

and show their intelligence. As long as our picture books and exercise compositions are well designed, to a certain extent, they will help junior students to develop their imagination and intelligence and tap their own feelings and understanding.

2.2. Picture books can promote students to explore knowledge

We know that what primary school students see on the same picture is not comprehensive. They only saw a part of it, and each student had the same or different expressions and views on what he found. When they put these expressions and opinions together, they all have a kind of harvest of learning from each other's strong points. In the teaching process, we should grasp the relationship between picture books and exercise compositions and students. We should take "student-oriented" and take effective measures in line with students' development to improve the efficiency of primary school mathematics classroom teaching. Teachers show teaching objectives through picture books and exercise compositions, so that students can communicate through cooperation, and teachers and students can integrate the knowledge points exchanged together and make primary school mathematics classes glow with vitality, thus improving teaching quality. In picture books and exercise compositions, our students always like to communicate and discuss with their classmates when they find problems.

3. SUGGESTIONS ON MATHEMATICS PICTURE BOOK EDUCATION IN CHILDREN'S MATHEMATICS ENLIGHTENMENT PERIOD

3.1 Digging up mathematical elements of picture books

The content of picture books is all-encompassing, and each picture book implies certain educational value, such as knowledge and skills, emotional experience, social communication, nature, science, common sense of life and other aspects of connotation. However, not all picture books are suitable for carrying out mathematical activities. Teachers need to dig out the mathematical elements in the picture books on the basis of fully reading the picture books and select the appropriate "points" to carry out mathematical activities.

3.2 Setting Appropriate Activity Objectives

In the mathematical cognition in the scientific field of "Guidelines for Learning and Development of Children Aged 3-6", it is proposed that children aged 4-5 "can use numerals to describe the order and position of things." However, because the pictures in the picture book are arranged horizontally, it is relatively simple for the children in the middle-class next semester. However, in the textbook "i Think" compiled by Teacher Huang Jin, more specific learning and development goals are put forward for children of all ages in mathematics. Among them, the "Use of Numbers" section of "Number Concept and Operation" for children aged 3-4 clearly states:

"indicating the number of objects (within 5) in a row of objects" After weighing and considering, the teacher decided to position the math activity "Travel with Small Feet" on the children in the small class in the next semester who already have a certain number of points.

3.3 Select picture books with correct and clear teaching contents

When selecting picture books, we need to see whether the mathematical content provided by the picture books is correct. Only by providing correct and clear mathematics content can students have no deviation in reading picture books and thinking. For example, "being a good father" implies the concepts of year, month and day in this story, which can help children understand the passage of time. "The Story of Time" contains the concepts of time, minutes and seconds, which can help children understand the characteristics of time. In particular, it depicts the way for one second (for one page they draw closed eyes and for the other page they draw open eyes). We tell the children through the picture that "one second" is the time from when you close your eyes first, then slowly open them, then describe a small matter within one minute. "My Day" introduces the "long needle and short needle" of the clock face through the one-day work experience of 119 firefighters. From the book "Grandpa Buys a Clock", children can understand how to read it for a few minutes. This basic book correctly and clearly expresses the concept of time and can be well combined with the unit of "knowing the time".[2]

3.4 Take mathematical problems as the main line and explore problems

Picture books, with their wonderful story lines, vivid characterization, exquisite emotional rendering and short language description, integrate multiple values so that children can learn from them. However, in the process of using picture books, we should be good at digging up some important information in picture books for teaching. Therefore, when carrying out mathematical activities with picture books as the carrier, we can take mathematical problems as a main line and closely link them with children's real life, so that the relevant activities designed in this way will have significant effects. Similarly, we can take the picture book "Master Jin Buys a Clock" as an example to let children understand the story by knowing the clock. First of all, we will let children intuitively and vividly observe the real wall clock and understand the main structure of the clock. After the children have a certain understanding, they will tell the picture book story to the children so as to arouse their thinking. We will select some contents from the picture books and integrate them into the game, so that the children can experience the one-minute time game. When skipping rope and volleyball, children can feel the passage of time by playing games, thus receiving better results.

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Research on Positive Influence of Contemporary Social Thoughts on Education in Ideology and Politics in Colleges and Universities

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Abstract: One of the main venues for the occurrence and struggle of social thoughts is colleges and universities. The ideology of college students has not yet been finalized and is vulnerable to various ideological and cultural influences. Nowadays, social thoughts in our country are relatively rich, and it affects the education in ideology and politics in colleges and universities to a certain extent. Teachers for education in ideology and politics need to think about how to effectively integrate social thoughts in teaching, so that students can be exposed to excellent ideological culture.

Keywords: Education in ideology and politics; Social thoughts; Teaching

1. POSITIVE INFLUENCE OF SOCIAL THOUGHTS ON THE EDUCATION IN IDEOLOGY AND POLITICS

The culture, politics, history, and economy in our country will be affected by social thoughts, and students will be exposed to knowledge in the fields of culture, politics, history, and economy in their daily study. Students will be affected by social thoughts in the process of exposure to knowledge [1]. That whether the education in ideology and politics in colleges and universities can control the wrong social thoughts will directly affect the cultivation of outstanding socialist successors. Therefore, colleges and universities need to appropriately strengthen the education in ideology and politics.

(1) The ideal and belief of college students can be more firm.

Social thoughts will spread in our society. And it will give feedback on some social hot issues to a certain extent, and promote the analysis of social phenomena to a certain extent, and social problems can be seen more thoroughly. In the process of dissemination of ideas, ideas and concepts of college students can become more mature, so that the way of thinking of college students can be effectively broadened, and students can have a more complete understanding of the individual, the country, the collective and the society, and their thinking style can be more scientific [2]. After students are exposed to different ideas and concepts, they can feel the turbulence behind different social thoughts. During this period, students will think

about the development of national politics and personal destiny, and they can gradually learn to use a critical eye to look at problems, so that students' outlook on the world can be effectively improved.

(2) Students' awareness of social fairness and justice can be raised.

The famous Marxism has a unique concept of freedom and democracy, but the concepts of "freedom" and "democracy" advocated by Western social thoughts are quite different from Marxism. The "view of democracy" and "view of freedom" have their rationality, and there have been many useful discussions in the development of western philosophy. The spread of western social thoughts in our country enables college students to pursue free development and democracy, and enable them to maintain fair and just means when looking at problems, so that students are willing to take the initiative to contact and explore the path of socialist development, and enable students to actively spread the advanced socialist culture [3].

(3) Students' competitive consciousness and enterprising spirit can be promoted.

College students are the hope of society and families, and the society has put forward higher requirements for the development of college students. The two typologies of Western social thoughts are pragmatism and existentialism. Western social thoughts pay particular attention to the realization of individual values, and hold the idea that promoting the improvement of individual self-worth through continuous efforts. It can be said that Western social thoughts have high positive meaning. After students come into contact with Western social thoughts, they can effectively cultivate their spirit to challenge themselves and overcome difficulties when coming into contact with the central idea of hard working and independence in our country [4].

2. STRATEGIES FOR THE DEVELOPMENT OF EDUCATION IN IDEOLOGY AND POLITICS IN UNIVERSITIES UNDER THE INFLUENCE OF SOCIAL THOUGHTS

2.1 To effectively guide social thoughts by theoretical courses for education in ideology and politics

Colleges and universities increase their investment in research on social thoughts. And administrators in colleges also need to make teachers realize the

importance of education courses through training and other methods, and help teachers of ideological and political education learn to effectively analyze social thoughts. Teachers help students to analyze social thoughts, so that students can learn to analyze things rationally, and gradually construct reasonable and correct value judgments, and truly recognize mainstream ideology [5]. At the same time, teachers need to fully consider the key points and difficulties of social thoughts in the teaching process to ensure that the utility value of social thoughts is further improved.

2.2 To reasonably strengthen the establishment of social practice and campus culture

The campus culture incorporates the school's spiritual beliefs, ideas, and ways of thinking. The campus culture will invisibly affect students' thinking, so administrators should appropriately strengthen the construction of campus culture, and actively carry out cultural activities with the features of culture and ideology on campus. During the development of cultural activities, teachers actively answer students' doubts and avoid various bad social thoughts. At the same time, college administrators also need to appropriately strengthen social practice activities, so that students can actively participate in social practice activities, and think about the correctness of social thoughts in social practice activities. The social practice activities carried out by colleges and universities can also make abstract education knowledge of ideology and politics concrete, which can better lead the direction of social thoughts, and help students establish cultural confidence, institutional confidence and theoretical confidence [6].

2.3 To build cyberspace

With the continuous development of network technology, network technology is gradually being applied to all walks of life in society. College students can access more social thoughts through the Internet. In order to ensure the healthy development of students' thoughts, colleges and universities need to create a useful network of ideological and political work team. Members of this team need to pay attention to the ideological dynamics of teachers and students on campus, and guide students to focus on correct social thoughts. At the same time, members of the work team need to innovate the dialogue system, so as to further enhance the improvement effect of Ideological and political education leading social trends. The work team should avoid using the official discourse system in the online environment. Instead, they need to use healthy written language in the online environment, and release positive and positive articles, so that social thoughts can be spread healthily.

3. CONCLUSION

The diversification of social thoughts is the inevitable result of social development. Our country is in the period of social transformation and the golden age of development. The contradictions are prominent. The ideology of college students has been affected to a certain extent. Social thoughts will have a certain impact on the work of education in ideology and politics in colleges and universities. It can be expressed in that social thoughts can strengthen the ideals and beliefs of students, encourage students to raise their own awareness of social fairness and justice, and promote students' sense of competition and enterprising spirit. Under the impact of social thoughts, colleges and universities can lead social thoughts by creating campus culture and social practice activities, and constructing cyberspace, so that social thoughts can have a positive impact on students.

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Are Closed Borders a Source of Domination: An Analysis of Limitations Based on Current Situation

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Abstract: Consociationalism is a theory that proposes that power-sharing institutions engender positive consequences on the associated states' social-economic and political development. Consociationalism's proponents contend that power-sharing promotes political stability, reduces societal conflicts, and provides conditions that allow for proper governance in divided societies. Formal power-sharing institutions support the realization of post-conflict settlements even in multi-ethnic states where they are segmented communities. In addition to supporting post-conflict settlements, power-sharing institutions foster cooperation. The following is thus a comparative analysis of two divided societies, Israel and Northern Ireland, to which the consociational theory applies.

Keywords: Consociationalism; Institutional Stability; Divided Characteristic

1. INTRODUCTION

The specter of "illegal immigrant" is rampant today in many countries, and it has often been used to justify the closing of borders. There is much disagreement regarding what can be termed as fair and just border governance. The issue of whether nations have the authority to reject immigrants regarding freedom and distributive justice is debatable. Carens (2014) argues that passage controls across borders hinder the freedom of movement, which is a human right. According to Lovett (2010), domination can be termed as the threat of interference, which leads to the vulnerability of the exercise of subjective supremacy concerning your status (Pogge, 2004). Closed borders are a source of domination, and they have allowed some nations to be superior. Closed borders should be avoided at all costs since they are bad for development as they lead to economic injustice, limited labor mobility, anarchy, and increased international politics.

2. CLOSED BORDERS AS A CAUSE OF ECONOMIC INJUSTICE

Closed borders can lead to economic injustice through inequalities in asset distribution. In recent times, the distribution of assets has been more skewed in favor of those at the top of the socio-economic ladder. In developing countries, vices such as corruption deny countries a lot of development capital. Open border

keeps the corrupt leaders in check for fear of economic sanctions and closed borders would worsen the situation. The rich also exploit the majority poor because of the scarcity of opportunities. Closed borders close job opportunities, making many households suffer (Prichett, 2006). In most cases, when a nation closes its borders, only the people at the top make significant decisions. Nowhere have the employees, and small entrepreneurs managed to modify the national distribution of assets to their advantage. Consequentially, closed borders lead to closed economies.

With closed borders, there is a limited-circulation of capital. The opportunities and capital flows that accompany investments by foreign firms are limited, and people have to adapt to what is locally available. The increased competition for working opportunities further increases the chances of underemployment and domination. Oligarchs and tycoons who own a majority of the assets are bound to influence decision making countries with closed borders. In distributive justice, people should be entitled to the same opportunities.

3. LIMITED LABOR MOBILITY DUE TO CLOSED BORDERS

Closed borders limit labor mobility. They are used to benefit the rich countries through maintaining their domination over the developing countries. The policies from rich countries are tightening the noose on labor immigrants from emerging countries (Pritchett, 2006). The rich countries offer aid and trade with the developing nations, but they do not open their borders to many immigrants from the developing nations. Small increases in labor flows would benefit the developing country citizens and their countries more than either trade or grants would do. Rather than focusing on what helps emerging nations more, such as increased labor flows, most policies have been almost entirely for improving monetary flows or minimizing the trade barriers of wealthy nations.

It is perceived that increased immigration of unskilled labor will decrease wages and take jobs away from natives, which worsens the income distribution in the receiving nations (Walzer, 1981). However, most of these people move out of necessity. It is possible that rich countries consider development valid only if it occurs in developing countries. Most of the

development agendas in solving global poverty dealt with improving the livelihoods of people if they were only in their countries of birth. It is an odd assessment considering that some of these countries depend on remittances that migrant workers send home to improve the livelihood of their people. If rich countries were concerned about ending global poverty and domination over developing countries, changing policies regarding closed borders would be the first step. It is baffling that the rich countries support the notion that limiting labor mobility is morally acceptable, yet it benefits them. If anything, capital is suitable for development. Restricting the movement of people is bad for growth, and it can only be equated to taking money away from these developing countries. The banks from these rich countries do not "close borders" on capital deposits from these developing countries, but they close borders on people. If anything, accepting deposits from these countries deprives them of development.

4. CLOSED BORDERS AS A SOURCE OF ANARCHY

Domination and authority are the two forms of power under global relations. Domination takes place in anarchism, while authority occurs with order. Closed borders are a source of domination since they have given rise to anarchy rather than hierarchy (Lake, 2017). Domination uses threats and actual reprimands to alter the actions of other nations, and it is characteristically intimidating. By intimidating and punishing non-compliant countries, the superior state makes them comply with its rule and further demands. Unlike domination, authority is legitimate power, and it encourages submission because the minions identify the right to of the other nation to dominate.

Domination has a reliance on physical competences and motivations. Controlling countries may demand others to conform to their rules and threaten to harm them with activities such as nuclear annihilation, funding a local rebellion, commercial sanctions, or the elimination from enjoying fiscal reimbursements offered by involvement in a universal or local agreement (Lake, 2017). A closed border means that there will be no movement of people between different jurisdictions with limited or no exceptions. When a powerful state induces embargos on a poor nation and closes its borders, it means that the lesser country will have to meet several conditions before the borders can be reopened. Closed borders make developing countries vulnerable. In most cases, developing countries do not comply because they should, but it occurs because the threats are maintained. Without closed borders, it would be difficult for powerful states to impose their threats. If anything, people will migrate from the affected regions and live in less impacted areas.

5. INCREASED INTERNATIONAL NEOLIBERAL POLITICS DUE TO CLOSED BORDERS

International politics is always in play, and the need

for security has forced states to be aggressive in their immigrations. While there is no status quo in international systems, the powerful nations seek to maintain their position as the dominant forces (Bean, 2002). The search for global dominance has led to the rise of liberalism. Under liberalism, some liberal philosophers think that some states are ethical and unethical for the international system. While it is true, closed borders hasten the conditions under which a country can be labeled as unethical. For instance, North Korea has been labeled as an immoral state due to its closed borders. Liberal theorists from other states perceive North Korea to be bad because they cannot get into it and possibly use their resources (Posner & Sunstein, 2007). Countries can become 'bad' in an attempt to free themselves from the domination of other superior nations. In the past, policies from closed borders have resulted in invasions that have killed millions of people while displacing others.

One liberalism theory argues that high levels of economic interdependence among states make it highly unlikely for them to fight each other or close borders for their citizens. For instance, the European Union has open borders to the majority of its member states. They are dependent on each other and hence the reason that they maintain open borders. However, if there were independent, would they have the same open borders? I think not, because no state would be independent anyway. Open borders promote extensive economic ties, and countries focus on the accumulation of wealth.

6. CONCLUSION

Closed borders limit the mobility of people, which is against the core principles of liberalism, and therefore, most nations claiming to embrace liberal policies cannot justify closing their borders. People do not possess a birthright to any national territory, and closed borders should not be used to control people. In a global ethical society, entry into any country's territory should be undeniable liberty. Based on the above discussions, it is evident that closed borders are a violation of rights to immigrants since they forcibly interfere with the interests of the migrants in their pursuit of a better life. The intuitional violence imposed by the border controls is unethical because it violates the right to life and liberty of the immigrants. Closed borders also limit the economic efficiency of labor throughout the world. They distort the free labor market and therefore lead to economic inefficiencies. Eliminating closed borders can help to increase global incomes and reduce international wage inequalities. It would also allow for equilibrium in labor, which serves the interests of individual workers, national economies, and the global economy. Disadvantaged workers tend to be exploited through closed borders. Also, no country would invade another country with the knowledge that it will accommodate a significant number of displaced people created by its invasion. For these reasons, closed borders should be eliminated

for a better world.

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A Research Into The Strategy For The Preservation And Inheritance Of Ethnic Minority Languages In The Border Areas Of Wenshan

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Abstract: Wenshan Prefecture is located in the southeast of Yunnan, China, bordering Vietnam. With the continuous development of economy and social progress, the promotion of urban integration and the continuous increase of exchanges, the languages of border ethnic regions will naturally be affected by external languages, causing problems in the protection and inheritance of minority languages. The border area of Wenshan is a multi-lingual, multi-cultural, and multi-ethnic region, while the interior of the prefecture is home to Han, Zhuang, Miao, Yi, and other ethnic groups. Amongst them, the minority population is 2.12 million, accounting for 58.1% of the total population. Under the above background, how to protect and inherit the minority languages of Wenshan's border areas has gradually formed a research topic. After comparison, investigation and analysis, this article puts forward some views on the protection and inheritance of minority languages in this area.

Keywords: WenShan China; minority language; protection and inheritance

1. INTRODUCTION

With the progress and development of the times, the communication between people has become closer. Language is an important tool for communication, and language is an important carrier of culture and information. For most ethnic minority languages, the majority have no written language and are purely an oral inheritance, and with the convening of the World Language Protection Conference and the launch of the "language protection" project, all sectors of society are now paying more and more attention to language protection. However, the investigation, protection, and inheritance of languages in frontier ethnic areas is slightly weak, and the awareness of the protection of minority languages and the meaning of protection are insufficient. In the process of consulting the literature, the author found that on the web (CNKI), there are no papers on the protection and inheritance of minority languages in Wenshan Prefecture, China. After investigation and analysis, the ethnic minority areas of Wenshan in the frontier regions have yet more languages and more branches. At the same time, there are differences in pronunciation and intonation. For example, although some of them are Miao in name, the

way of expression in their language is different, or there is a phenomenon of differentiation. This paper focuses on the analysis of the language state and characteristics of Wenshan's border areas, and tries to put forward methods of protecting and inheriting the minority languages in this area in order to improve the protection consciousness and efficiency of the minority languages, to highlight cultural tolerance and cultural confidence, and to provide some intellectual support.[1]

2. A BRIEF INTRODUCTION TO WENSHAN'S MINORITY LANGUAGES

Wenshan Prefecture is located in the southeast of Yunnan. It is an ethnic minority area dominated by ethnic minorities. There are ten ethnic minorities including Zhuang, Miao, Yi, Yao, Hui, Dai, Buyi, Mongolian, Bai and Gelao. But it is worth noting that the members of same ethnic group often speak different languages. For example, the Zhuang people have the Buyuesha branch (Qiubei, Guangnan, Funing) and Pudai (Pingtou Tu, Tuo Tu, Jiantou Tu). , Puyi (Daoyi in Guangnan, Jinnong in Wenshan, Du Nong in Maguan), Yangnong, Raki people and other branches are similar, but there are different languages and customs; Miao people include: Mengsha, Hongmiao, Mengsou, Mengbei, Mengtuo, Mengba, Mengdou, Baimiao, Yi people include: Mengwu, Sani, Bo people, Pubiao, Aza, Yike, Nisup (Axi) , Poluo, Tuolapo (Puma), Naisupo (also called Lai Rupo), Baihualuo, Funing Bailuo, Guangnan Xichou Funing Hualuo, Funing Gaotongluo; Yao people include: Guang Lan Dian Yao, Funing Pan (Banjiao) Yao, Funing Shan Yao (or Bunu Yao) from Funing Maguan in Malipo Xichou of Nanyan Mountain; Dai people include: Malipo Shuidai, Maguan Han Dai. According to the above statistics and divided by distinct phonologies, the above constitute 38 "languages." According to the author's survey, the languages of each branch are in an endangered state.

For example, Gelao is generally only understood by people around 60 years old; the Gelao language is divided into Yeyang branch, Hong Gelao, Bai Gelao, Qing Gelao, Hua Gelao. The Gelao language is generally considered to have four dialects: Doluo, Gao, Hage, Aou dialects and so on. Taking Malipo County as an example, the distribution of Gelao people in

Malipo County is as follows: Yangwan Township has only 290 people in Fanpo Village; 130 people in Donggan Township; 604 people in Tiechang Township; 12 people in Tianbao Township. There are 18 people in Pocheng District, a total of 1054 registered people, plus the floating population which is estimated to be about 1,100 Gelao people in Malipo. The dialects of Gelao are very different from each other and cannot communicate with each other. In Malipo, only the three generations of Wang Zhengrong's family still use Gelao. Of course, it is estimated that there are other people who are using it, but the number is small. It can be said that people who are proficient in using Gelao are almost non-existent. The vitality of language gradually weakens, something which we do not want to see.

There are still more than 2,000 Hualuo people in Jiuping and Shibeipo Villages, Daping Village Committee, Zhuanjiao Township, Guangnan County, Wenshan Prefecture. They are ethnic groups with unique cultural characteristics. The language used for daily communication is the local dialect, that is, the Hualuo language. Most people can speak it, but the author's investigation found that because the surrounding people or cadres who go come to the village only speak Chinese, if the Hualuo language is not protected and passed on, it is in danger of becoming endangered.

For another example, there are currently about 4,000 Laki (or Laji) people in Maguan County, Wenshan Prefecture (the official nationality is identified as Zhuang), but only 12 elderly people can speak Laki. Others have already switched to Chinese dialects. In China, Laki is in a critically endangered state. but how to protect and inherit it is a question worth pondering. Therefore, the author tried to write this small essay and publish comments regarding views on the protection and inheritance of minority languages in the frontier region of Wenshan.

3. PROBLEMS IN THE PROTECTION AND INHERITANCE OF MINORITY LANGUAGES IN WENSHAN'S BORDER AREAS

As mentioned above, Wenshan is located in old revolutionary base, minority, border, poor, war areas and borders Ha Giang Province in northern Vietnam. The conditions are more mountainous, more arduous, with a more backward economy; with the development of society, the number of migrant workers and those who go out to study is increasing gradually, and there are more foreign exchanges, and this has a certain impact on the original language and culture, thus bringing some difficulty to its preservation and inheritance.

3.1 There is a low awareness of protection and inheritance.

The author found that many local villagers were not aware of the endangerment of their own minority language, and they thought that there was no need for protection, and asked, "Isn't the state advocating

Mandarin?" They did not realise that their own minority language is a living treasure of Chinese culture, did not realise the position and function of their own nation in the Chinese nation family, and actually felt that there was no wrong mentality.

3.2 Lack of awareness of minority languages as a long-term cultural heritage.

In this way, the cultural accumulation of this nation is a treasure that has evolved and passed down through thousands of years. After historical inspection, language is full of information on anthropology, linguistics, sociology, and history. Therefore, some scholars believe that language is the carrier of information. If the language of the nation disappears, the various information contained in it disappears, and the cultural accumulation it contains also disappears. Language bears the rise and decline of the nation, witnesses historical changes, and enriches the historical life experience of ethnic minorities. For example, the Laki language of Wenshan Maguan, if it is not saved, it will die out in the near future. Can the "Raki" of Maguan still call themselves Raki? Will their national identity still exist? Is there any national identity? Overseas Vietnamese "nguoi La Chi"(Vietnam's name to the Laki people) if they find a relative in Ma Guan, they will use Laki language, while Ma Guan's "Laki people "use Chinese, in their hearts, this author thinks, this is a sad thing.

3.3 The government's protection of local ethnic languages is insufficient and the measures are not strong.

In May 2013, Yunnan Province promulgated the "Work Regulations on Minority Languages and Written Languages of Yunnan Province", which emphasised that all ethnic minorities have the freedom to use and develop their own national languages. The work of ethnic minority languages should adhere to a realistic approach, providing classified guidance, be positive and reliable, with principles of scientific protection.. The prosperity and development of the Miao language undertakings will give full play to the important role of Zhuang and Miao languages in the economic, political, cultural, and social construction of the autonomous prefecture. However, the regulations are good, but the implementation is not in place and not specific enough. During the investigation, the author asked: Do you know the regulations issued by the provincial government and the state government? Answer: no. I have lived in Wenshan for many years, and have not found government documents, roadside advertisements, plaques and other bilingual tagging. From the point of view of the enthusiasm of Zhuang culture training recently, there is a downward trend. In 2019, 253 people signed up, in 2020 150 people signed up. The Zhuang population in Wenshan Prefecture is 3.607 million, and the Zhuang population accounts for 29.2%, which is about 1.05 million. The proportion of registered participants was only 1.4%.

3.4 Insufficient investment in talent training.

First is the insufficient training of minority language teachers. There is no major in Zhuang language or Miao language in Yunnan, and there is no major in other minority languages. Judging from the research results in recent years, there are too few scholars and the energy invested is far less than the needs of society. Therefore, there are almost no records or videos of minority languages. The author learned that the pilot program of Zhuang-Chinese bilingual teaching conducted by American scholar Eric C Johnson at Zhetu Township Central School in Guangnan County, Wenshan County, was not successful due to an insufficiency of talent and a shortage of funds. The project has been suspended and Eric C Johnson has returned. United States.

4. THE STRATEGY FOR THE PROTECTION AND INHERITANCE OF MINORITY LANGUAGES IN WENSHAN'S BORDER AREAS

4.1 Protection through internet and information technology.

With the progress and development of the times, the advancement of science and technology, and the popularisation of the Internet, the use of Internet+ for the protection and inheritance of minority languages has become an indispensable tool. Internet+ has large capacity, fast storage, fast delivery, easy sharing and cooperation. [2]Through the combination of virtual and actual, an audio database belonging to the minority languages of Wenshan's frontier region is established to realise video learning, electronic text, online learning, and to dispel any doubts, etc., through the integration of big data, give full play to the diverse and intangible characteristics of Internet +, and achieve an online comparison of each language, research. After the language is processed through information technology, it is shared to increase the convenience of learning.

4.2 Meticulous and comprehensive language survey, bilingual teaching is piloted as soon as possible.

For a detailed and comprehensive language survey, it is necessary to go deep into the fields and corners of the village, using modern tools, hardware such as computers, mobile phones, voice recorders, cameras, etc., software such as the International Phonetic Alphabet input method, etc. to record, using the more commonly used 3000 vocabulary survey form to record the words, followed by sentence syntax analysis, finally the long corpus is recorded. Of course, before doing these investigations, a lot of work in this area has to be done in the early stage, such as reading "Language Investigation" by Teacher Chen Qiguang and other knowledge reserves for language investigation. By analysing the language, investigating the vitality and current use of the language, determine the pilot program of bilingual teaching, incorporate bilingual teaching into the minority language talent training system, and vigorously promote the use of minority languages. After the pilot is completed, it will

be promoted to benefit more minority students.

4.3 Strengthening Personnel Training and Reserve for Minority Language Inheritors

Strengthening the training of professional talents is one of the important measures to protect and inherit the minority languages. Ethnic minority talents can not only protect more accurately and creatively, but also have innate pronunciation and language sense advantages for their own ethnic minority languages, with unique advantages in recording and preserving their minority languages. At present, only Guangxi University for Nationalities is recruiting Chinese minority languages (Zhuang and Yao) for free tuition fees.[3] This is an initiative that Wenshan can learn from. Nearby universities such as Wenshan University can open such minority language specialties, cultivate more talents, contribute to the protection and transmission of the national language in the border. And, The government attaches great importance to and advocates multilingualism, The local government should pay attention to raising the awareness rate of the "regulations on the work of minority languages and writings in Yunnan Province" promulgated in 2013.

4.4 Strengthen the exchange of languages and cultures with ethnic groups from abroad

The border between Wenshan and Vietnam's Hejiang Province is a natural advantage. Many ethnic groups in Wenshan are homologous to ethnic minorities in Vietnam's River Province. [4]The vitality of the minority language of culture is slightly lower than that of the minority language in Hejiang Province of Vietnam. Such as Wenshan Zhuang language, and in Vietnam is "tày", Wenshan Zhuang (Laki people), in Vietnam is "La Chí", Wenshan Maguan County has more than 4000 Zhuang (Laki people), but only 12 elderly people can speak Laki, while Vietnam's Laki people number about 15126, the number of people who can speak Laki is 6600, far more than China's Wenshan, so the author believes that strengthening folk communication with foreign homologous nationalities is a way of learning. For another example, the Miao in Wenshan and the H'mông in Ha Giang Province, Vietnam, are homologous ethnic groups, with similar living habits and similar languages. The Flower Picking Festival is held every year, and the rituals and decorations are the same. The author thinks it is a better way to effectively protect the languages of ethnic minorities to strengthen exchanges with foreign nationalities of the same origin.

5. CONCLUSIONS

The languages of Wenshan's ethnic minorities in the frontier regions are rich, and their potential research value is huge. At the same time, it is also a part of my country's cultural treasures, to protect them and their inheritance is a necessity, to unearth its potential research value to promote national unity and national progress, and at the same time make due contributions to enriching the knowledge of frontier ethnic languages and culture.

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Research on the Teaching Reform of Management Operations Research Course

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Abstract: Management operations research course is one of the strong practical courses in economics and management specialty. It plays an important role in cultivating students' quantitative analysis ability. This thesis first analyzes the characteristics of management operations research course, and then it discusses the existing problems during teaching this course, finally this thesis puts forward some teaching reform suggestions on how to improve the teaching effects from four aspects, including teaching contents, teaching methods, assessment system and practical teaching.

Keywords: Management operations research; Teaching reform; Teaching method

1. INTRODUCTION

Management operations research is a new rising subject in recent decades, which has very strong application. It provides quantitative basis for decision makers to find the optimum solution by using computer technology, mathematical methods and models. The teaching objective of this course is to enable students to understand the idea of optimization, to build models according to practical problems, to get the solutions, and to explain the optimal solution of the models. Management operations research is widely used in the economics and management field and it has a close connection to practical problems in daily life. The economics and management major in undergraduate education attaches great importance to cultivating students' ability of solving practical problems, so this course is usually set as one of the specialized key courses. At this stage management operations research teaching is facing new challenges and an urgent teaching reform is very necessary.

2. CHARACTERISTICS OF MANAGEMENT OPERATIONS RESEARCH

Management operations research has the following characteristics: there are lots of different theoretical branches which involve linear programming, integer programming, nonlinear programming, objective programming, dynamic programming, graph and network model, storage theory, decision theory, game theory, etc[1]. It is difficult to learn this course, also the mathematical model is usually complicated, it requires the use of computer software to get solved. Management operations research is an interdisciplinary subject, involving many different subjects such as mathematics, economics and management, etc.

3. EXISTING PROBLEMS IN MANAGEMENT

OPERATIONS RESEARCH TEACHING

(1) Teaching content

Particular emphasis is placed on operations research theory, mathematical derivation and manual solution methods in the courses for science and engineering majors, while this is different from courses for economics and management majors, it's more practical, aiming at solving the practical problems in the management area. However, during the teaching process many teachers tend to focus on theoretical knowledge, while to ignore the training of students' optimization thinking ability, which causes the students are not good at solving practical problems. This violates the goals of management operations research courses.

Management operations research has so many theoretical branches but the number of teaching hours is limited, it's impossible for the teachers to teach all the theories. There are many different management majors and different majors call for different teaching requirement, but at present for many colleges, the course contents especially the key and difficult points weren't designed specifically according to the teaching requirements of different majors.

(2) Teaching methods

Management operations research is closely related to mathematics and is recognized as one of most difficult courses. Students who major in economics or management are relatively weak in mathematics, they are likely to get bored with this course. Teachers who adopt the traditional teaching mode spend lots of time indoctrinating students with theoretical knowledge but they do not pay enough attention to students' performance in class, the lack of interaction between teachers and students causes that the students can only accept the theoretical knowledge passively, lacking initiative in thinking, this will inevitably affect the learning effect.

(3) Assessment and evaluation system

The traditional assessment and evaluation methods of management operations research are relatively simple[2]. The final examination mainly assesses students' ability of building mathematical models and solving them, this will cause that students tend to only memorize definitions and formulas, and mechanically use them to get solutions[3]. Therefore, traditional assessment and evaluation methods cannot evaluate students' ability to solve practical problems. With the rapid development of computer technology, especially the general application of management operations research software, a number of colleges and

universities have set up a certain proportion of computer operation in the teaching, but the computer operation part is not involved in the exam, students will not take it serious enough during learning.

(4) Practical teaching

The management operations research course lacks of sufficient practice in real life, thus even though students have mastered the methods of building mathematical models and getting solutions, they still cannot use the corresponding software flexibly to solve problems when they encounter mathematical models with many variables.

4. MANAGEMENT OPERATIONS RESEARCH TEACHING REFORM PROPOSALS

To solve these existing issues during management operations research teaching, the traditional teaching content, teaching methods and the assessment methods need to be reformed and innovated.

(1) Reforming teaching content

The teaching objective of management operations research course is to enable students to master the basic theories of operations research and to use proper methods to solve practical problems in the management area. Teachers should try to avoid complicated mathematical deductions and proofs, try to bring in more case studies and class discussions, to invite students to solve practical problems by using management operations research methods.

Teachers can choose typical cases to bring in the basic concepts and theories of operational research, and make students master methods of establishing operational research models through specific cases. Spending a lot of time on solving the models by hand has limited effect on improving students' ability to solve practical problems. Therefore, teachers do not need to spend a lot of time teaching manual solution methods, just to explain the basic ideas in simple language.

Different teaching contents should be designed specially for different majors in management operations research courses. For students majoring in logistics management, for example, teachers can focus on teaching the theories closely related to logistics management such as transportation problem and storage theory. They can try to invite students to collect and read relevant cases extensively according to their own subject directions. Practical problems are often very complicated, therefore teachers should not only guide the students to use proper methods to solve the model, but also train them to analyze the solving results scientifically.

(2) Applying a variety of teaching methods

It's very necessary to change the traditional teaching method, it should be problem-oriented, a variety of teaching methods should be adopted to stimulate students' interest in learning. Management operations research courses has strong application in real life, to add more case teaching and heuristic teaching will cultivate students' ability to solve practical problems

International Journal of Education and Management more effectively. Case study enables students to realize the great role that management operations research plays in the field of management.

When using case teaching method, teachers can built students' ability of consulting and gathering materials by asking them to collect relevant information and data about specific problems, and teach them how to build mathematical models, make sure students can master at least one computer software solution method to solve the models, and how to analyze the results to provide a basis for making decisions.

To bring in typical cases, focus on key principles and to combine individual research with group discussions, teachers can enable students to abstract practical problems into operational research model, and enable them to find the optimal solution of the model and analyze the solution results through computer software. Multimedia teaching can increase the amount of information in each course and can broaden the students knowledge. The traditional teaching method (blackboard writing) can make students better understand the theoretical knowledge and the steps of solving problems. The integrated use of multimedia teaching and traditional blackboard writing can improve teaching efficiency and gain better teaching effect, therefore teachers can use multimedia to teach basic theories and assign homework, use blackboard writing to demonstrate the problem solving processes. It should be noted that instead of relying too much on multimedia teaching, teachers should adopt blackboard teaching frequently especially in the theoretical teaching part so that students have enough time to understand what they have learned.

(3) Constructing a diversified assessment and evaluation system

In order to arouse students' learning enthusiasm, it is necessary to change the traditional assessment and evaluation system and to construct a diversified assessment system to evaluate the learning effect of students. The course grade is composed of class performance and the final exam grade. Teachers should pay attention to process evaluation and increase the proportion of class performance. Class performance evaluation includes pre-class part, in-class part and after-class part, a pre-class quiz is a good way to check the students' preview situation, students' initiative and ability of thinking and asking can be tested through in-class brainstorming, group discussions and interactive addressing, the students' ability of analyzing and creativity can be tested through after-class homework and group cases. The final exams include two parts, written test and computer operation test. The written test focuses on testing students' ability of building operational research model based on practical problems, the computer operation test focuses on the testing students' ability of finding the optimal solution of the models fast and accurately through Excel software.

(4) Stressing practical teaching

With the rapid development of computer technology, solving operations research models through software becomes very simple and convenient, it's not necessary to overemphasize that students must master the method of solving model manually, therefore to increase more learning hours for learning software is quite necessary, so that students can master the basic operation process of the software.

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Analysis of Importance of Aesthetic Education and Methods of Music Teaching in Higher Vocational Schools

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Abstract: Music is an important way for people to express their emotions. It can make people's emotions have sustenance, and make the listening have emotional resonance. In addition, it effectively shortens the distance between people, enhances friendship, and promotes social progress. Music has a long history of development and has always been widely welcomed by the public. Today, with the improvement of the quality of life, people are no longer satisfied with the demand for material wealth. Instead, they tend to pursue higher spiritual levels, which adds challenges to the study and creation of music. The methods of music teaching in higher vocational schools need to be changed to adapt to the needs of modern life for music. This paper conducts an in-depth analysis of the aesthetic education of music teaching in higher vocational colleges, and explores adaptive teaching methods that keep pace with the times.

Keywords: Music in Higher Vocational Schools; Aesthetic education; Importance; Teaching method

1. INTRODUCTION

With the advent of the modern life rhythm, the work mode of each industry has its own exclusive routines, and music has also developed into a commercial mode. In order to make musical works recognized by the public and be widely loved by the world, it is necessary to understand the characteristics of people's pursuits in modern society, understand the favorites of the public, analyze the current affairs policies of the society, and create a piece of musical works with correct values, positive thinking and beautiful melody from a novel perspective. Therefore, it is of great significance to carry out aesthetic education in music teaching in higher vocational schools. At the same time, it is necessary to improve the feasibility of teaching methods and improve teaching efficiency in the teaching implementation plan. This paper also carries out a series of feasible analysis on the teaching methods based on aesthetic education.

Aesthetics is a special form of human understanding of the world, which refers to the formation of a non-utilitarian, image and emotional relationship with the world. Musical aesthetics is the creation of musical works through the creator's subjective and objective knowledge, understanding, perception, and criticism of the world. The works also contain rich historical

culture and the feelings that the current society brings to people's lives. When musical works are embodied in the form of inheritance and expression of beauty, people can feel the "beauty" among them, identify with the works, and feel resonance and enjoyment from them, which reflects the significance of musical aesthetic education [1].

2. IMPORTANCE OF AESTHETIC EDUCATION

Music is a kind of art form that shows shocking power and exaggerates the atmosphere because of human emotions and thoughts in history. The beautiful sounds that burst out through the performance of musical instruments set off scenes of joy or sorrow and frustration, and the audience blends into the emotions of the music and produces wonderful auditory enjoyment. In supporting dancers and scene stories, music can quickly lead the audience into the atmosphere of story rendering, and increase the audience's audiovisual experience. Therefore, music is loved by the people, and the relaxed enjoyment brought by music is accepted by the people. In music teaching in higher vocational schools, aesthetic education can promote students' cognition and understanding of beauty [2]. Because people can get the ultimate enjoyment from their favorite music and adjust their mood. Aesthetic education helps students have an independent understanding of the creation and performance of musical works, and brings the art of music to the extreme. Therefore, aesthetic education is of great significance in cultivating students to quickly integrate into music teaching and keep up with the teaching progress.

3. MAIN CHARACTERISTICS OF MUSICAL AESTHETIC EDUCATION

Aesthetics is an abstract concept, it does not have a specific concept, but in the actual music teaching, aesthetic education mainly guides students to think and expand through specific general directions, enhance their own aesthetic appreciation through learning and practice, and improve their music learning ability [3]. Musical aesthetic education is carried out mainly through the two aspects of emotion and expression. As far as emotion is concerned, it is to enable students to understand that music is a musical work that people urgently need to express in order to express their emotions, which can more attract the resonance of the public and reflect the music. In terms of expression, students are required to have accurate

expression of emotion, and create fusion through arrangement, expression of words, melody, etc., so as to make the audience resonate and be recognized by the works. These two characteristics of aesthetic education play an important role in music teaching.

4. CONCRETE IMPLEMENTATION SCHEME OF AESTHETIC EDUCATION IN MUSIC TEACHING

In practical teaching, aesthetic education needs to be combined with theory and practice to achieve better teaching effect and achieve the teaching purpose of aesthetic education.

(1) To combine with practice to stimulate students' interest in learning and promote students' enthusiasm for music creation

Interest is the best teacher. Driven by interest, students will take the initiative to learn and explore, accumulate knowledge and experience independently, discover and solve problems from exploration. And they will also ask teachers or classmates for help when they are confused. They can learn and enrich themselves under the strong thirst for knowledge. The fuzzy impression of aesthetic concept makes students uncover its mysterious veil. The more they see, the higher the level of thinking. The way teachers combine with practice not only enhances students' interest in learning, but also promotes students' enthusiasm for music creation. Students may not have thought about the phenomenon of forgetting words and running out of tune in learning due to nervousness in actual performance. However, after many times of practice and accumulation of performance experience, the effect of reducing error rate can be achieved, and students' self-confidence can be increased, so that students have more enthusiasm for music creation and create more perfect works [4].

(2) To establish a new aesthetic concept and adopt a scientific teaching model

The trends of each era have different experiences. In order to make works more easily recognized and liked by the public, music teachers need to keep pace with the times, adjust their teaching methods, incorporate new era trends in teaching, and establish a new aesthetic concept, so as to give students a unique auditory experience in music. Accepting new ideas is a gradual process, and it requires teachers to slowly promote the education of new aesthetic concepts. The most scientific and effective way is to cultivate students' music creation ability through the combination of practice and theory. After students have formed a new aesthetic concept, teachers can assign corresponding coursework to allow students to compose songs according to their own understanding, which is helpful for the cultivation of innovative talents. After continuous thinking and selection in the

creative process, the works finally reflected are more attentive. When explaining the homework, the teacher appropriately reminds students to achieve the effect of a sudden realization. Through such a demonstration, students will imitate and learn to create music independently, and then discuss the feasibility of the work with the teacher. After students have their own understanding of the aesthetics of music, they will know how to apply them to music learning and creation, which improves students' music level and further enhances their creative ability [5].

(3) To improve students' aesthetic ability

The above teaching methods are based on the establishment of new aesthetic concepts, and allow students to master the content and application of the new aesthetic concepts. But if students do not have their own aesthetic judgments, they will not be able to truly grasp the meaning of aesthetics. Therefore, teachers should allow students to look at problems from the perspective of combining their own understanding with new aesthetic concepts, and analyze representative works to cultivate students' aesthetic ability.

5. CONCLUSION

In summary, music education in higher vocational colleges has encountered a bottleneck. Applying new aesthetic concepts to the teaching can effectively improve the quality of music teaching and achieve the goal of talent training. In actual teaching, it is necessary to combine practice with theory and adopt scientific methods to cultivate talents, fully appreciate the importance of aesthetic education, and then implement music teaching to improve teaching quality.

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A Feminist Study of “Mr. Reginald Peacock’s Day” by K. Mansfield

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Abstract: “Mr. Reginald Peacock’s Day” by Katherine Mansfield reveals Mrs. Peacock’s harsh living situation and humble position in marriage, showing Mansfield’s feminist concern for married women and her criticism towards the restrictions on women in patriarchal society.

KeyWords: Katherine Mansfield; Mr. Reginald Peacock’s Day; Feminist Study

1. INTRODUCTION TO “MR. REGINALD PEACOCK’S DAY”

“Mr. Reginald Peacock’s Day” is a short story written by British writer Katherine Mansfield. Like Mansfield’s many other stories, the story focuses on the theme of marriage and reveals women’s awkward situation in patriarchal marriage where women lack respect, financial independence, and equal communication [1]. In the story the writer doesn’t give a direct presentation of what a miserable life Mrs. Peacock lives but conveys her miseries through the characterization of her husband, Mr. Peacock, especially through his daily activities as well as his vivid inner thoughts on a particular day [2], showing her great concern for women, her criticism towards patriarchal society and her feminist view.

2. FEMINIST STUDY OF “MR. REGINALD PEACOCK’S DAY”

2.1 Wife as Domestic Servant

Mrs. Peacock gains no respect from her husband in marriage and she is despised by him. The story begins with a scene in the morning when Mr. Peacock has just been woken up reluctantly by his wife. Here is a strong contrast between the husband and wife: Mrs. Peacock has been “buttoned up in an overall, with a handkerchief over her head—thereby proving that she had been up herself and slaving since dawn” while Mr. Peacock still “rolled over in the big bed” (50) [3]. It’s not hard to see that Mrs. Peacock is very diligent and is devoted to domestic chores for the family; however, her hardworking doesn’t win her any respect from her husband. Reginald Peacock, a singing teacher over forties in his mid-life crisis, is discontented with his married life and eager to escape from his drab wife by his music lessons and romantic fantasy. He regards the way that Mrs. Peacock wakes him up as her “malicious delight in making life more difficult for him” (50), which is “denying him his rights as an artist” and “trying to drag him down to her level” (50). Deep in his mind, he and Mrs. Peacock belong to two different worlds. As a great singer with sweet voice and well-

proportioned figure, he assumes himself superior to his wife, giving lessons to aristocrats to escape from tedious life with his romantic songs; whereas his wife, who is not interested in “his triumphs and his artistic career” (64), naturally belongs to a lower level and she can never understand his pursuit. Nevertheless, Mrs. Peacock is not as ignorant as her husband thinks; according to Mr. Peacock, he used to be a poor young man, not able to make a living and handle the so-called “sordid details of existence” (50), and it’s his wife who accompanied and assisted him to go through the hardships of the overdue bills and creditors. As for his little success now, “three times as many pupils now as when they were first married” (50), he acknowledges nothing of the hard work and sacrifice his wife has done for him. Instead, he blames her for “clipping his wings” (50) and trying to drag him down into reality. In a word, Mr. Peacock’s neglect and disrespect of his wife’s hard work in his success represents most husbands’ attitudes towards their wives in the patriarchal society. They take pride in paying for “every brick and stone that they possessed” (50) and take their wives’ sacrifice for home as granted. This results in the sorrows of women who are debased as servant in marriage, and reveals the gender inequality in marriage relationship.

2.2 Women’s Lack of Economic Independence

Mrs. Peacock lacks financial independence as a housewife in patriarchal marriage, which directly leads to her absolute dependency on her husband. Her submission to her husband is illustrated from their conversation. When Mr. Peacock is giving music class to his students, Mrs. Peacock comes into the room and asks him for eight and sixpence to pay for their son’s daily milk drinking. She proposes her request in polite courtesy—“Reginald, can you let me have some money” (60)? She even cannot afford such a small amount of money, because she has been trained and restricted to be a house servant of the family, and she cannot earn a living by her own ability and talent. The conceited man ignores the humiliation his wife has to endure in asking for some little money from him, and he believes that he has every reason to despise his wife who is “not having a penny to her name” (50). In patriarchal society, it’s a widely-accepted convention that men play the dominant roles supporting the family financially, and it’s their privilege to take part in economic and social activities. Take Mr. Peacock for instance. He earns money for the family by giving music class to his students and in his spare time, he

enjoys social life by attending dinner parties organized by the local aristocrats, which he regards as a supreme success and gives him a “marvelous sense of elation” (64). However, women in patriarchal society live a rather humble life. From very young age, they have been taught with the concept that their life goal is to marry a husband, instead of gaining any intellectual achievement of their own. This results in their confinement in domestic life and lack of independence, and consequently, their whole life is confined in the role of being a housewife and a mother. In the story, Mr. Peacock offers to have a servant to help with the housework, but his proposal is refused by Mrs. Peacock. Obviously, housework is tedious and unappreciated, no one in his or her right sense will enjoy it, and then why does Mrs. Peacock say, “[I]t makes life so much more peaceful” (54)? That is because without being occupied by chores, it could be painful for her to see her husband attending to other ladies and flirting with them. It is her dreary hard work that manifests the worth of her life and her existence. Mr. Peacock offers his wife a slice of bacon for breakfast, but he is refused by her again. Obviously, Mrs. Peacock’s hard work certainly deserves a good treat of bacon, but then why does she refuse, “I prefer a cold baked apple” (54)? That is because as a self-sacrificing and obedient housewife, she wants to economize the expenses of the family but still provides the best for her husband, at the expense of her personal ease. Mr. Peacock’s two proposals seem to be quite considerate for his wife; however, it reveals that women have unconsciously put themselves in the position of a house servant under the dominant patriarchal ideology, and they have accepted that women should naturally endure neglect and dominance from their husband for the sake of the family.

2.3 Communication Breakdown between Husband and Wife

The Peacocks lack egalitarian communication, which brings no improvement to their married life. In the end of the story, Mr. Peacock has just returned from a dinner party with the local aristocrats, and he wants to talk to his wife and make her his friend with the aim to show off his great success after being praised by those noble audiences: “if we only were friends, how much I could tell her now” (66)! “If only I felt that she was here to come back to—that I could confide her—and so on and so on” (66). But his intention fails when he unwittingly starts the talk with his customary courtesy he uses with his clients, “my dear lady, I should be so charmed—so charmed” (66). This is how communication fails between them, because Mr. Peacock never treats her as his equal and cares to see her needs. Although they have lived together for years, they have never really talked equally and therefore Mr. Peacock has no idea how to connect with his wife. The premise of communication is mutual understanding and respect, but for Mr. Peacock, he takes his wife “an

enemy, even in her sleep” (64), so there is certainly no communication as equal partners in their marriage. Besides this, their different life values are another reason making them strangers in marriage. As a housewife, what Mrs. Peacock cares about is mundane domestic chores that make up for the everyday life of the whole family. As for Mr. Peacock, he is complacent about his artistic talent and longs for acknowledgement from the upper class. Although he acts like an artist, he only caters with the polite society, giving people romantic fantasy and temporarily absenting them from the tedium of life. Mr. Peacock doesn’t realize that life is not the opposite of art, but the source, essence and ultimate goal of art, which is like the role that Mrs. Peacock plays in his artistic career, who makes his art life possible. He believes his singing art makes him superior to his wife, who is preoccupied with housework and is believed to have no artistic interest. He looks down upon her humble concerns and the humble life she represents. But it is his wife’s humble work that actualizes and promotes his artistic career. He wrongly evaluates the relation between art and life as he does with the relation with his wife. Like Mansfield’s another story that represents the same theme, “A Married Man’s Story,” she depicts a man who seemingly lives a peaceful life with his wife but is indifferent and estranged to his wife, unwilling to communicate with her. Through these works, Mansfield conveys her criticism towards men’s selfishness, complacency and indifference that results in the grudge of couple, and calls for equality and respect for women in marriage.

3. CONCLUSION

Like Mansfield’s many other works, “Mr. Reginald Peacock’s Day” is a short but profound story. Through the vivid characterization of Mr. Peacock and his activities in a day, Mansfield implicitly reveals the plight of married women represented by Mrs. Peacock who are restricted by the patriarchal ideology and devaluated by their husbands in unequal marital relationship, showing great concern and sympathy with them. In the story, Mrs. Peacock is a subservient wife, but her sacrifice and hard work for her husband’s success is not appreciated by her husband and instead she is dismissed by him as a vulgar woman; she accepts her husband’s condescension to her without protest and she is always humble before him, because women themselves also accept the suppression from patriarchal society and conventional patriarchal concepts imposed on women. Although Mansfield doesn’t point a possible and concrete way out for women directly in the story, it’s obvious that she calls for respect, economic independence as well as egalitarian communication for women in building a harmonious marital relationship, which is a proof of her progressive feminist ideas.

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Power Distance as a Moderator of the Relationship between Interpersonal Conflict at Work and Organizational Citizenship Behaviors in China

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Abstract: Sustaining organizations' viability has become a complex and challenging task for managers. Nowadays, apart from formal assignments, firms also need employees who can do extra-role behaviors (Organizational Citizenship Behaviors (OCB)) and keep good interpersonal relationships. In China, the level of power distance (PD) is high than that of the west, which may influence the expression of actions and emotions. However, limited research in China has been carried out to explore the relationship among IC-OCB-PD. Considering the cultural characteristics in China, this paper has been framed with the objective to exam the impact of IC (Independent Variable) on OCB (Dependent Variable) in China, while using PD as a Moderate Variable. The empirical research studied a sample of 418 people comprising managers and employees from different types of private and public firms. The data were collected in January 2020. Results were calculated by Python, indicating that ICs were to associate negatively with OCB, and PD can reinforce the relationship between IC-OCB. Moreover, a significant difference exists in PD (but not in IC and OCB) among different genders and positions. Our research will hopefully be beneficial to firms to improve organizations' working efficiency, and can help to provide further managerial strategies in Chinese organizations.

Keywords: China; Job Stressors; Interpersonal Conflicts; Organizational Citizenship Behavior; Power Distance

1. INTRODUCTION AND RESEARCH MOTIVATION

With the development of a dynamic business environment, improving the wellbeing of organizations has become a challenging task for supervisors. People are not limited to do formal assignments, but also require dealing with relationships among supervisors, peers, and subordinates as well as performing extra-role behaviors. Therefore, sustaining organizations' normal interactions and improving employee behaviors are vital to keeping organizations' viability, particularly in the context of China where there is a high level of power distance that emphasizes interpersonal

relationships (Eatough, 2010).

Poor interpersonal relationships bring negative effects to individuals and result in making works stressful with more interpersonal conflicts (IC). Then, conflicts may further influence the extra-role behaviors (Organizational Citizenship Behaviors: performance to contribute to the extra benefits of the organizations) (Lu, Zhou and Leung, 2011). Thus, companies in China need to learn how to reduce IC to encourage good organizational citizenship behaviors. However, theories and studies about IC-OCB were more focused and applied in the west, rather than a Chinese context. The relationship between Chinese organizational citizenship behaviors and job stressors still needs more specific investigations. Additionally, people cannot ignore that the basic Chinese relations among people come from Confucianism, and the "senior" people have authority for the "junior" ones, which may influence emotional expressions and actions of workers (Bond and Hwang, 1987). However, no previous studies explore PD between IC-OCB in the Chinese workplace. Therefore, analyzing the impacts of power distance is necessary for IC-OCB in China. Literature suggests that positive interpersonal relationships and OCB have profound influences on the performance of individuals and organizations. The significance of the research is that it will hopefully be beneficial to improve managerial strategies in Chinese organizations. This research may also help Chinese firms to improve working efficiency and suggests how to minimize the negative effects of conflicts and high PD. Through analyze this topic, companies in China may learn how to reduce IC to encourage good OCB that bring more positive business outcomes.

2. LITERATURE REVIEW

Interpersonal Conflict as a Job Stressor and Interpersonal Conflict at Work Scale (ICAWS)

Workplace stresses have significant ties to employees' formal or informal actions. Analyzing occupational stresses is relevant to the organizations' wellbeing, and also occupies a vital position in research (Lu, Zhou and Leung, 2011).

Job stresses come from organizational constraints, overloaded tasks, and interpersonal conflicts. Job stress can make individuals suffer from physical or

psychological pressure or illnesses (Giebels and Janssen, 2005). Interpersonal Conflict (IC) at work is one of the occupational job stressors, and it has crucial relationships to various employee outcomes such as working efficiency and participation rate (Lu, Zhou and Leung, 2011). IC is defined as disagreements among team members, which may escalate to quarrels. IC can be tested through Interpersonal Conflict at Work Scale (ICAWS), which is the scale indicating how often the relevant conflict events occur in the present job (e.g. how often do you get into arguments with other people at work?).

Organizational Citizenship Behaviors (OCB)

Scholars have increasingly emphasized the significance of people's actions which are not specifically designated in their formal job duties (extra-role behaviors). Organ (1988) defined OCB as "personal behaviors which are discretionary, and not directly supported by formal rewards systems, which promotes the effectiveness of organizational functions". In other words, OCB is extra-role behavior generated from individual willingness, rather than organizational requirements (Farh, Earley and Lin, 1997). OCB is involved in actions such as helping partners, accepting ad hoc duties voluntarily, or doing extra tasks that exceed firm norms (Van Dyne and Dienesch, 1994). Today, in the dynamic workplace, employees who engage in "good OCB" can contribute to help others on teams, avoid unnecessary conflicts, and share job knowledge to improve business outcomes.

The Relationship between IC at Work and OCB

Former studies have illustrated that there is a significant correlation between interpersonal conflicts and OCB. Literature suggests IC (Independent Variable) can negatively predict the level of OCB (Dependent Variable) (Lu, Zhou and Leung, 2011). Specifically, if the levels of IC become higher, the level of OCB will become lower (Yavas, Karatepe and Babakus, 2011). On the contrary, the reduction of IC will lead to the increment of OCB.

Power Distance in China and Its Potential Moderating Role

Based on Hofstede's cultural dimensions (1980), power distance refers to the acceptable level of power inequality in a society. In low PD countries such as the U.S., employees expect to consult and communicate with supervisors to express opinions on important matters (Jaw, Ling, Wang and Chang, 2007).

In China, PD is relatively high and influenced by Confucian heritage, which is related to respecting hierarchical order, seniors, and elders (Bond and Hwang, 1987). These Chinese values may reinforce subservience to supervisors in the workplace (Yang, 1993), which indicates that PD may influence behaviors and emotional expressions of workers. However, previous studies did not explore PD-IC-OCB in China. Therefore, this research may serve as the starting point for future exploration in the field,

emphasizing the relationship between cultural psychology and management strategies.

3. METHODOLOGY AND PROCEDURES

Population and Sample

The participants are workers from various companies that are located in mainland China. According to the results, the majority of participants come from Chongqing and Inner Mongolia. The companies involved different types such as state-owned, private, and foreign-invested enterprises. The workers involved interns, employees, and different-level managers. Quasi-government organizations were not included in the study because their features are quite different. The sample descriptions are in Table I.

Table I. Sample descriptions

Categories	Firm types					Position levels			Gender	
	Foreign-invested	Joint-venture	State-owned	Private	Others	Interns	Employees	Leaders	Males	Females
Amount	21	22	165	172	38	9	209	200	201	217
Proportion	5.02%	5.26%	39.47%	41.15%	9.09%	2.15%	50%	47.84%	48.09%	51.91%

Instrumentation, Reliability, and Validity

The original English scales were translated into Chinese version by a professional translator. The study used a ten-item scale to assess power distance as a moderating variable (MV). Five-point response scales ranging from "strongly disagree" to "strongly agree" were used. This scale was adapted from Stull and Till (1995) "Von Till-Stull Attitude Survey". Five items (No.2, 3, 5, 9&10) in the scale were reverse questions to improve validity.

Secondly, for the independent variable (IV), the eight-item scale was adapted from Jehn's (1995) Conflict Scale. The questions involved several aspects of interpersonal conflict framework that was studied by Lee (2006). Respondents were required to answer the frequency of each item with five response choices: never (1), once or twice (2), once or twice per month (3), once or twice per week (4), and every day (5). Moreover, the study used a twenty-item scale adapted from Fox and Spector (2011) "Organizational Citizenship Behavior Checklist (OCB-C)" to assess OCB. This scale was improved from the previous longer one to avoid overlap with the scale of counterproductive working behaviors. Respondents were also required to answer the frequency of each item.

These scales were developed and compiled based on prior literature questionnaires that were peer-reviewed and published. Therefore, the reliability and validity of them had been examined already.

Data Collection

The Chinese version of the online questionnaire was created on the professional survey platform "www.wenjuan.com", which was delivered to participants through the quick response code. All participants were voluntary and anonymous. The study assured the academic intent and would not harm workers themselves and their companies.

Data Analysis

The data were analyzed using the statistical program (Python) to report descriptive and inferential relationships. The details will be discussed in the results section.

Research Questions and Hypotheses

1. What significant differences existed in different genders, types of firms, and positions?
2. Hypothesis 1: IC has a negative correlation with OCB: the increase of interpersonal conflicts at the workplace will decrease the organizational citizenship behaviors.
3. Hypothesis 2: When the individual has a higher power distance, the increment of IC will lead to a greater reduction of OCB.

4. RESULTS OF RESEARCH

Table II. Statistical Analysis among different groups

Employees_MV_N	209	Interns_MV_N	9
Employees_MV_Mean	23.39713	Interns_MV_Mean	17.11111
Employees_IV_N	209	Interns_IV_N	9
Employees_IV_Mean	19.2201	Interns_IV_Mean	19.22222
Employees_DV_N	209	Interns_DV_N	9
Employees_DV_Mean	53.64593	Interns_DV_Mean	56.11111
Common_Leaders_MV_N	71	Middle_leaders_MV_N	57
Common_Leaders_MV_Mean	25.50704	Middle_leaders_MV_Mean	27.31579
Common_Leaders_IV_N	71	Middle_leaders_IV_N	57
Common_Leaders_IV_Mean	19.66197	Middle_leaders_IV_Mean	20.07018
Common_Leaders_DV_N	71	Middle_leaders_DV_N	57
Common_Leaders_DV_Mean	52.88732	Middle_leaders_DV_Mean	51.94737
Senior_Leaders_MV_N	72		
Senior_Leaders_MV_Mean	27.66667		
Senior_Leaders_IV_N	72		
Senior_Leaders_IV_Mean	18.47222		
Senior_Leaders_DV_N	72		
Senior_Leaders_DV_Mean	54.43056		

Comparative analyses among different groups were shown in Table II by using Numpy and Pandas modules in Python. There are some differences in scores among different positions. Power distance scores are highest among leaders, followed by employees and interns. There is no significant difference in IC&OCB scores among different positions. There are also no significant differences in PD&IC&OCB scores among different company types. They will not be discussed.

Moreover, for power distance, there is a difference exist in two genders. It can be observed that the average PD value of males (25.9450) is higher than that of females (23.9308). However, there are no significant differences in IC&OCB scores between two genders.

Figure 1. Regression Analysis among IV and DV

OLS Regression Results						
	coef	std err	t	P> t	[0.025	0.975]
const	94.4028	1.281	73.722	0.000	91.886	96.920
IC	-2.1226	0.065	-32.852	0.000	-2.250	-1.996
Omnibus:	4.305	Durbin-Watson:	1.932			
Prob(Omnibus):	0.116	Jarque-Bera (JB):	4.059			
Skew:	0.214	Prob(JB):	0.131			
Kurtosis:	3.225	Cond. No.	86.0			

Figure 1 tests the relationship between IC and OCB.

The linear model is $OCB=94.4028-2.1226IC$, which shows that IV has a negative impact on DV. The P-value is 0.116 (close to 0), which may indicate a convincing relationship from the perspective of statistics. The R-squared value is 0.722, indicating that over 72 percent of results meet the negative relationship, which shows the overall negative trend. Figure 2. Regression Analysis among IV, DV and MV

OLS Regression Results						
	coef	std err	t	P> t	[0.025	0.975]
const	101.0408	1.766	57.200	0.000	97.569	104.513
x1	-0.2622	0.050	-5.281	0.000	-0.360	-0.165
x2	-2.1285	0.063	-33.986	0.000	-2.252	-2.005
Omnibus:	11.184	Durbin-Watson:	1.948			
Prob(Omnibus):	0.004	Jarque-Bera (JB):	11.799			
Skew:	0.341	Prob(JB):	0.00274			
Kurtosis:	3.461	Cond. No.	197.			

After the moderator Power Distance is added in the relationship between IV-DV, we can see that the linear model in Figure 2 is: $OCB=101.0408-0.2622*PD-2.1285*IC$. The P-value decreases from 0.116 to 0.004, indicating this model has more statistical significance after adding PD as a moderator. The R-squared value increases into 0.739, indicating the participation of PD makes the model become better. Therefore, Power Distance does play a moderating role in ICAW-OCB.

5. DISCUSSION AND PRACTICAL IMPLICATIONS

Significant differences among company positions and different genders

According to the results, different genders and company positions had significant differences in PD scores. No significant differences exist on IC&OCB scores among different positions and genders. No significant differences exist on PD, IC, and OCB scores among different company types. Specifically, in this study, power distance scores among leaders were higher than those for employees and interns. This result may support that leaders more care about holding power and privileges than employees, but this conclusion may only apply to this study because of potential methodological limitations. Additionally, power distance scores for females were less than that for males. Therefore, female workers appear to more believe the significance to equally distribute power (Stedham and Yamamura, 2004).

Hypothesis 1: IC has a negative correlation with OCB In Figure 1, ICAW had a negative correlation with OCB: the increase of interpersonal conflicts at the workplace would decrease the organizational citizenship behaviors. Hypothesis 1 was accepted.

High IC could decrease OCB, bringing frequent withdrawing actions, low participant rate, or less of other extra-role actions. As high IC could harm both overall companies' benefit and individual work-

related performance, managers need to reduce potential interpersonal conflicts and encourage positive organizational citizenship behaviors. For instance, firms may develop a supportive, friendly, and cooperative climate to encourage more emotional expressions. Diverse perspectives and insights should be valued and encouraged to express.

Hypothesis 2: The increment of IC will lead to the reduction of OCB, especially when an individual has a higher power distance

In Figure 2, after adding moderator Power Distance into the calculation, the relationship was statistically significant. Based on the formula, the increment of IC will lead to a much more reduction of OCB when the individual has a higher power distance. Hypothesis 2 was accepted.

Compared with a workplace with a low PD, the increase of IC has a greater negative impact on OCB in a higher PD one. The reason could be that employees may more unwilling to communicate/deal with interpersonal conflicts in a high-PD working surroundings. In consequence, employees may repress grievances and silently reduce altruistic actions, which may create more potential consequent problems. Employers in this situation could specifically pay attention to employees by creating a more relax and open environment for communication, and provide support such as anonymous mailboxes, flexible timetables, and more relaxing activities. Further, employers should also provide more personal focus to support each member, which may help to try to reduce the power distance level.

6. LIMITATIONS AND FUTURE RECOMMENDATIONS

The results in Figure 1 may not strongly indicate a statistical relationship (R-squared value is only 0.722 and P-value is 0.116), and the reasons may come from the possible improper combination of three groups of scales. However, the results clearly show the overall data trend and negative relationship, helping to accept the two hypotheses. The R-square and P-values are improved after adding PD (R-squared value is increasing and $P < 0.005$), showing the improvement of the new model. However, because of the methodological limitations, the formulas are only applicable to this sample group. This research may serve as the starting point for future exploration in the field. Future studies may test and adjust scales.

Additionally, China has complex cultures so that the limited participants could not be taken as representative. Future studies could investigate more provinces and firms to make findings apply generally in the whole China. For methodological limitations, it is really hard to control other demographic differences, and the participants from foreign-invested enterprises are not enough. Future studies may use controlled and comparative experience to improve validity. Moreover, the online self-report method for collecting data was hard to ensure the quality of responses. Future studies

International Journal of Education and Management could arrange employees to answer the survey under the supervision of researchers.

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An Analysis on Conceptual Metaphors in English Commercial Advertisements

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Abstract: Metaphors and advertising are two important things that people always experience separately or integratedly in daily life. In this paper, the author combines metaphors and advertising together to do a basic research. The conceptual metaphor, which has been divided into three types: structural metaphor, orientational metaphor and ontological metaphor, is taken as the theoretical basis and foundation. The author analyzes three types of conceptual metaphors separately in English verbal commercial advertising. Through the analysis of working mechanism and meaning configuration process, the author claims that three types of conceptual metaphors have different features and functions which can be applied to different kinds of advertising accordingly. Thus, with the research findings, the paper is aiming to provide some theoretical help for advertisers to produce more creative advertising and for consumers to understand the information delivered by the advertising easily.

KeyWords: Conceptual; Metaphor English; Commercial Advertising

1. INTRODUCTION

With the development of the society, advertising is becoming one of the most important parts of our life. "According to a survey in America, on average, a person in America is exposed to about 500 pieces of advertisement per day. 182,000 pieces of advertisements per year, and millions in life span." [1] We come to advertising through the language mostly and the advertising language is on the way to attract great attentions from more and more linguists.

Though the study of metaphor is popular, it is traditionally regarded as the figures of speech to come into experts' eyes at the beginning, or a decoration of language. What is noted in cognitive linguistic field is the publication of the book *Metaphors We Live By* [2] written by Lakoff and Johnson in 1980 which is a milestone in the study of metaphor. In the book, Lakoff and Johnson put forward the idea of conceptual metaphor, which is no longer a figure of speech, but a way of thinking. This idea provides us with a totally new angle to study metaphor, especially the metaphor in English commercial advertisements in this paper. This paper mainly focuses on the application of conceptual metaphor in English commercial advertising in a cognitive way. It's different from traditional research on metaphor applied in advertising considered as a figure of speech.

In order to explore the functions of conceptual

metaphor in English commercial advertising, the author picks verbal commercial advertising as the research target which highlights the language as the most important element and plays a dominant role. And cognitive psychologists and neurologists have made some researches on the relations between human brain and cognitive function in the field of English commercial advertising. Holme (2004) [3] pointed that, conceptual metaphors in commercial advertisements will stimulate consumers to follow the advertisements in a deeper way of understanding, as conceptual metaphors are easier to intrigue consumers curiosity about the products or brands.

But the situation should be also noticed that though scholars have set foot in the research on commercial advertising from the perspective of metaphor, the fruits of which can not be compared to the researches on commercial advertising from other perspectives both in number and extent. In this way, it seems meaningful for the author to focus on conceptual metaphor in advertising.

2. THE THEORETICAL BASIS

Source domain and target domain are the two basic elements in conceptual metaphor. As Lakoff stated in the book *Women, Fire and Dangerous Things*, "a domain to be a source domain, the understanding of it should be independent of metaphor." [4]

The classic example presented by Lakoff can help to understand it clearly: LIFE IS A JOURNEY. The target domain is LIFE and the source domain is JOURNEY. The correspondences or metaphorical mappings can be shown as Figure 1:

Source Domain		Target Domain
JOURNEY	—	LIFE
Traveler	—	Person
Point of departure	—	Birth
Initial conditions	—	Personal endowment
Baggage	—	Personal Problems
Obstacles	—	External difficulties
Distance	—	Duration
Distance covered	—	Accomplishments
Destination	—	Life purpose
Termination	—	Death

Figure 1: Correspondences or Metaphorical Mappings [5]

Mapping is the processing from the source domain which is presentative to the target domain which is latent based on a kind of correspondence in the schematic structure. Mapping is not happening at

random but metaphorically based on human's daily experience. we can see the processing from the following Figure 2 by Lan Chun(2003):

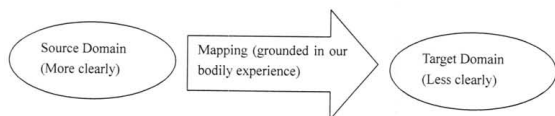


Figure 2: The Mechanism of Conceptual Metaphor [1] In the famous book *Metaphors We Live By* [2], Lakoff and Johnson divided conceptual metaphor into three types: orientational metaphor, ontological metaphor and structural metaphor based on various source domains respected.

Conceptual metaphors are widely used in English commercial advertisements, by which people get to know the meanings of the advertisements better and are convinced to buy the products or service.

3. THE ANALYSIS OF CONCEPTUAL METAPHORS APPLIED IN ENGLISH VERBAL COMMERCIAL ADVERTISEMENTS

3.1 Structural Metaphor in Verbal Commercial Advertisements

The first structural metaphor proposed by Lakoff and Johnson is ARGUMENT IS WAR. Therefore, we can start our discussion from this metaphor. The source domain in this metaphor is the war. The traditional war image schema is that two opposing forces are locked in a face-off in the battle, and one part is trying to defeat or wipe out the other by some strategies or military force. By structural metaphor, the structural concept can be transferred into the target domain in terms of mapping, such as, business, network maintenance, disease or skin care.

For example,

--Our Ultimate Protection for All Your Devices---Kaspersky Total Security.

--Multi-Device Preventia ESP (Enterprise Security Platform) from ISS stop internet threats before they impact your network---Internet security System, Net work world, Sept. 5, 2005.

From the examples above, we can try to comprehend network maintenance in terms of war. We regard the virus, spam mail, Hacker software as enemies, and keep the safety of internet by defeating them. And during the process, we need to take some strategies, for example, monitor the enemies from being attacked. Thus the source domain is easily accepted and transfers the meanings successfully.

Structural metaphor helps audiences to cognize the unfamiliar concept mapped from the source domain, especially the abstract concept. It is proved to be a direct and easy way to work out the latent messages in verbal advertisements.

3.2 Orientational Metaphor in Verbal Commercial Advertisements

"Organize a whole system of concepts with respect to one another"[2]. Most of orientational metaphors are related to the spatial orientation, such as UP/DOWN, IN/OUT, ON/OFF, DEEP/SHALLOW,

CENTRAL/PERIPHERAL, etc. In orientational metaphor, some spatial words are always used as source domain to show different time experience and cultural experience. For example, in the metaphor HAPPY IS UP, the source domain HAPPY is mapped to the target domain UP, which makes HAPPY with a spatial feature. This embodies that the direct physical experience of UP has inside similarities with HAPPY. The following example will try to illustrate the point: --Feeling blue...? You'll cheer up...in pure foam!- Ivory Soap

In this example, HAPPY IS UP; SAD IS DOWN is the orientational metaphor used here. Lakoff and Johnson explained this metaphor in this way: "if people are in a positive mood, they are inclined to keep in an upward posture, and sadness or depression often goes along with a dropping posture" [2]. With the feeling of comfort and divertingness transferred by the image, the advertiser delivers a kind of dreamlike information to audiences. And the concept of "up" is naturally mapped from the happy feeling. "Up" here should be interpreted as happiness. Although the word "happiness" does not appear in the advertisement, the audiences can still enjoy the happy atmosphere.

From the examples, the words like "up" "more" "head" "top", etc. always deliver a kind of aspirant information to people. That is because these words which are the metaphorical expressions in metaphors are coherently and systematically related to positive experience in people's daily life. The experience in the real word always pre-exists in people's concept. Once a metaphor comes to people, pre-existing experience will naturally be captured to structure on the target domain.

As to orientational metaphors, a lot of spatial concepts have been brought in, which seem to be abstract to audiences; However, with the mapping process of image schema, the source domains which are more concrete and familiar to audiences are adopted to map into the target domains with abstract concepts. This helps audiences understand the latent information of advertising easily with their experiential basis.

3.3 Ontological Metaphor in Verbal Commercial Advertisements

--You are out in the middle of nowhere. But with Liberty Mutual, you are not out of luck.-Liberty Mutual, National Geographic, June, 2007

As we can see in example, there are two container metaphors. One is "NOWHERE IS CONTAINER". The image schema of container is mapped to the target term NOWHERE. The advertiser described a terrible setting that a driver is confined in the container "nowhere"; the other is "LUCK IS CONTAINER". A situation image is set as a container. According to physical phenomenon and experiential basis, keeping the situation is in the container. Thus if the driver's car dropped anchor in a devious place, with the help of Liberty Mutual, he will come into the "lucky container".

As to ontological Metaphor, these metaphors all structure on the abstract domain by concrete images. The ontological metaphors are not so persuasive as other metaphors, but is always used to categorize experience by descriptions. The informing function is what it devotes to English commercial advertising.

4.CONCLUSION

The functions of conceptual metaphor influents people's mind unconsciously. People get to understand the meanings of the commercial advertising that the advertisers want to deliver, not because they intentionally interpret the advertising, but because they capture the meanings naturally based on their daily experience and acknowledgement.

With the research of three kinds of conceptual metaphor, it is showed that different metaphor functions differently. The structural metaphor mainly helps the audiences to explore their daily experience to construct others and creates potential impact on them. Its obvious characteristic is systematicness in accordance with the mapping process. The orientational metaphor always provides the image-schema to help map the source domain to an abstract

International Journal of Education and Management domain. It can be persuasive to audiences and affects their minds and decisions. The ontological metaphor is not so persuasive, but is always used to categorize experience by descriptions. The informing function is what it devotes to English commercial advertising. Advertisers can take advantages of different conceptual metaphors to apply in advertising and meet their requirements.

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Research on the Countermeasures of Optimizing the Management of Scientific Research Funds in Universities under the Background of the Reform of Decentralization, Management, and Service

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Abstract: Now, my China's economy has achieved a comprehensive improvement, which has provided an important support for the country's scientific and technological innovation capabilities. Therefore, my country has increased more funds in the field of science and technology, which has made important contributions to the country's scientific and technological education development. Ensure that more comprehensive talents can be cultivated continuously. The amount of scientific research funding is constantly increasing. At the same time, related problems and shortcomings have been exposed. We need to make a comprehensive optimization in management to ensure that the application of scientific research funding is scientific and reasonable. Thus, this article focuses on analyzing the current status of funding management and propose relevant reform policies, so as to fully solve the deficiencies of the current application status and ensure the development of scientific research in universities and colleges is durable and stable.

Keywords: The background of decentralized service reform; optimizing scientific research funding in universities and colleges; management countermeasures

1. INTRODUCTION

Decentralization, management, and service is the latest economic reform policy proposed by the government. It has a certain degree of simplification. At the same time, related rights can be released, the entire service can be further optimized, and the management can be further strengthened. Decentralization is not to allow the arbitrary development of the market, but to further strengthen the supervision of the market. Whether in fact or after the fact, relevant problems can be effectively solved to ensure more sustainable, stable and efficient development. As a core part of scientific research, it is necessary to further release power and management to demonstrate good service capabilities to ensure that universities and colleges can achieve good results in

scientific research projects. However, at the same time, the use of funds will not be exceeded in the application of corresponding equipment and materials.

2. AN EXPLANATION AND ANALYSIS OF THE REFORM OF DECENTRALIZATION, MANAGEMENT, AND SERVICE

The financial budgeting of scientific research projects can achieve simplified processing.

In terms of simplifying the budgeting of scientific research projects, it mainly includes the following items. First, we must simplify the procedure of investment project application and approval, shorten the approval standards and the scope of filing, and effectively implement the overall development policy of the enterprise. Individual investment autonomy can be fully enhanced. Secondly, in terms of production and operation of the products, the relevant permits should be reduced to a certain extent, the identification of other institutions and other activities should be reduced, and the approval of non-permits should be fully controlled. Third, local governments must actively respond to the transformation of the entire reform organization and reduce the approval items of other administrative departments [1].

Increase the proportion of the funds for scientific researchers. The comprehensive application of the decentralization, management, and service policy has comprehensively improved the proportion of personnel usage fees. Effective policies have been applied to continuously motivate personnel to spend on related costs, while also ensuring that different projects have active researchers to participate, no matter they are doctoral students or research students. Also, the policy should provide relevant cost standards according to the regulations of different projects and set the entire application ratio scientifically and reasonably.

Propose scientific and reasonable standards for the expenses incurred in travel meetings.

According to the current development situation of colleges and universities and the work requirements created by scientific research institutes, we need to

rationalize the standards for the costs of strategic meetings, clarify the specific expenditure regulations and the scale of business meetings. At the same time, it is necessary to fully clarify the relevant expenses and expenditures, and it must not simply be implemented in accordance with the standards of relevant agencies or civil servants.

3.MAKE A FULL STATEMENT OF PROBLEMS IN THE PROCESS OF FUND MANAGEMENT

Focusing on project establishment but ignoring project management. With the further development of colleges and universities, in terms of specific project management, colleges and universities have linked funds to the specific assessment of teachers. At the same time, the research and development of the project is closely related to the evaluation of teachers' job title evaluation. Under this situation, all researchers' efforts must be made to carry out the project. However, they have certain deficiencies in the understanding of financial knowledge, resulting in the project budgeting work being unscientific and ineffective, difficult to match the actual situation, and unable to fully reflect the actual scientific research costs, resulting in the issues of settlement and budgeting. At the same time, in terms of project management, only the first person in charge conducts comprehensive management. Therefore, researchers cannot show good teamwork spirit when applying for the project, which leads to the increase of application, but the specific application scale is relatively small, which brings a lot of inconvenience to the entire financial accounting and project management. Therefore, only attaching importance to the establishment of projects and neglecting project management will hinder the overall development of scientific research projects. The academic research and comprehensive scientific and technological innovation of each team will be severely restricted, and it will be difficult to achieve a good inter-disciplinary communication and complementary effects. This is also not conducive to enhancing its own scientific research value products, thus decreasing its own core competitiveness [2].

The use of university funds is not scientific and reasonable.

Some university administrators did not make scientific and reasonable use of the management of funds, and at the same time did not integrate funds into the unified management model of the school. After most of the funds are received, researchers will autonomously control and introduce the funds. Project management and operation management cannot be effectively combined, and at the same time, the overall efficiency of the use of funds decreases. In addition, we have not made further improvements in the application of the funding management system, and we often experience expenditure overruns. In addition, more research projects have been proposed, resulting in more funding costs, and it is difficult to achieve diversified and multi-level comprehensive management of the entire

International Journal of Education and Management funding. Especially in terms of horizontal management, it is difficult to achieve comprehensive and effective supervision and control. Resulting in a drop in the interest rate for the execution and utilization of harmony funds, and at the same time, the unreasonable problem of using scientific research projects to cash out. In addition, we all use funds in the cooperation, whether they are used up or not, and there is no adequate and reasonable analysis of where the funds are. In addition, scientific research projects are all allocated through individuals, resulting in the inability to achieve full and effective utilization, it may have a negative impact on the further utilization value [3].

4.FURTHER STRENGTHENING THE USE AND MANAGEMENT STRATEGY OF SCIENTIFIC RESEARCH FUNDS

Improving the funding management system.

Under the new development situation, colleges and universities should comprehensively improve their own enterprise scientific research funds use management system, conduct comprehensive supervision and management of the application and use of research funds, pass a comprehensive review of the project, and the optimize entire application mechanism. At the same time, colleges and universities comprehensively improve the communication channels of information, effectively solve the problem of incomplete information communication between other agents, and can also establish multi-dimensional data application channels, which can also establish multi-dimensional data application channels and fully improve the effectiveness of its own scientific research management platform.

Able to use funds scientifically and reasonably.

To realize the scientific and rational use of funds and to further improve the efficiency of the use of funds, we should proceed from the following aspects. First, universities and colleges must fully integrate their own management systems and scientific research resources to establish a comprehensive application department, and be able to fully share various equipment and materials. Secondly, universities and colleges should continuously improve the information construction of scientific research projects and strengthen the supervision and management of funds, which can play a certain role in promoting the further use of funds [4]. Improving the supervision mechanism of scientific research funding.

Under the development of the new situation, the management of scientific research funds in universities and colleges must continuously improve their own supervisory mechanisms. Through effective communication between various departments, operate a diversified development application in data applications and establish a comprehensive scientific research. The information management platform can better refer to the use of assets within the system, a

reasonable equipment procurement plan, an ability to review funds in real time, a transparency of fund management will ensure that the platform plays a greater role and improves the transparency of the use of fund management. There is also a reasonable plan and layout of scientific research activities and resource allocation by universities, and can make full control and analysis of the current situation, and propose more scientific and reasonable budget and final accounts, so as to ensure the development of various activities, various resources can be fully and reasonably allocated and used. Under the continuous improvement of the mechanism, we must continue to remind all units to pay more attention to budget management, and to comprehensively improve the business funds that may be generated in the process of scientific research and innovation, so as to ensure that the application procedures are more clear. Sufficient adjustments can be made to each regulation to make the application conditions and procedures more scientific and reasonable, and prevent the occurrence of exceeding budget.

5.CONCLUSION

Universities and colleges must further improve their own scientific research capabilities. We must fully manage our own scientific research funds and improve

relevant systems according to the actual situation, so as to ensure that scientific researchers can perform their duties in innovative research. At the same time, the use value of funds is further improved.

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Coupling Study on Urbanization and Intensive Utilization of Construction Land-Taking Yunnan Province as an

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Abstract: this paper explores the relationship between urbanization and intensive use of construction land from the system theory and coupling theory. The urbanization and construction land intensive use of two interrelated systems, through Yunnan Province as an empirical object, the construction of coupled coordinated development evaluation model, analysis of the current situation and trends of coupled development in Yunnan Province, and finally put forward targeted countermeasures.

Keywords: Urbanization; Intensive use of construction land; Coupling; Yunnan Province

1. INTRODUCTION

China's urbanization process is still in a period of rapid progress, the expansion of urban population for land resources demand is increasing, especially construction land, which makes the contradiction between people and land more acute. From the reality of our country, on the one hand, the stock market of cities and towns in our country is not perfect, the industrial base of cities and towns is relatively weak, the market of urban and rural construction land is not perfect, and there is a phenomenon of idle and inefficient, while the process of redevelopment of inefficient land in old towns, old factories and old villages is slow, and the market plays a low role in revitalizing inefficient land in cities and towns. On the other hand, because of the low utilization rate of construction land and the backward technology, a large amount of land is wasted and the land is used extensively[1]. The existence of this phenomenon is not conducive to the development of urbanization level and the realization of sustainable development goals in China. Towns in the process of development will continue to expand the demand for land, production, life and construction. The relationship between urban development and intensive utilization of construction land is mutual influence, mutual restriction and mutual promotion. Different development stages of urbanization have different demand for construction land, and the intensive utilization level of urban construction land is an important factor affecting the development of urbanization. It is of great theoretical value and urgent practical need to study the coupling of urbanization and intensive utilization of construction land.

In the whole process of urban development, urbanization is in different stages, land use mode and land intensive use type are also different, because the requirements for land use are different in different stages of urbanization. From the stage of urbanization development, the type of land intensive use will change from labor capital intensive to capital technology intensive, and then from structural intensive to ecological intensive, the level of land intensive use will gradually increase, and the mode of land use become more intensive.

In the process of development, cities and towns will expand the land around them to meet their own needs of production, life and development. The scale of towns and the intensive use of land have the relationship of mutual promotion, mutual influence and mutual restriction. In the process of urban development, the land of the town will expand continuously around first, and after a certain scale, the existence of the phenomenon that the population's demand for land is greater than the supply of land and the inefficient and idle phenomenon of land force the urban land to develop towards the direction of intensive utilization. Construction land plays an important role in the process of urban development, and intensive use of construction land can improve the efficiency of land use, alleviate the contradiction of land use, promote the sustainable development of economy, and thus improve the level of urbanization[2].

The relationship between urbanization and intensive utilization of construction land is mutual promotion, mutual influence and mutual restriction. As shown below:

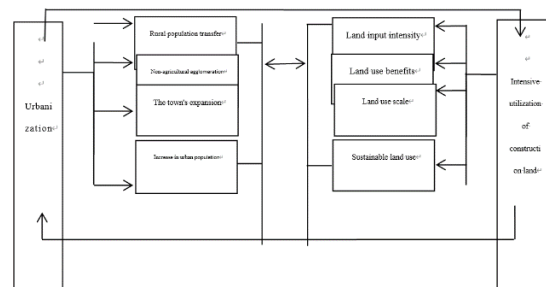


Figure 1 Relationship between urbanization and intensive use of construction land

2. QUANTITATIVE ANALYSIS OF THE

2.1 Construction of coupling systems

Coupling system is composed of urbanization system and construction land intensive utilization system. The urbanization system mainly includes three levels: population urbanization, economic urbanization and land urbanization. The intensive utilization system of construction land is constructed from four aspects: utilization intensity index, increasing land consumption index, land elasticity index and land benefit index.

2.2 Construction of a coupled and coordinated development evaluation model

To construct the evaluation system of urbanization and construction land intensive utilization, using the entropy value to determine the index weight after standardized treatment by extreme difference method, referring to Liao Chongbin[3] The model of coupled and coordinated development of environment and economy is introduced into this research. The formula is as follows:

$$B = \sqrt{\left[\frac{F(x) * F(y)}{\left[\frac{F(x) + F(y)}{2} \right]^2} \right]^k} * [a * F(x) + b * F(y)] \quad (1)$$

$$F(x) = \sum_{i=1}^m (P_{ij} * W_j) \quad (2)$$

$$F(y) = \sum_{i=1}^n (P_{ij} * W_j) \quad (3)$$

2.3 Empirical analysis

2.3.1 Regional overview of research

Yunnan Province is located in the Yunnan-Guizhou Plateau in the southwest frontier of China, which is the fulcrum of "two strong and one castle" and an important province in the southwest of the "Belt and Road" strategy[4] The topography of Yunnan Province is interlaced, the landform is peculiar, and the elevation difference is different. GDP in Yunnan Province reached 147.1995 billion yuan in 2016, an increase of 8.1 percent over the previous year, which is higher than the growth rate of the national GDP.

2.3.2 Data sources

The population and economic data are mainly derived from the Statistical Yearbook of Yunnan Province and the Statistical Yearbook of Urban Construction of China. The data of construction land are from the application platform of sharing the results of land survey on the website of the Ministry of Natural Resources.

2.3.3 Results and analysis

Based on the above model, the results are shown below:

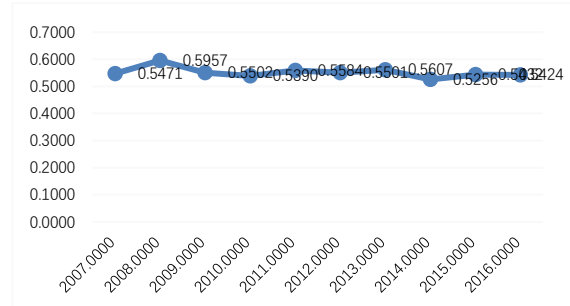


Figure 2 Trends of the Coupling and Coordinated Development Scale of Urbanization and Construction Land in Yunnan Province

It is found that during the ten years of 2007-2016 in Yunnan Province and the ten years of 2007-2016 in Yunnan Province, the degree of coupling and coordinated development between urbanization and intensive utilization of construction land in Yunnan Province shows a trend of dynamic reduction. In 2007, the degree of coupling and coordinated development between Yunnan Province and construction land is 0.5471, in 2016, the degree of coupling and coordinated development is 0.5424, the degree of coupling and coordinated development is reduced by 0.0047, and the change range of coupling and coordinated development degree is relatively small, which indicates that the level of coordinated development of urbanization and construction land in Yunnan Province is relatively stable.

3. CONCLUSIONS AND RECOMMENDATIONS

The degree of coupling and coordinated development between urbanization and intensive use of construction land in Yunnan Province shows a trend of dynamic reduction, and the range of coupling and coordinated development is relatively small, which indicates that the level of coordinated development of the two systems in Yunnan Province is relatively stable. Improving the coordinated development of urbanization and intensive use of construction land in Yunnan Province, on the one hand, raising the level of urbanization: speeding up the process of agricultural modernization and coordinating urban and rural development; comprehensively deepening the reform of the household registration system and comprehensively implementing the residence permit system; and speeding up the construction of small towns with tourism and port characteristics. On the other hand, improve the level of intensive use of construction land: optimize the structure of land use, adjust the industrial layout; excavate urban stock land, urban inefficient land re-development. In addition, it is necessary to strengthen government management to promote the development of urbanization and intensive use of construction land.

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Research on Cultural Factors in Education for Ideology and Politics

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Abstract: With the deepening of reform and development and the increasing influence of globalization, education for ideology and politics has gradually been emphasized, and new requirements have also been put forward for the education. Education for ideology and politics is closely related to cultural education, and even cultural factors occupy an important position. Therefore, exploring cultural factors in education for ideology and politics and analyzing the role of cultural factors are conducive to enhancing the quality of education for ideology and politics by emphasizing cultural factors. In addition, it helps to realize the goals of education for ideology and politics in the new era and the goals of quality-oriented education, and cultivate talents with high quality, high consciousness, and high professional ability for the society.

Keywords: Education for ideology; politics; Cultural factors

1. INTRODUCTION

Educational methods are changing with the development of the times. The single and boring education methods in the past are no longer suitable for the current student-oriented teaching philosophy, and more attention is paid to the quality of educational content and the effectiveness of educational methods. And cultural factors is important in the education for ideology and politics. The development of education for ideology and politics needs to focus on the construction of culture and cut into the new education model to promote the improvement of the effect of education. Starting from the connection between cultural education and education for ideology and politics, this paper explores the cultural factors in current education for ideology and politics in our country.

(1) Cultural education is consistent with education for ideology and politics

Cultural education and education for ideology and politics have the same educational goals and directions. In terms of educational goals, cultural education is mainly to cultivate growth principles and quality content. While education for ideology and politics is mainly to train qualified successors of socialist construction through the promotion of political awareness, ideological awareness, cultural quality, and moral quality. Both cultural education and education for ideology and politics are to cultivate talents needed for social development, so there are many cultural

factors in education for ideology and politics. In the direction of education, the content of cultural education is consistent with education for ideology and politics. Both education for ideology and politics and cultural education belong to abstract and conscious education. The cultural factors in education include Chinese traditional culture and culture of socialist development, revolutionary culture, local characteristic culture, etc. The content of education for ideology and politics is mainly based on the philosophy of the Communist Party of China and political content. This process is accompanied by certain cultural development. Therefore, cultural factors will be incorporated into education for ideology and politics, which is in line with the development process and path of education for ideology and politics.

(2) Cultural construction is an important part of education for ideology and politics.

Cultural construction is one of the important projects in education development of China, which is also necessary for social development and the inheritance of excellent traditional culture. Cultural construction contains the spiritual and material wealth of the social and historical development of China. Cultural construction provides a carrier for cultural heritage to promote the inheritance and development of national culture, and then enrich the excellent cultural types of China and promote our economic production. In the education for ideology and politics, cultural construction is mainly responsible for the construction of spiritual level, and provides more possibilities for improving the ideological awareness, political awareness and moral level of talents in China, as well as affecting the social quality and national quality of our country. In addition, the impact of globalization is gradually increasing, and the pressure of global market economy competition is increasing. National cohesion and creativity are conducive to improving the competitiveness and comprehensive ability of China under the background of globalization. Cultural construction creates more possibilities for the promotion of national cohesion and creativity in China. China adheres to the road of socialism with characteristics and Marxism. In the education for ideology and politics, we should integrate the corresponding cultural construction and increase cultural factors to enrich the content of education for ideology and politics. Therefore, cultural construction is one of the important contents of education for

ideology and politics in our country. During the education, we need to integrate the characteristics of times, society, nation, and politics of our country, so as to enrich the content of education for ideology and politics and prepare for the overall improvement of the education.

2. CULTURAL FACTORS IN EDUCATION FOR IDEOLOGY AND POLITICS

2.1 Integration of Chinese excellent traditional culture
China has a long history and profound cultural background, which contains rich ideological and cultural content in Chinese excellent traditional culture. Among them, moral elements and ideological elements conform to the objectives of contemporary education for ideology and politics and the needs of personnel training. At present, the education for ideology and politics in China has the situation of integrating into the Chinese excellent traditional culture. Through learning the excellent parts of traditional culture, such as the concept, way, virtue of Chinese excellent traditional culture, we can introduce the material of moral quality education into the educational content. At the same time, the integration of Chinese excellent traditional culture into education for ideology and politics provides a new way for the inheritance and development of Chinese excellent traditional culture. And it also enhances our cultural self-confidence, enhance students' patriotic feelings, and enable excellent ideological and political concepts of remaining firm on the road to socialism to constantly promote the development of the education for ideology and politics in China.

2.2 Integration of red culture

Red culture is the culture produced in the process of our revolution from resistance to victory and liberation, which contains our profound national culture and spiritual culture, and red culture has profound patriotic spirit content. Integrating red culture into the education for ideology and politics can not only cultivate patriotism and national spirit, but also guide students to set up correct values and outlook on life. And it is helpful for students to establish correct political and ideological consciousness, and to carry forward and inherit the spiritual culture of hard working, positive attitude and struggle with evil forces. For example, in the current education for ideology and politics, the cultural factors of Jinggangshan Revolution, the Long March and the War of Resistance against Japan are integrated into the current education. The introduction of red culture in education for ideology and politics can cultivate students' sense of honor, patriotism, selfless dedication, and inherit the spirit of hard working and self-improvement in the revolutionary red culture of our country.

2.3 Integration of local characteristic culture

Local characteristics are characteristic cultures produced by the accumulation of spiritual civilization, human history, and natural history of a place. It has significant local representation. Among them, some

excellent cultural models, thinking models, and value orientations are in line with the goal of education for ideology and politics in China. It is in line with the education for ideology and politics, so the education integrates local characteristics to enrich content types of the current education, which conforms to the current multi-cultural and multi-ethnic national conditions in our country and makes the education content closer to real life. In addition, there are some special, novel and interesting cultural customs with local characteristics. The introduction of interesting and educational local characteristic culture into the content of education for ideology and politics helps to improve the main boring forms of education in the past and further enrich the educational content to attract the attention of students. On the other hand, introducing local characteristic culture into education for ideology and politics promotes the inheritance and development of outstanding local characteristics and is conducive to maintaining cultural diversity and ethnic cultural diversity of our country.

3. CONCLUSION

Education for ideology and politics occupies an important position in education, and it is an important way to cultivate talents with high-quality and high-quality. It is closely related to culture, and the introduction of excellent cultural content and adding cultural factors in education for ideology and politics enriches the types and forms of educational content, promotes the realization of educational goals, and cultivate talents with high-quality, high political consciousness and high ideological consciousness.

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Research on the Practice of Ideological and Political Education in Colleges and Universities under the New Media Environment

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Abstract: It is the development direction of ideological and political education in colleges and universities under the current new media environment to fully grasp the current form of information dissemination and do a good job in ideological and political education of students. Based on the ideological and practical significance of the new media education, this paper analyzes the ideological and practical significance of the new media in the education, and proposes the countermeasures for the practice of ideological and political education in colleges and universities. They are as follows: to build a perfect new media platform, to pay attention to the construction of ideological and political atmosphere in colleges and universities, and to establish a good concept of network participation.

Keywords: New Media; Ideological And Political Education; Education Practice

1. INTRODUCTION

With the continuous application of new media technology in education, more and more people can quickly and deeply acquire more timely and specific knowledge, making knowledge close to life. However, the ideological and political education in many colleges and universities is in the bottleneck stage, it is difficult to promote the penetration of students' concept and the establishment of ideal. The deficiency of students' ideological and political education means that the comprehensive quality of students needs to be improved. Schools should improve educational practice, promote interdisciplinary and multi perspective education, and improve students' ideological and political level as a whole.

2. THE SIGNIFICANCE OF THE PRACTICE OF IDEOLOGICAL AND POLITICAL EDUCATION

For students, political belief is the spiritual program and ethical basis for their life planning. Although many students have made quite good achievements in their studies, they are confused about the choice of life and the future development direction, which makes it difficult for students to find their own orientation when they just enter the society. Ideological and political education can help students to improve their self-awareness, establish their self-worth orientation, give students a specific sense of social responsibility and

responsibility, and point out the direction for their future life development. Only when the mainstream ideology is popularized can the social spirit move in the right direction. Therefore, strengthening the practice of ideological and political education can help college students identify the bad information in the new media, adhere to the core values of socialism with Chinese characteristics, improve ideological and political quality and personal moral cultivation, so as to provide positive energy for the society and inject new vitality into the mainstream ideology.^[1]

3. THE CURRENT SITUATION OF IDEOLOGICAL AND POLITICAL EDUCATION PRACTICE IN COLLEGES AND UNIVERSITIES

3.1 Students' autonomy in ideological and political learning is poor

It is difficult for students to connect their knowledge with life, the practical difficulties encountered in life can not be solved, and the ideological theory can not be effectively applied, which leads to the students' vague ideological and political consciousness that they need to establish, and there is no purpose for the extension of ideological and political education, so it is difficult to realize the autonomy of learning. In addition, students prefer knowledge that is easy to understand, so their ideology is mostly occupied by superficial information. Ideological and political education as a social superstructure has unique foresight, pattern and dialectics, which is doomed to its complexity. Students naturally feel boring and difficult to understand for ideological and political theory knowledge, even if they have pursuit of their own ideological quality. However, there are some limitations in their learning progress.

3.2 The practice of Ideological and political education is mere formality

Ideological and political education in colleges and universities has had a variety of practice forms, but its practice acceptance standards tend to be quantified, which leads to the ideological and political education to promote more breadth, but it is difficult to dig deep, especially in some majors, the ideological and political education and professional courses lack of interaction; students only know what they have learned about ideological and political theory, but do not know why, and also can not be combined with the actual situation

encountered in their lives, which leads to the huge gap between students' level of understanding and the Marxist theory. It's easy to let the grand idea finally become a proposition that is ignored by ignorance. Among them, there must be a part of the reason is that the ideological and political teachers' own professional knowledge and teaching ability are weak. Ideological and political education tests teachers' teaching ability, ideological quality and knowledge level. In fact, it is a highly demanding education content, but the ability of teachers in colleges still needs to be improved. [2]

3.3 Insufficient development of new media course platform content

Although there are various online course platforms, the final effect of teaching still depends on the quality of teachers and course content. The utilization of new media is not only an input process of resources from offline to online, but also the development of new forms, new ideas and new applications. Nowadays, in the ideological and political education in colleges and universities, there are more exams and less practice exchanges. The transformation of teaching platform can not directly bring about the change of educational practice. The key is how to make good use of the platform function. Today's ideological and political education has realized the construction of online platform. That is, the teaching content is still as usual, lack of interaction with other content information and social topics to enhance students' attention, which exposes the problem of insufficient development of curriculum platform content.

4. THE INFLUENCE OF NEW MEDIA ON IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

4.1 Positive impact

Under the new media environment, the new media network platform has become one of the main channels for schools to understand the students' ideological and political developments, such as campus forums, post bar, school official micro-blog, WeChat official account, etc. Students can leave messages on these new media platforms, and express their opinions. These can reflect students' thoughts in a side view, and let the school analyze students' thinking from a more specific angle. Through these new media platforms, colleges and universities can actively spread the correct social ideological value orientation, imperceptibly affect students' ideological and behavior, so as to actively guide students to establish correct ideological and political value orientation and improve their own ideological and political ideas. [3]

4.2 Negative impact

The Internet platform realizes the exchange of information between people and breaks the limitations of the environment. Many people can expand their thinking boundary through the network. However, the current social atmosphere is utilitarian and impetuous, especially the students in school. Although their

cognition can be expanded through the network, the overall social phenomenon and logic can not be found in the Internet face-to-face shows. The understanding of the overall situation of the real society is still insufficient, and the popular we media dissemination of information is difficult to distinguish. College students have little social experience, and simple ideology, so they are easy to be attracted by low taste, [4] easy to be deceived and bewitched by bad information, which deviates from the ideological and political connotation of colleges and universities.

5. COUNTERMEASURES OF IDEOLOGICAL AND POLITICAL EDUCATION PRACTICE IN COLLEGES AND UNIVERSITIES UNDER THE NEW MEDIA ENVIRONMENT

5.1 To build a perfect new media platform

Ideological and political education as the most important quality education in colleges and universities, the quality of education must not be ignored. Nowadays, college education has been constantly innovated in the new media. As a key step of the education, the practical innovation of ideological and political education should pay more attention to the construction of new media platform, so that ideological and political education can keep pace with the changing times, make adaptive adjustments according to the situation of colleges and universities, and realize the transformation of intelligent education.

5.2 To pay attention to the construction of Ideological and political atmosphere in the school

Excessive intelligence will make students indulge in the network atmosphere, neglect the real life, and aggravate the estrangement between people. Therefore, colleges and universities should retain the entity curriculum to prevent the fault between network and reality. At the same time, teachers should strengthen the construction of their own ideological and political literacy, play an exemplary role for students, and strengthen the ideological communication with students, lead students to experience socialist spiritual culture together, and create a strong ideological and political learning atmosphere in the campus of colleges and universities.

5.3 To establish a good concept of network participation

The network is easy to reach consensus, but also easy to produce differences. The network platform is just a medium. The media quality of the people involved is uneven, and their ideological pursuit is different. [5] In the ideological and political education in colleges and universities, it is necessary to guide students not only to get closer to the knowledge crowd with higher vision in the network opinions and voices, but also to grasp the correct ideological value orientation in the complicated information of new media, strengthen their own personal ideological pursuit, see the advantages and disadvantages of value, distinguish between logic and wrong, guard against the erosion of bad ideas. At the same time, they should abide by the

network order, maintain civilized behavior, look at things with a healthy attitude, and maintain good community relations.

6. CONCLUSION

There are many problems that college students are facing, including lack of understanding ability, low sense of social responsibility, can not find their own positioning, and learning enthusiasm is not high. It is largely due to the lack of in-depth practice of ideological and political education in colleges and universities. In the new media environment, colleges and universities should reform the ideological and political education according to the specific situation of students' ideological consciousness, help students practice the correct ideological and political concept in the actual study and life, and then establish the correct ideological concept and understanding of the world.

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An Analysis of the Influence of Chinese Modern and Contemporary Literature on Movies

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Abstract: As the art of language, literature is one of the pinnacles of human spiritual civilization, which has always been a significant inspiration for the creation of movies. In recent years, movies based on original scripts have decreased dramatically, while those with great topicality and attention are often adapted from literary works. Chinese modern and contemporary literature has contributed to the production of films, and has injected fresh momentum to the development of the industry. Such an integration provides complete stories, shortens the production period, receives great attention, and expands the development for literary creators as well. Meanwhile, under the influence of modern and contemporary literature, on the one hand, movies can be presented in a literary way; on the other hand, the “faithfulness” to the literature becomes one of the new criteria for judgment.

Keywords: Modern And Contemporary Literature; Movies; Integration; Influence

1. THE RELATIONSHIP BETWEEN LITERATURE AND MOVIES

Literature is an abstract expression that resorts to words, characterized by linear thinking, psychological description, imagination, and rhetorical skills; movies are figurative expression relying on pictures and sounds, which possesses the features of space-time modeling, including atmosphere, scenes and images, and attracts audience by visual and auditory presentations. As information media have been developing, so will these two expressions by integration. Movies are a comprehensive art with characteristics both on art and literature. Literary character is indispensable to the artistic expression of the entire film, especially for those adapted from literary works which will contain stronger literary implications.

2. THE INTEGRATION OF MODERN AND CONTEMPORARY LITERATURE AND MOVIES

2.1 Provide complete stories and shorten the production period

Most of today’s IP movies are adapted from novels, which means that a complete and well-developed story is already provided, ensuring the maturity of the script, freeing from deliberation and refinement, and saving a lot of time in creation, hence the extra energy on other affairs, thereby shortening the production period.

2.2 Provide great attention to movies

The selected literary works are often those with great popularity, which will bring the pre-existent audience to the film and directly convert some book fans into audiences. Well-known themes reduce the difficulty of publicity while easily draw attention, thereby increasing the box office. In the fast-paced film market, adapting literary works is indeed a good choice.

2.3 Movies expand the development of literary creators

With the development of new media, people like the audio-visual enjoyment brought by movies. They intend to meet the desire for aesthetics in realistic dynamic images, and to talk to figures through voice. Fading enthusiasm for reading weakens the influence of Chinese contemporary literature, even those excellent works and famous classics renowned overseas. Outstanding writers such as Yu Hua and Mo Yan, for example, are not famous among the public until their works are adapted by famous directors like Zhang Yimou and Chen Kaige, receiving extensive attention overnight at home and abroad. As traditional literature market falls into development bottleneck, it is very difficult for writers to earn a living. Filming literary works drives them towards marketization, and meanwhile, expands the development of literary creators.

3. THE INFLUENCE TREND OF MODERN AND CONTEMPORARY LITERATURE ON MOVIES

3.1 Movies presented in a literary way

There are huge differences in the way of expression between movies and literature. From the perspective of language, literary language is the language of literature, including the writing process of people’s spoken language. Language shows the development and changes of stories, by which readers can imagine the corresponding pictures. Movies present the development of stories in a direct way of combining images and sounds, by which the audience can intuitively enjoy the pictures and sounds. The audio-visual language of movies shows a more intuitive, emotional, and authentic images.

The two expressions have their own merits, and such differences are neither superior nor inferior to each other. Examples of perfectly translating these two expressions in the film history are not rare at home and abroad, but what is more valuable is the literary character presented in adaptation. In terms of film works in recent years, *Soulmate* is a very successful

case. Owing to the short length of the original, *Soulmate* tells a very simple story with soothing pace, perfectly maintaining the features of depression, disappointment and emptiness of the original work. The scenes of the movie are close and mid shots most of the time, which is not only the distance of a bystander who has nothing to do with the story, but also the distance of a “transparent person” who actually participates in the core of the story. And that is exactly where we stand when reading literature. This kind of movies do not blindly rely on the behaviors and lines of the characters when developing the story, but uses many scenery shots to render the environment, creating a feeling similar to narration. The above factors adding up make this movie stream like a literary work.

3.2 Provide new criteria for judging movies

Movies based on literature naturally attract the pre-existent book fans, who are also the demanding group when making judgment. “Faithfulness” inevitably becomes one of the most important factors when criticizing adaptation movies. Although this kind of criterion is less useful for professional film critics, facing the audience market, film producers still must take it into consideration.

Nowadays, speaking of the filming adaptation of literature, “faithfulness” is still a topic that cannot be avoided. However, what is “faithfulness”? And what is the standard of it? The film *A City Called Macau* is faithful to the original to a large extent, but the box office is not satisfactory. “The reason why a literary classic can be passed on from generation to generation lies in the “enduring” value that can be re-read and reinterpreted in different eras and social contexts. The value of adaptation is not only to reproduce the aesthetic and social significance of the original itself, but also to convey the different aesthetic interest and social implications of the film itself to the audience.” In addition to the deleted and lost parts in the adaptation, it is more essential to concern the gains achieved by meaningful deletions, and the profound meaning passed on in the film. Adaptation works have various meanings in the process of production and dissemination, generating an interactive relationship between individual imagination and collective imagination, and texts and films. Adaptation should be a continual dialogue process.

3.3 Promote the transformation of narrative strategies for movies adaptation

Every literary work has countless unknowns and blanks waiting for the imagination of the audience. In literary works, the protagonist “I” is taken as the narrative perspective, which makes it more representative. In the film, the intuitive pictures and various visual symbols have brought the audience into

the story very well. However, due to the dynamic nature of visual narrative, audiences seldom watch a certain detail repeatedly and stay for a long time to figure out. Therefore, the film needs an omnipotent perspective to show the audience more that the audience cannot see. At this time, the control of the narrative rhythm and duration becomes extremely important. The changes in the picture and the editing techniques of montage affect the psychological time of the audience. By speeding up or slowing down the rhythm of the narration, the audience is given sufficient time for reflection and a strong psychological impact.

4. CONCLUSION

Movies based on literature not only benefits film creation, but also injects new blood into the development of film. However, not all literature can become excellent adaptations. In the wave of commercialization, many poorly made adaptations even have a bad impact on the overall environment of film creation. In the process of adaptation, many films pursue too much to restore the original appearance of literary works, and only insist on telling the story well. The story has become the absolute dominant, and the form of expression is compressed to a pitiful corner. Literature and film are two different forms of expression. Even when telling the same story, the emphasis of the two forms should be different. It is the most ideal way to choose carefully the literary text for film and television, to transform literary language into film language, and to interpret it in the way of film on the premise of preserving its essence.

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Research on the Teaching of Visual Communication Design in Colleges under the New Media

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Abstract: With the continuous development of China's socialist market economy and the increasing living standards of residents, people's requirements for life are no longer limited to simple food and clothing, and more began to pay attention to the quality of life. This has caused the demand for art design professionals such as visual communication design to continue to rise in recent years, and there are many such professional talent gaps waiting for universities to fill in the society every year. With the continuous development of education in China, the traditional teaching mode of visual communication design in colleges and universities can no longer adapt to the needs of the current society, and new teaching modes are urgently needed to break the current teaching dilemma. The emergence of new media has provided new possibilities for college teaching reform. This article discusses the teaching reform strategy of visual communication design in colleges and universities under the background of new media, and provides a theoretical basis for colleges and universities to carry out in-depth reforms.

Keywords: Visual Communication Design Major; Teaching Mode; New Media

1. INTRODUCTION

Since the third scientific and technological revolution, the Internet has gradually integrated into people's lives, changing people's way of thinking and living habits. The popularity of smart phones has led to the popularity of the Internet. In colleges and universities, smart phones have become the standard configuration for students. New media teaching is a new teaching method based on the popularity of smart phones. It is of great significance to improve the plight of traditional teaching mode and make up for the shortcomings of traditional teaching. Especially with the in-depth development of information technology, the Internet has almost become an important part of people's lives. Relying on the Internet to carry out the new media teaching under the new situation will be more in line with the current social needs, conducive to the combination of students' knowledge and practice, and can effectively avoid the situation that students' knowledge is divorced from the work requirements after graduation.[1]

2. PROBLEMS IN TEACHING METHODS OF VISUAL COMMUNICATION DESIGN IN

COLLEGES AND UNIVERSITIES

The development of things is a process of constantly solving problems. If we want to improve the teaching of visual communication design in colleges and universities, we should first analyze the current situation of the curriculum development of visual communication design, summarize the existing problems, and then put forward more targeted improvement strategies. This paper summarizes the following points in the current stage of visual communication design teaching problems.

2.1 The quality of talent training is worth serious consideration

With the rapid development of society in recent years, the social demand for art and design professionals is also increasing year by year. Therefore, all kinds of colleges and universities have opened relevant majors to attract students, and even many secondary colleges under the jurisdiction of colleges and universities are also competing to set up related majors. The emergence of these colleges and majors can alleviate the current stage of social demand for art and design professionals, but the low quality of student training is also worth serious consideration. Any kind of professional teaching needs a long time of exploration to be able to refine the mature training mode and rich teaching experience. Because many colleges and universities do not have much experience to follow in the teaching of art and design majors, the students trained in these colleges and universities are lack of core competitiveness and can not meet the needs of the society. While, with the continuous expansion of colleges and universities in recent years, the number of related professional personnel training is too large. The uneven comprehensive quality of students will aggravate the plight of unsatisfactory training effect.[2] In addition to some of the characteristics of these disciplines, it can also cause the current worrying stage of visual communication design training quality. In the professional training, various disciplines are independent and lack of connection, which is not conducive to students' deep learning and interest cultivation.

2.2 The teaching idea is out of line with the current education goal, which leads to the lack of stability of teaching methods

Visual communication design major attaches great importance to the practicality of talents. In the current

stage of teaching, many teaching theories are relatively old, and no longer adapt to the current social needs. Especially in the Internet era, with the Internet has become a part of people's life, the teaching content of visual communication design major should also be changed with the social transformation, and some Internet related teaching content should be integrated into the cultivation of students as much as possible. In the actual teaching situation, most colleges and universities do not realize this point; in the face of work requirements to master some software and computer technology, many students after graduation are still feel at a loss, and unable to adapt to the needs of work.

2.3 The old teaching mode makes it difficult to highlight the comprehensive and practical professional standards

In the traditional teaching mode, teachers speak on the platform; students listen to the platform; more attention is paid to the cultivation of students' theoretical knowledge. With the development of the society, especially the Internet goes deep into people's life, the society emphasizes the practicality of the training of visual communication design professionals. Only those students who can adapt to the current social needs can better integrate into the society. The single focus is on the inculcation of students' knowledge, while ignoring the cultivation of students' practice, which leads to the society's ignorance of the professional training of some colleges and universities. Art and design major itself has a high demand for the professional quality of practitioners. Especially in the current society, with the rise of people's personalized consciousness, only those with strong practicality and excellent professional quality can well adapt to the needs of the current society.

3. RESEARCH ON THE TEACHING OF VISUAL COMMUNICATION DESIGN IN COLLEGES AND UNIVERSITIES UNDER THE NEW MEDIA ENVIRONMENT

In the Internet era, the development of the "Internet plus" mode combined with the Internet is the transformation direction of many traditional industries, and the education industry is no exception. To carry out the teaching reform in colleges and universities, relying on new media will help to break the dilemma faced by college teaching at this stage, and it is of great significance to improve the quality of talents and avoid the disconnection between college training and current social needs.[3] The paper analyzes the problems existing in the teaching of visual communication in colleges and universities at the present stage. In view of the above problems, the following puts forward targeted improvement strategies to provide a theoretical basis for the teaching reform of visual communication design major in colleges and universities in China.

3.1 To emphasize technological innovation, and integrate virtual and interactive technology

Innovation is a hot word in the Internet age. Born in the information society, innovation is value. In the teaching reform of visual communication design major in colleges and universities, the first thing we should pay attention to is the innovation of technology. We should make full use of the strong technical support of the Internet to simulate the practice of students based on the Internet, so as to ensure the combination of talent cultivation and social needs. The virtual interaction technology of the Internet can fully solve the problem that students majoring in art and design have less practice opportunities at this stage. Students can use the mobile phone or some application software on the computer to carry out design and practice, and use the current information technology to improve their professional ability and professional quality. In the teaching arrangement, colleges and universities should pay attention to the application of these technological innovations to the daily teaching arrangements, so that practice can be integrated into the daily training of students, so as to improve the comprehensive ability of students.

3.2 To pay attention to forming innovation and highlighting cross-border consciousness education

The cross-border consciousness of the Internet has not only broken the boundaries of the Internet, but also caused a great impact on the Internet industry. In the past, the traditional art design was limited to some things in real life, such as house decoration, shop design and so on. In the Internet era, the application value of art design is not only reflected in some things in real life, but also reflected in the Internet, such as Taobao shop page design, web page design, game design, etc. Teachers in the daily teaching of students, must pay attention to the integration of cross-border awareness, fully emancipate students' thinking, so that students can view the application value of their major from a more flexible perspective. Specific to the teaching content, teachers should pay attention to integrating some cross-border cases into teaching cases to enlighten students' thinking.

3.3 To highlight concept innovation and lead the integration of visual communication design

Concept innovation is the sublimation of technological innovation and mode innovation. The Internet has not only changed people's way of life, but also changed people's way of thinking. In the field of visual communication design, the importance of innovation consciousness is more prominent. The enrichment of material level improves people's requirements for living standards, and personalization is the common pursuit of people in the current society. It is a great challenge for employees' innovative thinking to meet different needs while reflecting personalized requirements. This requires teachers in teaching students, must pay attention to the training of students' thinking, break the fixed mode of traditional teaching, give students a broader space to play their own, change teachers' teaching status in the classroom, highlight

students' teaching subject status, give full play to students' subjective initiative and teachers' guidance, and pay attention to the cultivation of students' ability to improve students' comprehensive professional quality.

CONCLUSION

To sum up, the Internet era provides a broader space for the development of visual communication design talents, but also puts forward higher requirements for the teaching of related majors in colleges and universities. The integration of new media makes efficient teaching more dynamic. Colleges and universities should firmly grasp this advantage, give full play to innovative thinking, and promote the reform of visual communication design specialty in diversified forms, to conform to the development trend

International Journal of Education and Management of the times.

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Research on the Dynamic Mechanism and Promotion Path of Independent Innovation and Development of Chinese Semiconductor under Trade Friction

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Abstract: Semiconductor refers to the material whose conductivity is between conductor and insulator at room temperature. Whether from the perspective of science and technology or from that of economic development, semiconductor is important. Trade friction has a certain impact on the development of Chinese semiconductor industry. The development of semiconductors needs to make some innovation to be conducive to the long-term development of Chinese semiconductor industry. This paper mainly explores the innovation and development of Chinese semiconductor under the influence of trade friction.

Keywords: Chinese semiconductor; Trade friction; Independent innovation

1. INFLUENCE OF TRADE FRICTION ON CHINESE SEMICONDUCTOR

Semiconductors are widely used in integrated circuits, consumer electronics, communication systems, photovoltaic power generation, lighting, and high-power power conversion. For example, diodes are devices made of semiconductors, so the development prospect of semiconductor technology is huge. In view of the wide application fields of semiconductors, China attaches great importance to the development of semiconductors. In order to achieve better development of semiconductors in the future, China needs to carry out effective innovation in the semiconductor industry.

The definition of trade war is that one party implements multiple sanctions against the other party's imported products, such as countervailing, increasing high tariffs, and raising non-tariff trade barriers. Through sanctions, the other country will open its market and require the other country to adjust its exchange rate and other economic and trade policies. At this time, the other country will also take relevant countermeasures and retaliation measures [1]. Trade frictions will have certain impact on Chinese enterprises. First, the US market does not accept Chinese enterprises, and the middle and low-end manufacturing industries in the United States will be transferred to other developing countries in a short time, which makes China's low and medium-sized manufacturing industries forced to upgrade their industries. Second, Chinese semiconductor industry

and other high-tech enterprises can not integrate into the United States. Third, enterprises and markets in China will gradually no longer have high-tech products and sources of high-tech technology, which makes China need independent innovation to survive in the trade friction.

The United States has certain advantages in the semiconductor industry. The United States exports nearly half of the world's semiconductor integrated circuits. However, under trade friction, Chinese enterprises need to spend more money to purchase semiconductor chips from the U.S. market. In this case, it is possible that Chinese companies will replace semiconductor chip suppliers with South Korean or Japanese companies, which also forces Chinese enterprises to carry out independent innovation in the research and development of semiconductor chip[2].

2. CHALLENGES AND OPPORTUNITIES BROUGHT BY TRADE FRICTIONS TO CHINESE SEMICONDUCTOR INDUSTRY

In order to obtain more profits in the market, American semiconductor companies only provide semiconductor products to the market and other companies in the initial development of semiconductor products. Since there are no substitutes for semiconductor products in the market during this period, US semiconductor products can achieve a monopoly on the market. However, as time passes, foreign companies have gradually imitated US semiconductor products. At this time, in order to effectively reduce the production cost of products and further improve the market competitiveness of products, US semiconductor companies will choose to invest directly in other companies abroad. Therefore, the technological advantages of US semiconductor companies will be significantly higher than other competing companies. American semiconductor companies also have cheap labor and raw materials abroad, and they can make more additional profits [3]. With the increasingly fierce competition in the semiconductor market and the slow development of semiconductor technology, US semiconductor manufacturers have turned to export technology to other companies in the market, and affected equipment manufacturing companies in other countries through technology stocks. At that time, American

semiconductor manufacturers make effective innovations in their own internal technologies. As mentioned above, American semiconductor companies have been constantly improving their own technology in line with market and technological changes, and they can continue to obtain high profits in the market. The main body of the market economy lies in the enterprise. There are different life cycles in the development of enterprises. In different life cycles, different innovation models will be chosen. For example, newly founded enterprises like to imitate and innovate. But with the development of enterprises, the survival time of enterprises has gradually increased, and enterprises will gradually transform into cooperative innovation and independent innovation. Trade frictions will pose certain challenges to the development of Chinese semiconductor industry. First, American semiconductor companies will no longer provide components to Chinese semiconductor companies, and Chinese high-tech companies will no longer own the American market. American semiconductor companies no longer own the Chinese market, which creates a certain vacuum in the market and provides greater opportunities for the development of Chinese semiconductor industry. Due to the loss of the support of the US market, Chinese semiconductor companies can only increase their efforts for research and development and appropriately enhance the innovation of independent chips, so that Chinese semiconductor chip technology can become stronger and stronger [4].

3. DIRECTION OF INDEPENDENT INNOVATION OF CHINESE SEMICONDUCTOR

Against the backdrop of current trade frictions, the Chinese government and enterprises should provide appropriate incentives for breakthroughs in semiconductor technology and adopt appropriate methods to accelerate the pace of industrial structure upgrading. The Chinese government provides appropriate protection to the intellectual property rights of semiconductors and effectively improves current regulations [5]. Furthermore, the Chinese government also needs to pay attention to the promotion of the creation of a national innovation system, and use economic leverage and preferential policies to effectively integrate resources, so that the innovation enthusiasm of various enterprises can be effectively stimulated.

The semiconductor industry has a certain particularity in the market economy. The industry integrates multiple disciplines and is related to many industries in the market. There are still obvious technological updates in the semiconductor industry. The products in the semiconductor industry have the characteristics of fast updating. The ups and downs of the industry will have a greater impact on our country's national economy. The development of the semiconductor industry is inseparable from industrial clusters, talents

International Journal of Education and Management and capital. Therefore, the Chinese government needs to provide semiconductor companies with sufficient technical, talent and financial support.

Chinese semiconductor enterprises need to carry out innovation to achieve better development. Innovation also includes technological innovations and other innovations. Technological innovations mainly includes following innovation, integrated innovation and original innovation. Other innovations include management mode innovation, business philosophy innovation and business model innovation. Enterprises need to carry out corresponding innovation on their own products according to the development of the industry, so that the market economy can be well developed and the enterprises themselves can obtain greater economic value [6].

4. CONCLUSION

From the above, we can see that trade friction will have a certain impact on Chinese semiconductor industry, which will not only bring development opportunities to Chinese semiconductor industry, but also bring new challenges to Chinese semiconductor industry. Under the background of trade friction, Chinese semiconductor enterprises need to make innovation in their own research and development and embark on the road of independent innovation, so as to make Chinese semiconductor achieve better development.

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Analysis on Music Education and the Cultivation of Students' Creativity

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Abstract: One of the channels for cultivating talents in the new era is music education, and a key link in music education is the cultivation of students' creativity. At the same time, music education is also a science education based on scientific creation and thinking. Therefore, it is important to cultivate students' creativity in music education, and creative teachers need to adopt planned direct and indirect incentives to cultivate students' creativity.

Keywords: Music education; Students' creativity; Cultivation

1. RELATIONSHIP BETWEEN MUSIC EDUCATION AND THE CULTIVATION OF STUDENTS' CREATIVITY

Under the form of quality-oriented education in the new era, the Ministry of Education not only attaches importance to traditional subject education, but also arranges music lessons for students at the primary and middle school, illustrating the role of music education in quality-oriented education. Music education is closely related to the cultivation of students' creativity. As music teachers, we should recognize the relationship between music education and the cultivation of students' creativity, actively invest in music education, and strengthen the cultivation of students' creativity [1].

(1) Music is a creative art.

Human subjective thinking processes the objective environment artistically and expresses music through sound. The essence of music is creativity. In music education, creativity is also needed. Teachers need to stimulate students' inspiration and imagination continuously, so that students can feel the ideas of the creator in the classroom [2]. Music education is different from education in other disciplines. In the process of music education, students have a more free and broad space for imagination. Students can continuously extend and expand this imagination, which can lead to the cultivation of their creativity. The formation of creativity requires the cultivation of imagination first. Therefore, music education can enrich students' imagination and help further cultivate students' creativity.

(2) Music education can stimulate students' interest in creative activities.

Music education includes music practice that includes music creation, music appreciation, and music performance. Cultivating students' creativity can not only be reflected in the creative stage of music, but

also in the performance and aesthetic stages. To reflect the success of a piece of music creation, it needs to be creatively interpreted, and then judged by the appreciator. This process can cultivate students' creativity. Therefore, teachers need to effectively combine theory and practice in the process of teaching, actively guide students to experience the mentality of music creators, encourage students to participate in music practice and truly feel the beauty of music, and improve students' creativity.

2. MUSIC TEACHING STRATEGY OF CULTIVATING STUDENTS' CREATIVITY

To highlight creativity and flexibility in classroom teaching requires teachers to flexibly apply new teaching methods and means to realize teachers' creative teaching. In this way, students can learn creatively. In addition, teachers need to continuously infiltrate the spirit of creative teaching in daily teaching links, and effectively cultivate students' creativity. The strategy is divided into the following points.

(1) Changing the traditional education concept and adding new teaching contents and links

Traditional music teaching is mainly to inculcate students with music knowledge and shape their music skills. This kind of education mode limits students' development in music. In this process, students lack of their own psychological experience of music, and they do not really appreciate music and feel how to cultivate their creativity [3]. For example, if students can listen to the music beat of a song in class, nearly half of them can't accurately play the music beat. They can only hear a little by listening constantly. When enjoying the music, students can't accurately distinguish what instrument is playing. This kind of education mode can't improve students' music appreciation ability, and it will also waste teachers' painstaking efforts. Outdated educational concepts restrict the combination of teachers' creative ideas and can't effectively cultivate students' creativity. Therefore, teachers can change the traditional education mode through the following two points: first of all, teachers should make clear the purpose of education. When conducting music education, teachers also need to consider the improvement of national quality as the basic purpose of education, focusing on cultivating students' innovation ability and practical ability, ensuring their all-round development, and giving priority to the cultivation of students' overall ability and quality. Secondly, teachers should

have the modern concept of art education. Traditional education attaches importance to the teaching of music knowledge and teaching and singing, while the essence of art is aesthetics. Everyone's experience of art is different, and it is impossible to reach the same goal completely. Modern music also pays more attention to the individualization of music aesthetic education. Teachers can provide students with more opportunities to show their own personality when teaching students. And students can integrate with their own feelings, integrate into the emotional world, increase their own unique emotional experience in music, and form their own creative ideas.

(2) Increasing various music extracurricular activities
The cultivation of students' creativity is not only completed in class, but also in music extracurricular activities. Music extracurricular activities are important ways to cultivate students' creativity. There are many forms of music extracurricular activities. Teachers can make use of the resources provided by the school, such as the school interest group, organizing music bands, carrying out music challenge arena, school music exchange, etc., to combine educational ideas and practice, increase students' interest in music learning and enrich their imagination [4]. Moreover, when students participate in some performances and competitions, they can experience and improve their social skills. In this process, students will pay more attention to it and have their own unique opinions, which will be gradually integrated into the interpretation of their own music works to enhance the training effect of academic creativity.

(3) Creating a dynamic teaching atmosphere
Teachers play a leading role in music education. They need to have an open and dynamic psychology. Teachers should regard students as their partners, create a good classroom atmosphere and provide a basis for the cultivation of students' creativity. And they should attach importance to any problems raised by students and affirm them, so that students can have enough self-confidence and know that their ideas are valuable. In classroom teaching, teachers should give priority to affirmation and encouragement, which can provide comfortable teaching class for students. Students will actively participate in music classroom activities and stimulate their creativity.

(4) Attaching importance to the stimulation of students' interest in music learning
The prerequisite to stimulate a person's creative thinking is that the person has a strong interest in the

International Journal of Education and Management problem being studied or involved. When students are not interested in music classes, they cannot concentrate and get the results of creative thinking [5]. In the classroom, teachers need to consider the stimulation of students' learning interest, analyze their personalities and characteristics, and use flexible and diverse forms to stimulate students' interest in teaching content. When students enter the best learning state, teachers appropriately increase the difficulty, indirectly stimulate students' creativity, and encourage students when they answer or participate in classroom activities. This kind of teaching allows students to form a strong interest, and they can also form their own creative thinking.

3. CONCLUSION

Now students are the main force of the society in the future. The overall development of students needs to be considered in quality-oriented education, and there is no exception for music education. In addition to mastering basic music knowledge, students also need to cultivate their creativity. Cultivating students' creativity can not only make students better contact the society, but also conducive to the development of students on the road of music. Therefore, cultivating students' creativity is the key to music education. Teachers are required to change the traditional education model and choose innovative education models to actively cultivate students' creativity and improve the quality of teaching.

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A Course Design of Reading in the Light of Multiple Intelligences for Chinese L2 English Learners

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Abstract: Howard Gardner's theory of multiple intelligences provides a new idea for the reform of graduate English teaching. In order to develop students' potential, improve the learning effect and improve the students' language use ability, the author puts forward the construction of multi-teaching which aims at developing multi-intelligence and student-centered multi-teaching.

Keyword: Foreign; language learning; Teaching Plan for Reading

1. INTRODUCTION

With the enthusiasm of foreign language learning in China, EFL learning and teaching has been confronted with a great challenge. Learners are no longer satisfied with the traditional way of EFL teaching, which put much emphasis on linguistic competence and ask for more effective learning style. Therefore, however hard we tried, Chinese learners of English feel it so hard to achieve good command of communicative competence and lost their confidence, complaining about the weariness and uselessness of their English class and being unwilling to learn those to be taught. To them, the classes for comprehensive reading are especially boring and meaningless. As to the foreign language teachers, they do know the need and resort to many effective new theories and methodologies. However they also find it a great challenge to teach reading effectively and vividly without getting trapped into explaining linguistic knowledge too much. In order to change such dilemma, I tried to adopt the theory of Multiple Intelligences into my teach of reading under the guidance of Social Constructivism.

2. THEORETICAL BACKGROUND

As part of education, foreign language teaching is greatly influenced by Social Constructivism in the recent years, which ascertains that learners, teachers, task and context influence learning process dynamically. Learners play a central role in the learning process as active participants and meaningful problem-solvers (Williams & Burden, 2000)[1]. It is commonly agreed that learner's role should be given priority to, that is to say, language teachers should bear individual difference in mind in foreign language teaching.

Learning style is an important field concerning individual differences. "learning style refers to an individual's natural, habitual and preferred ways of

absorbing, processing, and retaining new information and skills regardless of teaching methods and content areas"(Reid, 2002, 34) [2]. Learning styles are internally-based characteristics which could not be changed. Different people have different learning style. They are basic for the intake and understanding of new information. (Reid, 2002) [2].

Gardner(1983) [3] suggests that the human organism has at least seven "intelligences", including Verbal/Linguistic intelligence, the ability to use language to communicate; Logical/Mathematical Intelligence, the ability to analyze and reason; Visual/Spatial Intelligence, "the ability to perceive and mentally manipulate forms or objects in visual or spatial ways"; Bodily-Kinesthetic Intelligence, "the ability to use fine and gross motor skills" ; Musical intelligence, "the sensitivity to rhythm and speed"; Intrapersonal intelligence, the insight to one's feelings, dreams, and ideas; Interpersonal intelligence, the ability to cooperate with others (Atlan, 2001, 53) [4]. Everyone is bored with the seven intelligences (Gardner, 1993) [3] and all intelligences should be equally regarded. According to the theory of Multiple Intelligences, policy makers should be aware of such individual differences on part of learners when making policies and syllabus, teachers should be able to engage the intelligences a many as possible when presenting the teaching materials in class. There are eight stages for teachers to introduce Multiple Intelligence into practice, namely, awareness of different intelligences on part of teachers as well as students; classification of different activities in accordance with different intelligences; stimulating the intelligences; teaching with the intelligence, tracking of what is going on in lesson planning and teaching; strengthening the intelligence; assessing the intelligences and integrating the intelligences (Atlan, 2001) [4].

The theory of Multiple Intelligences is the approach which guides the ways of knowing on part of learners, so in order to "help students understand their abilities, show them how to use their strengths, build their confidence and more accurately assess their mastery of basic skills ... (Atlan, 2001, 54) [4] , I designed several different activities trying to provide them some long lasting and meaningful experiences to facilitate their learning. Therefore, when designing the procedure of a reading course, I followed Schema

Theory to organize the material. According to schemata theory (Alvermann and Swafford, 1989; Kalgren, 1992) [5][6], prior knowledge can not only be used as a stepping block to new knowledge, but also help facilitate comprehension. So to engage students in prior knowledge experiences becomes a popular form for teachers to introduce the topic. Besides, teaching vocabulary as a pre-reading step; providing experiences and introducing a conceptual framework are three major effective ways to enable students to build up meaningful background for themselves. In order to help the students build up their schema step by step, I attempt to establish a model for comprehensive reading class under the theory of Multiple Intelligence and Schema Theory.

Verbal/Linguistic intelligence, the ability to use language to communicate; Logical/Mathematical Intelligence, the ability to analyze and reason; Visual/Spatial Intelligence, “the ability to perceive and mentally manipulate forms or objects in visual or spatial ways”; Bodily-Kinesthetic Intelligence, “the ability to use fine and gross motor skills”; Musical intelligence, “the sensitivity to rhythm and speed”; Intrapersonal intelligence, the insight to one’s feelings, dreams, and ideas, the sequence of pre-reading activity (brainstorming, vocabulary learning), reading(prediction, first reading, second reading, negotiation) and speaking (discussion).

To optimize the effectiveness of in-class comprehensive reading, the multiple intelligence mentioned above should be employed mostly in the teaching design, the following are a teaching design with all the rationale above.

3. TEACHING PLAN FOR READING

3.1 Topic: The Sense of Wonder

3.2 Target students: 35 second-year students at intermediate level

3.3 Objectives: the specific objectiveness are explained respectively in each step

3.4 Class hours: 100 minutes

3.5 Procedure:

I. Warm-up Activities and Introductory Remarks

Opening: (10minutes)

The opening is designed to activate students’ prior experience via Visual/Spatial Intelligence for the purpose of arousing their interests. Ask them to recall the world in childhood and compare with the adult world.

The answering forms are designed to be open and free. Students can choose either to come to the platform to perform like a child, or an adult; to draw some pictures on their paper, to write down some beautiful poetic lines, or some representative words. Sharing time will be set aside for them to exchange the feelings and ideas so that they are able to perceive the different styles of other groups.

Good comment, applause and smile are given by the teacher to encourage the class to present their feelings in different styles and help them aware of their

strengths and weakness on learning and work hence catering for their intrapersonal intelligence and confidence building.

Talk through questions (5 minutes)

Students are required to go on with the opening questions and explain the changes. This step is mandatory to engage students’ Logical/Mathematical Intelligence in use to practice analyzing and reasoning; Group discussion is employed for them to practice intrapersonal intelligence.

Diversity is welcomed in this step to approve that they are smart, even if no one talked about curiosity or the sense of wonder, the teacher may naturally lead them to notice it by asking them questions like why they seldom looked up to the sky and keep an eye on the shining stars and etc.

Vocabulary (10 minutes)

Once their notion of curiosity or the sense of wonder is aroused, the theme can be pushed forward by the teacher with tasks like unfinished sentences and mini-discussions.

II Reading Activities

4). Pre-reading and first reading: (10 minutes)

Ask the class to read the paragraph with the instructions and ask them to write out the prediction. After that they are given time to read the text to check whether their predictions are in accordance with the text or not and find out the difference. The purpose of this activity is to trigger their logical/mathematical intelligence, train their awareness to make prediction and ability to make analysis and reasoning.

5) Second reading (15minutes)

Ask the students to read the text another time, trying to figure out the text organization. This time, they are divided into four groups according to their willingness with different tasks: simulating the text organization through body language or motor skills collaboratively, drawing pictures or charts to represent the text organization, making some musical rhythms or tones to embody the text organization, presenting verbally on the issue. If no students choose to join any of the group, that’s OK. The purpose of this activity, on the one hand, is to engage all students to interact with each other through cooperation, on the other, to engage them to the practice of summarizing the general idea of the reading material on the whole.

Third reading (8 minutes)

The teacher shows the class some other paragraphs and unfinished charts. This activity is designed to engage them in the practice of Logical/Mathematical Intelligence to analyze and reason as well as Visual/Spatial Intelligence for some specific linguistic items like “even if” and “wherever” clauses to persuade others.

Extensive reading (15 minutes)

Provide the students with some other paragraphs by Helen Keller to reinforce what they have learned and posit critical thinking on the question raised.

III. Speaking Activity

Discussion (20 minutes)

Brainstorming is adopted to make the class to blurt out the natural senses we are born with, such as the sense of hearing, sight, taste, smell and touch. Group leaders are selected to moderate their discussion in ranking the senses. The purpose of this activity is to stimulate learners think of every means they could to persuade others to keep him or her alive, thus, they can get a practice of how to persuading others in the communicative atmosphere and reinforce what they have learned through those competitive, exciting experiences on one hand; on the other, their multiple intelligences might be greatly exerted and strengthened so as to realize that they have the ability to accomplish any complex issues and gain confidence in language learning and facilitate their learning.

Teacher's feedback (5 minutes)

The teacher will evaluate students' performance during the whole lesson based on their understanding of text and point out the significant problems among the students and help them to identify their weaknesses and strengths.

assignment (2 minutes)

To further reinforce what they have learned, the students are required to write a short essay concerned with the theme of the text. In order to make learners free of creative writing, no specific instructions are limited in that learners have multiple intelligences.

4. CONCLUSION

There are a great many of theories concerning how to

teaching reaching effectively. Chinese learners of English consist of different groups. Different learning styles, multiple intelligences are not the only ones concerning individual differences. How to best improve EFL teaching in China still has a long way to go and need all our effort.

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Research on management Innovation of College Students

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Abstract: The management of college students is a systematic and complex work, which is not only related to the normal development of daily teaching in colleges, but also closely related to the healthy development and growth of college students' body and mind. At present, there are some problems in the management work of college students, such as the lack of timely innovation of management idea, imperfect management mechanism and the impact brought by the Internet. Therefore, it is necessary to further optimize the management idea, strengthen the innovation of system and mechanism, give full play to the advantage of the internet platform, and effectively guarantee the scientific and effective management work of college students.

Keywords: Colleges; College students; Management work

I. INTRODUCTION

For a long time, The management of college students is an important part of the college management system and plays a key role in the operation of the whole education system. A good management system and effectiveness are important factors to ensure the quality of talents training in colleges. Under the development situation of the new era, the contemporary college students group has shown the distinct particularity, which requires the college students' education management work needs to keep pace with The Times. Therefore, the study of college students management mode innovation, will help colleges to further implement the important task of cultivating high-quality talents.

2. THE NECESSITY OF STRENGTHENING THE MANAGEMENT OF COLLEGE STUDENTS

Martin Turow, an American scholar, believes that if the gross enrollment rate of higher education is taken as the index, the development process of higher education can be divided into three stages, namely, elite education stage, mass education stage and universal education stage. According to the 2019 National Education Development Statistical Bulletin released by the Ministry of Education, PRC, the gross enrollment rate of Higher education in China is 51.6 percent, marking a historic transition from the popularization of higher education to the popularization of higher education. In 2019, There were 2,688 institutions of higher learning (including 257 independent colleges) in China, with a total enrollment of 40.2 million students. In this era, the

increase in the number of students is bound to cause qualitative changes to a certain extent. At the same time, innovation and reform of management methods are also needed.

Since the beginning of the 21st century, with the rapid development of science and technology, especially Internet technology, the campus life of college students has become more diverse, their learning methods have become more independent, and their learning approaches are no longer limited to traditional classes. The proportion of students who complete their learning tasks through the Internet has gradually increased. The contemporary college students grow up in the period of rapid economic development in China. They are rich in material life and grow up in a superior environment. They have received good education since childhood, rich in knowledge, active in thinking, full of confidence, and have strong ability to recognize and accept new things. In addition, current employers are more interested in students with high overall quality and independent innovation consciousness. Therefore, in order to better meet the needs of economic and social development for talents, colleges must constantly optimize and improve the concept and mode of student management to help college students develop in an all-round way on campus.

3. PROBLEMS EXISTING IN THE MANAGEMENT OF COLLEGE STUDENTS

A. Management philosophy needs to be updated

The innovation of the concept of student management in Colleges is the primary task and objective requirement of doing a good job in student management. Therefore, with the continuous development of society and the continuous emergence of new problems and new situations in student management, the concept innovation changes and innovates.[1] Compared with middle school students, the management of college students has many differences. In the college stage, cognitive ability, knowledge reserve and autonomous learning ability have been significantly improved. At the same time, college students pursue individuality more and have a strong sense of self. However, In the present college students management work, some measures for the administration of college management workers still adopts the traditional too constraint of college students' daily behavior and activities, democratization, personalized management idea throughout is not enough, they are more likely to cause reverse psychology of college students for the school

management system, produce unnecessary conflict, ultimately affect the effective management.

B. The management mode needs to be improved

Because college students are in adolescence, it is easy to have conceptual conflicts with university teachers due to their different concepts and social cognition.[2]Some colleges excessively pursue the neat and uniform in the student management process, the unified cultivation goal, the unified education way has affected the student's imagination and the creativity to a certain extent, causes the student's way of thinking, the knowledge structure increasingly to be similar. Some colleges still standardize the education management of students with rigid rules and regulations, rewards and punishments, comprehensive evaluation and other measures, but in this process, there is a lack of more scientific and complete evaluation system, so there is a certain degree of bias.

C. The management mechanism needs to be optimized
Rule awareness is a good attitude to abide by social norms and a good habit of doing things according to norms. Social members have a good sense of rules, which is a necessary prerequisite for the healthy development of society and the construction of the rule of law.[3]Management of students according to law is the responsibility of colleges, but also an important part of governing schools according to law. However, the education management of students in some colleges and universities is often top-down, and administrators are always at the center of management, and sometimes fail to listen to students' opinions and Suggestions in a timely and comprehensive manner. Although some colleges often emphasize "Service education", in the specific implementation process, there exists the phenomenon of replacing service with management, especially in the aspect of personalized service, there are still many gaps.

D. The level of management informatization needs to be improved

The rapid development of information technology has also brought a series of profound influences and changes to this era. The idea of "Internet plus" has penetrated into every aspect of social life. In such an era of big data, education should also make use of Internet technology to constantly innovate educational models, improve teaching efficiency and create new educational management models in the new era. But, in the current process of college education management, some educational staff still have the mentality of resisting information technology due to their backward ideas, so they refuse to use the development achievements of information technology in the actual work of college education management, which ultimately restricts the improvement of teaching efficiency.

4. THE INNOVATION PATH OF COLLEGE STUDENTS' MANAGEMENT WORK

A. Optimize the mode of management and education The situation and challenges facing the management

of college students are still severe. If the management of college students' education still maintains the original mode, it will be difficult to meet the current development needs. It is worth noting that college students management is a systematic project. Under the new situation, this system project needs to be upgraded and optimized constantly in order to create a good environment for the growth of students. The management mode of college students needs to be divided into different levels according to the reality. The key is to learn to serve students directly in a convenient and efficient way that students like. In addition, college administrators should also pay attention to the guidance of students, timely introduce in-depth guidance, personalized guidance and other characteristics of guidance, and constantly strengthen the effect of student management.

B. Guide students to manage by themselves

In addition, college students' participation in school management can make the decision-making pay more attention to human factors, more in line with students' own needs, and further improve the rationality of management.[4]At present, the age of college students is mainly about 2000. This group of college students has obvious personality characteristics and dares to express their demands. Colleges should combine their characteristics in the management work to carry out the management work effectively, so as to be targeted and keep pace with The Times. Managers to make college students personally involved in the management process, to actively listen to opinions and Suggestions of students, and students together to regulate, let the students learn together, mutual cooperation, share the management of school culture, and enhance students' consciousness of specification, achieve the purpose of education in the management work.[5]

C. Enrich educational management activities

According to the differences of the students, colleges should persist in carrying out diversified educational management activities in the implementation of the specific work of college students' education management, so that students can master knowledge and strengthen skills in the rich and diverse educational activities. This requires that, on the one hand, colleges should innovate the forms of education management activities for students; on the other hand, they should pay attention to adopt the most scientific and appropriate activity methods according to different knowledge, so that more students can continuously improve their professional quality and enhance their comprehensive quality in participating in diversified activities.

D. Give play to the advantages of network education

At present, it has become the mainstream for college students to learn about the world and obtain information through the Internet. A steady stream of new things are spreading rapidly through the Internet, which brings new management topics to

administrators. According to the survey, 17.4% of college students spend more than 6 hours on the Internet every day, 27.1% of them spend 4-6 hours on the Internet every day, and 42.9% of them spend 2-4 hours on the Internet every day. Moreover, the daily online time of college students is increasing year by year.[6]Therefore, for colleges, the rapid development of the Internet not only provides certain convenience for administrators, but also provides a new direction for college management and education in the new media era. In other words, in the era of new media, to do a good job in the management of college students, we should give full play to the advantages of network resources and various network platforms. In essence, it is to make college administrators take the Internet as an important auxiliary means of management, and at the same time further broaden the channels of interaction and communication with college students, so as to better realize the purpose of education.

5.SUMMARY

As is known to all, college is an important base and cradle for cultivating talents. In the process of education reform in the new era, to do a good job in the management of college students, we must adhere to the people-oriented concept, and take "All is for the development of each student" as the starting point of all work. For colleges, it is necessary to continuously deepen the reform of management methods, constantly

update the education model, and make more efforts to effectively lay a solid foundation for the democratic, legal and scientific construction and development of universities.

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A Probe into The Connotative Development of Innovation and Entrepreneurship Education for College Postgraduates from The Perspective of Ideological and Political Education

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Abstract: The National Conference on Graduate Education held this year has clearly pointed out that the graduate education plays an important role in cultivating innovative talents, boosting innovation ability, as well as catering for economic and social development. As the backbone force of driving innovation development in universities, the cultivation of graduates' innovation and entrepreneurship ability is of great importance and a significant embodiment of the universities' quality education ability. For this purpose, the ideological and political education is an important way for universities to cultivate the innovation and entrepreneurship spirit of university students and improve their innovation and entrepreneurship qualities. This paper has built a new conjunctive development model for the innovation and entrepreneurship education among graduate students in Chinese universities in the view of ideological and political education through analyzing the development status of the current innovation and entrepreneurship education among graduate students in universities and discussing the collaborative and leading role played by the ideological and political education in the innovation and entrepreneurship development of the graduate students, aiming to contribute to the university graduate education development in the new era.

Keywords: Ideological and political education; Graduate education; Innovative entrepreneurship

1. THE PRESENT SITUATION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION FOR POSTGRADUATES

Mass entrepreneurship and innovation is one of the "double engines" of China's economic growth, as well as innovation and entrepreneurship education has become one of the key contents of university service innovation and national strategy development in our country. At the 2020 National Conference on Postgraduate Education, General Secretary Xi Jinping made important instructions on graduate education. Graduate education plays an important role in cultivating innovative talents, improving innovative ability, serving economic and social development, and promoting the modernization of national governance system and governance capacity. It is very necessary

to actively promote graduate education to meet the needs of the development of the cause of the Party and the state. With the introduction of the national innovation-driven development strategy and the "mass entrepreneurship and innovation" strategy, universities in China are committed to building world-class guided by innovation and entrepreneurship, which has been promoted to the concept of talent training by higher education institutions. As the backbone of driving innovation and development in universities, the cultivation of innovative and entrepreneurial ability of graduate students is an important embodiment of the ability of quality education here. Ideological and political education is a significant way for colleges and universities to cultivate students' innovative and entrepreneurial spirit and literacy. Therefore, cultivating the innovative and entrepreneurial ability of graduate students in colleges and universities is an arduous mission of ideological and political education, which is of great theoretical and practical significance to the implementation of the national innovation-driven development strategy.

"Mass entrepreneurship and innovation" is a new engine driving China's economic development. Innovation and entrepreneurship education is a quality education integrating knowledge, specialty, innovation and entrepreneurship that adapts to the economic transformation and upgrading at the present stage aiming at cultivating talents with innovative spirit, innovative consciousness and creative ability[1]. Since 1997, entrepreneurship education has entered a preliminary exploration stage in some colleges and universities. In 2015, the "opinions on deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities" issued by the General Office of the State Council emphasized that carrying out innovation and entrepreneurship education in an all-round way is a strong support for building an innovative country and realizing "two centenary goals". At this point, innovation and entrepreneurship education in colleges and universities has begun to arouse great interest of academic researchers, and the theoretical results of its research corresponding play a significant guiding role in promoting the practice of innovation and entrepreneurship education.

Innovation and entrepreneurship education and

practical exploration have always been the focus of the reform and development of colleges and universities. Among the college students in our country, the graduate student group is a high-quality group. Whether based on the reliance of individual or team scientific research capabilities, or on confidence in mature scientific research technology and product value, or on market foresight and income expectations, graduate students are more able to reflect their self-value in the development and practice of innovation and entrepreneurship education. However, through the research on the current situation of innovation and entrepreneurship education for graduate students, conclusions can be observed that at present, the relevant studies on innovation and entrepreneurship of graduate students basically focus on the quality education, the cross-discipline training of graduate students, and the organizational types of innovation and entrepreneurship education[2]. Nevertheless, in the actual training process, there is a lack of research on innovation and entrepreneurship and practical education under the guidance of ideological and political education. Moreover, the vast majority of colleges and universities put the focus of innovation and entrepreneurship education on undergraduate education, while for graduate education, they pay more attention to academic research education in the direction of professional disciplines. Therefore, the primary task of graduate education in colleges and universities is to clarify the development model of graduate innovation and entrepreneurship education, strengthen the ideological and political education of graduate students, and improve the quality and ability of innovation and entrepreneurship of graduate students at present. Meanwhile, it is urgent to carry out innovation and entrepreneurship education for graduate students and strive to provide new momentum for driving the development of innovation and entrepreneurship education in our country.

2. AN ANALYSIS OF THE FACTORS INFLUENCING THE INNOVATION AND ENTREPRENEURSHIP EDUCATION OF POSTGRADUATES FROM THE PERSPECTIVE OF IDEOLOGICAL AND POLITICAL EDUCATION

Weak consciousness of Innovation and Entrepreneurship Education for postgraduates. The full implementation of the university-driven innovation development strategy is an important measure for the party and the country to build a world-class university with innovation and entrepreneurship as its orientation and characteristics[3]. Scientific and rational allocation of teacher resources, correct grasp of the curriculum objectives of innovative entrepreneurship education, and actively guide graduate students in colleges and universities to enhance their awareness of innovation and entrepreneurship is an important guarantee for colleges and universities to strengthen the quality and

ability of graduate students' innovative education and to cultivate innovative talents suitable for the development of national society in the new era. At present, graduate education in colleges and universities in China pays more attention to the cultivation of professional disciplines, while the innovation and entrepreneurship education of graduate students is characterized by insufficient depth and weak awareness of training ideas. As the main group of innovation and development in colleges and universities, graduate students have a more rational cognition of innovation and entrepreneurship, a cautious intention of innovation, a clear entrepreneurial motivation, a clear understanding of entrepreneurial obstacles, and a strong demand for entrepreneurship education. However, the cultivation of graduate students' awareness of innovation and entrepreneurship education in most colleges and universities is not the same as that of undergraduates, resulting in the practice of graduate innovation and entrepreneurship education cannot be put into practice. Therefore, strengthening the concept awareness of innovation and entrepreneurship education for graduate students in colleges and universities is a necessary way for the development and reform of colleges and universities.

Lack of clear ideological and political guidance in the study of innovative entrepreneurship education
Ideological and political education and innovation and entrepreneurship education in colleges and universities are important parts of quality education. Ideological and political education in colleges and universities is an indispensable part of innovation and entrepreneurship education, and the innovation and entrepreneurship ability of graduate students is an important embodiment of the cultivation of quality and ability in colleges and universities. Therefore, ideological and political education and innovation and entrepreneurship education in colleges and universities depend on each other and coexist. As the main force of development and innovation in colleges and universities, graduate students have unique advantages and platforms, but some of them are eager for quick success and quick benefits in the development process of innovation and entrepreneurship education in colleges and universities in our country. Especially for graduate innovation and entrepreneurship education, taking the award-winning discipline competition of innovation and entrepreneurship or the virtual establishment of a company as the measurement standard, to a certain extent, it affects the enthusiasm of college graduate students to actually participate in innovation and entrepreneurship. The education and development of innovation and entrepreneurship are inseparable from the guidance of ideological and political education. Once lack the guidance of ideological and political education, their belief in innovation and entrepreneurship will often be shaken and at a loss.

Therefore, only from the level of consciousness to make college graduate students really understand innovation, learn to start a business, and guide them to form scientific values of innovation and entrepreneurship, can we effectively promote the reform process of innovation and entrepreneurship education for graduate students[4].

The innovation and entrepreneurship quality and ability of graduate students need to be improved.

General Secretary Xi Jinping stressed that it is necessary to cultivate new people of the times who dare to undertake the great task of national rejuvenation. Only scientific and reasonable values of innovation and entrepreneurship can correctly guide college students to embark on the broad road of innovation and entrepreneurship. As a new generation of graduate students in colleges and universities, strengthening the ideological and political education in the process of innovation and entrepreneurship education can constantly improve their ideological and political awareness, moral quality and humanistic accomplishment, and constantly stimulate their innovative and creative ability. Innovative thinking and consciousness, multi-disciplinary comprehensive knowledge and innovative entrepreneurial practice are important components of postgraduates' ability and quality. At present, graduate students are still lack of innovative and entrepreneurial literacy in the process of actual study and life, as well as their innovative entrepreneurial ability also needs to be improved, which is reflected in that the cross-disciplinary integration of colleges and universities does not play an obvious role in the cultivation of innovative and entrepreneurial education. Graduate education is mainly based on traditional "core disciplines", with many barriers between disciplines and lack of value guidance of ideological and political education.

3. CONSTRUCTION OF A NEW PRACTICAL MODEL OF IDEOLOGICAL AND POLITICAL EDUCATION AND INNOVATION AND ENTREPRENEURSHIP EDUCATION FOR POSTGRADUATES

Analysis on the characteristics of Postgraduate ideological and political Education and Innovation and Entrepreneurship Education. The connotative development and cultivation of graduate education is the primary goal of talent training in colleges and universities, and innovation and entrepreneurship education is a vital part of the reform and development of "double-first-class" universities. The difference between graduate students and undergraduates is that graduate students are older, their ideological consciousness is higher than undergraduates, and their innovative and entrepreneurial literacy is highly malleable[5]. Therefore, fully mastering the characteristics of postgraduates' ideological and political education and innovative entrepreneurship education is the key step to realize the construction of innovative and entrepreneurial practice model for

postgraduates in colleges and universities.

A New Exploration on the practice of Innovation and Entrepreneurship for postgraduates. Reasonable and scientific values of innovation and entrepreneurship are cultivated through long-term and continuous accumulation. Inheritance, innovation, optimization and development are the core of talent quality training. Graduate students need to make use of their limited time in school to develop innovative entrepreneurial practice, and the entrepreneurial practice of the continuation new model under the guidance of scientific values can solve this problem very well. Based on the study of professional knowledge, the improvement of scientific research skills and the expansion of innovative thinking, with the help of available resources such as Internet +, social capital, school-enterprise cooperation and so on, graduate students in colleges and universities can comprehensively implement the process of innovative entrepreneurial relay and succession[6], with the transformation of achievements as the goal, entrepreneurial practice as the means, and knowledge and skills, patent achievements and innovation team as the core.

The continuous development of postgraduates in the practice of innovation and entrepreneurship from the perspective of ideological and political education.

The guidance of ideological and political education to the education of innovation and entrepreneurship in colleges and universities is to build a scientific and effective value guidance. In the face of the innovative and entrepreneurial practice of graduate students in colleges and universities under the new situation, the guidance of ideological value is very important. The sharing economy based on resource sharing and achievement sharing provides a new idea for continuous innovation and entrepreneurship. Innovation and entrepreneurship education for graduate students in colleges and universities needs not only ideological and political education as a support, but also phased ability enhancement programs and training plans. Therefore, for graduate students in the new era, it is imperative to strengthen the ideological and value guidance and the development of innovative entrepreneurial basic education, the promotion of entrepreneurial quality and ability education and the integration of multi-disciplinary and multi-team innovation and entrepreneurship.

4. CONCLUSION

The cultivation of the ability of graduate students is a systematic project as well as an important embodiment of the "comprehensive education" in colleges and universities. The majority of graduate students can be well guided by the new mode of innovation and entrepreneurship education from the perspective of ideological and political education to participate in the cause of innovation and entrepreneurship. Through the exploration of the practice of ideological and political

education and innovation and entrepreneurship education for graduate students in colleges and universities, this paper constructs a new model for the development of innovation and entrepreneurship for graduate students in colleges and universities under the guidance of scientific and reasonable values , which Efficiently solve the problems that how graduate students better adopt to the cause of innovation and entrepreneurship .At the same time, using the new mode to guide college graduate students to participate in the practice of innovation and entrepreneurship independently can provide corresponding countermeasures and suggestions for the cultivation of graduate students' quality and ability of innovation and entrepreneurship.

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Study on Training Strategies of Autonomous Learning Ability for Students Majoring in Pre-school English of Higher Vocational Colleges in the Age of "Internet Plus"

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Abstract: The development of the Internet has provided students with rich information resources. The paper carries out the study on the training of autonomous learning ability for students majoring in pre-school English of higher vocational colleges and presents corresponding strategies mainly based on the background of the characteristics of the Age of "Internet Plus" and the development of autonomous learning theory, aiming to provide references for improving the students' autonomous learning effect and advancing the higher vocational education quality. **Keywords:** Internet Plus; Higher Vocational Colleges; Autonomous Learning

I. CONNOTATION AND IMPORTANCE OF AUTONOMOUS LEARNING

Informalization is the development trend and core content of the Age of "Internet Plus", and at the same time of creating large quantities of fragmented information, Internet also changes the relation between people and information[1]. In such a background, people have a variety of channels to obtain information, students in higher vocational colleges have better environments and more choice approaches in English learning, and the development of the environment and platform plays a positive role in guiding students to actively participate in learning. To guarantee the smooth development of the national COVID-19 prevention and control work, a large quantity of schools postpones the beginning of the Spring semester this year, so do higher vocational colleges. Non-traditional patterns of online courses and autonomous learning have become students' main learning ways during the epidemic. Convenient network provides students with resource platforms, but also proposes strict requirements on students' self-discipline and independence abilities. How to develop a better autonomous learning ability to guarantee the learning effects becomes a key problem in such situation [2].

(I) Meaning of autonomous learning theory

The autonomous learning theory comes into being based on the formation and development of theories of teaching methodology, understanding and learning theory etc. Domestic and overseas studies on the autonomous learning origin earlier and take a long

time. In the 1980s, such theory was introduced in foreign language teaching and practice. With the continuous development, the autonomous learning theory has developed into a modern concept, which breaks the situation that teachers play a dominant role in traditional teaching and advocates that the learners are leaders in their own learning. In such concept, learners have the capabilities of taking charge of themselves and making decisions for themselves target setting, method determination, content selection and process supervision.

(II) Significance in training students' autonomous learning ability

1. Improve the education quality and intensify the learning effect.

Traditional classroom teaching has certain limitation, for example, the dominant role of students is ignored, the teaching time is limited etc.[3]. Therefore, the training of students' autonomous learning ability can make up for deficiencies in traditional classroom teaching, and have positive effects on the improvement of the education quality. Meanwhile, "teaching a man to fish" also helps mobilize the subjective initiative of students, enable them to put more interests and emotions into learning and intensify the learning effect.

2. STRENGTHEN STUDENTS' ADAPTABILITY AND PROMOTE ALL-ROUND DEVELOPMENT

Autonomous learning is a process strengthening the connection between theory and practice, such ability can shorten the adaptation cycle of students to new environments after walking out of campus and play a positive role in accelerating them to become competent for the work [4]. English is a language discipline requiring comprehensive application of listening, speaking, reading and writing, and application skills are critical to English learning. The training process of the autonomous learning ability can help students apply the textbook knowledge into real-life scenes more flexibly. During this process, the students' self-discipline can be improved, which is good for the all-round development of students on a long view.

II. Characteristics and Current Situation of Autonomous Learning of Students Majoring in Pre-school English of Higher Vocational Colleges

(I) Characteristics of autonomous learning of students majoring in pre-school English of higher vocational colleges in the Age of "Internet Plus"

The network environment has advantages of convenience, rich resources and diversified approaches, etc., and in the background of information development, the learning in pre-school English of higher vocational colleges presents some obvious characteristics [5]. Firstly, the roles are changed. The dominant roles of teachers and students are interchanged; Secondly, the options are expanded. Students can select interested contents and modes according to their practical situation, and diversified information sharing platforms enable students to have more choices; Thirdly, the autonomous learning is flexible. The autonomous learning is not limited to the learning place, learning time and learning way, and can be adjusted according to the actual situation; Fourthly, the autonomous learning has individual difference. Different students have different educational environments and acceptance capabilities for knowledge, besides, they also have differences in the self-management consciousness and actual learning effects [6].

(II) Current situation and problems of autonomous learning of students majoring in pre-school English of higher vocational colleges

1. Lack of self-management ability

Without the management of traditional classroom teachers, many students show the weak self-management abilities in timing and making plans by themselves, mainly the bad self-discipline in learning, weak anti-interference, less time and energy investment, etc. Part of students majoring in pre-school English of higher vocational colleges lack enthusiasm or interest in the specialty learning, causing the learning process to be passive and indirectly affecting the self-management in the learning process.

2. Unscientific learning methods

Scientific methods always can get twofold results with half the effort. At present, the students majoring in pre-school English of higher vocational colleges still stick to the simplified and traditional learning method, and unscientific learning methods can result in a series of problems, for example, low utilization rate of time and learning resources.

III. Study on Training Strategies of Students' Autonomous Learning Ability

(I) Exercise students' exploration ability

1. Develop blended learning

Implement dynamic integration of traditional and Internet Plus learning and stimulate students' initiative and creativity by utilizing the advantages of blended teaching. As a new product of the Internet Age, mobile apps are widely applied to the blended teaching, for example, Chaoxing Learning, Mosoink Cloud Class, Rain Classroom etc. These apps not only assist the teaching, but are also welcomed and supported by

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students for their lively videos, novel ways and elaborate designs. Learning of traditional teaching materials in classrooms and applying platforms of English app etc. out of class, students can share the learning outcomes by the integrated online and offline mode. Such mode not only creates a relaxing learning atmosphere but also trains the students' autonomous learning ability.

2. Training of the autonomous learning concept

The training of the autonomous learning concept is a process required to persist in for a long term, and students can implement such process by abandoning bad learning and living habits, formulating more specific learning targets, carrying out proper self-reward and punishment system and exploiting reasonable and effective learning methods.

(II) Strengthen the guiding function of teachers

1. Apply diversified teaching modes

During the training process of students' autonomous learning ability, the guiding function of teachers shall be further strengthened, and this requires the higher vocational colleges to constantly promote the level of informatization to provide new platforms for teachers' teaching. The teachers in higher vocational colleges shall well play the role of guides and provide students with sufficient practice space by different forms of innovative teaching, e.g., open, heuristic, cooperative and interactive teachings, thus to stimulate their divergent thinking.

2. Set teaching targets advancing with the times

Teachers have to set teaching targets following the social development trend and help students improve the autonomous learning effects by guiding students in self-management and self-decision making. Teachers have to set different targets for different students and fully apply the information technology in the setting of targets according to the multiple intelligence theory.

3. Select rich and novel teaching contents

In the selection of teaching contents, teachers shall design elaborately and provide rich and novel contents and resources in online and offline teaching, thus to broaden students' vision and improve the scientificity and efficiency of their autonomous learning.

(III) Perfect the autonomous learning assessment

The assessment system is also a key element for the training of students' autonomous learning ability. Cross use of multiple assessment methods is an effective way for the examination of students' learning, for example, effective combination of formative assessments (after-class assignment, mutual evaluation, etc.) and summative assessments (stage or node assessment etc.), organization of fun games, miming etc. [7].

4. CONCLUSION

Autonomous learning advocates to highlight the dominant role and motility of learners. Students have to train the autonomous learning ability and the self-responsible attitude, and during this process, teachers shall act as the assistants and cooperators. In the

background of the Age of "Internet Plus", students majoring in pre-school English of higher vocational colleges shall fully utilize the rich resources to train their autonomous learning ability to get better improvements in the social competition. How to better train such autonomous learning ability is still an important problem worth studying by educators in higher vocational colleges in the future.

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Simple Style in Modern Home Decoration Pottery

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Abstract: Modern home decoration ceramic art belongs to the modern and simple style, which is getting closer to our lives, making more people accept it and like it. This article discusses the application of modern home decoration ceramics in our daily lives by comparing the simple styles of traditional ceramics and modern ceramics through a multi-angle comparative discussion. This article makes a preliminary exploration of modern home decoration ceramic art from the close connection between modern home decoration ceramic art and people's aesthetic needs.

Keywords: Modern Home Decoration; Ceramic Art; Simple Style

1. MODERN AND SIMPLE STYLE

Modern home design styles are diverse, including pastoral country style, simple decoration style, classical nostalgic style, European style and so on. In recent years, people have placed more emphasis on simple home decoration styles. As the pace of modern life accelerates, people are under increased pressure. After a busy day, they desire a relaxing environment. Home is more affinity and a sense of belonging than before. In this state of mind, what people need more is a simple style and bright colors to regulate the nerves that have been tense for a day. Modern ceramic art follows such a popular trend, absorbing simple elements and applying them to modern home design, injecting new vitality into modern urban culture.

The spirit of minimalism mainly originated from Western modernism in the early twentieth century. The famous modernist architect Mies van der Rohe's saying "less is more" can be said to be the central idea of minimalism. The feature of this style is to simplify the design elements, colors, lighting, and materials to a minimum. The structure of the space is revealed by precise proportions and details. Although the colors and materials are very simple, the formation of colors is very laborious, and the materials used are of high texture and expensive. Therefore, the minimalist space is usually very subtle, but the texture is high. Minimalism is formed by three main forces. The first is a few outstanding interior designers who went against the retro trend of the time in the mid-1980s and boldly presented the minimalist space to the public; second, it is the art world. The development of minimalist aesthetics. At the same time, in the early 1990s, some art galleries sought new ways of presenting artworks; third, the design direction of a

group of well-known clothing designers now coincides with the former two. If minimalism is regarded as a design style, its popular time limit is predictable. However, the thinking represented by minimalism seems to contain some eternal values. Such as respect for materials, precision in details and simplification of complicated design elements. Its aesthetics is not only an extension of Western modernism, but also covers Eastern aesthetics, so this style is very tolerant. Based on these factors, the influence of minimalism will continue for a period of time[1].

CONCISE STYLE IN TRADITIONAL CERAMICS THE DEVELOPMENT HISTORY OF CHINESE CERAMICS IS UNIQUE.

Chinese people have used ceramics to express their thoughts and wishes for a long time. However, the Song Dynasty ceramics have been more concise and beautiful throughout the ages. Among them, most of the thick-glazed pottery shapes of the Song Dynasty are relatively simple shapes without more ups and downs. Leave room for the expression of the shape to the decoration of the glaze, thus accentuating the characteristics of thick glaze. The keynote of the thick-glazed ceramics of the Song Dynasty is honesty, simplicity, and harmony. The shape and the glaze color complement each other. "Thick glaze decoration does not mean that the whole shape is covered, but it is concealed and revealed, hidden and exposed, deep and shallow, and virtual. "Pursuing Enrichment in Simplicity" seeks individuality from subtlety. Take the five famous kilns of the Song Dynasty as an example, to summarize the simplicity and beauty of Song Dynasty ceramics. (1) Official kiln: mainly bowls, plates, bottles, washes, etc. The porcelains are dignified in shape and have beautiful lines. "The official kiln porcelain of the Song Dynasty is mainly plain, with no gorgeous carvings and colorful paintings, and most use concave and convex straight edges. The chord pattern is decorated, which is more elegant and elegant; (2) Ge kiln: mainly uses bottles, stoves, washes, bowls, pots, etc. The inside and outside of the porcelain are covered with a glaze layer, which is uniform and clean, crystal and moisturizing, not only the porcelain sound is clear, but also the shape is tall and generous, and the outline is soft and smooth; (3) Ru kiln: mainly includes daily necessities such as bowls, plates, washes, bottles, and statues. Porcelain has a delicate texture and is rarely decorated with patterns. The shape is dignified and generous, the

whole body is glazed, the azure glaze is crystal-like jade, and there are small patterns; (4) Ding kiln: mainly firing white porcelain, the porcelain texture is white and delicate, and the shape is neat and delicate. Known for its colorful decorative patterns, the neat and elegant printed Ding kiln porcelain has always been regarded as a treasure in ceramic art; (5) Jun kiln: mainly decorated with ornaments, furnaces, mache, washes, flower pots, pot holders, etc. Porcelain is mostly used. Jun kiln porcelain belongs to the northern celadon system, with delicate and solid texture, dignified and simple shape. Its uniqueness lies in the use of kiln color-changing glaze, and the burned glaze is blue and red.

3. THE SIMPLE STYLE IN MODERN HOME DECORATION CERAMICS WORKS DIFFERENTLY IN EACH

country. American pottery works reflect the relaxed, lively and colorful characteristics of this nation. They love to show people and stories in social life, and are direct and vivid. Japanese ceramic art is developed on the basis of absorbing traditional nourishment. The works pursue the perfection and exquisite craftsmanship, and the elegance and novelty of style. Modern home decoration ceramic art is an innovative concept of modern art "It has the designer's thoughts, emotions, techniques, and inspiration" to meet people's desire for modern life and embody a modern and simple spirit. It advocates free creation, display of individuality, even if some works still retain the form of a container, breaking through the original technical specifications, "towards a free, more imaginative, and more humanistic direction." Modern home decoration ceramics belong to the artistic creation of individual designers facing life. Nowadays, modern and fashionable home decoration is at the forefront of home decoration, and matching decorations have naturally become popular products in home decoration. This modern style of modern home decoration ceramics is of course no exception. On the whole, these pottery works have abandoned complex patterns, elegant colors and traditional shapes. They either take a pure color route from beginning to end and from the inside to the outside, or determine the main color to add some simple abstract patterns to it. The shape is also different, abstraction and individualization are mostly used, with unlimited imagination space. Using them to decorate simple and fashionable homes can

achieve perfect harmony and unity. The design creativity of home furnishing products, like food, is borderless. However, in the field of home decoration ceramics, the sacred worm is a style, simple and practical is also a design concept. These strange or tangible works of art are transformed into real products in the designer's mind. People on the front are surprised at their extraordinary ideas [2].

In recent years, with the development of society and the improvement of people's living standards, people have higher and higher requirements for environmental art, room environment and cultural atmosphere, decorative style and taste, and there is a trend of eager demand for modern interior furnishings, including ceramics. Therefore, the uniquely charming ceramic culture is organically combined with modern real estate culture and room culture. Targeted development of modern residential and cultural porcelains that are in line with people's aesthetic appeal, from kitchen and bathroom to living room, bookstore, and bedroom styles, will have broad market prospects and development space. Some people say that if the interior of the whole room is compared to a dark and intriguing movie, then the home accessories are the movie soundtrack that appears at critical moments in the movie or the interlude. Movie episodes always appear at the most touching moments, playing a finishing touch, and home accessories also use such unique and modern and simple style home decoration ceramics to occupy the style of the room, highlight the personality and balance the colors. Pattern is a wise choice. This shows that the simple modern home decoration ceramic art will have a broader market prospect.

With the development of the economy, modern home decoration ceramic art reflects people's cultural cultivation in the choice of home decoration" and its natural and simple language, detached spiritual personality, and simple and generous shape attract people to it. Love.

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Analysis on Improvement of the Effectiveness of Network for Education in Ideology and Politics in Colleges

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Abstract: The international and domestic situation has been changed in recent years. Affected by the social environment, and the current environment in universities is becoming more and more complex. The value orientation of students will be affected by the external environment, and the diversification, independence and differences of students' ideological activities continue to be improved. Colleges and universities need to combine students' ideological activities to develop appropriate education in ideology and politics for students to ensure that the timeliness of the education can be significantly improved.

Keywords: Education in ideology and politics; Network; Colleges and universities

1. PRACTICAL SIGNIFICANCE OF EDUCATION IN IDEOLOGY AND POLITICS IN UNIVERSITIES

The values of students have not yet been perfect. The effective education in ideology and politics of colleges and universities can help students form healthy values of life. With the continuous development of Internet technology, college students have gradually begun to use the Internet. Teachers use the Internet in education in ideology and politics, which not only brings the education closer to students' lives, but also significantly improves the quality of the education.

1.1 Conducive to the continuous enrichment of campus culture

The Internet has abundant resources, and teachers can use the Internet to carry out education in ideology and politics. They can make full use of the abundant resources on the Internet to make boring education rich and interesting, and further enhance the attractiveness and appeal of the education. At the same time, education in ideology and politics can continue to enrich the campus culture, and students can learn knowledge of ideology and politics in a relaxed and entertaining environment, which is conducive to the creation of a civilized campus culture and enables students to gradually form correct values, outlook on life and world view in a good campus atmosphere [1].

1.2 Conducive to the transformation of education methods

In the past, teachers adopted classroom indoctrination to implement education in ideology and politics. This type of education was relatively boring, and many students were unwilling to concentrate on learning ideological and political knowledge in the classroom.

In this case, teachers need to innovate education methods to be recognized by students. College teachers use the Internet to carry out education in ideology and politics, which can realize the rapid transmission of educational information and resources, provide convenience for teachers to obtain educational resources, and encourage teachers to continuously optimize their own educational work methods. In addition, with the use of Internet, and teachers can play videos, animations and sounds related to knowledge points in classroom teaching, so that students can get a better classroom learning experience, and increase their attractiveness of ideological and political learning.

1.3 Helpful for the further improvement of students' ideological level

The fundamental aim of ideological and political education in colleges and universities is to further improve the ideological and political quality of students. During the period of students' study in colleges and universities, it is the critical period for the formation of life values. During this period, students are more vulnerable to the influence of external bad things and have a negative impact on their own values of life. Therefore, colleges and universities need to take appropriate measures to strengthen the education in ideology and politics [2]. The effective use of the Internet in education in ideology and politics by college teachers can effectively use the trivial time in daily life. And students can learn knowledge in trivial time, and coordinate learning and entertainment, so that they can also be influenced by education in ideology and politics in daily life, which ensures that students' ideological level can be further improved.

2. HOW TO IMPROVE THE EFFECTIVENESS OF NETWORK FOR EDUCATION IN IDEOLOGY AND POLITICS IN COLLEGES AND UNIVERSITIES

2.1 To properly strengthen the learning and training of educational subjects

Colleges and universities need to strengthen the learning and training of educational subjects, and devote themselves to creating a professional, comprehensive and comprehensive team of education subjects. Colleges and universities need to effectively cultivate the professional network quality of teachers for education in ideology and politics, help teachers improve their teaching skills and comprehensive

quality of educational courses. And teachers adhere to the concept of "people-oriented" during their education, teach students according to their aptitude, and learn to use the network reasonably, so that students can grow up healthily in the modern network environment [3].

2.2 To improve students' awareness of network security

Colleges and universities actively educate students on the importance of education in ideology and politics, so that students can attach importance to the education. In recent years, the social reform in China is in the stage of rapid development. With the integration of various cultural trends, people begin to accept different ideas. Because there are more complex sources of network information in our country, and most of the network information is relatively hidden, which leads to new challenges in the network for education in ideology and politics in colleges and universities. Teachers need to guide students to enhance their own network security awareness, and guide students to learn to distinguish different network information carefully. The way of thinking of teachers and students changes, their action will also change, which helps teachers and students to better accept education in ideology and politics [4].

2.3 To innovate the contents and methods of education

Teachers for education in ideology and politics in colleges and universities need to innovate their own teaching methods. Combined with the personality characteristics of college students, teachers can effectively innovate the way of education in ideology and politics. And they can abandon the traditional curriculum indoctrination education, and adopt two-way interactive education in teaching. Colleges and universities advocate that students and teachers should do their best to communicate with each others in the teaching process, and they stand on an equal position, so that teachers and students can solve educational problems in the process of communication and interaction. Teachers attach importance to humanistic care in the process of education. They give students enough understanding, trust and respect, patiently answer questions raised by students, and encourage students to put forward their own ideas [5]. Finally, teachers need to innovate the content of education. In the ideological and political education curriculum, teachers need to reasonably use the service function of the network to make students' online needs be effectively met. In addition, teachers should effectively combine various educational activities to build a reasonable and all-round network platform, and implement educational activities on the network platform.

2.4 To optimize the supervision of network information

Colleges and universities optimize the supervision of network information and combine various forces of society to rationally improve the education environment of colleges and universities. And it is necessary to create a fine network cultural atmosphere and organize various network cultural activities on campus to create a better network cultural atmosphere for students [6]. Colleges and universities create a network information feedback mechanism, so that teachers and students can feed back unhealthy network information to relevant responsible departments. And teachers can properly guide network public opinion, so that students can receive healthy ideological and political education knowledge from the Internet.

3. CONCLUSION

Education in ideology and politics is of great significance in college education. It is conducive to the continuous enrichment of campus culture, the transformation of education in ideology and politics, and the further improvement of students' ideological level. Universities can carry out education in ideology and politics with the use of the Internet to improve the education level and ensure that the education level of teachers and students can be improved and overall quality of students can be further improved.

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Exploration on teaching Reform of Economic Law course in independent College

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Abstract: The course of economic Law is a compulsory course for the majors of economics, accounting, and management. Practicability is wide, influence area is big. On the basis of the practical teaching experience, this article embarks from the nature of the independent college, the students professional requirements and characteristics of the economic law as a starting point, discusses the problems existing in the economic law teaching, put forward concrete measures to guide students to "learn" and "will learn", highlight the teaching process teachers' domination and students' subjectivity is unified, prompting students to practice, in order to achieve the ultimate goal of effective teaching.

Keywords: Economic Law; Independent College; Exploration

1. THE NECESSITY OF TEACHING REFORM

With the development of modern society and the construction requirement of "Rule of law In China", the social demand for legal and economic talents presents a rapid growth trend. The establishment of economic law majors in college teaching is also increasing. In addition to the traditional law majors, economic law courses are set as compulsory courses for majors, and economic law courses, accounting courses and management courses are also set as basic courses for majors. The importance of economic law in college teaching is becoming more and more prominent.

Independent colleges refer to those institutions of higher learning that provide education for bachelor's degree or above in cooperation with social organizations or individuals other than state institutions and with non-state financial funds. Most of the students in independent colleges are on the general undergraduate admission line or the third type of undergraduate admission line, with poor learning enthusiasm and weak thinking and concentration. Traditional teaching is limited by limited class hours, unclear target positioning, too large and complicated content and other problems, so the teaching effect is not obvious.

2. PROBLEMS EXISTING IN ECONOMIC LAW TEACHING

The teaching materials are not unified and the differences are obvious.

At present, there are various textbooks of economic law published by major publishing houses. For example, Economic Law published by higher

education press is mainly composed of general theory, market regulation law, State investment and management Law, and macro-control law. Higher education press and publishing house of Peking University jointly published the "economic law" is mainly composed of general economic law, economic law main body, market supervising, macroeconomic regulation and control method, which is not only the main component of different, even if also called market regulation and macro-control law section contains specific legal system is different also. Not only that, the same textbooks, the same publishing house, edited by different people, the content of the publication is also very different. Even in the same school, different majors use different textbooks. Accounting major is based on tax law, law major is based on macro-control law, economic major is based on civil and commercial law, and management major is based on market supervision law...

Thus we can see that different schools, different professional, different even the same professional teachers will choose according to their own characteristics, habits and ideas of different materials, the same courses in the economic law of different or the same professional grade they accepted economic law teaching content will be inconsistent, this is not conducive to the students for the unification of the cognitive law course.

The teaching method is single with little effect.

Legal textbooks are basically full of theoretical explanations or laws listed, very difficult to understand, students learn more boring. Due to the limitation of class hours and the lack of professional knowledge of students, teachers in independent colleges tend to give priority to theory teaching and are unable to carry out enough cases (especially video cases) and practical case teaching to assist teaching, which makes it difficult to mobilize students' interest in learning. As a result, the teaching process is boring and students lack motivation to learn, which affects the realization of teaching goals.

The orientation of teaching objectives is inaccurate and the specialty is not well targeted.

In independent colleges, students are mainly trained in application and practice, but many teachers only pay attention to the teaching of theoretical knowledge of economic law, but do not pay attention to the cultivation of students' practical ability. At the same time, teachers tend to not consider when teaching different professional training objectives and

requirements, due to different students according to the outline of the same, the same schedule to teach, not in a position with various professional talents cultivation target and photograph echo, with professional relevant degree is not high, make students ignore the importance of often treat the economic law as the specialized course.

3.SUGGESTIONS ON TEACHING REFORM

Based on the professional training program, the overall planning of the teaching content

The teaching objectives of economic law course should be as follows: students are required to understand and master the basic concepts, basic knowledge and basic theories of economic law through the study of this course, and be familiar with relevant economic laws and regulations; To improve the understanding of the theory of Economic law with Chinese characteristics and enhance the legal consciousness; Set up the thought of rule of law, strengthen the idea of law; To improve the ability of using legal knowledge to analyze common problems in the field of management; It will lay a solid foundation for further study and research of economic law and make contributions to strengthening the construction of economic legal system in the future. Through the study of economic law, students can protect their own rights, ensure that they will not violate laws and regulations, and find correct and effective solutions when they encounter problems.

Make different teaching plans for different majors and teaching objects. Different majors will focus on different legal issues in the future, and some majors (such as accounting qualification examination) have different requirements on the depth of legal knowledge. Therefore, the teaching plan of different majors should be oriented to vocational needs. Take economic major as an example, the laws directly related to financial direction include financial law, securities Law, negotiable instrument Law, etc., the laws directly related to economic direction include enterprise law, company law, foreign investment law, etc., and the laws directly related to international trade include international Sale of Goods Law, Transportation Law, agency Law, etc. In the teaching plan, it should be connected with the major, reflect the characteristics of professional training, otherwise easy to make students feel useless learning, learning interest decline.

A variety of teaching methods are integrated to improve the efficiency of teaching and learning

It is to break the limitation of teaching material, use teaching means flexibly. On the premise of holding tight to the first class, we should try our best to enrich the contents of economic law teaching through the second class. Case analysis, scene representation and moot court can be used to motivate students. If there are no conditions, students can take advantage of the

first class, make full use of the case analysis method, and let students enter the role in the way of homework to solve practical problems. Such as drafting contracts, trying to amend the articles of association according to the company law, etc. By looking up laws and regulations, students can understand the legal principle, which not only exercises their ability, but also masters the theoretical knowledge of economic law and improves their interest in learning.

The second is the combination of classes and groups, highlighting the students learning the main position. Under the premise of the centralism teaching teaching model unchanged, should adopt the way of combining large class and group learning, through the proposed learning content, supervise and urge students spontaneous extracurricular study groups, independent selected theme and thematic research, discussion in class, make each student can fully involved in the teaching activities.

A variety of curriculum inspection, effectively enhance the enthusiasm for learning

It is not good for the students to master the knowledge by taking the final closed book examination as the main form of evaluation. Students will "relax in peacetime, assault in the final, forgotten after the test" phenomenon. In addition, because the study key of each major is different, direction is different, economic law is unfavorable unified examination. It is suggested that the course of economic law should be changed from examination course to examination course, and the teacher should make the examination content of this class separately according to the specific situation of teaching. Or you can "open book test + usual score" way, the proportion is fixed. The content of the open-book exam is mainly based on case analysis, which is used to test students' grasp of basic knowledge and test their application ability of economic law at the same time. The grade includes classroom performance and homework completion, and the teacher will give appropriate evaluation.

4.SUMMARY

It is hoped that the students will be truly included in the learning process, stimulate their learning enthusiasm, cultivate students' ability to independently observe problems, think about problems and solve problems, and become social comprehensive talents who both understand economics and law.

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Interpretation of Confucius' Thought of Ruling the Country by Morality

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Abstract: Confucius was the founder of the Confucian School during the Spring and Autumn Period in China. He was also a famous thinker and educator in ancient China. Confucius thought has always been an important part of the excellent traditional culture of the Chinese nation. Administering a country by virtue is Confucius' important idea of governing the country. Confucius' rule of virtue has also become an important source of thought for governing and governing the country today. It has had a far-reaching and lasting influence in political governance, ideology, and culture. On the one hand, Confucius wants to make the people rich and implement an even strategy for governing the country; on the one hand, it recommends talents to participate in the management of the country; on the other hand, it wants to civilize the rulers and the people. The interrelationship and mutual complementarity of the three aspects are the core and key to understanding Confucius' thought of ruling the country by virtue.

Keywords: Confucius; governing the country with morality; thought

1. INTRODUCTION

"For the sake of politics and virtue is one of the core contents of Confucius' political thought, and is a concrete manifestation of Confucius' thought of governing the country." [1] Confucius' thought of governing the country by morals mainly includes the following aspects: The people are prosperous. Confucius believes that the people must be prosperous before they can maintain social stability, and then they can civilize the people. It can be seen that Confucius emphasized the order of making the people rich and then civilizing the people; Confucius also advocated the implementation of an even government policy. The second aspect is to recommend talents with both ethics and ethics to participate in national governance. Confucius believes that the ruler can only effectively govern the country by selecting talents who have both virtue and virtue. Confucius also made certain requirements for the quality of talents, that is, to let excellent talents with high cultural level manage the country. The third aspect is Confucius's civilization idea, and the more prominent is political and ethical thoughts. Civilizing rulers and people is the core content of political and ethical thoughts, and the main purpose of political and ethical thoughts.

THE PEOPLE'S PROSPERITY AND AVERAGE SOCIAL WEALTH

The people's prosperity is the primary condition for the people to obey the rule

On the one hand, Confucius cares about the suffering of working people, and on the other hand, he believes that only when the material life of the people is guaranteed can the people successfully accept the rule of the country. It has always been Confucius' desire to make the people wealthy. On this basis, Confucius made demands on the rulers, that is, to let the rulers restrain their desires, do nothing to hurt the people, and not compete for the interests of the people because of their own preferences. Confucius students once answered the question of the ruler Lu Aigong at that time: The people's life is rich, so what is the king's dissatisfaction? The people's lives are poor, so can the king be satisfied? This answer fully embodies the essence of the idea of making the people rich, that is, the ruler should satisfy the interests of the people first, so that his own interests can be satisfied.

The average social wealth is a necessary condition for social stability

It is Confucius's ideal to make the people wealthy. Based on this, Confucius put forward the idea of average social wealth. Confucius believes that for the ruling class at the top of society, it is not terrible to have less social wealth. What is terrible is the uneven distribution of wealth, social poverty is not terrible, and the most terrible is social instability. This idea of Confucius fully reflects his thinking about how to distribute social wealth rationally. The uneven distribution of social wealth is also an important reason for the differentiation between rich and poor. The serious differentiation between the rich and the poor in society will often arouse social contradictions, accelerate the pace of social unrest, and seriously threaten the rule of rulers. Confucius creatively put forward the ideal of average social wealth, which is based on the outstanding expression of the idea of ruling the country by ethics. Fundamentally speaking, Confucius is very concerned about the hardship of the masses of the working people and pays special attention to the power of the people. This has become another representative of the Confucian school. The theoretical source of the character Mencius' benevolent politics. Confucius's desire to make the people wealthy and the idea of average social wealth have certain significance for progress, and provide an important reference for the rulers of China's later generations to implement average economic policies.

RECOMMEND TALENTS WITH BOTH ETHICS

AND COMPETENCE TO PARTICIPATE IN STATE
MANAGEMENT STATE MANAGEMENT
REFLECTS THE GOVERNANCE LEVEL AND
ABILITY OF GOVERNORS TO A CERTAIN
EXTENT

And the ability to govern the country with both virtue and talent is the key to the decision-making management of the ruler. Confucius is very concerned about the excellent talents who govern the country. He believes that those who have both ethics and talent can govern the country more effectively. This is an important conclusion he has drawn from summing up historical experience. The student of Confucius asked him how he can handle government affairs. He replied: the first aspect of dealing with government affairs depends on the ruler itself, that is, the ruler must set an example; the second aspect should be tolerant to others and understand the faults of others; The three aspects are to recommend talents who have both virtue and integrity. Confucius clearly put the talents who had both morality and integrity in a prominent position in handling government affairs. It can be seen that Confucius' attention and importance to talents.

Confucius also put forward demands on officials at all levels of the country, believing that they should have good cultural accomplishment in order to manage state and local affairs. Confucius's classic book "The Analects of Confucius" contains Confucius's idea of recommending talents with both virtue and competence to participate in state management. The most classic sentence is that those who have learned can become officials. In the view of Confucius, on the one hand, good cultural accomplishment is the first condition for being an official in the future. As long as you choose to be an official, then this person's cultural accomplishment must be able to pass, otherwise you will not be an official. Good cultural accomplishment is highly respected by Confucius, so it is an indispensable condition. On the other hand, those who choose to be officials should regard serving the country as their official career goal. This is Confucius's deeper requirement for talents who already have good cultural accomplishments. The two requirements for the selection of talents' cultural accomplishment and work goals are indispensable. This fully demonstrates the wisdom and ideals of Confucius' rule of virtue.

Recommending talents with both ethics and talents to participate in state management is Confucius's view on talent selection and employment, which has a positive significance for maintaining ruling class rule at that time. At the same time, this thought had a profound influence on the ancient Chinese electoral system. The wise monarchs of all dynasties followed this electoral thought and played a huge role in safeguarding and consolidating the interests of the ruling class. Looking back today, both the civil service evaluation conditions and the company's employment conditions are deeply affected by this idea, and will continue to play its positive role in the future.

CIVILIZE THE RULERS AND THE PEOPLE

Civilize the rulers and the people is the core content of political and ethical thinking. "Civilization means education reform, political and political weathering, and popularization." [2] It means that we must use the power of education to influence the people, and use political education to improve the social atmosphere. The purpose of civilizing the people is to make the people into a good social fashion. Many of Confucius's political and ethical ideas are based on civilized rulers and people. "Confucius said 'teaching' not only refers to cultural education, but also more importantly ethics education." [3] Confucius pioneered the style of private lectures. He believes that people of all levels in society should receive education. The ruling class that governs the country, and the ordinary farmers who work in the fields should be well-educated, regardless of social class, high or low. Confucius gradually moved the education that only the upper class received to ordinary people. This idea of Confucius popularized education and at the same time consolidated the ruling position of the ruling class, to a certain extent, maintained social stability and promoted the prosperity of the ideological and cultural field at that time.

Confucius values education and popularizes it. Among the educational purposes, Confucius attaches particular importance to the cultivation of political talents. As mentioned earlier, he attaches importance to the cultivation of political talents to deliver talents who are good at governing the country and governing the country. Confucius once talked about: establishing ambitions in the way of learning to be a man; taking morality as the basis for action, and taking "benevolence and justice" as the starting point for dealing with problems; to improve one's own cultural accomplishment, one needs to study in the "six arts". This is also the goal of cultivating talents who have both integrity and virtue.

"Confucius regards the rule of virtue as the core of its political operation and administrative management." [4] Confucius attaches importance to civilizing the rulers. It is believed that rulers can use their own moral qualities to influence the whole society. And the ruler must lead by example, that is, to give ordinary people a model role, and use good moral qualities to influence the people in a subtle way. Confucius once asked the ruler: governing the country depends on good moral conduct. The ruler is like a bright star in the north, and nearby stars will be tightly surrounded by it. Confucius also mentioned that the manager engaged in national governance must be correct in his own conduct. If the manager is already in good conduct, then the people under management will follow suit and make his own conduct correct.

As an educator, Confucius devoted his life to spreading education to the people; as a political thinker, he always cared about people's livelihood. Regarding the civilization of the people, Confucius believes that

those who abide by the law and observe the rules of words and deeds do not need too much restraint, but those who are ignorant and improper in words and deeds need to be punished and taught. It fully reflects the ideological core of Confucian love, tolerance and democracy. However, Confucius's civilization thought also has certain historical limitations. Feudal rulers of later generations misinterpreted and used this idea to make the people ignorant and conducive to the ruler's rule. The civilization thought should be viewed scientifically and dialectically.

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Cultivation of Students' Cross-cultural Awareness in College English Teaching

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Abstract: With the development of economic globalization, there are more and more economic, social, and cultural exchanges between countries, and the cultivation of international talents has become an inevitable trend. Major universities have also adapted to the development of society in various ways. Especially in English teaching, cultivating students' cross-cultural awareness has become an important part of teaching. By studying the importance of cross-cultural awareness in college English teaching and analyzing the status quo of cross-cultural awareness training in college English teaching, the authors proposed countermeasures for cross-cultural awareness training in English teaching from three aspects: teachers, universities, and students.

Keywords: College English Teaching; Cross-Cultural Awareness; Training

1. INTRODUCTION

Because of differences in languages and cultures between countries, it is difficult to remember collisions and differences in the communication process, so how to deal with cultural variation in communication is a problem we need to consider. While, English education is the bridge connecting cultures and languages of different countries. Strengthening the cultivation of students' cross-cultural awareness in college English teaching will help students form an international perspective and respect cultural differences, thereby promoting friendly exchanges between countries.

2. THE IMPORTANCE OF CROSS-CULTURAL AWARENESS IN COLLEGE ENGLISH TEACHING

2.1 Importance for students

Promoting the cultivation of students' cross-cultural awareness in college English teaching is of great significance to students' personal development and improvement of their comprehensive quality. On the one hand, students can form an international way of thinking and doing things by guiding students to understand the cultural differences between home and abroad, thereby promoting students to form an international cultural vision. On the other hand, the cultivation of students' cross-cultural awareness will help students understand the English language expression norms, avoid errors in the process of using the language, and thus improve students' cultural communication skills.

2.2 The importance for college English teaching

The part of adding culture to college English teaching also plays an important role in the reform of college English teaching. On the one hand, it is conducive to the development of college English teaching. In the context of globalization, all countries need international talents. Integrating the cultural teaching to college English teaching can promote students' understanding to the culture of different countries and promote the development of English teaching content with the times.[1] On the other hand, it helps to change the traditional teaching model. The traditional cramming method in teaching has not adapted to the development of society, and modern society pays more attention to the cultivation of students' comprehensive ability. Incorporating cross-cultural awareness training into English teaching has innovated the teaching method of college English and is conducive to promoting the reform of college English teaching.

3. THE STATUS QUO AND PROBLEMS OF THE CULTIVATION OF STUDENTS' CROSS-CULTURAL AWARENESS

3.1 The professional level of teachers is low

At present, many English teachers in colleges and universities realize the importance of cross-cultural awareness training, and also actively add the content of cross-cultural awareness training in English teaching, but the ideal teaching effect has not been achieved for their subjective reasons. On the one hand, teachers' cross-cultural awareness is not strong, especially some older English teachers. So, it is difficult to form a systematic knowledge system for cross-cultural knowledge. In the classroom, they only focus on the mastering of students' English skills and knowledge, and they have little explanation on cultural knowledge. On the other hand, the professional level of some English teachers is not high. Although many teachers are aware of the importance of cross-cultural awareness training, they need to consult the materials to complete the teaching, so many teachers are difficult to achieve the ideal teaching effect because of the narrow knowledge and low professional level, so as to achieve cultivate students' cross-cultural awareness.

3.2 The school does not pay enough attention

Schools are an important platform for cultivating students' cross-cultural awareness, but some colleges and universities do not pay enough attention to the cultivation awareness, and do not provide students with a good learning platform. First of all, the curriculum of colleges and universities is not conducive to the students' cross-cultural awareness

developing. The cross-cultural knowledge of some colleges and universities focuses on the indoctrination of the theoretical level. Without leading students to practice in person, students' understanding of knowledge is not high. Secondly, the way in which colleges and universities assess English courses is mainly examination paper-based examinations, which mainly involve knowledge of professional skills such as words, sentences, and grammar. There is no examination content for students' cross-cultural awareness, so that the cultivation of cultural consciousness is only in the form. Finally, the purpose of college English teaching deviates. Many colleges and universities nominally formulate English teaching purposes to train international talents and cultivate students' cross-cultural awareness. In fact, various indicators are set to allow teachers and students to work hard to pass various English level exams, but this method did not play a substantial role.

3.3 Student's personal problems

Cross-cultural awareness has not achieved the teaching effect that it should have in college English teaching. In addition to the reasons for colleges and teachers, students themselves also have great problems. On the one hand, college students rarely have the opportunity to contact foreign cultures and living environments before entering university. They are all exposed to English book knowledge, so they can't master some cultural knowledge. On the other hand, some students are influenced by Chinese traditional culture, and they always shift the Chinese way of thinking to English learning, ignoring cultural differences, so the students' cross-cultural awareness is not strong.

MEASURES FOR THE CULTIVATION OF STUDENTS' CROSS-CULTURAL AWARENESS

4.1 To improve the professional level of teachers

Only by improving the professional level of college English teachers can teachers form the correct guidance for students. Firstly, teachers should improve their own active learning ability, actively understand the culture and life customs of English-speaking countries, fundamentally improve their cross-cultural awareness, and then use their personality charm to influence students, so that students subtly accept cross-cultural awareness. Secondly, the school should provide teachers with a learning platform and provide regular training for teachers. The training content should not only include teachers' professional knowledge skills, but also cross-cultural knowledge content, so that teachers can form a cross-cultural awareness knowledge system, which can be used in English classrooms. Finally, English teachers should break the traditional teaching methods and pay attention to the cultivation of students' comprehensive quality. The purpose of English learning is to apply rather than to exam. Teachers should innovate teaching methods and add cultural elements to college English teaching, so that students can understand the cultural

International Journal of Education and Management customs, religious beliefs and language expressions of different countries.[2]

4.2 Universities should think highly of the cultivation of cross-cultural awareness

Universities should pay attention to the cultivation of students and teachers' cross-cultural awareness. Firstly, the school should build an independent cross-cultural awareness training course. When setting up theoretical courses, it should also set up related practical courses combining language and culture, so as to promote the cultivation of students' cross-cultural awareness. It is not just a brief explanation of the textbook knowledge. Secondly, the school should organize related activities to improve the cross-cultural awareness of teachers and students. Schools can allow teachers and students to express their understanding of different cultures through photography, calligraphy and painting, and speech contests, thereby promoting the cultivation of teachers and students' cross-cultural awareness, as well as narrowing the relationship between teachers and students. Finally, the school should change the assessment method of English courses. The purpose of learning English is not just for exams, but also for application. The school should add the content of the cultural part to the assessment content. Students can be assessed in a practical manner, such as setting relevant cultural topics for students to perform in the form of dramas, thereby improving students' practical application ability. [3]

4.3 Students should take the initiative to improve their cross-cultural awareness

In addition to accepting the cultivation of cross-cultural awareness by teachers and schools, students themselves should also realize the importance of cross-cultural awareness and actively improve their cross-cultural awareness in their daily learning life. On the one hand, students should strengthen communication with people in different countries through various correct ways, make more foreigners and make friends, and discover cultural differences and charm through communication. This can not only improve their English level, but also promote the cultivation process of cross-cultural awareness. On the other hand, students should change their way of thinking, overcome the interference of traditional Chinese thinking, respect cultural differences, and experience the charm of different national cultures, so as to enhance their cross-cultural awareness.

5.CONCLUSION

In summary, in today's globalized world, the world is increasingly becoming a whole, and the collision of culture and language is inevitable. Colleges and universities should pay attention to the cultivation of students' cross-cultural awareness and set up cross-cultural content in college English teaching, so as to strengthen students' cross-cultural awareness and improve the development of students' comprehensive quality.[3] However, the development of cross-culture in college English teaching is still in the exploration

stage, and colleges and universities must continue to explore and explore, so as to cultivate international talents for the society.

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A Brief Talk on the Influence of Exercise on Students' Living Habits

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Abstract: Regular exercise has a positive effect on students' physiology and psychology, can promote the development of students' exercise habits, and can meet the needs of students' society. This article analyzes the theoretical basis of these effects: one is based on healthy behavior, the other is based on Theory of human needs.

Keywords: Exercise; Living Habits; Influence

1. THE EFFECT OF REGULAR EXERCISE ON STUDENTS' LIVING HABITS

The first is that exercise has a positive effect on students' physiology and psychology. Exercise can make people's metabolism vigorous, the body's various organs get more nutrients, the body's metabolites are eliminated, the body's blood supply is filled, the functions of the nerves, digestion, breathing and other organ systems are enhanced, and the body's various internal organs are improved. The environment has caused significant changes in people's diet, sleep, and spirit. Students with dietary problems become craving, knowing how to eat, and eating well. Students with sleep problems will sleep well due to body fatigue. Exercise adjusts the person's biological clock, forcing people to abide by the law and go to bed on time, and no longer have trouble sleeping or poor sleep. Along with people's physiological changes, people's mental activities also unfold. Many psychological problems of students are caused by physical problems. When they exercise their physical functions gradually through exercises, their physical activities will increase, their mental outlook, thoughts, and emotions. It has also been regulated, and with it a sense of security, pressure reduction, and psychological problems are gradually resolved. At the same time, physical exercise meets the most basic physiological and psychological needs of students, and at the same time realizes the impact on living habits, that is, people must abide by the most basic living rules, so that they can establish good living habits.

Secondly, exercise regularly to promote the development of students' exercise habits

Students can experience the many benefits that exercise brings to them in the process of continuous and regular exercise. Due to the particularity of students, health is their first important issue. Their most urgent desire is to maintain their own health. Every realization of their life goals also requires a healthy body as a foundation. There is no doubt that they have to stick to this practice and have a firm

attitude, because the principle of "life lies in movement" can be personally experienced. The need for health and the desire for a better life have contributed to their long-term persistence in using exercise to improve their physical condition, to regulate their inner conflicts, and to maintain their health. Over time, their behaviors are stereotyped and exercise habits are developed. , The realization of the effect of living habits [1].

2. THEORETICAL ANALYSIS OF THE IMPACT OF EXERCISE ON STUDENTS' GOOD LIVING HABITS

The behavior of using exercise to change the impact on students' living habits is the inherent bad living habits of these students and establish new good living habits. This change process can be explained by the theory of healthy behavior. Healthy behavior is a new branch of behavioral science developed with health education and health promotion. It uses the theories and methods of behavioral science to study the causes, influencing factors and internal laws of the occurrence and development of various behaviors related to health and diseases of individuals and groups; to provide theories and norms for health education and health promotion to change individual, group and social behaviors And technology.

American psychologist Woodworth proposed the famous S-O-R behavior expression to define people's "behavior". Behavior is the reaction of the body under the stimulus of the external environment. This response includes both external actions and internal physical and psychological changes. The so-called explicit action has at least three meanings: first, it represents a kind of activity process; second, it represents a state at that time; and third, it represents a certain behavior characteristic of him. The so-called physical and psychological changes refer to the thoughts, emotions and accompanying physical changes that people produce when responding to certain behaviors of others. Human behavior has five major characteristics: First, human behavior is based on its physiological functions and is restricted and regulated by physiological functions. At the same time, behavior in turn acts on physiological functions, which have a positive or degrading impact on it. Second, human behavior is regulated and restricted by its psychological characteristics. Individuals with different cognition, thinking abilities, emotions and will and other mental activity characteristics have different behavioral responses to the environment.

Third, human behavior has a clear purpose, enabling humans not only to adapt to the environment but also to transform the environment. Fourth, human behavior is plastic. Different individuals have different behavior patterns under different environments and education. Fifth, there are differences in human behavior. That is, different individuals have different behavioral responses to the same stimulus. The emergence of behavior is driven by the behavioral dynamic system. The behavioral dynamics system is composed of needs and motivations. Need is the psychological activity that an individual needs for an objective thing in reality. It can be said that needs are the basic driving force of human behavior and all psychological activities. The well-known humanist psychologist Maslow put forward the theory of levels of needs, and believes that human needs are divided into five levels, forming a ladder from low to high. The hierarchy of needs theory, first is the physiological needs: food, clothing, shelter, sleep, sex, secondly: safety needs: personal safety, sense of belonging, and again: social needs: friendship, emotion, love, and again respectful : Self-esteem, self-respect, authority status, the highest demand is what I need to achieve: the need for competent work and sense of accomplishment. When the needs of the lower step are met, the needs of the higher step become the current needs. And the highest level of "self-realization needs" is an endless need to pursue. Motivation is the psychological drive to guide behavior and achieve the purpose of behavior based on need.

Students' physical condition determines their health needs, and this need motivates them. In addition to medical treatment, the psychological desire to use behavior to ensure or improve one's health is also an instinctive behavior. The various needs of Maslow's hierarchy of needs theory should be possessed or inseparable from people in a society, especially those who have received higher education. It is not possible to lack any level. As a student in school, he will step into the society in the near future, assume a role in the society, and fail to meet health standards. If all or part of his needs cannot be possessed, he cannot serve the society and his own value cannot be realized. Obviously it is not what these students expect , They

need to be healthy, so they will use sports behaviors to achieve the goal of health [2].

The theory of knowledge, belief, behavior and health belief in health behavior can also explain the process of physical exercise affecting students' living habits. This theoretical model believes that knowledge and learning are the basis of behavior change, beliefs and attitudes are the driving force, the resulting behavior change process that promotes healthy behaviors and eliminates health-damaging behaviors is the goal, and health promotion is the goal.

However, the implementation of changes in living habits is specifically completed by the individual. It requires plans, measures and strategies. The theory of health-related behavior intervention and behavior correction method also provides us with guidance in theory. Health-related behavior intervention refers to planning and adopting certain strategies and measures to help the target population change the bad behaviors and living habits that have been formed, and consciously adopt the systematic process of promoting healthy behaviors and cultivating a good lifestyle. Behavior correction is a behavioral intervention process that adopts specific measures to prompt the corrected object to change its specific behavior under certain conditions. It seeks to make people consciously invest in the process of behavior change, rather than passively accept certain behavior constraints. For behavior correction, the antecedents and consequences of behavior are as important as the behavior itself. In the teaching of physical education, the target of behavior correction is the students. The teaching thoughts taught by the teacher are correct, the various teaching materials, different teaching methods and teaching measures used are appropriate, and the students can put it into practice. The final result of the influence of habit will be realized.

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From Home to World-A Contemporary Composer Tan Dun “Record my recital lecture on November 22, 2019”

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Abstract: Tan Dun is representative of the globalization of music. As the world-renowned artist, he has made an indelible mark on the world's music scene with a creative repertoire that spans the boundaries of classical music, multimedia performance, and Eastern and Western traditions. Through performance and analysis of *Eight Memories in Watercolor* and *The Banquet* sonata, it can be found that Tan Dun can easily fuse between Chinese and Western music culture, he can freely juxtapose ancient classic culture to modern pop music.

Keywords: Tan Dun; Chinese music; Chinese folk song; Movie music; *The Banquet*

1. INTRODUCTION

Tan Dun is representative of the globalization of music. He was born in Hunan province on August 18, 1957. He grew up during the Cultural Revolution. He received no schooling or early musical training. In 1973, while planting rice in Hunan, Tan Dun heard Beethoven's fifth symphony for the first time over a loudspeaker, during the Philadelphia symphony orchestra's visit to China. After Mao Zedong's death, the college entrance examination was resumed in 1977, and Tan Dun applied for the Central Conservatory of Music. The interviewer asked him to play Mozart. Tan Dun didn't know Mozart was, and his violin had only three strings. But he could play folk songs from all over China, so he luckily was admitted to the Central Conservatory of Music.

Tan Dun's classmates include Ye Xiaogang, Chen Qigang, Liu Sola, Guo Wenjing and other famous Chinese composers. They are the so-called fifth generation of composers, the first to grow up after China's reform. Chen Qigang once said of Tan Dun: "Without me, Chen Qigang, the influence of modern Chinese music would remain the same. Without Tan Dun, the image of modern Chinese music and its position in the world would be completely different. "Guo Wenjing said, "Tan Dun is the only one who has his own 'right of speech' and really builds up international influence with his works."

Tan Dun introduced himself using a few words. As the world-renowned artist, he has made an indelible mark on the world's music scene with a creative repertoire that spans the boundaries of classical music, multimedia performance, and Eastern and Western traditions. As a conductor of innovative programs

around the world, Tan Dun's individual voice has been heard widely by international audiences. As a visual artist, Tan Dun's work has been featured at the opening of the China Pavilion, The 56th Venice Art Biennale. As a global cultural leader, Tan Dun uses his creativity to raise awareness of environmental issues and to protect cultural diversity.

From the perspective of international influence, Tan Dun is covered with a lot of glory, such as the Grammy award and the Oscar award. For this lecture, I will analyze his two piano works.

The first work performed, *Eight Memories in Watercolor* was written when Tan Dun left Hunan to study at the Central Conservatory of Music in Beijing. It was his Opus One. The Cultural Revolution had just ended, China just opened its doors, he was immersed in studying Western classical and modern music, but he was also homesick. Tan Dun longed for the folksongs and savored the memories of childhood. Therefore, Tan Dun wrote his first piano work as a diary of longing.

Tan Dun didn't say which folk songs he used. Many researchers just said he used Hunan folk songs, but they didn't say which ones were used. So analysis of works will start with the origin of the songs. The second, third, fourth and eighth pieces of the work added Hunan folk song material. The second piece borrows a folk tune called "Good Sister-in-law" from Jiahe area of Hunan. This is a wedding song, with which the Jiahe women created to reflect women's marriage customs, there are more than 1300 folk songs. The original folk song is in the tone of children, praising beauty of marriage, diligence and frugality. The third piece mixed two folk song elements from Hengdong area of Hunan province. One is "this mountain sees that mountain high", which is a love song. One is about the lotus. The fourth song, the Chinese title is "listen to mom telling the story". The melody comes from Shaodong area of Hunan province, "the girl in the village comes to town", which is similar to the tune of another Hunan folk song, "Nun Si Fan", the song from Hunan flower drum opera. In the late 1970s, it was widely spread in Hunan. The eighth song, in Chinese, is actually called "Huan", which is a game song for children to ride bamboo horses. It is innocent and lively, because the first sentence of the lyrics contains the sentence "the sun comes out", which Tan Dun poetically named as the "Sunrain".

Tan Dun once said that two composers, Stravinsky and Bartok, had the most influence on him when he studied at the Central Conservatory of Music, and they made the local accent become a world trend. He realized that all great composers were so honest about their culture. But what we can get from the title of the work, the watercolor, is the impressionist artistic conception.

The second, third, fourth and eighth pieces of the work described hometown scenery and childhood memories. The first piece, the Chinese title is, Autumn Moon, analogous with Debussy's moonlight, Tan Dun adopted the Chinese scale in tone. The fifth piece is Red Wilderness, empty picture and mystery. The fourth and fifth songs form a color and emotional echo. The sixth piece, Ancient Burial, resembles the funeral march, the beginning of the tone as if heavy footsteps. The seventh piece, Floating Cloud, is full of dreams and imagination, with the melodic line, expressing an abstract movement. In this work, the author thinks that Tan Dun collages nationalism and impressionism using piano as a medium.

A representative of aleatory music John Milton Cage comments on Tan Dun, "It is clear in the music of Tan Dun that sounds are central to the nature in which we live but to which we have too long not listened. His music is one we need as the East and West come together as our one home." Tan Dun moves freely between Chinese and Western cultures. How does he highlight his personality in music? We can find the answer from his martial arts music.

The second work performed was by Tan Dun for three martial arts films. I only played The Banquet sonata. This sonata shows great connection. So will discuss how Tan Dun connected the story of the film with the music.

The first connection comes from the song of Yue, which is originally from the ancient language. The song of Yue, together with other folk poems of the state of Chu, became the artistic origin of the song of Chu and the earliest translation work in China. The song expresses the ballad of love across classes. The pronunciation of its ancient Yue language is recorded in Shuo Yuan by Liu Xiang in the Han dynasty. The melody of Yue connects the first and second movement of music.

The second connection comes from the song "Only for Love". This is a popular music, and its melody connects the third and fourth movements. The greatest music makes no sound. The will is unbounded by any shape, silence is louder than any sound. These well-known Chinese expressions have been passed down over generations and reveal a close relationship

between martial arts and music in that their shared philosophical and aesthetic pursuits are very similar. The "Martial arts Cycle" is a concept that took inspiration from Wagner's Ring Cycle-seems at once coincidental, yet inevitable. Music and film complement each other, and this work also contributes to the spread of Chinese culture to the world.

Japanese composer Takemitsu thinks, "Tan Dun's music is a vital expression of independence from the weight of Chinese history, and of self-assurance amid contemporary turmoil. The vibrant presence of both East and West within him has created a unique sound world, always personal, always authentic. Every part of Tan Dun's music is violent as a burst of human blood, yet full of grace, a voice of the soul. I believe he is one of the most outstanding composers today." Thus, Tan Dun's music works is four-dimensional, even multi-dimensional. His personality comes from his distinctive blend of effects.

Through analysis of these two piano works, it can be found that Tan Dun can easily fuse between Chinese and Western music culture, he can freely juxtapose ancient classic culture to modern pop music. But the quality of the work may need time to be tested.

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Personal Life Map

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Abstract: This article focused on presenting the key features or characteristics of personal life. These features include memory, biography, imaginary, relationality, and embeddedness. The author also presented and explained her own personal life map in this article.

Keyword: Personal; Life Map

1. INTRODUCTION

According to Jamieson et al. (2006), personal life should encompass all aspects of personal relationships. Smart (2007, p.188) also emphasized that personal life should include "all sorts of families, all sorts of relationships and intimacies, diverse sexualities, friendships and acquaintanceships". As a consequence, studies on children's personal lives require conceptual research in the subjects of childhood, family and interpersonal areas. Researchers need to then determine the intersection points between these areas and acquire conceptual tools from the study of personal life. Finally, these conceptual apparatuses will help researchers thoroughly understand children's relationships.

In childhood studies, children's friendships and family relationships are often studied separately. However, personal life provides a framework for analysing children's relationships. All the important relationships are contained by this framework, and some relationships that are vital, but not close, are also included in it. The advantage for researchers in childhood studies about personal life was that the topic of personal life was able to span across companionship, family relationships, dating relationships, children's friendships, and acquaintanceships like friends of parents, market staff, neighbours, teachers and others (Davies, 2015).

The purpose of this essay is to introduce personal life and show the importance of the personal life map. Initially, this paper will discuss the key features and characteristics of personal life whilst also explaining the reasons why researchers use the personal life map. After that, there will be also an evaluation about how well the map works. Finally, it is necessary to illustrate the limitations of the writer's map and discuss how to improve it.

2. THE KEY FEATURES OF PERSONAL LIFE

The key features of personal life are memory, biography, imaginary, relationality and embeddedness. These features do overlap.

Memory

Currently, it is increasingly popular to research memory, because it can integrate disciplines and blur disciplinary boundaries. In the study of sociology,

researchers insist that the past is still important. However, Misztal (2003) claimed that the ability to remember involved not just recalling the past or acquiring knowledge. That means people need a process in which to select elements to remember. It is obviously impossible to remember everything during personal life. Therefore, people needed the ability to remember, while the memory was selective (Smart, 2007).

Moreover, Misztal (2003) stressed that memories of people were closely related to their emotions. This means that it is much easier to remember the events which are extremely happy or sad, because these emotions are invested in the occurrences. Additionally, when new events produce the same emotions, memories of the past reinforce these similar emotions. Therefore, memories are embedded in emotions, and emotions effect personal memories. However, personal memory is also deeply social, because the formation of memory depends on the meaning and communication of context. This is also the reason that children and young adults can remember some special people or things in the past, such as photographs, souvenirs, gardens, etc.

Biography

Like the increase of interest in memory as it relates to sociology, the method of biography can be developed to expand and deepen the significance of sociological imagination. Memories constitute biographies, and some of these memories are stored in material things, such as souvenirs, photographs, and homes. However, while sociologists prefer to research groups, biography tends towards the study of individuals. Smart (2007) pointed out that people could observe how society moulds life by observing individual life. In addition, biography can help individual to explain the events and relationships around them.

Relationality

Relationality can be expressed in two different ways. First, individuals are comprised of intimate relationships, and if there is no relationship between sex and continuity, individual will not form their own personalities. These intimate relationships are blood relationships and legal relationships. The friendship or sibling relationship results from intimate feelings or shared families, common parents, and caregivers.

Relatives in this process no longer need to be blood relatives. This extends the scope of the important figures in the lives of average person to a level that anthropology or sociology can understand. According to Smart (2007, p.49), "Relationality is then a mode of thinking which not only influences decisions and choices, but also forms a context for the unfolding of

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everyday life. "Ritualized behaviours may become reality, as family customs do not occur without ideas. Imaginary

According to Gillis (1997), there were two types of family life. One was the family people live with, and the other was the family people live by. The family people live with is people's real family, while the family people live by is their ideal family or sibling relationships people may want. As Smart (1997) pointed that Imagination is the "social" and "collective", the "good" relationship is molded by cultural concepts. However, it continuously influences people's daily actions.

Embeddedness

Compared to individualism, like "pure" relationships according to Giddens, embeddedness is completely different (Smart, 2007). One of the most important discoveries of empirical study is that people have kin. That means individual usually have families, and they are rooted in their kinship groups, such as grandparents and parents. This form of rooting is called embeddedness. Moreover, Smart (2007) stressed that as individuals, people were embedded in a "web of relationships", which might include family friends and others that were close to them. It is crucial to analyse how all lives are embedded in a network of relationships, including those who have lived there before, and potentially even the dead. People's ancestors left their mark on them and shaped their posterities' lives through their own education, occupation, social stature, and immigration status. Although some people leave their families, they still closely carry memories of these relationships.

The purpose of diagrams

In qualitative research, interviews are the most frequently used method for data collection. Interviews mainly rely on language as a medium to create and communicate with others. However, people's daily life is composed of multiple dimensions, including the visual and sensual dimension. When people study these aspects, it will be problematic to communicate in spoken language solely. The reason was that it was impossible for all knowledge to be expressed through words (Eisner, 2008).

There are three reasons about why researchers use diagrams to present personal life. The first reason is that diagrams can help researchers collect data which transcends language. According to Bagnoli (2004), paying attention to visual aspects would help researchers to move beyond language thinking patterns. This method can help them to have a broader dimensional experience. If researchers do not pay attention to visual aspects, it is easier for them to overlook. The use of visual aspects allows researchers to think in non-standard ways, while it is beneficial for avoiding old words, "off-the-shelf" and easy answers. Drawing is a method to present the visual dimension, and diagramming can be considered as a form of drawing. A diagram can encourage the overall

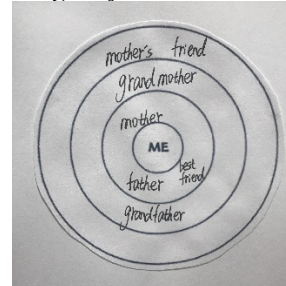
narrative of the self, and it can also help to express sensitive life aspects that are difficult to relate in words. In addition, drawing gives people more time to think about the issues. It was claimed by Gauntlett (2007) that participants could think about the problems they were exploring while drawing. Using visual and creative methods could often help researchers investigate levels of experience that were difficult to express in words (Gauntlett, 2007). When children or people with other native languages participate in research, it can be difficult for them to express themselves accurately, and then the drawing method can help them.

In generally, it is easy to help people of all ages and languages to express their ideals through drawing. According to Prosser and Loxley (2008), images allowed researchers to enter different perspectives of human consciousness because it was evocative. Images can make researchers and subjects communicate more comprehensively. Images can improve the understanding of empathy through metaphors, thus capturing things that cannot be expressed in words. This deeper understanding can help us to focus on the various aspects of reality.

The second reason is that diagrams supply a basis for the researchers to further interview children or young people. Crilly et al. (2006) argued that researchers and experimental subjects could develop a basis for interviews and later communication through diagrams. Participants are required to present their emotions, needs, motives, and more other elements by using diagrams. This is referred to as projective techniques. The third reason is that diagrams are useful memory aids. Scott (2000) argued that researchers often required children to draw diagrams to make the interview process more specific. They can even get very young people involved, because drawing diagrams can help children remember things. Diagrams help the respondents to form the data, thus starting the whole process. Moreover, Morrow (1998) asserted that if the drawing worked well, it could be used as an "opening" and an "icebreaker".

Author's personal life map

The diagram that the author used is a set of concentric circles showing her personal life map at age eight. The closest people are in the inner circles, and the others gradually move to the outer circles. These circles are key to showing the characteristics of memory, imaginary and relationality.



The author's mother, father and best friend are in the

inner circle because all share the most common memories. When the author was at school, she spent most of the time with her best friend. When the author was at home, she always stayed with her parents. It was obviously that people cannot remember everything (Smart, 2007). The elements connected with emotionally, such as happiness and sadness, was much easier to be remembered. The author's most emotional memories are always of her best friend and parents. Additionally, the author has photos that help keep memories fresh.

The author's parents and grandparents are related by blood. This is an expression of relatedness. Because of this, the author has family customs. For example, the author's family must go to the grandparents' home to celebrate festivals together. There are some common memories, but they are less common than the memories of her parents and best friend. Therefore, the author's grandparents are in the second closest circle. According to Gillis (1997), there were two types of family life; one was the family individual live with, and the other was the family individual live by. Although the author's grandfather died when the author was seven years old, he will always be remembered fondly. He remains alive in the author's mind.

Author's personal life map—an evaluation

The diagram has already displayed most of the author's personal life, and it has strongly analytical potential. However, it is difficult to show embeddedness. Smart (2007) stressed that as individuals, individuals were embedded in a "web of relationships". In author's diagram, it is impossible to show embeddedness as it relates to the mother's friend. In addition, it is difficult to present biography in the author's personal life map. Memories constitute biographies, and some of these memories are stored in material things, like souvenirs, photographs, and homes. Biography needs to be described by words, and it cannot be seen through a personal life map.

Family tree can easily express the relationship between everyone. However, it is impossible to present biography by diagram. Therefore, it is better to combine a family tree with concentric circles to represent personal life.

Conclusion

In conclusion, this essay focused on presenting the key features or characteristics of personal life. These features include memory, biography, imaginary, relationality, and embeddedness, and they do overlap. In addition to this, this essay also proposes three reasons about why writer uses the personal life map. Firstly, researchers can collect data that goes beyond language if they use diagrams. Furthermore, the personal life map provides a basis for further interviewing with children. Finally, the personal life map is a necessary memory method.

The author also presented and explained her own personal life map in this essay. The chart was

International Journal of Education and Management introduced from three aspects: memory, relationality and imaginary. When the diagram was evaluated, it revealed many features. However, embeddedness and biography could not be presented through this diagram. To summarize, it is better to combine a family tree and concentric circles to show personal life.

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On Ways of Increasing Practicality of College English Teaching

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Abstract: In the new era, the society pays more and more attention to the cultivation of practical talents, and colleges and universities focus on the setting of practical courses. As an applied subject, English needs to provide necessary support for students' future development. In the era of global economic integration, the society has put forward higher requirements for the quality of international English talents. College English teaching needs to be practice-oriented, and create efficient and practical English classroom by integrating social resources. This paper discusses how to increase practicality of college English teaching from the aspects of improving teachers' professionalism, combining various teaching methods, increasing students' opportunities to practice, and cultivating students' subjective consciousness.

Keywords: University; English teaching; Practicality

1. IMPROVING TEACHERS' PROFESSIONALISM

Teachers need to give full play to the practical value of English discipline and improve students' ability to apply English in specific real life. Colleges and universities are training talents for the future society, and it is more necessary to coordinate the humanistic and practical value of English. There are still many disadvantages in the existing English classroom, such as the low quality of teachers' English teaching, the neglect of the domination of students, the dull class, and the poor ability of students to use English comprehensively. This paper discusses how to increase the practicability of college English teaching from the perspective of teachers.

As one of the dual subjects in the process of teaching and learning, teachers have a great influence on the specific effect of teaching. If teacher's own knowledge reserve and comprehensive ability are still insufficient, it will certainly affect the quality of students' learning. At present, most of English teachers in domestic colleges and universities graduate from English majors, but their knowledge structure is imperfect and relatively old, which is not consistent with the characteristics of the current era. In order to increase the practicability of English teaching, it is necessary to promote the renewal and iteration of the teaching content and increase the epochal character of English teaching. With the rapid development of informatization and internationalization, teachers are facing new challenges. They should not only enable students to learn the most basic professional knowledge in textbooks, but also need to prepare rich

teaching materials before class to introduce English related knowledge in line with the development and needs of the times., which requires teachers to have good information retrieval and sorting capacities.

In addition, teachers also need to pay attention to absorb advanced teaching ideas and improve their teaching ability. First of all, they should always uphold the belief of lifelong learning. Although they have had many years of learning experience and accumulated a lot of knowledge and experience before implementing teaching, they still need to learn. The times are constantly changing, and knowledge is also constantly updating. There is no end to learning. In the process of teaching, teachers should continue to carry out English learning and constantly tap their learning potential. Secondly, teachers need to practice more advanced teaching skills and skills to improve their professional teaching level. They can learn from excellent teachers and observe their demonstration classes more, absorb the advantages and skills, and try to apply the skills to their own classes. Teachers can also participate in professional training and improve their teaching according to the views of educational experts.

2. COMBINING MULTIPLE TEACHING METHODS

Appropriate use of teaching methods in English classrooms can achieve twice the result with half the effort. If an effective teaching method is not used properly, it will not be able to exert its true effect. For example, the teaching method itself has many advantages. Teachers teach students by proficiently using specific teaching methods such as narration, explanation, and presentation, which can make students understand a large amount of English grammar knowledge in a short time, and effectively reflect teacher's ability to organize the knowledge. However, the teaching method also has its shortcomings such as lack of feedback and ignoring individual differences. If an English teacher in a university likes to use the teaching method to teach students and only uses this teaching method for a long time, it will not be able to effectively play the role of the teaching method, and its shortcomings will be exposed.

On the contrary, if teachers combine a variety of teaching methods when teaching English, the advantages and disadvantages of various teaching methods can be complemented and the teaching effect can be achieved by learning from each other. When teachers adopt different teaching methods, students

can experience different learning experiences and learn to learn English in different learning situations. For example, teachers can use role-playing methods to allow students to act as teachers. At this time, students will convey their understanding of relevant knowledge to others as the instructor. In this process, students can deepen their understanding of relevant English knowledge, and try to communicate with others appropriately, which exercises their ability to communicate with others in English and is in line with the characteristics of practical teaching. Flexible use of a variety of teaching methods can change the usual boring atmosphere of the classroom, stimulate students' interest in learning, enhance communication between students and teachers, and improve students' comprehensive English ability.

3. INCREASING STUDENTS' OPPORTUNITIES TO PRACTICE

Under normal circumstances, teachers will create different situations during classroom teaching and create an atmosphere of classroom interaction to help students better understand scenarios of language use. However, the role of simulating actual situations in the classroom is relatively limited after all. If it can increase the opportunities for students to enter into life practice, the teaching results will be better. Most of the students in colleges and universities have grown up and have the ability to practice English.

Teachers should encourage students to express themselves in the usual classroom teaching process, so that students are not afraid to speak English and dare to communicate in English with others. In order to promote students to communicate with others in English independently, teachers can assign corresponding learning tasks and provide sufficient supports. For example, teachers can arrange street interviews and ask foreign friends about their domestic adaptation status. Before students conduct interviews, teachers should prepare some necessary materials for students, such as relevant phrases and background topics. In addition, teachers can also use local social resources to provide students with practice venues. For instance, it needs to cooperate with local foreign trade agencies or companies to arrange students to study and communicate, so that students can experience practical English that they need to use in real work.

4. CULTIVATING STUDENTS' SUBJECTIVE CONSCIOUSNESS

Chinese college English teaching often puts teachers

in the main position and ignore the subjectivity of students' learning. As a result, the atmosphere of English classroom is dull, students' learning autonomy and consciousness are poor, and the application of English learning is weak. Such a class suppresses the enthusiasm of students in learning, making learning English a passive thing, which is far from applied teaching. Therefore, English teachers in colleges and universities need to pay attention to cultivating students' subjective consciousness, stimulating their interest in learning, and making students love English learning and willing to learn English actively.

In order to cultivate students' subjective consciousness, teachers need to deeply understand the importance of students' subjectivity, and permeate the understanding into the whole process of teaching. For example, when choosing teaching content and teaching methods, teachers need to fully consider the subjectivity of students, and devote themselves to improving students' self-worth and self-confidence and making students feel the importance of ownership. In the process of maintaining the subjectivity of students, it is necessary to increase the practicality and interest of English teaching, so that students can learn subjectively in interesting and meaningful learning situations.

5. CONCLUSION

In summary, college English teaching needs to take some measures to improve the practicality of teaching. These measures effectively improve the quality and level of college English teaching by enhancing students' learning autonomy and cultivating students' comprehensive ability to use English. The important goal of college English courses is to cultivate applied talents who adapt to the development of the times and to help students better adapt to the future life and work. Therefore, English teaching in colleges and universities needs to grasp the requirements of applied teaching and guide students to practice and learn English independently.

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Research on Online Review Based on Principal Component Analysis and Grey Correlation Analysis

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Abstract: Amazon is one of the world's largest online shopping platforms. All these years, it has developed a very mature information sharing system. Amazon not only lets its customer rate and post reviews of products, but it also allows customers to vote on whether posted reviews are helpful to them in making a purchase decision. In this paper, we aim to explore the patterns and relationships in the customers' feedback. Using the data provided to our team, we employ several models to describe the characteristics within and between star ratings, reviews, and helpfulness ratings and develop the optimal sales strategy. Our first model is to judge whether the product is successful, we measure the customer's satisfaction level based on star ratings, reviews, and helpful votes. To reduce the influence of the customers who rated stars casually and increase the influence of the customers who do it attentively, we use the length of reviews and helpful votes to judge the weight of the star ratings and ensure the satisfaction level of the customers. However, by analyzing the data, we find that the helpful votes are associated with the length of reviews so we use Principal Component Analysis(PCA) to calculate the weight of each star rating given by the customer. Finally, we use the weight to multiply the star rating to get the satisfaction level. Our second model describes to what extent the star ratings incite certain types of reviews. We assume that specific star ratings affect customers' emotions, which can be measured by the word length of the reviews they write and the number of exclamation marks they use. We adopt Grey Correlation Analysis(GCA) to consider the correlation between each of them. After several simulations, we have successfully discovered how well star ratings incite reviews.

Keywords: Online Shopping; Star-Rating; Satisfaction Level

1.INTRODUCTION

For an online shopping website, it's important to analyze customer's star ratings, reviews and helpful votes to help understand more about the products on the website [1]. By using the data given which includes the purchase information of hairdryer, pacifier and microwave oven, we can set some models to help companies judge their products on the website and learn more the strength or the weakness of the products

[2]. We can also use these data to analyze customers' habits such as the relationship between star ratings and reviews so that the company can adjust the sales strategy [3].

GENERAL ANALYSIS OF SATISFACTION LEVEL
For an Online shopping website, it needs a standard to judge if a new product succeeds in their online market. To judge a new product, it's important and necessary to observe the reaction of the people that have bought this product. We can create a model including star ratings, reviews and the helpfulness ratings to help us judge if the customers are satisfied with this product.

In order to measure the seriousness of the customers when they give the product a judgement, we use the length of the review $LR(k)$ ($k=1,2,3\dots n$) and the helpful votes $HV(k)$ ($k=1,2,3\dots n$). The star rating $SR(k)$ ($k=1,2,3\dots n$) will be used as a main standard to determine the real satisfaction level $SL(k)$ ($k=1,2,3\dots n$) of each customer.

Since the dimension of the length of the review and helpful votes are different, we need to normalize the variables.

First, we calculate the average value below.

$$\overline{LR} = \frac{\sum_{k=1}^n LR(k)}{n}, \overline{HV} = \frac{\sum_{k=1}^n HV(k)}{n}$$

Then, we can normalize the two variables using average value.

$$lr(k) = \frac{LR(k)}{\overline{LR}} (k=1,2,3,\dots,n), hv(k) = \frac{HV(k)}{\overline{HV}} (k=1,2,3,\dots,n)$$

We need to use three variables determine the satisfaction level of the customers,so we can list formulas in $SL(k)$.

$$SL(k) = f(lr(k), hv(k), SR(k))$$

The value we use to judge the product is the average satisfaction level shown below.

$$\overline{SL} = \frac{1}{n} \sum_{k=1}^n SL(k)$$

Since helpful votes are related to the length of reviews (The longer reviews may mean that the people take it seriously), we introduce the Principal Component Analysis(PCA) to reduce the relationship between the two variables.

First, we calculate the average of the length of the reviews and the helpful votes.

$$\bar{lr} = \frac{\sum_{k=1}^n lr(k)}{n}, \bar{hv} = \frac{\sum_{k=1}^n hv(k)}{n}$$

Then, calculate the covariance matrix of lr and hv.

$$Cov(x, y) = \frac{\sum_{k=1}^n (x(k) - \bar{x})(y(k) - \bar{y})}{n - 1}$$

$$C = \begin{pmatrix} Cov(hv, hv) & Cov(hv, lr) \\ Cov(lr, hv) & Cov(lr, lr) \end{pmatrix}$$

Calculate the eigenvalues λ and eigenvectors v

$$f(\lambda) = |\lambda E - C| = 0, (\lambda iE - C)v = 0$$

We assume that $v_1 = c_1(a \ b)^T, v_2 = c_2(c \ d)^T$.

Normalize the eigenvectors

$$v_1 = \left(\frac{a}{\sqrt{a^2+b^2}}, \frac{b}{\sqrt{a^2+b^2}} \right)^T, v_2 = \left(\frac{c}{\sqrt{c^2+d^2}}, \frac{d}{\sqrt{c^2+d^2}} \right)^T, Matrix \ P = \begin{pmatrix} \frac{a}{\sqrt{a^2+b^2}} & \frac{b}{\sqrt{a^2+b^2}} \\ \frac{c}{\sqrt{c^2+d^2}} & \frac{d}{\sqrt{c^2+d^2}} \end{pmatrix}$$

Finally, we turn lr(k) and hv(k) into one variable Weight(k)

$$Weight = \begin{pmatrix} \frac{a}{\sqrt{a^2+b^2}} & \frac{b}{\sqrt{a^2+b^2}} \end{pmatrix} \begin{pmatrix} hv(1) & hv(2) & \dots & hv(k) \\ lr(1) & lr(2) & \dots & lr(k) \end{pmatrix}$$

Consequently, we can use the Weight and SR to ensure the satisfaction level \overline{SL}

$$\overline{SL} = \frac{1}{n} \sum_{k=1}^n SL(k) = \frac{1}{n} [Weight(k) \cdot SR(k)]$$

To judge if one kind of product satisfies the customers, we calculate the satisfaction level of all the products as a website standard. We can easily judge one product or one brand by comparing with the website standard. We add up the three products as one product to calculate the website standard satisfaction level \overline{ASL} .

Based on the data provided, the $\overline{ASL} = 3.8975$. We conclude the final customer satisfaction according to the relationship between the satisfaction level of one product and the website standard satisfaction level.

$$customer \ satisfaction = \begin{cases} better, \overline{SL} > \overline{ASL} \\ normal, \overline{SL} = \overline{ASL} \\ worse, \overline{SL} < \overline{ASL} \end{cases}$$

CORRELATION ANALYSIS OF STAR RATINGS AND REVIEWS

We define 1 and 2 as low rated and the rest of the level as highly rated. Then, we introduce the parameter P, which represents the product's proportion of low rated. It can be expressed as:

$P = (\text{the number of people who rate the product one or two stars}) /$

$(\text{the total number of reviews received by the product})$

As for the quantity of the reviews, since every customer who purchases the product has written reviews, it is inappropriate to use the number of review sentences to describe the customers' willingness to write reviews. So we introduce the total length of the reviews L, the number of reviews received by the product A and the average length of words in people uses H.

After that, we give the following equation:
 $G = L / (A \cdot H)$

The parameter G represents the average word length

of reviews written by each customer. We use it to describe the comprehensive quantity of the reviews. We believe that the mapping relation between P and G can sufficiently reflect how the star ratings influence people's willingness to write a review.

Likewise, we introduce the parameters T. We calculate T with the similar equation.

$T = (\text{the number of exclamation marks in the review received by the product}) /$

$(\text{the number of reviews received by the product})$

Apparently, T represents the average number of exclamation marks in each review. According to research in psychology, we find that people write more exclamation marks when they are emotional. So, we believe the mapping relation between T and G can sufficiently reflect how the star ratings influences people's emotion expressed in the reviews. Then, we extract ten representative samples from each of the three given products: microwave oven, pacifier and hair dryer, and calculate their P, G, T values (shown in appendix figure A.2).

To each of the samples, we use GRA (Grey Relation Analysis) to solve the correlation between their G and P as well as T and P. The solution steps are as follows: Using the step above, we calculate the correlation indices r of the three categories of products, which allow us to identify how reviews and star ratings are related.

MODEL SOLVING AND RESULTS

4.1 Satisfaction Level of the Products

Based on the data, we can calculate the satisfaction level of the three products.

Table 1 The Satisfaction Level of each Category

	hairdryer	microwave	pacifier
Satisfaction level	3.9558	3.8846	3.8937

4.2 Correlation Indices of Star Ratings and Reviews

Table 2 The Correlation Indices of Star Ratings and Reviews

Correlation	hairdryer	microwave	pacifier
G	0.6191	0.6420	0.5823
T	0.6290	0.6747	0.7022

As we can see from the correlation indices table above, the overall correlation between the parameters G and P, T and P of the microwave oven is greater than that of the other two products. Microwave ovens are the most expensive, and their star ratings will further affect customers' emotions and willingness to write reviews. Hairdryers and pacifiers are relatively inexpensive products, and customers will pay less attention to the products. So the star ratings of the products will lead a lower probability of customer reviews and emotional changes. In our observation of customer reviews, we found that when customers buy a product of lower quality, that is, a product with a lower star rating, they will spend more time complaining and condemning the product. As for good quality products, there will be more concise and more exclamation marks be written in most customers'

reviews to express their satisfaction with the product. This is basically consistent with the observed trends of G and T with P. Therefore, we conclude that the star ratings will incite reviews to a certain extent.

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Occurrence Mechanism and Governance Path on Reversal News from the Perspective of News Ethics

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Abstract: When the mass media is profoundly changing people's lives, which inevitably breeds a lot of practical problems. Among them, reversal news is a kind of anomie phenomenon, and reflects that news evolves in the opposite direction of original reports. Meanwhile, facts always are more comprehensive in front of readers with news reports' deepening. The formation of reversal news is a new product of the development of public opinion and news reporting mechanism in the new media era. It has aroused strong public influence and extensive social attention through its unique topic and drama. In the paper, media practitioners, regulators and audiences in recent years are combined from the perspective of news ethics, and some representative cases of reverse news are discussed, so as to call for the return of media professional ethics, social public trust and mass media literacy.

Keywords: Reverse News; News Ethics; Occurrence Mechanism; Governance Path

1. HOW TO DEFINE THE CONNOTATION OF REVERSAL NEWS

With the constant improvement of social information, social news events has become public attention on the Internet. In recent years, the reversal news has presented a trend of explosive growth. Meanwhile, a series of reversal events have aroused public opinion's extensive discussion, which makes the reversal news become a "hot" word.

(1) The reverse news is full of drama

As the communication technology and media develop, reversal news has presented its independence, and the value of topic is higher than news value. In the news event, what makes people discuss is the deep-seated factors behind the event, such as the gap between urban and rural areas, marriage issues and traditional concepts. These reversal news with social ethics and legal boundaries is able to arouse public resonance when spreading, so as to let audiences actively participate in the discussion of the internet platform, achieve a strong public effects, ignore the authenticity behind the news. As far as the reversal news itself is concerned, the dramatic ones that subvert the tradition tend to be spread by the internet platform.

(2) Reversal news is full of strong reversal

The reason why the reversal news cause the public opinion to reverse is that news reporters only rely on

one-sided news events or views at the beginning. To have a strong voice, More and more traditional media gradually give up the in-depth investigation, objectively and comprehensively track and display the media advantages in the whole process, and speed up the dissemination to fragmentation and emotion when facing new-media resources and channel advantages. Almost every reverse news' occurrence, the audience and the media will turn to the opposite direction of public opinion. In addition, they tend to have a one-sided phenomenon when finding the speeches' false deviation they represent, so as to make the opposite public opinion occupy the dominant position.

2. HOW TO PRESENT THE MECHANISM OF REVERSAL NEWS

(1) The absence of journalistic professionalism

The Internet has become a distribution place for reversal and false news due to supervision's lack of relevant departments. On the one hand, most news communicators lack the spirit of professionalism, don't verify the news facts, and often fall into "information cocoons" unlike the reporting of traditional media. On the other hand, today's internet media still relies on the information sources provided by traditional one to a great extent. The journalists of traditional media lack the spirit of professionalism, then the false news produced by them will produce great harm after being widely communicated on the internet. In a word, the production of reversal news is exactly the hotbed of Internet media.

Moreover, news media tend to ignore news' authenticity, not verify the news clues of unknown origin when seizing the commanding point of the discourse rights, so as to damage their own media credibility. With the rapid development of Internet technology, the interaction between netizen and traditional media has been more and more frequent. Therefore, some major events have become the focus under the Internet media's promotion. When the Internet media participate in the development of focus events too much, then communicators always increase personal emotional factors, which may lead to media trial. News media and its communicators spread large amount of irrational public opinions, When strengthening the suppression of minority opinions, the trial of news events is interfered, which makes plenty of reversal news go further to the more harmful opposite side under the guidance of the lack of news

professionalism.

(2) Catalysis of "agenda setting"

Reversal news' frequent occurrence has become a new formation in the era of self-media. Self-media's agenda setting phenomenon "starting, changing, then correcting deviation" shows the characteristics. [1] In the traditional environment of media, the media guides public opinion's development through agenda setting. At present, everyone has the discourse right, netizen form information convection when expressing and exchanging opinions. In the communication environment, traditional media is affected after forming Internet public opinion, and the influence and attention of traditional media are impacted and challenged by new media. Therefore, new media has become the leader of news communicators and news sources of traditional media. What new media focuses on, traditional media will deeply report and follow it, which leads to new media's agenda setting to traditional media.

However, internet media platforms often lack patience in news production and writing to get a high degree of attention. Plenty of details that can't be verified are reported, then news events are constantly reversed. As a result, the audiences have some questions to the credibility of media platforms. After the agenda setting of the Internet platform, the audiences towards news events' attitude is highly consistent with the Internet media. When producing the news, new media platforms tend to label news figures or events, amplify some consensus of Internet users, so as to achieve the purpose of news information's mass communication. Such reversal news itself has the uncertainty of details and subjective tendency.

3. HOW TO SOLVE THIS PROBLEM OF GOVERNANCE PATH OF REVERSAL NEWS?

Regulatory departments should effectively implement restraint

Nowadays, the public will find that they lack effective identification about true and false news when communicating and receiving information. Moreover, the regulatory departments never eliminate rumors and release accurate information timely through Internet media. In multiple reversal news, related departments' emphasis on the event discussion is ignored, which arouses powerful public opinions and controversy. Therefore, the regulatory departments are supposed to shoulder the heavy responsibility, exercise the legal authority to reasonably guide public opinions, and release news facts to prevent or reduce reversal news' recurrence.

Reversal news' frequent occurrence lies in the low cost of crime and rumor-making, which leads to news reports' disorder, and no relative legal measures. So the government should implement a positive disciplinary system for the media institutions and hold the journalists and editors accordingly. At present, some media aren't responsible for reversal news' spread and coverage. It's necessary to advocate

vigorously rectifying false news and untrue news, strengthen the training of news professionals and industry consolidation, improve the media's ability to guide public opinion and publicity for China, to lay a foundation for reversal news' generation.

Media industry should pay attention to the professionalism.

Journalistic professionalism's development needs the society to properly supervise news media and its communicators, and relevant media departments should launch targeted and tendentious training activities of journalistic professional ability and cultivation for the news communicators. The communicators are supposed to have a clear understanding, focus on the freshness of the news when ensuring its authenticity, and test every factual report with journalistic professionalism.

Communicators should do a good job in news gatekeepers, collect opinions from all news events, highlight the weak side of speech, focus on collecting diverse sources of information and listening to different voices, constantly verify the news' authenticity through investigation, avoid the inherent thinking of truth, avoid the investigation methods such as video recording in the Internet era. News media should get rid of the control of commercial interests and consortia, and fairly and objectively report the news.

4. CONCLUSION

In recent years, the negative news represented by reversal news erodes truth of society, media and government. [2] The paper holds that the negative effects of reversal news is far greater than the positive ones, it constantly overdrafts the reputation of news media and consumes the audiences' patience in communicating. According to this, the supervision department need to strengthen the restriction, the news media need to abide by the news ethics, and the public audiences are supposed to improve their media literacy. Only in this way can the news industry develop healthily and orderly for a long time.

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Pragmatic Analysis of Interactive Discourse of Classroom Online: Based on the Discourse Analysis of “Consecutive Interpreting” by GDUFS on MOOC

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Abstract: Internet educational platforms are gaining more popularity among students, teachers, and some other learners worldwide. Interaction between teachers and students, and among students of these online courses are vital for them to get knowledge and skills or socialize with their counterparts. This paper probes into the pragmatic analysis of interactive discourse of classroom on such internet educational platforms. Based on the Discourse Analysis of “Consecutive Interpreting” by GDUFS on MOOC, this paper find out that the use of Discourse Analysis Method and speech act theory in online classroom facilitate teacher-student and student-student interaction, which may give some enlightenment on how to make an effective and interactive online course.

Keywords: Pragmatic Analysis; Discourse Analysis; Interactive Discourse Of Classroom Online; MOOC

1. INTRODUCTION

f Business English Commercial based on the Discourse Analysis of Yale University Open Commercial Class “Game Theory”. And theories of different fields are used in the study of online-course design and construction, Critical Discourse Analysis or CDA [2,3] for instance.

This study uses a descriptive qualitative method to analyse the research data: student-teacher discourse in the “Consecutive Interpreting” course on MOOC [1]. The results showed that the discourse markers or pragmatic strategies used in the interaction between teachers and learners or among learners themselves in classrooms have different illocutionary forces: representative, assertive, directive, declaration and expressive. All of these pragmatic/discourse markers(or expressions) used in the online classroom can benefit the interaction between students and teachers or among their counterpart learners.

2. THEORETICAL FRAMEWORK

The present study is an analysis of online classroom interactive discourse based on the “Consecutive Interpreting” course by GDUFS on MOOC. More specifically, this paper tries to find out how do teachers interact with the students online, what positive effects or illocutionary acts are performed by drawing on theory of Discourse Analysis and Speech Act Theory

in the online interactive discourse classroom.

(1) Discourse Analysis

Discourse analysis considers how language, both spoken and written, enacts social and cultural perspectives and identities.

In any type of discourse, pragmatic markers or discourse markers play an important role in the context both written and spoken. In this paper, the author prefers to use pragmatic markers rather than discourse markers since the former can go beyond the syntax of a clause and explain the illocutionary forces or what is implied in the spoken or written text. Pragmatic markers are those expressions used to indicate how the relevance of one discourse segment is dependent on one another[4]. Besides, this study found that pragmatic markers used in the discourse or speech(oral discourse) have some illocutionary effects, politeness and effective interaction in the classroom discourse based on the analysis of the collected and transcribed data.

(2)Speech Act Theory

Speech Act Theory was originated with the Oxford philosopher J. L. Austin. He classified “speech acts” into three categories: Locutionary Act; Illocutionary Force and Perlocutionary Act[5]. Locutionary Act is the act one does by uttering a sentence with determinable sense and reference; illocutionary acts is the intended and conventional use of specific kinds of utterance types and perlocutionary acts are acts one does through saying something, the intended or unintended consequences of what one says, where these are intuitively not part of the conventional meaning of the utterance[5]. Later on, J.R.Searle further classified the illocutionary acts into five categories according to the direction of fit: representative/assertive [6,7] (e.g.,affirm, believe, conclude, deny, report, state, etc.); directives (e.g., ask, order,command, request, beg, plead, pray, entreat, invite, permit,advise,demand,etc.); commissives(e.g.,guarantee,promise,swear,refuse,threaten,shall,intend,favor.etc.);expressives(e.g.apologizing,thanking,inviting,etc.); declarative(appoint, nominate, declare marriage on wedding ceremony). And in the research data, the pragmatic marker used by the teachers in the online classroom fall into the

3. METHOD

This study is a qualitative study aiming to, pragmatically, analyze the pragmatic markers used in the speech acts in the interactive discourse between teachers and students in “consecutive interpreting” online course on MOOC.

Data collection and classification: The author chooses three interactive classes of the “consecutive interpreting” form different topics taught by different teachers and also with different assistant students. The data was transcribed what is said in these classes into words for the convenience of data analysis and further discussion.

Theories for data analysis: This paper analyze the data mainly according to the Speech Act Theory and the classification of illocutionary acts by Searle.

4. DATA ANALYSIS AND DISCUSSION

We have discussed different pragmatic markers used in the classroom discourse have different illocutionary acts. Each text will be analyzed respectively and the whole conclusion will be drawn in a table.

(1)Representatives/assertives and directives in the interactive discourse

[example1:information structuring in “Consecutive Interpreting”]

T1: Welcome back, I’m your lecturer ...This is ..., our MA student majoring in interpreting studies.

S1: Hi, very nice meeting you. I’m ... I’ll work with you on today’s task.

T1: In the previous video, we talked about information structuring and worked out ...

So, QL, can you talk about how you understand this effort in interpreting? Do you find it useful?

S1: Well, information structuring requires us to ...

To me, it is very necessary because...

T1: Thank you. QL, now I’d like you to work on a longer speech to demonstrate to help our learners better understand... The topic of the speech is low carbon innovation. Try to draw a structure map while listening, and then summarize ...

So QL, are you ready?

S1:yes, I’m ready.

... ..

T1:QL, can you share with us your summary? Imagine you are the speaker, use first-person narrative.

S1: “Today, I’d like to talk something about policies. ...”

T1:Very good! Em. Now please describe your mental structure to us.

S1:OK. It goes like this. ...

T1:em. Yes, indeed. We can see that there is a very neat structure in QL’s retelling and also in his mind.

One more question to you, how do you differentiate the value of information?

S1: Well, this speech is basically...

T1: Good! That explains why your summary was clear and logical.

An interesting point I noted is that the speaker ... which

may be confusing to many. QL realized that and adopted...

From this task, we can see by the effort of information structuring, we put the speech into ...

This help us to follow the speaker better.

In the next video, we will discuss how to do... Stay tuned.

In this discourse, both the lecturer and the assistant student obey high degree of politeness principle. The interaction between teaching and learning are quite formal just like the interaction in traditional off-line classroom. Assertives / representatives and directives are used frequently. “(very) good; yes, indeed; we can see that there is a very neat structure in ...” all of these utterances encourage students to do more practice and give feedback on these exercise. Directives like “ I’d like you to... ; please describe... “ are inviting students to share his learning experience with their online counterparts. And the assistant student QL done this task after the teacher uttered this kind of directives

(2)Expressives in the interactive discourse

[example2:Strategies in Target-Language Reproduction: Demonstration of Deverbalization: Explaining]

T2: Let’s have a closer look at it through an interpreting exercise. And I invited Darren to work with you!

S2:Hi! I am Darren. Nice to see you again.

T2: The exercise is a speech on The Hierarchy and different ways of thinking in American-Chinese negotiation. Please listen, take notes and interpreting.

Darren, are you ready?

S2: Yes, I’m ready.

...

S2: interpreting this speech

T2: Very good! Well, Darren, did you find anything in the source speech that required your explanation?

S2;Yes. I did. I remember I explained the phrase “gray hair”...

T2: Very good. So you explained the phrase by drawing contextual information and adding annotation. Well, good!

Actually, metaphors like “gray hair” ...

So you should pay special attentions to...and try to analyze...

When you figure it out, you should...

T2;what else? Did you realize that you explained at some other points, too?

S2;No. ... Not really.

T2: en. It’s OK. Let me tell you. ...

However, Darren, as a listener, I also found some places confusing. For example, you interpreted ... I don’t really understand them, can you explain them to us?

S2: Sure. ...

T2: OK. Now I got a clearer understanding of it. But I wish you had paraphrased yourself in this just know.

T2: After all, as an interpreter, you have a responsibility to make... explicit to your audience.

So, you can also add annotation here...
 One more thing, we mentioned earlier that... We need to be very cautious about them.
 And we also had an example in this speech. When interpreting you said... Well, do you think...
 S2: Emmm... I'm not sure.
 T2: Well, the speaker was talking about... You should actively draw on... Moreover, ... For example, ...
 So a better interpretation would be...
 S2: OK. I see. Thank you!
 T2: In this video, we exercised ...
 In the next video, we will work with...
 Stay tuned.

In the second discourse, expressive utterances or markers are used by the lecturer who showed her/his attitude toward the students in the video. Darren has confused the learners in the demo, and the teacher asked him to further explain it and gave a not so positive comment on this. Besides, the teacher even expressed her attitude : "But I wish you had paraphrased yourself in this just know. " and "After all, as an interpreter, you have a responsibility to make... explicit to your audience. So, you can also add annotation here... One more thing, we mentioned earlier that... " From the student's reaction: "OK. I see. Thank you!", the degree of politeness in the utterance has increased, which indicates that the teacher said something serious and warn students to pay more attention to it. The above analysis is positive illocutionary effects, but it also post some bad effects on the following interaction: students are afraid to do this exercise again or interact with the teacher attentively.

(3) Commissives in the interactive discourse
 [example3: Self-assessment scale of the CSE- interpreting]

T3: Welcome back, I'm your lecturer ...
 S3: Hello, I'm Darren. Nice to see you.
 T3: In the previous video, We discussed the quality concepts in interpreting. And in this video, we will share with you the self-assessment scale of the CSE- interpreting to help position yourself and set your learning target.
 S3: What is the self-assessment scale of the CSE- interpreting ?
 T3: Self-assessment scale of the CSE- interpreting is a set of descriptors of interpreting competence to help students understand... For example, if you...

Darren, do you want to have a try and check out which

Table1: Summary of the illocutionary acts in the research data

Pragmatic/discourse markers used in the data	Intentions in the classroom interaction	Types of illocutionary acts
In the next video...	affirm; believe; conclude; state	assertives/representatives
I'd like you to...	Ask; order; invite; advise	directives
OK. I see. Thank you!	thanks; apologize; show attitudes	expressives
I'm ready to take up the challenges!	Guarantee; promise; Swear; shall; favor	commissives

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 level you may be at?

S3: Sure! Let's find it out.
 T3: OK. Here is a list of descriptors. Please tick the ones that fit you most!

...

S3: Done. I chose most of the descriptors in Level 6 and a few in level 7. For instance, I can...

T3: And also you can use your note-taking skills to interpret speech on familiar topics.

S3: Yes, but sometimes I still feel it is challenging to ...

T3: How about your preparation skills for interpreting tasks?

S3: Well, I'm quite confident in this part. I can use various channels to ...

T3: That's great! So you can achieve most of Level 6 descriptors and some of level 7.

You may be at an upper level 6 or lower level 7.

Now, Darren, can you find out the descriptors that you can not do in level 6 and 7?

S3: In level 6, for instance, ...

And in level 7, if the speech has high information density, ...

I realized that I should do more practice on ...

T3: And when you encounter difficulties, you also need to focus and use all the information collected in the pre-task preparation to help you resolve them.

I think Darren has done a great job in assessing himself using self-assessment tool. First, he found out what he can do to see where he is in the whole process of interpreting competence development. Second, he picked out what he cannot do in the same and upper level to see what he needs to achieve if he wants to be a more competent interpreter. Then he found the gap and came up with some solutions to fill in the gap. That is what we call personalized self-learning.

T3: Darren, now, you have to face more practices and I think they will be more challenging for you.

S3: I'm ready to take up the challenges! The CSE self-assessment scale is indeed an easy diagnostic tool for me!

So what you are waiting for? Just go and check out the scales on the MOE website yourself!

T3: In this video, we shares with you the self-assessment scale of CSE- interpreting. You can also find more information of the CSE- interpreting scales to help track your progress!

In the next video, we will share with you the learning journal... Stay tuned.

In this discourse, commissive verbs like "help, share with you, Let's..." give the learners more confidence

and positive hints on using the self-assessment scale and know the position of learners themselves. For instance, "I'm ready to take up the challenges! The CSE self-assessment scale is indeed an easy diagnostic tool for me! So what you are waiting for? Just go and check out the scales on the MOE website yourself!" This discourse produced by Darren was a correspondence to his teacher and also an appeal to the learners for further action and exercise. This illocutionary acts or speech acts facilitate the interaction between students and teachers and also the student learner themselves.

Summary of data analysis: the following table shows that pragmatic/discourse markers/utterance used in this interactive discourse can be classified into four classes. And these pragmatic/discourse markers help secure a more effective interaction of online courses.

5. CONCLUSION

This paper presents the findings of the illocutionary acts of the pragmatic/discourse markers used in "Consecutive Interpreting" online course on MOOC. Illocutionary acts like assertives/representatives; directives; expressives and commissives are widely used in the classroom discourse. And this study

suggests that these positive pragmatic/discourse markers should be widely used by teachers and students in classroom for better interaction and therefore more effective learning experiences.

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Research on The Construction Of "Double First Class" Career Development Education System in Colleges and Universities from The Perspective of Career Adaptability

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Abstract: Under the background of "Double First-Class" initiative, college career development education is facing a new situation. In order to make career development education better support the needs of students' growth and development, this paper makes a concrete analysis of the new situation faced by college career development education, introduces the concept of career adaptation, and proposes a three-dimensional construction scheme for the system construction of college career development education. **Keywords:** Career Adaptability; Double First Class; Career Development Education; Education System

1. ANALYSIS ON THE SITUATION OF CAREER DEVELOPMENT EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF "DOUBLE FIRST CLASS" CONSTRUCTION

In most cases, the students do not know their own professional interests, do not know their own personal development goals, in order to improve the quality of talent training and put forward teaching methods to adjust students' interests, pay attention to students' personality and tap their potential, and the student-centered teaching mode can not be realized. The development of career development education is to guide students to carry out full self cognition exploration and external world exploration in a scientific way in the face of new requirements, new situations and new goals, and to form a career development perspective with the end as the beginning. It is an important foundation for further deepening the reform of teaching mode and truly implementing the student-centered and personalized training mechanism. Facing the new requirements of the new era for new talents, career development education in Colleges and universities is an important way to implement the core task of cultivating students' professional ability and provide the guarantee basis of overall planning, action and effective response for cultivating other key abilities of students.

With the Internet aborigines entering the university campus after 00, career development education is facing new challenges and expectations. It is of great significance to understand the original growth

environment of college students after 00, to understand the value tendency, growth expectation and common information acceptance ways of their group commonness for effective career development education and to respond to the growth confusion of students.

2. THE INSPIRATION OF THE CONCEPT OF CAREER ADAPTABILITY TO THE EDUCATION OF CAREER DEVELOPMENT IN COLLEGES AND UNIVERSITIES

2.1 The origin and connotation of the concept of career adaptability

Based on a lot of analysis and research, Super, Thomson and Lindeman[1] put forward the concept of career adaptability instead of career maturity, focusing on the interaction between human and environment, especially on the changing career development events and environment. This is the beginning of a lot of research on career adaptability.

Savickas[2] puts forward the concept of career adaptability to replace the concept of career maturity completely, and constructs the concept of career adaptability from three dimensions of plan attributes, self and environmental exploration and adaptive decision. As a representative of the study of career adaptability, Savickas has enriched the theoretical construction of career adaptability, and the existing more mature assessment of career adaptability is based on his relevant theoretical model.

Therefore, the core connotation of career adaptability can be expressed in two aspects: 1. Career adaptation Strength is the ability that can be improved through career action and individual awareness in the interaction between individual and environment; secondly, career adaptability is demonstrated through individual's positive response to typical career events and effective development of individual career, among which typical events include goal planning events and dynamic negative challenge.

2.2 Theoretical construction and influencing factors of career adaptability

Savickas proposed the three-dimensional career adaptability model, and then enriched it in 2002 and 2005[3][4], and put forward a more complete construction model. He thinks that career adaptability

mainly develops along four dimensions, namely career concern, career control, career curiosity and career confidence. Each dimension has specific career problems. When the development of the four dimensions is slow or unbalanced, there will be developmental puzzles such as "irrelevant", "uncertain", "untrue" and "inhibited". In the application research of career adaptability, most of the scales are based on the theoretical model proposed by Savickas.

When Zhao Xiaoyun[5] compiled the college students' career adaptability scale for their career development in China, he enriched the four dimensions into six dimensions: career interpersonal, career concern, career curiosity, career confidence, career control and career debugging. "Career interpersonal" comes from college students' concern about the influence of interpersonal relationship on career development. The questionnaire has good reliability and validity, and can be used to evaluate the adaptability of college students.

2.3 The Enlightenment of career adaptability to career development education in Colleges and Universities

2.3.1 Enlightenment from the connotation of career adaptability

This paper analyzes the core connotation of career adaptability from two aspects: ability attribute and presentation form. Combining the two, we can find that career adaptability, as an individual ability, has the attribute of being an important "basic ability" for the development of other professional abilities. The "basic ability" attribute of career adaptability explains part of the reasons for the growth gap of career development ability of students with similar learning background and learning ability in the process of participating in career development education.

The existing career development education in Colleges and universities focuses on the development and cultivation of students' professional ability, but does not mention the cultivation of this kind of "basic ability", which makes the students' career development ability unable to adapt to the full growth. At the same time, due to the lack of development of career adaptability, students are still unable to effectively deal with typical career events And obtain the growth of career development ability.

The core connotation of career adaptability suggests that colleges and universities should pay full attention to the influence of the "basic ability" of career adaptability on the growth effect of other abilities in the process of cultivating students' career development ability, which can be used as basic data to formulate career development education programs focusing on different levels and dimensions of career adaptability development, so as to make career development education targeted and have The effectiveness was improved. At the same time, we should pay attention to the cultivation of the "basic ability" in the formulation of career development education content, which will lay a good foundation for the subsequent

typical career events of students and the development of career ability.

2.3.2 Enlightenment from six dimensions of career adaptability

The six dimensions of "career interpersonal relationship, career concern, career curiosity, career self-confidence, career control and career adjustment" in the current career adaptability theory construction have important enlightenment on the path of career adaptability and vocational ability improvement of college students in career development education, which makes the scope of career development education expand. The positive role of career curiosity and other dimensions will strongly support the significance of career planning, self and career world exploration activities, and will also have an important impact on the ideas and guidance of activities. The positive role of career interpersonal, career self-confidence, career debugging and other dimensions of ability level will promote the content of interpersonal relationship, emotional management, time management from the level of vocational skills to the level of career adaptability. The positive role of career concern, career control and other dimensions of ability can provide reference for the adjustment of other curriculum teaching mode with career development thinking.

3 "DOUBLE FIRST CLASS" CONSTRUCTION FROM THE PERSPECTIVE OF CAREER ADAPTABILITY

With the continuous implementation of career development education, college career development education system is gradually improving, professional level of career development teachers team is gradually improving, career development teaching courses are gradually systematized, career development support system is gradually enriched. The needs of students' self-development and career development education are growing day by day. There is a gap between the teachers' level of career development education team and the ability requirement of "creating special career golden course and providing professional individual guidance". The mode of career development education which emphasizes on theory, forms of activities is single and experience type is weak, which is difficult to meet the needs of students for career development education.

Focusing on the new requirements of career development education in Colleges and Universities under the background of "double first-class" construction, combined with the effective perspective of career adaptability, colleges and universities should further upgrade the career development education mode and build a career development education work system of "starting from the end, focusing on development, scientific planning, school academy linkage and effective feedback". Combined with the previous analysis, "double first-class" construction of career development education system in Colleges and

universities should take "creating school-based curriculum, carrying out professional guidance and providing whole process support" as the train of thought, focusing on the construction of teaching staff of career development education, construction of teaching matrix of career development education, and construction of education support system of life development.

3.1 Focus on personnel training and improve the construction of career development education system
Colleges and universities should, in combination with the overall planning of the school, issue school level documents to strengthen career development education, build a scientific evaluation system, and build a career development education service organizational structure of "career development guidance teacher team, career development service center, college career counselor system, college career development service group", so as to ensure the orderly development of career development education. As the main environment for students' learning and growth, the college should especially strengthen the service, guidance and support of career development education, which is an important basis for the implementation of career development education. In addition to the overall planning, planning and guidance of career development activities, we can try to establish a complex career case support service system, relying on the school's professional career development consultant team, to provide complex career case support services to the college, and form a "consultation" system of complex career development cases with school College linkage.

3.2 Promote research and competition, promote construction, improve the level of career development education teachers

The construction of teachers in career development education is an important foundation for the development of career development education. Colleges and universities should make a school-based career development teacher growth plan, and continue to carry out career development teacher training according to the teacher structure and overall planning. Carry out special training for all career development education teachers, and achieve 100% participation of career development education teachers in training. We should strengthen the support for the faculty team of College Students' career development, actively promote "promoting construction by competition, promoting construction by research", promote career development teachers to actively participate in teaching and micro class competitions at all levels, and actively carry out career development research work. Combining theory with practice, combining with the positive situation of the school, the school-based career development practice manual is compiled from two dimensions of career adaptability improvement and career development ability, focusing on improving the career development education guidance ability of

core groups such as college counselors and professional course teachers, so as to enhance the school-based and standardized degree of career development guidance.

3.3 Building curriculum matrix and enriching teaching connotation of career development education

Career adaptability expands the scope of career development courses. In order to meet the growing needs of students to improve their professional ability, career development education in Colleges and universities should gradually strengthen the construction of teaching connotation of career development education. The first is to improve the gold content of theoretical teaching courses, continuously enrich the content of career development theoretical courses, integrate frontier theories and real career cases into the curriculum, optimize teaching forms, and integrate new technologies, new means and new models into classroom teaching. The second is to strengthen the construction of the second class of experiential vocational ability, focusing on the second-class activities of career exploration, post cognition and career development for junior, middle and senior grades. The third is to build a school-based career development online course system and personalized growth of career development thematic teaching, so as to achieve career adaptability and accurate improvement of professional ability.

3.4 Improve the support system and enhance the effectiveness of career development education guidance

In addition to the construction of curriculum system, for the improvement of students' career adaptability and career development ability, a sound support system is another important basis for scientific and effective guidance. Scientific and effective guidance needs scientific and real evaluation system as support. Colleges and universities should focus on the construction of school-based career development evaluation system, carry out the general test of Freshmen's career adaptability, career development planning evaluation, and job-hunting ability evaluation respectively for the junior, middle and senior grades, and improve the pertinence and effectiveness of career development guidance work by formulating relevant coordination mechanism, and integrate scientific evaluation into education, teaching, student guidance and other processes.

The guidance of groups and individuals is an important path to improve students' career adaptability and career development ability. Colleges and universities should focus on developing group and individual counseling activities for students with different growth needs and career development paths, to improve the effectiveness of career development education guidance.

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Evaluation of the Development Environment of Regional Sports cause based on BP Neural Network

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Abstract: In order to improve the ability of regional sports development environment evaluation, a regional sports development environment evaluation based on BP neural network is proposed, and the quantitative index vector set of regional sports development environment evaluation is constructed. The big data mining method is used for quantitative evaluation and feature extraction of regional sports development, and the fuzzy clustering method is used for adaptive scheduling of the extracted feature quantity of regional sports development environment index. The objective function of regional sports development environment evaluation is constructed by combining self-regression analysis and two-multiplication fitting analysis method. BP neural network classifier is used to classify and analyze the characteristic quantity of regional sports development environment evaluation.

Keywords: BP neural network; regional sports development; big data mining; feature extraction; classification

1. INTRODUCTION

The quantitative evaluation of regional sports development environment is studied, and we need to analyze the quantitative evaluation model of regional sports development environment with mathematical model construction and statistical regression analysis, and realize the prediction of regional sports development environment. Traditionally, the quantitative evaluation methods of regional sports development environment mainly include genetic quantitative evaluation model, parallel computing method, PSO method and the same level analysis method[1]. Combined with the corresponding control theory to realize the regional sports development environment planning, some research results have been obtained. Among them, in literature [2], a promotive quantitative evaluation model of sports events with parallel micro-balanced scheduling is proposed. Taking the regional sports development environment as the load balance index of each node, a region is divided into several sub-domains based on the principle of roughly equal cost, which makes the load change of the quantitative evaluation of the

regional sports development environment more gentle. In the literature [3], the Small-World model is proposed to promote the quantitative evaluation of traditional national sports. The stochastic probability density model is used to quantify the characteristics of the regional sports development environment, and the Probity multiple regression analysis method is used to extract the quantitative features of the regional sports development environment. However, the computational cost of the evaluation model is high. The accuracy of the evaluation is poor[4].

2. QUANTITATIVE INDEX VECTOR SET AND DATA MINING OF REGIONAL SPORTS DEVELOPMENT ENVIRONMENT EVALUATION

2.1. Quantitative index vector set of regional sports development environment evaluation

China will have a larger sports consumption group and sports market, and the structure of national demand and consumption will be further upgraded to become the driving force for the great development of sports. With the index of regional economic development level and regional sports popularization as the constraint cost, the parameter distribution model of quantitative evaluation of regional sports development environment can be expressed as follows:

$$\begin{cases} \ddot{\varphi}_a = -(b_1 + \Delta b_1)\dot{\varphi}_a - (b_2 + \Delta b_2)\varphi_a - (b_3 + \Delta b_3)\delta_\varphi + fd_1 \\ \ddot{\psi}_a = -(b_1 + \Delta b_1)\dot{\psi}_a - (b_2 + \Delta b_2)\psi_a - (b_3 + \Delta b_3)\delta_\psi + fd_2 \\ \ddot{\gamma} = -(d_3 + \Delta d_3)\delta_\gamma + fd_3 \end{cases} \quad (1)$$

In the formula, φ_a , ψ_a , γ are the classification set of regional sports development environment characteristics, $\dot{\varphi}_a$, $\dot{\psi}_a$, $\dot{\gamma}$ are the characteristic decomposition scale, and $\ddot{\varphi}_a$, $\ddot{\psi}_a$, $\ddot{\gamma}$ are the leading redundancy characteristic quantity. Combined with adaptive differential evolution method, the big data mining and feature clustering processing of regional sports development environment evaluation are carried out. The minimum linear programming method is used to obtain the results:

$$\begin{cases} \dot{\varphi}_a = -b_1\dot{\varphi}_a - b_2\varphi_a - b_3\delta_\varphi + \rho_1 \\ \dot{\psi}_a = -b_1\dot{\psi}_a - b_2\psi_a - b_3\delta_\psi + \rho_2 \\ \dot{\gamma} = -d_3\delta_\gamma + \rho_3 \end{cases} \quad (2)$$

Where, $\rho_1 = -\Delta b_1 \dot{\varphi}_a - \Delta b_2 \varphi_a - \Delta b_3 \delta_\varphi + f d_1$,
 $\rho_2 = -\Delta b_1 \dot{\psi}_a - \Delta b_2 \psi_a - \Delta b_3 \delta_\psi + f d_2$,
 $\rho_3 = -\Delta d_3 \delta_\gamma + f d_3$.

By using the methods of correlation statistical analysis and empirical test analysis, the index distribution vector set of sports development environment evaluation is described as follows:

$$\ddot{\varphi}_a = a_1 \dot{\varphi}_a + a_2 \varphi_a + b u + f_d \tag{3}$$

Where, $b > 0$, φ_a is the mean value, $\dot{\varphi}_a$ is the test statistical value, u is the input of the evaluation system, and f_d is the external disturbance term. By using the method of extracting the correlation feature between regions, the balanced disposition of the development of regional sports is carried out, and the collinear problem of regional sports development environment evaluation is transformed into:

$$b^{-1} \ddot{\varphi}_a - b^{-1} (a_1 \dot{\varphi}_a + a_2 \varphi_a) = u + b^{-1} f_d \tag{4}$$

Set $M = b^{-1}$, $h(\varphi_a, \dot{\varphi}_a) = -b^{-1} (a_1 \dot{\varphi}_a + a_2 \varphi_a)$,

$d(t) = b^{-1} f_d$, the descriptive statistical analysis method is used to analyze the statistical characteristics of the statistical data of the regional sports development environment evaluation, the statistical characteristics of the distribution of the regional sports development environment evaluation statistical data are constructed, and the statistical characteristics of the distribution of the regional sports development environment evaluation data are obtained:

$$M \ddot{\varphi}_a + h(\varphi_a, \dot{\varphi}_a) = u(t) + d(t) \tag{5}$$

Set

$$\begin{cases} e_1 = \varphi_a - \varphi_{ad} \\ e_2 = \dot{\varphi}_a - \dot{\varphi}_{ad} \end{cases} \tag{6}$$

Based on this, the quantitative index vector set of regional sports development environment evaluation is constructed, and the feature extraction method of feedback constraint association rules is used to analyze the statistical data of regional sports development environment evaluation, combined with BP neural network. The network classification model is used to cluster the statistical data of regional sports development environment evaluation[5].

2.2. Regional sports development environment evaluation statistical data mining

The priori information of statistical data of regional sports development environment evaluation is processed by fuzzy mining, the quantitative evaluation and feature extraction of regional sports development are carried out by big data mining method, and the fuzzy clustering method is adopted[11]. Adaptive scheduling is carried out to extract the characteristic

quantity of regional sports development environment index, and the statistical characteristic quantity is obtained as follows:

Figure 3. Comparison of confidence level of regional sports development environment evaluation

The analysis shows that the confidence level of using this model to regional sports development environment evaluation is high.

4. CONCLUSIONS

The objective function of regional sports development environment evaluation is constructed by combining self-regression analysis and two-multiplication fitting analysis method. BP neural network classifier is used to classify and analyze the characteristic quantity of regional sports development environment evaluation. Combined with the descriptive statistical analysis of single variable and the test method of mean value, the quantitative evaluation of the development environment of regional sports is realized. The simulation results show that this model has a high level of confidence and low cost in the evaluation of regional sports development environment, and it has a good application value to the quantitative evaluation of the development of sports.

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The Study of Mental Health of Overseas Students During COVID-19

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Abstract: In the early stages of the novel coronavirus pandemic, when China was the most seriously hit country, many foreigners had negative attitudes towards China. Because many overseas students remained abroad during this period, we set out to conduct a study on the mental health of these students as the Coronavirus gradually became serious abroad. Through questionnaires and interviews, this paper discovered that Chinese students abroad generally have emotions like anxiety, hypochondriasis, anger, and homesickness. Among them, anger is the most prevalent feeling. The main reason for anger is due to the indifference and careless attitude of people in their host country with respect to the coronavirus. For these, the paper raises four solutions.

Keywords: Mental health; Students; Coronavirus

1. INTRODUCTION

Under the coronavirus, we found that the domestic incidence of negative emotions such as anxiety and anger increased. Until March 10, the surveyed population experiencing anxiety 38.89% of the total, and the average GAD-7 score was 9.04 ± 4.231 , indicating that the anxiety group's emotions are mainly mild anxiety. [1] However, while this was a straining period for domestic Chinese citizens, our research found that, in 2018, there were 662,100 Chinese students studying abroad, suggesting the importance of further research on this group of students during the global epidemic as well. Recently, we can see some overseas students complaining and expressing that they feel overwhelming pressure. If these emotions further deteriorate and affect daily study and work life, it may even lead to suicide. Thus, studying and proposing solutions for their mental state is crucial for overseas students' mental health development.

2. OBJECTIVES AND METHODS

2.1 OBJECTIVES

In this study, our research objectives are overseas students from the high schools in United States and other colleges outside of China. Questionnaires and the interviews were used to understand the psychological states of these students during the COVID-19 pandemic. In total, 97 questionnaires were answered. Among them, the ratio of males to females in the questionnaire is 2:3, and the age range of research sample is between 16 and 25 years old. Foreign countries for respondents' overseas study includes 13 countries, such as the United States, Britain etc. Nearly 29% of them chose to return to

China during the pandemic, and about 71% chose to stay abroad. In this study, 6 overseas students were interviewed, 2 of whom had returned to China and 4 were still abroad.

2.2 METHODS

The questionnaire in the study sets 12 questions for those who returned to China and those who did not return to China. The main questions focused on the demographics of the respondent and his/her emotional state across four dimensions: hypochondriasis, anxiety, psychological pressure, and anger. After conducting a questionnaire to gain a certain understanding of the surveyed group, we used the interview method to better understand the influencing factors behind emotions and individual emotional issues not covered in the questionnaire for individual overseas students by conversation through telephone.

3. RESULTS AND DISCUSSION

3.1 OVERVIEW

Through the questionnaires and interviews, it was found that the international students mainly have anxiety, hypochondriasis, homesickness, psychological pressure, anger under the epidemic. According to the overall results of the survey, most of the interviewees studying abroad are in a stable mood; Various life changes and discrimination caused by these epidemics did not greatly affect the normal life and learning of the interviewees.

At the same time, the survey results also revealed that many overseas students did not know many psychological assistance channels. However, they did not feel that psychological assistance was necessary. It may be caused by the lack of acceptance of the science of mental health, and thus it is difficult to attract students' attention. Students themselves were found to lack strong awareness of mental health as well.

3.2 ANALYSIS OF TWO SPECIFIC EMOTIONS

3.2.1 ANXIETY

Anxiety is the subjective feeling of tension, apprehension, nervousness, and worry associated with an arousal of the autonomic nervous system, [2] We found that about 56% of survey respondents pay attention to news related to the epidemic in varying degrees. But only 1% of the people abroad and 7% of returned students were worried to the point of not being able to resist the urge to check the news about the epidemic. The main reason for the anxiety of international students is due to the rising coronavirus-infected population. They feel a threat from people

infected with the epidemic, and thus feel anxious. Through the above data, we can know that the general anxiety situation of foreign students is not very serious, but there are still some individuals who choose answers that indicate serious anxiety. Most people who choose to return to China are more anxious than those staying abroad.

Through interviews, it was found that 60% of people frequently checked the relevant information of the epidemic in the early stage of the outbreak. The respondents' anxiety has been greatly reduced after a period of time after the outbreak when people gradually deepened the understanding of the epidemic. At the same time, through interviews, it was found that the main reason for the anxiety of overseas students is that the plane tickets to China cannot be booked and flights were repeatedly canceled. Psychologists suggest that anxiety is also contagious. [3] According to interviews, most overseas students have less anxiety. However, their parents are very worried about them. This kind of anxiety is easily spread when the student chats with his or her family, thus affecting the emotion of the overseas student.

Normal anxiety has a protective effect on the human body and can even improve the sublimation of its own emotional patterns. Once the anxiety caused by this stress is beyond the normal range, it cannot guide people to take appropriate coping measures and will make the current situation worse. Over time, it will lead to low immunity and increase the possibility of being infected with virus.

3.2.2 ANGER

The questionnaire shows that nearly 75% of the people who did not return to the country and 90% of students returned felt more or less anger in response to the policy in their countries for study during the coronavirus. One interviewee mentioned that in the dormitory where he lived, the supervisor of dorm entered the dormitory without wearing masks. This made the interviewee feel that people around him were not sufficiently concerned about epidemic and was angry. Anger is a common emotion, but it is also a catalyst for some aggressive behaviors, causing a series of undesirable consequences. If this kind of bad emotion persists, there may be consequences that are aggressive to the people around you and like to transfer one's anger on others.

4. SOLUTIONS

4.1 PUBLICIZE THE IMPORTANCE OF MAINTAINING GOOD MENTAL HEALTH

The problem found through the questionnaires and interviews is that overseas students frequently do not look for a psychologist for mental support. They think emotional problems are not major problems, so they do not appreciate its seriousness. This can easily worsen emotions and cause irreparable harm. Psychological counseling rooms are generally

established in schools in our country. When faced with study pressure, students generally do not take the initiative to seek help because of shyness, stigma or other reasons. Therefore, it is very necessary to publicize the importance of seeking psychological counseling and mental health, which can stifle many psychological problems that are still emerging.

4.2 BUILD MORE SUPPORT FOR THE OVERSEAS STUDENTS

Through interviews, it has been found that overseas students know few channels to consult under the coronavirus for psychological problems. Through research, we can find that there are actually many types of psychological help platforms, such as One Psychology and Simple Psychology. They can alleviate negative emotions effectively. The online consultation they support is more convenient for overseas students. At the same time, during the epidemic, some schools such as Beijing Normal University have launched hotline psychological consultation telephones for overseas students. These should be promoted. Meanwhile, we can also develop more psychological support organizations for overseas students, either a small WeChat group or a small chat room, so that foreign students can find more resonance to ease their emotions.

4.3 KEEP POSITIVE, LEARN TO ADJUST BY ONE SELF

Overseas students with hypochondriasis can pay more attention to those epidemic symptoms that are inconsistent with their current symptoms instead of focusing only on symptoms similar to new epidemic symptoms. Look at the positive side and study what makes life worthwhile, investigate the virtue in life, seek for better development of oneself, and face life more optimistically. Meanwhile, for other emotions, overseas students can learn to adjust themselves in the same way, and not be too immersed in anxiety. They can take this opportunity to study more, do more sports, do what they are interested in, and divert their attention.

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The First Choice of Language for Children from Transnational Families

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Abstract: The family language policy reflects and supports the development of the macro language policy from the micro-level. With the development of the world economy and the deepening of globalization, there are more and more exchanges between countries. Mixed marriages are also on the rise, which accelerated the development of the transnational family. The language resources contained in these transnational families are abundant, and the language use is complicated. This paper is of practical value for understanding the first language choice of transnational families in China. The statistics and interview data in this paper can provide some reference materials for future research on the first language choice of transnational families.

Keywords: Family Language Policy; Language Planning; Transnational Family; First Language Choice

1. INTRODUCTION

Family language policy is the micro-level of language policy. Curdt-Christiansen defined it in 2009 as a distinctive pattern of language use and practice that occurs in the domain of the family and among family members[1-4]. Spolsky proposed that there are three levels of family language policy. The family language practice; the family language belief; the family language management[5-12]. In a transnational marriage family, children can choose the mother or father's mother tongue as their first language, or select the language where they live as their first language. Parents made decisions with the considerations of these three levels. Early family language policy studies are mostly theoretical studies. At present, most of the researches in the field of transnational family language policy are mainly immigrants who study the language acquisition process of "bilingual" or "multilingual" people. Given this, the study of parents' choice of children's first language in transnational families is relatively blank in the existing scholars' research, which is worth further discussion.

Hymes imagined a society where people do not lose opportunities because of the way they speak or are stigmatized because of the language they use(Hymes, 1996). In such a society, people dare to speak up and know that their words will be heard. Some language resources, such as Mandarin and English, are excellent resources and has a high social prestige, people can use Mandarin to various provinces and cities of China, and where people communicate in the other language is

only lower mobility. If people leave these areas, it will be difficult for them to use dialects to communicate. In this case, people's language form does not match the communicative effect they expect to achieve, which leads to the phenomenon of "loss of voice."

There are three situations in a family. The language usage between husband and wife is summarized as the following four basic language patterns (De Houwer,2009).

Pattern	Husband/wife	wife/husband	Usage of language
1	Language A	A and B	A
2	A and B	A and B	A
3	A and B	A and B	B
4	A and B	A and C	A

Language expression refers to who speaks which language, one or two languages to children (De Houwer, 2009). In today's transnational marriage family, there are mainly three kinds of language expression patterns (De Houwer, 2009). The one person one language (1P/1L) principle refers to a family in which the father or mother uses only one language to communicate with his children. In other words, each parent speaks to the children in a different language. One person two languages (1P/2L) refers to the simultaneous use of two languages by both parents to speak to their children. One person, one language, and one person two languages (1P/1L and 1P/2L) refer to one parent speaking one language to his children, and the other one speaks two languages. This thesis uses these models to analyze three interviews.

INTERVIEW ONE Ms Gao is a very talkative woman. We can learn that Ms Gao moved from Guangzhou, China to Berlin, Germany, after getting married. And they knew each other when her husband was posted to work in China. From this, it can be seen that her husband has a high level of foreign languages, and because of the international nature and mobility of his work, he is very inclusive in dealing with languages and cultures of various countries. In terms of the language pattern between husband and wife, Ms Gao is bilingual, and she can speak German and Chinese (Mandarin and Chinese), while her husband is multilingual, he can speak English, German and Chinese. In their choice of words between husband and wife, they chose German. On the principle of language expression, Ms Gao adopts the 1P2L principle, in which the two languages are Mandarin and Cantonese. Ms Gao's husband, who teaches his

children only German at home, follows the 1P1L principle. In general, the language expression principle adopted by this transnational family is the combination of 1P2L and 1P1L. But in terms of the overall family language policy, both parents choose Chinese as their children's first language.

Ms Gao emphasized that children should continue to learn Chinese, especially Cantonese, although they are in Germany. No language can survive if it is not deeply rooted in the soil of culture, and no culture can be inherited if it is not centred on the structure of natural language. Ms Gao's insistence that her children must learn Cantonese. Ms Gao understands that if her children only learn Mandarin, it will be difficult for them to return to the Guangdong area to work and communicate with Ms Gao's family. It shows that the fluidity of language will affect children's first language choice.

Ms Gao's husband, a multilingual, has been offered many jobs around the world. It also reflects that the parents' identity plays an essential role in the discussion of their children's first language choice. Ms Gao and her husband can adapt to the international working style as multilingual speakers, which makes her husband not stick to his mother tongue when choosing the child's first language and very supportive of Ms Gao's decision to choose Chinese.

2. INTERVIEW

In the interview with Ms Wu, we found that Ms Wu is a very introverted person, so in the limited interview time, we tried our best to obtain useful information. Unlike Ms Gao in the first interview, Ms Wu met her husband in a foreign environment. She said she met her husband while studying in South Korea and has never been back to China since getting married. In terms of communication patterns between husband and wife, Ms Wu is bilingual and proficient in Chinese and Korean. Her husband is a monolingual who speaks only Korean. When they communicate, they only speak Korean. Ms Wu's husband also speaks some daily Chinese after marriage, which is part of the acquisition of monolingual sentences. In the choice of children's communication mode, Ms Wu and her husband conform to the model of 1P1L. Ms Wu teaches her child Chinese, while her husband teaches her Korean. This international family's overall plan for their children's language choice is Korean.

The family of Ms Wu's husband wants the child to speak only Korean. Her father-in-law is a retired South Korean policeman and a conservative. So her in-laws forced Ms Wu's children to grow up in South Korea, and they strongly wanted her children to choose Korean as their first language. The family culture of both parents has an essential influence on the children's first language choice. The family culture of Korea and other eastern countries is contemporary. But in western families, family culture emphasizes the equality of men and women. Therefore, in Ms.Wu's family, her husband's Korean family is very

conservative in thinking about children's education, while Ms.Gao's German family is more open and liberal.

INTERVIEW THREE Mr Chen's clear plan for family language is that, although there are many languages and dialects to choose from, his children are required to speak only Mandarin at home. He pointed out that the most important reason for sending his youngest son to the Netherlands was that he was old enough to go to school, and he thought the education in the Netherlands was better than that in China. Mr Chen thinks learning Dutch in a local school in the Netherlands is the most convenient and efficient way, so he does not need to teach his children Dutch at home, and his own Dutch is not enough to teach them. International families like Mr Chen's often place more emphasis on their children's ability to learn native Dutch in local schools, and they are eager for their children to integrate into mainstream Dutch society and have a better future. For these transnational families, Dutch is a public language, which will give them a greater voice in Dutch society and make their "voice" heard.

Although Mr Chen thinks it is important for his children to learn Dutch, he does not welcome them to practice it at home. His family language plan is that everyone must speak Mandarin at home. Given that there is no Mandarin-speaking society in the Netherlands, Mr Chen could well continue to speak the Fujian dialect, which is, after all, the language that every member of his family could speak. But Mr Chen and his wife are determined to stick with Mandarin. "He (the younger son) must speak Mandarin. If he speaks in a dialect, we ignore him and pretend not to hear." His younger son had not been in the Netherlands long, so he was more used to speaking the Fujian dialect. But if he insisted on speaking the Fujian dialect, he would "lose his voice," which means his words would be ignored, so Mandarin has more power in Mr Chen's family than dialect. Mandarin became the first language for children in Mr.Chen's family language policy.

Based on in-depth interviews with the three transnational families, the author summarizes six factors that influence the first language choice of children from transnational families: first, the identity of parents. Second, the traditional culture of the country where the parents live. Third, (if dialects are included in the first language selection) the propagation and uniqueness of dialects and their discourse power with standard languages. Fourth, the family culture of the original family to which the parents belong. Fifth, the international status of the country it represents. Sixth, the transformation of the global language order.

From the three cases in this paper, it can be seen that the micro-family language can often reflect the changes in the macro-level language order and the global economic and political order. Combined with

the rapid development of China in the past decade, the discourse status of Chinese is increasingly high in transnational families.

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The Struggle for Dominance Over Universities Between the Court and The Church

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Abstract: During the Tudor dynasty, the relationship between the court and the church exerted a profound influence on the growth of the Oxford University and the Cambridge University. Their conflicts underwent roughly three phases: the phase of covert conflict, the phase of overt conflict, and the phase of eased conflict.
Keywords: Tudor dynasty, Church of Rome; Oxford University; Cambridge University; Conflict

1. INTRODUCTION

During the Tudor dynasty, the Tudor royal family, which represented the interests of the emerging bourgeoisie, had a full-scale conflict with the Pope and its religious influence in Britain, and a tug of war was launched against the control of universities. This conflict has played a positive role in the development of British universities, conforming to and leading the development of British society.

2. UNIVERSITY DEVELOPMENT IN THE PERIOD OF POTENTIAL OPPOSITION (1485-1534)

When the Tudor family came to power, they were not strong enough to contend with the Pope, so in the early days when Henry VII and Henry VIII took power, they did not show a strong desire to fight. They have always had good communication and exchanges with the Pope of Rome. Henry VII took the initiative to show his favor to the Holy See, "He donated a lot of wealth to the church, so that the church will celebrate 10,000 masses within a month to save his soul." Henry VII's mother also donated to build the college and donated the professorship. The pious attitude of Henry VII finally moved the Holy See. Pope Innocent personally announced to the British congregation: "Those who oppose this legitimate successor to the throne will be excommunicated and challenged."

With the consolidation of Henry VII's religious status and secular throne, his desire for knowledge and talents has become increasingly apparent. In order to master knowledge and talents, Henry VII gradually used his power to interfere with the university. For example, "In 1494, the Bishop Lincoln, who was the president of Oxford University at the time, was dying. The king directly banned Oxford University from holding a successor presidential election. However, the bishop Lincoln died shortly afterwards, and Oxford University urgently elected the bishop of Canterbury as president. Letters from the royal family also followed, asking Oxford University to elect one of the Bishops of Lichfield and Bishop Rochester to be the president. Oxford University was in distress for a

while. "But during this period, Henry VII and Henry VIII who had just taken power did not have enough ability to initiate a head-on conflict with the Holy See, so the two sides have been in peace. The university also swayed between the two sides, not only receiving the salaries, but also enjoying the donations and privileges given by the royal power.

3. UNIVERSITY DEVELOPMENT IN THE PERIOD OF OPEN CONFLICT (1534-1558)

In 1534, the "Supreme Act" was promulgated, and the United Kingdom declared that it would cut off all ties with the Pope. This was a sign that meant the conflict was made public. During this period, the conflict developed from a potential confrontation to an open conflict behavior, and methods such as mutual blows and competition emerged endlessly. It was not until the death of Mary I in 1558 and the accession of Elizabeth I to the throne that Britain had a relatively stable religious environment, and this stage of open conflict came to an end.

3.1 Henry VIII declared sovereignty to the university

For Henry VIII, the desire to have a male heir was intertwined with the dislike of the old and the new, and he finally proposed to divorce Catherine. However, because the Pope was jealous of Catherine's nephew, King Charles V of Spain, Pope Clement VII did not dare to approve Henry VIII's divorce request. After measuring the power of himself and the Pope, Henry VIII determined to completely get rid of the long-term shackles of the Holy See on the English Church and the secular society, and cut off the connection between Britain and the Holy See. Under the meticulous arrangement of Henry VIII and Minister Thomas Cromwell, the Parliament passed a series of bills to carry out drastic reforms around the sensitive political issue of religious power and kingship. From 1529 to 1536, Parliament convened eight consecutive meetings and passed a series of reform bills. The Supreme Act clearly stipulates that the Church of England is completely under the rule of the king and his heirs in secular life, and the royal family has the power and authority to determine all religious affairs. At this point, the Tudor royal family and the Pope completely broke off, the Church of England no longer loyal to the Holy See, and the two universities that were originally obeyed by the Pope also sworn their seats with the Pope.

3.2 Edward VI continues to advance the religious reform

In the early days when Edward VI came to power, the

Catholic power in the university rose. In order to continue to advance the religious reform, Edward VI, with the support of Kramer, invited the famous German religious reformer Martin Bucer to teach at Cambridge University in 1548 and gave him a professorship. Due to the arrival of Martin Bucer, Cambridge University became the center of British Protestant teaching, research and dissemination. On the other hand, Edward VI continued the tradition of Henry VIII. In 1549, he sent an inspection committee to inspect the two universities. However, unlike the inspection during Henry VIII, the content and attitude of this inspection were more extensive. More stringent. During the inspection, not only the Catholics in the two universities were violently expelled, some small churches where Catholics secretly assembled in the two universities were also banned. Only a few larger churches were kept in the universities for Protestant ceremonies. The inspection committee also cleaned up the Oxford University library. This behavior directly triggered the Protestant attack on the Oxford University library, which eventually led to the destruction of the library, the burning of books and the destruction of facilities. The inspection committee also made large-scale adjustments to the courses of the two universities. The teaching of Latin was cancelled, and Greek and English were included in the curriculum. The inspection committee even asked teachers and students to use English instead of Latin when doing Mass. In addition, the courses of philosophy and astronomy are added to the courses of the Master of Arts. Undergraduate courses have also changed. Humanities such as arithmetic, geometry, and dialectics have become important contents of undergraduate studies.

3.3 Queen Mary fully restored the old Catholic system in the university

After Queen Mary succeeded to the throne, she declared that all the policies adopted at the university to change the original laws and regulations since the death of Henry VIII were invalid. In addition, she also tried to abolish all the policies adopted to Oxford and Cambridge universities during the Edward VI period, in order to restore the status before 1547. Some old religious ceremonies have been restored by re-promulgating decrees to protect the purity of the Catholic faith. In order to eliminate the influence of Protestantism on Catholicism, many laws have also been revised. Queen Mary's actual tour of the university began in 1556, and her tour focused on religious thought. She ordered Bible to be collected and burned in public, many Protestant works were also removed from the university library, and scholars were prohibited from collecting these books privately. During Queen Mary's inspection of Cambridge University, almost all heretical books were burned, and the bodies of two teachers who came to the UK to promote Protestantism were exhumed and burned. During the reign of Mary Tudor, Britain once again

returned to the Roman Catholic era. Both the administrator and applicant for a degree must swear an oath to the Roman Catholic Church and recognize the supremacy of the Pope. The Cardinal and the Archbishop of Canterbury Reginald Pole and the presidents of two universities have all accepted new appointments and reformed the two universities. The regulations made during the reign of Edward VI were replaced by new Catholic statutes revised by the University Cabinet. However, due to the relatively short governing time of Mary I, these restorative statutes did not have much impact on the development of the university, but still caused a large number of new teachers to exile in Europe.

4. UNIVERSITY DEVELOPMENT IN THE TIME OF CONFLICT SUBMISSION (1558-1603)

There have always been many people who believed in Catholicism and did not succumb to the authority of the state religion in the university under Elizabeth I. They created many difficulties for the development of the university during this period. Parliament strengthened the enforcement of the "Power Act" in 1563, stipulating that those who refuse to take the oath of allegiance to the state religion shall be punished as the highest level of treason, that is, execution. Catholics were subsequently excluded from college degrees. With the increase in xenophobia, all non-state sects were later prohibited from obtaining degrees, and this practice continued until 1871. The royal family wanted to eliminate the influence of Catholicism by increasing punishment, but the influence of Roman Catholicism did not immediately disappear, but has been lingering in the university. In 1572, Dr. Caius, the dean of the prestigious Gonville College, was informed by his colleagues that he was secretly engaged in Catholic activities. His room was searched, and then the Catholic vestments and Catholic church supplies found were burned openly in the college court. Out of resentment, the pope declared in the Pope's decree issued in 1570 that Elizabeth I was expelled from membership. Elizabeth I and the Parliament were afraid of the massacre at St. Bartholomew in 1572, as well as the threats from Queen Mary of Scotland and the Jesuits. Between 1571 and 1593, they promulgated and implemented a series of laws to suppress Catholic power. The restrictions on Catholicism by these laws eventually became so severe that no one in the university dared to publicly express sympathy for Catholicism, otherwise he would be severely punished.

5. CONCLUSION

Overall, since the end of the Middle Ages, whether in the United Kingdom or on the European continent, people have long abhorred the abuse of church power, the injustice of church courts, and the corruption of priests' lives. Breaking through the shackles of Catholic dogma, getting rid of the shackles of Roman religious power, and strengthening the rule of the secular kingship were the needs of political and social development at that time. The University of Oxford

and Cambridge withstood the impact in the storm of the religious reforms, and sought the blessing of the royal family again after the reforms. In 1547, when Edward VI ascended the throne, both universities were in a precarious state. The number of students in the school has dropped drastically, the old lecture halls have been closed one after another, the canon law has fallen out of favor, teachers have been abused and slandered, and many precious books have been burned. Subsequently, Mary I, who was enthroned in 1553, quickly restored the orthodox status of Catholicism. With the comeback of Catholicism, the laws and regulations that have been revised and overturned in the past have been restored, and many non-Catholic scholars have been persecuted. Finally, it was not until the time of Queen Elizabeth I that the religious disputes in Britain subsided slightly, and the religious policy in the university also tended to ease. Objectively speaking, after the Reformation, Oxford University and Cambridge University have almost become tools to implement the will of the kingly power and promote the secularization of universities.

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Application of Aesthetic Education in College English Teaching

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Abstract: In our rapidly changing society, aesthetic activities are gradually developing as an indispensable part in people's lives. The high standard of talents has a higher-level requirement of aesthetic education. College students are in a critical period of comprehensive development. It is necessary to infiltrate aesthetic consciousness into college English teaching. Through the comprehensive language teaching methods, students can gain all-round knowledge and ability. The application of aesthetic education in college English teaching can effectively help college students develop the ability to feel, appreciate, express and create beauty.

Keywords: Aesthetic Education; College English Teaching; Application

1. NECESSITY OF AESTHETIC EDUCATION

There never lacks of beauty in life, and beauty exists everywhere. The key is to discover and feel. The expression of "aesthetic education" was first put forward and used by Schiller, a German poet in the 18th century. Schiller proposed the notion of "aesthetic education" for the first time in his book *On the Aesthetic Education of Man* (1795), and made a systematic explanation of the nature, features and social influence of aesthetic education. Aesthetic education has the effect of improving health, giving a beautiful mind and serving as a teacher of human nature. Especially, it can arouse the third impulse---the game impulse. This impulse is synonymous with freedom, which can eliminate the opposition between sensibility and reason, material and form, so that people in the modern society can overcome the split state. Schiller emphasizes the combination of rational impulse and perceptual impulse, "If people want to change from nature to reason, they need to build a bridge, so aesthetic education is the most suitable bridge, and art should act as a teacher to restore itself" (Friedrich 2003: 85-86). Aesthetic education has a non-negligible influence in the progress of human civilization, and it also plays an important role in the national education system.

2. SIGNIFICANCE OF APPLYING AESTHETIC EDUCATION TO COLLEGE ENGLISH TEACHING

History has proved that aesthetic education in any era is guided by a certain sense of beauty, while the aesthetic consciousness reflects the nature of the times and class. With the help of a certain aesthetic consciousness, human beings transform the objective

world according to the law of beauty, but also transform ourselves. Not only has it beautified itself, but also created a rich and colorful spiritual world, enhancing and developing aesthetic ability. The basic process of dialectics reflects the essence of aesthetic education. In the whole process, people are always the center. There is no beauty separated from the main body in the world. Aesthetic education is the purpose and result of all aesthetic studies. The purpose of studying theory of aesthetic education is to transform people better and more scientifically, and ultimately make natural people become people with rich personality and harmonious development. The ongoing English teaching reform is based on the "people-oriented" education concept and aims at improving students' comprehensive English quality. Thus the application of aesthetic education in college English teaching is of great significance.

When it comes to aesthetic education, people will misunderstand that it is only the task of art, music and other art disciplines. This is only a unilateral view of aesthetic education as a synonym for art education. In fact, aesthetic education should run through the whole process of all disciplines. Aesthetic education is a comprehensive educational symbol of cultural accomplishment and mental outlook. If college students are psychologically, emotionally, and intellectually mature, their aesthetic consciousness will be rich. Therefore, the cultivation of aesthetic consciousness is enjoyable for college students. In college English teaching process, English pronunciation, writing, text content, teachers' teaching arrangement and exquisite classroom teaching design all contain aesthetic factors, which can lead students to the lofty artistic conception of beauty, and induce students to associate, ponder and explore. With the continuous reform and development of college English teaching, schools and English teachers have certain autonomy in the selection of teaching materials. From appearance, color to specific content design, we strive to conform to the psychological acceptance of students, close to the actual life of students, and meet students' inner emotional needs. Aesthetic education can bring students aesthetic pleasure. It not only enables the students to enjoy the visual and audio senses, but also makes teaching activities vivid, the learning process full of creativity and students' thinking more active. Thus the image thinking and logical thinking can achieve the best integration. The cultivation and development of students' ability is

inseparable from the influence of intellectual factors and non-intelligent factors.

3. METHODS OF APPLYING AESTHETIC EDUCATION TO COLLEGE ENGLISH TEACHING

3.1 Infiltration of Aesthetic Education in Teaching Activities

How to attract students' attention at the beginning of a class is a matter of great concern to teachers. The design of presentation should be artistic. Teachers should adopt a method that easily triggers the emotions of aesthetic subjects, naturally and intently grasps the curiosity of student. Aesthetic objects naturally enter the learning state, so that students pay more attention and participate in the consciousness of the course. There are many ways to introduce the hall: physical objects, life topics, intuitive performances, stories, audio-visual, famous quotes, experiments, games, imagination, riddles, knowledge quiz, new knowledge and so on. These methods are highly targeted and enlightening, suitable for English classroom teaching. Topic introduction is the right choice to combine the content of this course with design topics that students are interested in and easy to express, so that everyone can speak as much as possible.

3.2 Application of Modern Educational Technology

With the development of information technology, new technologies such as multimedia and network have springing up. The arrival of information age has a profound impact on education. The wide application of modern educational technology in classroom teaching has greatly broken through the limitations of classroom teaching time and space. It has the characteristics of large amount of information storage, fast transformation speed, sensitive response and good audio-visual effect. It can effectively combine sound and image, vision and hearing, language and situation, and play a more effective role in promoting the development of students' thinking ability. Edward Tufte points out that "information visualization" meets the needs of students, making it possible to individualize and rationalize screening and image information in their own ways and different progress. Image information provides students with a broadband channel that can be controlled simultaneously. (Tufte 2006: 15) In college English classroom teaching, teachers appropriately use modern educational technology to arouse students' passion for learning, activate their sensory organs and grasp aesthetic objects. It can also promote the formation of a harmonious classroom atmosphere, maximize students' learning enthusiasm, and help them increase their interest in learning English.

3.3 Teachers' Development

The quality of teaching depends largely on the comprehensive ability of teachers. With the continuous development of education, new teaching theories and teaching methods are emerging one after another, and English teaching also has new

requirements for teachers. The power of examples is endless. Teachers' gracious and natural teaching, beautiful and decent clothes, dignified and generous instruments, appropriate teaching language, and clarity of blackboard design can create a beautiful atmosphere to make students feel beautiful. Most people think that beauty only exists in the place of art performance, subconsciously separating art and daily life. Once the students leave the aesthetic education, they will naturally feel bored in school life. We should combine art and education, contact the surrounding environment and the life world. Teachers' mission is to balance the various factors of the environment. We should pay attention to the coincidence of art and education. (Dewey 2004: 24). College English teachers should have correct outlook on life and the world, and treat domestic and foreign people with a pleasant, peaceful and learning attitude. In the process of implementing aesthetic education, teachers will show their aesthetic consciousness to influence students. Therefore, the cultivation of self-aesthetic ability is a prerequisite for aesthetic education in college English teaching. An excellent college English teacher should have good cultural quality, friendly attitude, progressive teaching concept and be able to correctly evaluate students to help personal development.

4. CONCLUSION

Aesthetic education is to cultivate students' aesthetic ability through artistic means. In a broad sense, aesthetic education is to subtly educate students through all beautiful things such as social nature, material life, in order to deeply implement students' aesthetic consciousness, and enhance students' comprehensive abilities from soul to language, behavior, thought and moral literacy. College English teachers should guide students to participate in aesthetic activities, and then fully express their own evaluation of beauty. In the practice of aesthetic education, college students can not only improve their aesthetic comprehensive ability, but also promote the main goal of students' all-round development under the background of quality education. In the new era, there are new requirements for talents. Colleges should not only pay attention to the achievements of professional courses, but also train students to develop in all aspects.

The aesthetic education should fully guide college students to discover, feel and understand beauty, and improve students' aesthetic ability and self-identity. Aesthetic education not only involves the cultivation of students aesthetic ability, helping them to become whole person, but also enables students to establish a close relationship of harmonious coexistence with others, society and nature. Aesthetic education should run through all aspects of the educational process. The field of aesthetic education in college English teaching is very broad. Beauty is everywhere, including English teaching materials, teaching contents, teaching

objectives, teaching methods and organizational teaching. We should explore aesthetic education, lead students to feel beauty, purify their mind, cultivate virtue and promote intelligence in English learning. Students' aesthetic interest will become more abundant and aesthetic ideal will be more far-reaching. Therefore, in college English teaching, there are more advantages to combine the learning of basic knowledge with the learning of aesthetic consciousness to carry out an all-round language teaching mode than that which only regards English teaching as a simple infusion and mechanical repetition. Teachers should emphasize the beauty image from the basic knowledge of language, and deepen students' understanding of the aesthetic mood of the text, so as to strengthen the understanding of basic knowledge. In college English teaching, the

International Journal of Education and Management cultivation of aesthetic conception as a teaching means can improve students' cognitive ability of image and the basic knowledge of language consistent, and help students form a close knowledge system.

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A Corpus Stylistic Study of Emily Dickinson's Poems

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Abstract: By applying corpus stylistic analysis to compare 446 poems of Emily Dickinson with CCWL Section C, the study offers qualitative evidence to the stylistic features of Miss Emily Dickinson, such as the use of short words and sentences and her inclination of using negative words. Besides, a keyword list has been generated and grouped into four groups, the grammatical words, words related to religion, words related to nature, and words related to time and eternity. The quantitative evidence not only adds voice to the traditional qualitative studies but also offers new insights to Emily Dickinson studies.

Keywords: Emily Dickinson, Corpus Stylistics, Poems

I. INTRODUCTION

Emily Dickinson (1830-1886) was one of the greatest poets in American literary history. She chose to live in seclusion and there were only a few of her poems published during her lifetime. After her death, about 1800 poems were discovered by her sister and then edited and published by her friends. She was quick-witted and sharp-sighted and her poems are "difficult and accessible, intellectually challenging and emotionally intense" (Pollak, 2004, p5). Covering the everlasting and resonant themes such as death, God, nature, and love, her poems are widespread and powerful. The legacy of her poems have broken the social, historical and cultural barriers and gained far-reaching popularity among the readers around the world. During the decades after her death, Emily Dickinson scholars have studied the poet and her poems from different perspectives and the studies are still approaching forward (Finan, 2015; Kang, 2017). This study aims to employ corpus stylistic tools to analyze Miss Dickinson's poems, provide qualitative evidence to the previous studies, and add some new voices to the study of this great poet [1-5].

Stylistics is the linguistic study of style in language. Culpeper drew from Enkvist (1973, p29-35) and concluded that "style is a matter of frequencies, probabilities, and norms" and "style markers are words whose frequencies differ significantly from their frequencies in a norm" (2014, p10). Authorial style, the style of genres, and the stylistic effects are some of the interests in the field of stylistics (McIntyre & Jeffries, 2017). With the development of computer technology, recent years have witnessed a growing interest in applying corpus linguistic tools in the studies of stylistics. Corpus stylistics is an

interdisciplinary field which studies literary style through computational tools and combines the science of linguistics with literary studies (Green, 2017). Judging from the programs for the annual conference of the Poetics and Linguistics Association 2013, McIntyre (2015) has claimed that corpus stylistics is now one of the mainstream areas instead of a niche area. Indeed, the mounting publications have applied corpus techniques in stylistics and have contributed to the literary studies in recent years [6-10].

On the one hand, there is a strand of general studies on literary works or literary genres. Green (2017) developed the Corpus of the Canon of Western Literature (henceforth CCWL) based on Harold Bloom's (1994) description of the construct of western canon. The word account of CCWL is approximately 73 million and it was applied for culturomic and stylistic analysis, through which it not only offered quantitative evidence for the culturomic claims such as gender representation, overall positive cultural preoccupations, and the decline in the influence of Greco-Romans and the Theocratic Age, but also pointed out some stylistic differences, such as sentence length, word length, and vocabulary ranges of the different authors and genres. Jacobs (2018) demonstrated Gutenberg English Poetry Corpus (GEPC). The corpus contains poems of 50 great poets such as Ezra Pound, TS Eliot, Edgar Allan Poe, and et. al. Similarity analyses, including latent semantic analysis and topic analysis, were conducted. Besides, comparative analyses were adopted to study William Blake's poems and Charles Dicken's poems. The distinctive words used by the two poets were found out. What's more, two individual poems were further analyzed, one from George Eliot, the other from James Joyce. Lexical diversity, keywords, valence and arousal values of the two poems were demonstrated [11-19].

On the other hand, there is a strand of studies focusing on some specific texts or authors. Within this strand, most of the research focus is on the recurrent features in a certain novel. Stockwell and Mahlberg (2015) used CLiC tool to examine the mind-modelling of Mr. Dick, a character in Charles Dicken's David Copperfield. They explored the "textual traces"(concordance lines) in non-quotations around Mr. Dick to find out the author's techniques of characterization. By exploring the word frequencies and distributions and recurrent phraseology, Stubbs

(2016) provided a detailed descriptive evidence to some existed literary interpretations and identified some of the previously unnoticed linguistic features in Joseph Conrad's *Heart of Darkness*. Yazdanjoo et al (2016) conducted a corpus stylistic study on J. D. Salinger's *The Catcher in the Rye*. They used spoken sub-corpus of BNC as the reference corpus and analyzed the key words, semantic prosody, clusters to seek deeper understanding of the thematic motifs and characterization in the novel.

Relatively fewer researches applied corpus stylistic tools to the study of other literary genres. For the study of poems, McIntyre and Walker (2010) used a corpus tool Wmatrix to compare the key words and semantic domains of William Blakes *Songs of Innocence and Experience*. O'halloran (2014) demonstrated a corpus stylistic study of "Putting in the seed", a poem written by Robert Frost. UK Web as Corpus(UKWaC) was used to analyze the phraseology and words in the poem. The corpus tools were applied to constitute what he has called performance stylistics. The in-depth analysis creatively interpreted the poem from a new perspective. Multiple elements, such as obsessive compulsive personality disorder (OCPD), germination, gardening and depression, and depression and reduced sex drive have been "rhizomatically" revealed.

From the above literature review, it is noticeable that the previous corpus stylistic studies have applied different corpus tools to find out recurrent occurrences(keywords, thematic domains) and their context (concordance lines). The applications of corpus linguistic tools to the literary studies not only demonstrated how corpora can shed light on stylistic issues, provided quantitative evidence to the literary studies, but also identified some new insights in this field. The studies mentioned above aroused my interest in interpreting Emily Dickinson from the corpus stylistic perspective. The primary reasons are firstly Miss Dickinson was a great and "strange" poet in American literary history (Bloom, 1994, p292). Secondly, there are very few corpus stylistic studies of the poets and poems. Thus, this study aims to analyze Miss Dickinson's works from corpus stylistic perspective and to answer the following questions:

What are Miss Dickinson's distinctive stylistic features compared with the canon of western literature in her age?

What are the quantitative and qualitative evidences of the these features?

2. METHODOLOGY

1. Data

The uncopyrighted data of Emily Dickinson's poems are downloaded from Project Gutenberg, a free online uncopyrighted repository of literary works. The downloaded data contains three series Miss Dickinson's poems edited by two of her friends, Mabel Loomis Todd And T.W. Higginson. The editors divided her poems into subcategories, respectively life, love, nature, and time and eternity(see Table1). To

facilitate the analysis, license statements and explanations were cleaned to ensure that only the poems are left. Each poem is put into an independent text file and the files were named according to the editors' classification. By doing so, the occurrences of the keywords can be found and the coverage of the keywords of the poems can also be counted by Wordsmith.

Table 1. The number of poems in the Emily Dickenson Corpus

Series	Life	Love	Nature	Time and Eternity	Total
1	26	18	31	40	115
2	57	16	51	42	166
3	55	22	29	59	165
Total	138	56	111	141	446

2. Reference corpus

In this study, CCWL Section C is used as the reference corpus (Green, 2017). To provide an accurate comparison, Emily Dickenson's 3 series poems are excluded from CCWL Section C. The corpus then contains 35,612,966 words from authors from 8 countries in democratic age (1832CE to 1900CE). The reason for using CCWL Section C as the reference corpus is that it is a corpus of Democratic Age (1832 CE to 1990 CE), in which Emily Dickenson lived and wrote her poems(between 1830 to 1886). Besides, CCWL is based on Harold Bloom's (1994) description of the construct of western canon. CCWL Section C contains great writings of that age which demonstrate great literary qualities such as aesthetic beauty, profound ideas, and impressive language thus have lasting influence on the literary history and culture (Green, 2017). Comparing her poems with authors in her age can offer evidence of her primary concerns and her distinctive stylistic features.

3. Corpus linguistic tools

Wordsmith (Version 6.0) is used to generate a word list, a keyword list, and concordance lines of the key words. Lemma list (Someya, 1998), function word list, positive word list, and negative word list (Liu, Hu & Cheng, 2005), were employed in the process.

3. FINDINGS AND DISCUSSION

1. Basic comparisons between Emily Dickinson Corpus and CCWL Section C

Miss Dickinson was said to be accessible and expressive (Pollak, 2004, p5). Table 2 shows that compared with CCWL section C, the mean word length and sentence length in Miss Dickinson's poems are shorter, which could probably explain the accessibility of her works. It can be confirmed that she was skilled in using simple language to convey profound ideas. Accessible as the language is, profound and provoking her thoughts and poems are. Her thoughts and concerns can be inferred from the words and themes in her poems.

2. Positive words vs negative words

In the word list of Miss Dickinson's poems, there are 509 lemmatized negative words (1384 occurrences)

compared with 324 lemmatized positive words (1149 occurrences) in her poems. The negative words occur more than 1.5 times of the positive words in her poems with a relatively high dispersion, which could possibly explain the depressed feeling the readers encounter when reading her poems. Actually, Miss Dickinson's

works are one of the most depressing in the literary history, as Bloom commented that except for Kafka he "could not think of any writer who has expressed desperation as powerfully as constantly as Dickinson" (1998, p295).

Table 2. The basic comparison of Emily Dickinson Corpus and CCWL Section C

Corpus	Emily Dickinson Corpus	CCWL Section C
Tokens used for word list	28088	38, 111, 304
Mean word length (in characters)	4.25	4.35
Word length std. dev.	2.17	2.33
Sentences	1725	1867676
Mean (in words)	16.28	20.31
std.dev.	12.28	20.41

Table 3. Top 20 frequented negative words in Emily Dickinson corpus

No.	Word	Freq.	%	Texts	%	Lemmas
1	die	49	0.17	0		die[20] died[15] dies[4] dying[10]
2	death	41	0.15	35	7.85	
3	lie	36	0.13	0		lie[12] lain[5] lay[6] laid[4] lies[9]
4	lose	32	0.11	0		lose[5] lost[27]
5	break	28	0.10	0		break[10] breaking[6] breaks[2] broke[5] broken[5]
6	fear	23	0.08	0		fear[18] feared[1] fearing[2] fears[2]
7	slow	19	0.07	0		slow[18] slowest[1]
8	dead	17	0.06	16	3.59	
9	pain	16	0.06	13	2.91	
10	fail	14	0.05	0		fail[6] failed[7] failing[1]
11	fall	14	0.05	0		fall[6] fell[8]
12	anguish	12	0.04	11	2.47	
13	blow	12	0.04	0		blow[5] blew[4] blown[3]
14	frost	12	0.04	0		frost[8] frosts[4]
15	cloud	11	0.04	0		cloud[5] clouds[6]
16	miss	11	0.04	0		miss[5] missed[3] misses[1] missing[2]
17	hang	10	0.04	0		hang[4] hanging[1] hung[5]
18	despair	9	0.03	9	2.02	
19	flee	9	0.03	0		flee[3] fled[6]
20	grief	9	0.03	0		grief[6] griefs[3]

3. Keywords and concordance lines

Using CCWL as reference corpus, 23 keywords are generated (see Table 4 for the keyword list), which can further be grouped into grammatical words, words related to religion, words related to time and eternity and words related to nature. This classification is based on the lexical meanings of the words as well as the previous research fruits, especially the researches on her religious beliefs.

The grammatical words are till, onto, upon, until, and the pronouns thee and mine. which can be seen as an indication of Miss Dickinson's authorial style, as previous studies claimed that grammatical words are supposed to be indicators of authorial style (Culpeper, 2014; Hoover, 2015). Indeed, the studies on the authorial style of Miss Dickinson have focused on her frequent use of dashes (Crumbley, 1997). Her

preference for using these grammatical words have not been detected before, which is possibly a new finding and can add a new voice to the Emily Dickinson studies.

"Religion remained a centering concern for Emily Dickinson" (Eberwein, 2004, p70). The keywords related to religion are heaven, soul, death, and God. It is admitted here that though death is also related to time and eternity, and also nature to some extent, it is grouped in this category to enhance the understanding of the poet's perception of religion. Miss Dickinson's religious belief has been one of the focus of Emily Dickinson studies (Bloom, 1994; Eberwein, 2004). It has been argued that in her poems, "the entity named 'God' has a very rough career in her poetry and is treated with considerable less respect and understanding than the rival entity she names

‘Death’”(Bloom, 1994, p295). “Neither God nor death wins in Dickinson, and she takes care to keep them apart” (Bloom, 1994, p299). This claim makes sense in that Dickinson was deeply influenced by Ralph Waldo Emerson and transcendentalism. Derived from romanticism, and influenced by the Civil War and

Charles Darwin’s The Origin of Species, transcendentalism advocated self-reliance instead of God. For Emerson, he believed in the “inner light, private revelation, and a spirituality relatively independent of churches” (Eberwein, 2004, p88).

Table 4 The key word list in Emily Dickinson Corpus compared with CCWL Section C

N	key word	Freq.	%	Texts	RC. Freq.	RC. %	Keyness
1	bee	48	0.17	28	963		307.77
2	bird	49	0.17	26	5273	0.01	157.83
3	sun	49	0.17	42	8944	0.02	111.64
4	noon	24	0.09	22	1407		104.52
5	heaven	49	0.17	37	9998	0.03	102.30
6	sky	39	0.14	24	6060	0.02	99.81
7	till	58	0.21	48	16072	0.04	91.90
8	summer	31	0.11	27	4288	0.01	85.73
9	unto	24	0.09	23	2182		84.75
10	sea	43	0.15	32	11313	0.03	71.69
11	like	123	0.44	80	73120	0.19	64.90
12	mine	36	0.13	22	8952	0.02	63.30
13	day	101	0.36	70	56558	0.15	60.20
14	upon	90	0.32	77	50150	0.13	54.16
15	thee	43	0.15	27	15451	0.04	51.01
16	death	41	0.15	35	14743	0.04	48.60
17	little	91	0.32	62	56801	0.15	43.09
18	night	54	0.19	46	25833	0.07	42.66
19	soul	38	0.14	29	14721	0.04	40.94
20	until	26	0.09	23	7413	0.02	40.01
21	sweet	28	0.10	22	9703	0.03	34.71
22	god	39	0.14	32	19778	0.05	27.91
23	morning	31	0.11	25	14832	0.04	24.48
24	say	48	0.17	25	179392	0.47	-71.37

Figure 1. A screenshot of the concordance lines of ‘God’

However, though less respectful to God, Emily’s perception of religion was different from Emerson’s and her attachment to God is complicated. Checking the concordance lines (See Figure 1), sometimes she is skeptical to God. She said she ‘never spoke with God, nor visited heaven’. God was not omnipotent for her in that it cannot ‘heal the remorse’. However, it can be noted that sometimes she still held a belief in the ‘wounded God’ (Edberwein, 2004, p69). It can be noted that God was still ‘here’ and powerful in some ways: she stood as ‘a beggar’ before the door of God; God still sits in the ‘judgment-seat’; God can permit

the angels to play and call them home promptly. According to the Emily Dickinson scholars, Miss Dickinson went to church with her families from a very young age (Edberwein, 2004). Transcendentalism might make her skeptical but never totally converted her belief.

Besides, her belief in God and Christianity can also be noted in her perception. Death was also one of the recurrent themes and authorial obsessions in the Miss Dickinson’s poems which can be proved by its occurrence in the corpus, i.e. 41 times in 35 poems with a normed frequency of 1.5 times per 1000 words. Besides, it is the most frequented unlemmatized negative words in the corpus (See Table 2). From a young age, the poet had been traumatized by death because of the deaths of the people close to her. She had pondered on death all through her life since the death of her beloved people, such as Benjamin Franklin Newton, who introduced her the great authors such as Ralph Waldo Emerson and William Wordsmith. Her poems reflect her lifelong fascination with dying and death. For her, God might be there and Death is not that scary. Checking the concordance lines(See Figure 2), it is noticeable that for Miss Dickinson, death is an arrogant and ecstatic ‘imperator’, a ‘privileged’ ‘insect’, and ‘renown’ but ‘unknown’. Although she could not ‘stop death’, she was not afraid of death. Death ‘acquainted’ and ‘tranquilly’

befriended with her soul. Death was a dialogue between the 'spirit' and the 'dust'.

N	Concordance
1	so This side the victory! Life is but life, and death but death! Bliss is but bliss, and breath but
2	This side the victory! Life is but life, and death but death! Bliss is but bliss, and breath but breath! And
3	I've heard the hunter tell; 'T is but the ecstasy of death, And then the brake is still. The smitten rock
4	Then knit, and passed in seamless company. XXV. DEATH AND LIFE. Apparently with no surprise To
5	When it goes, 'T is like the distance On the look of death. IV. TIME AND ETERNITY. I. One dignity delays
6	the fleeting breath, Later by just an hour than death, -- Oh, lagging yesterday! Could she have
7	the summer shone! The quiet nonchalance of death No daybreak can bestir; The slow archangel's
8	simulate a throe. The eyes glaze once, and that is death, Impossible to feign The beads upon the
9	illustrious 'T is almost consequence, Is the eclat of death. Oh, thou unknown renown That not a beggar
10	skies. XXII. The bustle in a house The morning after death Is solemnest of industries Enacted upon
11	of that? XXIV. Afraid? Of whom am I afraid? Not death; for who is he? The porter of my father's lodge
12	spied a face Upon the waters borne, With eyes in death still begging raised, And hands beseeching
13	XXVII. THE CHARIOT. Because I could not stop for Death, He kindly stopped for me; The carriage held
14	has lost the face That made existence home! XXXI. Death is a dialogue between The spirit and the dust
15	between The spirit and the dust. "Dissolve," says Death. The Spirit, "Sir, I have another trust." Death
16	," says Death. The Spirit, "Sir, I have another trust." Death doubts it, argues from the ground. The Spirit

Figure 2 A screenshot of the concordance lines of 'death'

Nature is another fascination of Miss Dickinson. Deeply influenced by Ralph Waldo Emerson, and thus transcendentalism. For the followers of transcendentalism, the truth could be intuitively experienced from nature. The transcendentalism in her poems can be proved by the fact that many of the key words are related to nature: bee, bird, sun, sky, summer, and sea. Nature is one of the channels for the poet to explore truth. Within this group, bee is the keyword with highest keyness in the key word list. It occurs 48 times in 28 poems in the corpus, with a frequency of 1.7 matches per 1000 words, which aligns with the claims of the previous studies. Smith (1996) noted that Miss Dickinson's favorite metaphor is the interaction between bee and flower and claimed that it is "inevitably suggestive of sexuality". In the poems, the flower is mostly female, and bee male.

Time and eternity are also key concerns of Miss Dickinson. Among the key words, noon, summer, day, night, morning, and even the words grouped into religious group are related to time and eternity. Sensitive as Miss Dickinson was, she perceived the time passed away. Together with her reflections on death, soul, heaven, God, she pondered over the eternity, immortality and human existence, which empowers her poems with formidable intensity, profound, affective and everlasting.

4. CONCLUSION

By applying corpus stylistic analysis to compare 446 poems of Emily Dickinson with CCWL Section C, the study offers qualitative evidence to the stylistic features of Miss Emily Dickinson, such as the use of short words and sentences and her inclination of using negative words. Besides, a keyword list has been generated and grouped into four groups, the grammatical words, words related to religion, words related to nature, and words related to time and eternity. The grammatical words can possibly reveal the authorship styles and other groups can unfold her thematic concerns. Detailed analysis of the frequencies and concordance lines of some of the keywords has provided quantitative and qualitative evidence for the poet's attitude towards God, death, and nature. It is argued that influenced by

transcendentalism, Miss Dickinson viewed nature as one of the channels to explore truth and existence. However, she was not converted by transcendentalism in that she still had belief in God and she was not afraid of death. By employing corpus linguistic tools to Miss Dickinson's poems, this study provides quantitative evidence to the traditional qualitative studies and offer new insights to Emily Dickinson studies. Finally, as it can be noticed that corpus tools haven't reached enough influence to the study of poets and poems, it is advocated that more corpus stylistic studies can be conducted to this genre.

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Firmly Hold the Commanding Heights of Public Opinion and Give Full Play to The Role of Party Mediators: Take the People's Daily Report on the COVID-19 As an Example

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Abstract: During the COVID-19, the news media played an important role in disseminating information, guiding public opinion, and inspiring people. The People's Daily used the People's Daily and the "Two WeChat, One End, One Fever and One Network" platforms as public opinion propaganda positions. Timely, truthfully, and effectively record and report the spirit of the Chinese people in fighting the epidemic, and give full play to the guiding, banner, and leading role of the "party media" in public opinion.

Keywords: Public opinion; Party media; News reports

1. THE CHARACTERISTICS OF THE PEOPLE'S DAILY REPORT ON THE COVID-19

In early 2020, a sudden epidemic disrupted the pace of life of Chinese people. Due to the rapid spread of the epidemic and the great harm, the Party Central Committee with Comrade Xi Jinping as the core made rapid decisions and deployments. The nationwide mobilization, the implementation of joint prevention and control, and group prevention and management measures, built a tight line of defense, and started the epidemic prevention and control sniper war. As the mouthpiece of the Chinese Communist Party and the Chinese government, "People's Daily" adheres to the principle of party media surnamed party. It provides truthful, accurate and timely reports and publishes central leaders in more than 10 media such as newspapers, magazines, internet, terminal, micro and screen. Important speeches, important instructions and decision-making deployment, and set up special column topics such as "Let the party flag fly high on the front line of the fight against the epidemic", "Fight hard and fight bravely, unite and fight", "Community prevention and control, we are in action",[] passed. Actively publicize and report typical advanced deeds through texts, pictures, videos, etc., publish scientific epidemic prevention measures, and promptly dispel rumors. Eliminate people's fear of facing the epidemic, and bring a positive effect to the prevention and control of the epidemic and the resumption of work and production of enterprises and institutions.

1.1 Authoritative and Guiding

"People's Daily" was founded in June 1948. In August of the following year, the Central Committee of the Communist Party of China decided that People's Daily

should be the official newspaper of the Central Committee of the Communist Party of China. "It is the largest newspaper in China and was rated as the most authoritative in the world by UNESCO Sex, one of the ten most influential newspapers. "[1]As the mouthpiece of the party and the government, the People's Daily is an important channel for the Communist Party of China and the Chinese government to speak up, and an important way for the Communist Party of China and the Chinese government to contact the masses. After the outbreak of the new crown pneumonia in China, the front page published a series of important speeches and important instructions from President Xi Jinping on the epidemic. At the same time, the prevention and control measures of various departments of the Chinese government were released on different sections to timely and effectively communicate the epidemic prevention and control measures to the public, To guide enterprises and institutions to stop production and resume production in an orderly manner. Through the "Two Wechat One End, One Flick, One Web (Weibo, WeChat, News Client, Douyin, and Web Pages)", we publish epidemic information every day, produce epidemic prevention and control electronic manuals, legal knowledge publicity tips, and refute rumors about epidemic rumors, etc. In this way, we actively guide the correct direction of public opinion, enable the general public to adopt scientific prevention and control measures, resist all kinds of online rumors, and effectively promote the smooth progress of epidemic treatment.

1.2The report content is more comprehensive and The update speed is faster

The People's Daily report on the COVID-19 is comprehensive, covering political, economic, cultural, social and other aspects, including real-time developments of the epidemic, epidemic prevention and control work, vaccine research and development progress, the living and working conditions of front-line medical staff, and various industries. Typical advanced cases, common sense and experience of prevention and control in the epidemic. Not only is the content of the report more comprehensive, it also increases the frequency of reports and releases in a timely manner, and uses irregular releases and

broadcasts of various situations and cases related to the epidemic. Comprehensive and timely epidemic reports not only provide data for people to understand the epidemic situation in a timely manner, but also greatly inspire people and strengthen the confidence and determination of all walks of life to fight the epidemic.

1.3 Multiple forms, strong interaction and participation

In the era of new media, the dissemination of news and information requires media such as newspapers, periodicals, networks, terminals, micro, screens, etc., through which interaction is realized, and the dissemination of information is accelerated in interactive communication. The People's Daily has opened comment, collection, sharing and other interactive functions in the "Two WeChat, One End, One Net", which played an important role in the epidemic. For example, you can post your own questions, share your own experience, and pass answers and verifications from different groups of people. This not only creates a harmonious situation of brainstorming, but also enables timely sharing of official information, videos, text, and pictures, so that more people can increase The understanding of the epidemic has eliminated the worries about the epidemic and strengthened the confidence in the fight against the epidemic.

1.4The hugeness and professionalism of the talent team

The source of news information requires a large number of news teams to interview and report, and the quality of news information processing depends on the professionalism of the team. The People's Daily has a number of teams with strong business capabilities, such as an interview and reporting team, an article writing team, and a video production and processing team. It has gathered many news professionals. After the outbreak of the new coronavirus pneumonia, the People's Daily responded quickly and recruited elites from all over the world. , Actively report news related to the epidemic on the front line. Through the combination of pictures, texts and audiovisual, the Chinese people's determination to fight the epidemic is shown.

2. ENLIGHTENMENT FROM PEOPLE'S DAILY ON THE COVID-19 REPORT

2.1Firmly and correctly guide public opinion and Establish a "weathervane"

Public opinion propaganda is related to the development of a country, the welfare of the people, and it involves politics, economy, culture, social stability and other aspects. At all times, we must firmly and correctly guide public opinion. The Communist Party of China has always adhered to the purpose of serving the people wholeheartedly, putting the interests of the people first, publicizing the lines, principles and policies of the Communist Party of China through the news media, recording the whole process of the people of the country struggling to build

socialism with Chinese characteristics, and reporting objectively and truthfully at home and abroad news. General Secretary Xi Jinping said: "In the new era, the responsibilities and mission of the Chinese Communist Party's news and public opinion work are to hold high the banner, lead the guidance, focus on the center, serve the overall situation, unite the people, boost morale, become popular, and unite. Clarify fallacies, distinguish right from wrong, connect China and foreign countries, and communicate with the world." [2-3] Therefore, news media people must have a firm and correct political direction, use Marxist standpoints and methods to investigate, and use hard professional skills to seek truth from facts, objectively and fair reports.

2.2Tell China's story well and spread China's voice well

The sudden outbreak of new crown pneumonia broke people's normal life rhythm and attracted great attention both at home and abroad. The People's Daily published special columns such as "Reports from the Frontline of Epidemic Prevention and Control" and "Let the party flag fly high on the front line of the epidemic prevention and control struggle" in the "People's Daily". The People's Daily (Overseas Edition) uses different The national language and language will promptly deliver China's anti-epidemic information to the world, spread China's harmonious voice in anti-epidemic, and deliver Chinese wisdom and plans for the world's response to the COVID-19. Uninterrupted broadcasts on the "two microcomputers, one flick at one end and one network" promptly convey China's policies on epidemic prevention and control to the world. While conveying the epidemic prevention and control measures and progress, it also showed the positive spirit of the people across the country in the epidemic. In the COVID-19, the People's Daily report fully demonstrated China's macro-control with Comrade Xi Jinping as the core party center, undertaking the overall situation, and scientific deployment; the Chinese medical team represented by Academician Zhong Nanshan and Academician Li Lanjuan is actively working in the front line. All walks of life actively donate money and materials to ensure the selfless dedication of material supply; there are patients who are positive and optimistic and actively cooperate with treatment; at the same time, there are also the broad masses of people who actively respond to national policy guidelines and self-isolate at home, all of which reflect China is united as a whole nation with confidence and determination to fight the epidemic.

2.3 Undertake social responsibility and Play a role model

The "new crown pneumonia epidemic" is currently a focus and hot spot of people's attention. As China's largest newspaper, the People's Daily has not only a large audience, but also its authority and powerful influence and appeal made it a popular issue. The most

trusted media by the masses. To this end, we must have a strong sense of social responsibility and use the power of news to help people build confidence in fighting the epidemic. The rights of the media are mainly stipulated by the law. As a mainstream media, the People's Daily has the right to interview, to know, and to report publicly. During this epidemic, the People's Daily always fully understood the specific content of the epidemic, the details of the epidemic and its progress at the first time, and timely updated it on the platform of "Two WeChat One End, One Flick and One Network", which not only guaranteed media disclosure The right to report also guarantees the most basic right of the people to know.

3. CONCLUSION

It can be seen from the report on the epidemic that the People's Daily has firm and correct ideological guidance, using Marxist news views, and using the "People's Daily" and the "Two WeChat, One End, One

Flick and One Network" platform as a public opinion propaganda position, which is timely, true and effective. Reports, give full play to the guiding role, banner role, and leading role of the "party media" in public opinion, actively tell the story of China to the world, and spread the voice of China to strengthen its power.

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The Historical Significance and Practical Enlightenment of the Party's Mass Mobilization in Jinggangshan Revolutionary Base

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Abstract: In the two years of development, consolidation, and development of the Jinggangshan Revolutionary Base, the achievements in the construction of the land regime, people's livelihood, culture, military, etc. are all remarkable. Therefore, the base area is "successful" and so "prosperous." The essential. These brilliant achievements can be said to be the inevitable result of the correct leadership of the border party in the base area, and it is also closely related to the party's mass mobilization on the border of Hunan and Jiangxi. A scientific summary of the historical significance and practical revelation of the party's mass mobilization in the Jinggangshan base area will provide an important reference value and experience for the in-depth advancement of the party's modernization in the new era and the realization of the great national revival.

Keywords: Jinggangshan Revolutionary Base; Mass Mobilization; Historical Significance

1. INTRODUCTION

Section One, The Historical Significance of the Party's Mass Mobilization in Jinggangshan Revolutionary Base

The mobilization methods and mobilization measures for mass mobilization were also advocated and learned by mass mobilization in other bases throughout the country; at the same time, the two-way interaction between the party and the masses during the mobilization process also enhanced the masses' understanding of Marxism and expanded objectively. The party's mass influence.

First, the economic development in the Jinggangshan area has been active, and the people's economic life has been qualitatively improved, breaking the strong economic strangulation of the reactionary regime to the base. "Taking local tyrants and dividing fields" meets the strong demand of the border farmers for land, and provides land support for the basic living conditions of the border farmers; opening polders, setting up public sales offices, and building cooperatives have facilitated the communication of border materials and activated the inherent vitality of the economy in the border areas of Hunan and Jiangxi has reduced the exploitation losses of the border people and facilitated the daily lives of the border

people. As the classic writer put it: "Everything people strive for is related to their interests." [1] The satisfaction of the people in the base areas with their immediate economic interests greatly enhances their determination and enthusiasm to participate in the economic construction of the base areas. Through active agricultural production, active payment of local taxes and food, and unreserved material support, the people on the border of Jiangxi smashed the economic noose of the white forces and laid a solid material economic foundation for the armed separatist war on the border. Secondly, the people's awareness of political participation in the border areas of Hunan and Jiangxi has been strengthened, and considerable progress has been made in the construction of local political power. The development of the mass political campaign of "fighting local tyrants and dividing wealth" has enabled the border masses to gain not only the real benefits of life in the process of overthrowing oppression, but also the recognition of self-power in the mass movement.

As the revolutionary culture and revolutionary discourse penetrated deep into the rural areas of the base area through the organization of the border party, the small peasant consciousness and political indifference in the hearts of the border people quietly evolved, and the perception and emotion of the revolution is in a way people can The form of acceptance is gradually established, which has laid a cultural and emotional foundation for the people to strengthen their revolutionary confidence and resolutely support the struggle for separatism. Finally, with the full and effective mobilization of the border party, the border masses actively defended the red regime, smashed the enemy's encirclement and suppression, and defended the armed secession. With the unreserved support of the people on the border, the Workers and Peasants Revolutionary Army can miraculously replenish their soldiers under harsh conditions. Local revolutionary armed organizations such as the Red Guards, riot groups, and guerrillas in counties and districts have also been able to form strong soldiers in a short period of time. In the battles for defending the base areas in the border areas of Hunan and Jiangxi, they have repeatedly made military achievements and become an important

people's armed force that supports the struggle to defend the base areas.

Section Two, New revolutionary explorations have been carried out, providing experience for the construction of other bases in the country

Mao Zedong and the border party are still able to adopt a series of scientific and correct mobilization methods to stimulate the power of the broad masses of the people against the red regime under the difficult conditions of extremely difficult living and living conditions, the siege of the hostile forces, the political indifference of the peasants, and the weak revolutionary consciousness. Support and active participation in the economic, political, cultural and educational construction of the border base areas have created a solid foundation for the development of the red separatist rule in the border areas of Hunan and Jiangxi. As Mao Zedong and the border party's experience in building the base areas of the Hunan and Jiangxi borders matured and their political influence increased, the CPC Central Committee at that time also gave a certain degree of affirmation to the establishment and struggle of the Jinggangshan base area. ", "Red Flag", "Political Newsletter" and other red publications often publish news about the victory of the Zhu Mao Red Army's anti-encirclement and suppression campaign, and are also in the central government's instructions sent to various places, such as the central government's In the instruction letters of Hunan, Hubei, Hubei, Western Fujian, and other places, the local party organizations were asked to learn as much as possible from the Jinggangshan base area about the experience of construction and struggle in all aspects of the base area. "Particular attention should be paid to Zhu Mao's many war experiences and their actions. Models." [2]

More powerful military support. At the beginning of August 1929, the Fujian Provincial Party Committee made it clear: "The four armies used to have a lot of experience in Hunan and Jiangxi, and we can use them." [3] In light of the experience of Mao Zedong's mobilization of the people in Hunan and Jiangxi to create a red-based separatist power base, Shaanxi and Gansu are under guerrilla status and have not yet been effectively supported on a basis. In the past, the party organization in the border area only focused purely on military struggle and ignored the policy of mass mobilization and base building. Instead, it focused considerable attention on mobilizing the people in a certain area to create a base and relying on the revolutionary experience of mass mobilization in Jinggangshan.

Encouraged by the encouragement, a series of political and military actions of the Party of the Shaanxi-Gansu Border Region received strong and strong support from the people of the Shaanxi-Gansu Border Region, and in 1934 ushered in the victory of the Shaanxi-Gansu Border Area, which promoted the revolution in the Northwest Region The flames of the prairie started;

in the Hunan, Hubei and Jiangxi bases, as early as the Pingjiang uprising in 1928, the party organizations in the border areas of Hunan, Hubei and Jiangxi clearly proposed to learn the effective experience of the construction of Jinggangshan rural bases, and proposed to deeply mobilize the masses to carry out "scattered guerrillas" The new guerrilla tactics of "concentrating against the enemy" and "running circles" have greatly expanded the sphere of influence of the guerrilla base in Hunan, Hubei and Jiangxi.

Section Three, Increase the masses' recognition of Marxism and expand the party's political influence over the masses

In the early days when the Jinggangshan base was opened, "the masses did not understand what the Red Army is" [4] The geographical location of the border area of Hunan and Jiangxi is very remote and closed. Border education has been monopolized by landlords since ancient times. The vast majority of ordinary rural people have never received any bit of cultural education. Therefore, after the overall low level of cultural education at the border, the border village feudalism The patriarchal superstition rule is extremely strong, so "the masses in Jinggangshan cannot accurately understand many of the formulations in Marxism" [5], He is almost indifferent to Marxist theories, let alone what is called revolution, class, socialism, and communism. In the process of consolidating and developing the Jinggangshan base, the Boundary Party has used night schools, Lenin primary schools, literacy classes, workers and peasant clubs and other mission agencies throughout the counties, districts and villages of the border as excellent implementation vehicles to promote the popularization of Marxism.

The ideological consciousness and revolutionary enthusiasm of the people at the border were stimulated, and then a batch of heroes such as Liu Zhen, Liu Zuoshu, Hu Bo, and Guo Rongliang, who worked hard for the border revolution, appeared in counties and districts along the border. In addition, measures taken at many levels in the process of mass mobilization, such as the adjustment of farming cows, agricultural tools and other means of production are lacking, the promotion of agricultural labor mutual assistance and cooperation, and help the border farmers greatly solve the shortage of agricultural production labor due to the war problem Issues: Various political platforms and laws and regulations have been promulgated at the political level to provide legal guarantees for citizens' right to work such as legal labor rights, voting rights, property ownership, supervision rights, and the right to be elected. Liberation; In addition to the establishment of many new educational institutions and educational mechanisms in the rural areas, the promotion of new cultural and educational initiatives and educational content, so that many farmers have escaped from illiteracy into a known stage, but also vigorously eliminate many such as foot binding. The

decayed cultural shackles that bound the people's spirits, such as framing their heads, tying up their heads, raising their daughters-in-law, and being a dojo, have ushered in a true spiritual liberation for the people on the border.

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Research on Application of Internet of Things Technology in Hospital Management

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Abstract: In recent years, the Internet of Things technology has been applied to all walks of life, especially in the hospital management work to play an important role. Combining hospital management with Internet of Things technology can improve work efficiency and alleviate people's difficulties in seeking medical treatment. In view of the current problems in the application of the Internet of Things technology in hospital management, this article puts forward corresponding solutions, which are valuable for reference.

Keywords: Internet of Things technology; hospital management; application

1. INTRODUCTION

China's medical industry is constantly innovating and reforming. Especially in the current era of rapid technological development, it is necessary to pay more attention to the effective application of the Internet of Things in hospital management. The Internet of Things technology provides advanced means for hospital management, can help hospitals better implement modern development plans, and improve hospital management efficiency.

2. THE CURRENT APPLICATION OF IOT TECHNOLOGY IN HOSPITAL MANAGEMENT

At present, the Internet of Things technology has gradually been used in hospital management, and it is playing its unique advantages to promote the effective development of hospital information management.

2.1 Application of Internet of Things technology in pre-hospital first aid

The Internet of Things technology is used in pre-hospital first aid, bringing greater convenience to medical rescue and improving the shortcomings of traditional first aid modes. Traditional pre-hospital emergency requires the patient to make an emergency call, and then transfer the patient by ambulance to the hospital. Before the emergency, the patient must be checked and targeted rescue is given according to the factual condition. However, this model increases the burden of time for critically ill patients, and the time spent in the inspection process can be shortened through the Internet of Things technology. The hospital can obtain the patient's on-board examination results in the rescue center through the Internet and satellites, so that it can be prepared in the emergency department in time, and arrange the treatment environment for the patient based on the patient's ECG, vital signs, liver and kidney function and other

examination results, in order to diagnose and treat patients in time. The use of Internet of Things technology enables central experts to monitor, diagnose and treat many patients at the same time. The treatment center will also keep abreast of the patient's conditions and professional opinions, prepare the medicines and other rescue items needed by the patients, and shorten the time for patients to receive treatment.

2.2 Application in medical safety management

There are many traditional medical service links, and the work method is mainly completed by humans. Faced with the work service pressure of each link, it is easy to cause problems. The application of the Internet of Things technology in the medical service process can improve the traditional medical service model and help promote the coordinated development of management, functions, and personnel. The Internet of Things technology enhances the safety factor of equipment use, can standardize the management of surgical procedures, and can better avoid surgical errors. The Internet of Things technology is used to pursue the treatment status and medication status of critically ill patients throughout the process, to ensure that patients receive better medical services and prevent medication errors.^[1]

2.3 Management of equipment and medical items

Applying the Internet of Things technology to the management of various equipment and medical items in hospitals can play a greater role in management, and can achieve higher management purposes through radio frequency identification technology. The Internet of Things technology can do well in the storage and delivery of medical items through intelligent functions. It also has the functions of anti-theft and alarm, which can improve the quality of medical equipment operation and ensure the economic benefits of the hospital. The Internet of Things information technology can feed back information to the central monitor in real time. If there is a problem with the medical equipment, the information can be received in time, and repairs and maintenance can be carried out in time, which improves the utilization rate of the equipment.

3. PROBLEMS IN THE APPLICATION OF INTERNET OF THINGS TECHNOLOGY IN HOSPITAL MANAGEMENT

The application of the Internet of Things technology to hospital management in my country is still in its infancy. Therefore, there are still some problems in

actual applications, which needs our attention. Through further analysis of the problems, the Internet of Things technology will be more effective in hospital management.

3.1 The construction of the Internet of Things is not perfect

In terms of the current situation of the hospital's Internet of Things construction, it is simply a simple application of Internet of Things related technologies as a whole, and it has not discovered a deeper integration model with hospital management.^[2] The hospital Internet of Things is a simple network foundation, and the transmission of items is only for small items, and it does not achieve effective post-positioning and tracking. Although the patient's medical card has been integrated with the Internet of Things technology to facilitate patient payment and query, these simple information operations cannot realize the full application of the Internet of Things in hospital management.

3.2 The development of the Internet of Things in hospitals requires the recognition of society and patients

The better development of the Internet of Things in hospitals requires active support from the society and patients. At present, the leadership and staff of most hospitals are still very unfamiliar with the concept of the Internet of Things and lack a deep understanding of the application of the Internet of Things technology. In addition, patients are unwilling to log their privacy on the Internet, preferring to use paper materials instead of uploading personal privacy content to the Internet. Therefore, patients will have a certain resistance to the application of the Internet of Things and worry about security issues such as personal privacy leakage.

3.3 The quality of personnel has delayed the development of the Internet of Things

The integration of IoT technology and hospital management requires the active cooperation of management personnel. At present, the quality of hospital staff is limited. Due to the in-depth understanding of the related knowledge of IoT technology, it often affects the actual hospital management work of the Internet of Things Applications. The entry of the Internet of Things into hospitals requires staff to have relevant technical capabilities in many aspects. However, differences in the educational background and learning ability of hospital staff make the application of the Internet of Things in hospital management face greater challenges.

3.4 The construction of Internet of things lacks the guarantee of funds, manpower and material resources
If hospitals want to apply the Internet of Things technology effectively, they need to invest more costs to ensure the normal use and maintenance of advanced technology. The integration of Internet of Things technology and hospital management requires a large

amount of capital and manpower support to introduce advanced equipment and technical means for the hospital to meet the needs of hospital information development. At present, due to insufficient capital investment in hospitals in China, the full use of Internet of Things technology in hospital management is restricted, and the lack of excellent talent support has made the hospital's Internet of Things construction difficult to meet expectations.

4. IMPROVEMENT STRATEGIES FOR THE APPLICATION OF INTERNET OF THINGS TECHNOLOGY IN HOSPITAL MANAGEMENT

For the long-term development of hospital management in China, it is necessary to keep pace with the times to integrate the Internet of Things technology, fully explore the application advantages of the Internet of Things technology, and improve the utilization rate of the Internet of Things in actual hospital management. Hospitals should actively improve the Internet of Things application strategy, provide patients with better services, and promote the effective combination of Internet of Things technology and hospital management.

4.1 To carry out overall research, standardized planning and development of the Internet of Things

From the perspective of the long-term development of hospitals, we should do a good job in the overall development and research of the Internet of Things, formulate scientific research plans, and avoid waste of investment, to fully apply the Internet of Things to hospital management. The IoT technology for hospital management has a wide range of applications, involving the transmission layer, perception layer, application layer, etc. Therefore, it is more necessary to standardize the hospital IoT application standard system according to the overall needs of the hospital. In the actual work of hospital management, it can be implemented in accordance with actual development standards, and the effective functions and effects of the Internet of Things can be effectively brought into play.

4.2 To build a security system for perceived security and the Internet of Things

Hospitals should pay attention to improving the security of IoT applications. Only by improving security can users feel more at ease and improve patient satisfaction. It is necessary to build an effective user privacy protection mechanism, use the perceived security of physical space, and improve the safety factor of IoT applications. It is necessary to establish a hierarchical Internet of Things security architecture, and gradually make more medical staff and patients more dependent and assured of the Internet of Things system, in order to promote the efficient integration of hospital management and the Internet of Things.^[3]

4.3 To accelerate the training of relevant talents for the construction of the Internet of Things

Internet of Things professionals are an indispensable factor for hospital management and modernization. Hospitals should focus on cultivating Internet of

Things technical talents, which can provide management personnel with training and learning opportunities. It can ensure that hospital employees operate IoT-related equipment correctly and scientifically in their daily work, and improve work quality and efficiency. Hospitals can do a good job in cooperating with universities, determine training goals, and train more professional and practical Internet of Things talents for hospitals.

5.CONCLUSION

To sum up, the application of Internet of Things technology in hospital management is still in the exploratory stage. Hospitals must innovate and develop and continue to move forward in order to give full play to the advantages of Internet of Things technology. Hospitals should attach importance to the promotion and application of Internet of Things

technology, increase capital investment, enhance the thinking consciousness of the Internet of Things of management staff, and provide patients with a higher-quality service model.

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A Study on Learning-centered Blended Teaching of College English

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Abstract: With the new round of higher education reform, more and more universities pay emphasis on the undergraduate teaching quality, advocating transformation from teaching-centered to learning-centered. Taking the college English course as an example, this study analyzes the current status and purpose of college English classroom teaching. According to the problems existing in college English classroom, the author proposes several teaching strategies for the concept of learning-centered, and discusses its significance of learning-centered teaching reform.

Keywords: Learning-Centered; Blended Teaching; Teaching Strategies

1. CONNOTATION OF LEARNING-CENTERED EDUCATION CONCENPT

In recent years, the Ministry of Education has launched a new round of educational reform, further emphasizing adherence to "based on undergraduate education", promoting "four returns", and speeding up the construction of high-level undergraduate education. Cultivation of undergraduate talents is the fundamental function of university education. Good undergraduate teaching is the foundation of university education and plays an important role in the process of higher education.[1] From 2000 onwards, more and more educators put forward that the quality and evaluation of higher education should transform from "teaching-centered" to "learning-centered" in order to achieve excellent education.[2] Learning-centered means "student-centered" and "learn-centered".

In the 1950s, American humanistic psychologist Carl Rogers put forward a new educational idea, that is, "student-centered". He pointed out that the traditional "teacher-centered" teaching mode adopts indoctrination and students are in a passive state of acceptance. Most of the students trained in this mode become individuals who are lack of critical thinking and innovation. However, "student-centered" requires that teaching activities be designed based on the students' learning abilities and encourage students to actively participate in all aspects of teaching activities. Teachers are responsible for fully arousing students' enthusiasm for learning and guiding students to participate in learning.

American psychologist Carroll et al.(1981) proposed "student-centered" cognitive teaching method. Cognitive teaching method emphasizes the intelligent role of the human brain, regards language learning as an intellectual activity, advocates that language

learning is student-centered, and enables students to exert their enthusiasm and initiative in the process of learning. Students master language knowledge and discover language laws through observation, analysis and conclusion.

The prevalence of constructivist learning theory and the increasing popularity of multimedia and network technology promote the further evolution of "student-centered" into "learning-centered". The connotation of "learning" in "learning-centered" is much rich, including "students" and "learn", which not only emphasizes the main position of students, but also highlights the core task of learning. In the "learning-centered" teaching mode, students are the main body of information processing, the active constructor of knowledge. The teacher is only the organizer and guide of classroom teaching, and the helper and promoter of students' constructive process. The educational idea of "learning-centered" meets the requirements of quality education reform and the cultivation of innovative talents in China, and has important guiding significance for the reform practice of contemporary education, especially in higher education in China.

2. STATUS ANALYSIS AND THE PURPOSE

With the rapid development of Internet and mobile technology, and the emergence of new teaching models such as flipped classroom and MOOCs, people pay more and more attention and research on blended teaching and learning. Some foreign language educators in colleges and universities in China have carried out in-depth research on teaching design, teaching practice, especially teaching mode in the information era of foreign language teaching, but in the blended teaching mode, students, as the main body of learning, receive less attention.

The blended teaching mode should be student-centered, support students to actively carry out meaning negotiation and knowledge construction, so as to improve the effect of teaching and learning. The effective way to implement blended teaching is to give full play to learners' initiative and enthusiasm. However, at present, both online learning and classroom teaching based on online learning fail to achieve the desired results, because the students are lack of online learning experience, lack of language practice ability, and lack of adaptation to the blend teaching methods, as well as have weak sense of autonomous learning and low enthusiasm for participation.

On the basis of the theories of learner-centered

blended learning environment, this study focuses on the teaching design and practical operation supported by information technology, and explores the learner-centered teaching design, teaching resource selection and organization of teaching activities in blended teaching, intending to improve the teaching effect of English course and enhance learners' learning experience.

2.1 Improve the effect of English classroom teaching
Blended teaching fundamentally changes the traditional classroom teaching mode, breaks time and space constraints of the traditional classroom teaching, also resolves the disadvantage of single teaching method. In traditional English classroom teaching, a large amount of time in the classroom is used to explain vocabulary, phrases, grammar and other knowledge points, which seriously reduces the time of comprehensive use of language. Blended teaching is very helpful for students to learn before class. The access of online learning can let students understand the theme of the text in advance, master the relevant vocabulary, phrases and communicative language terms, and save the time teachers use to explain knowledge points in classroom teaching. In this way, the focus of classroom teaching will naturally tilt to language application. In addition, students have completed learning of basic knowledge, received tasks and participated in group discussions before the classroom face-to-face teaching. In classroom teaching, teachers can pay more attention to learners' output and problem solving, from monorail teaching in traditional classroom to multi-track and multi-dimensional explore learning, which increases the depth of learning, expands the breadth of learning, develops learners' ability of autonomous learning and personality learning, as well as improves the efficiency of classroom learning.

2.2 To enhance learners' learning experience

Blended teaching creates a learner-centered learning environment through the rational application of information technologies such as mobile devices and the Internet to the learning and activities of the curriculum. According to the curriculum objectives and the needs, teachers and students choose appropriate teaching forms and learning resources to create a personalized and targeted learning experience for students at different levels, so as to achieve better learning results than traditional face-to-face teaching and simple online learning.

3. TEACHING STRATEGIES FOR LEARNING-CENTERED CONCEPT

Based on the concept of "learning-centered", the focus will be changed from teachers' "teaching" to students' "learning". It emphasizes the main position and autonomy of learners in the process of learning, and embodies the student-centered principles and strategies in curriculum design, teaching resource selection and teaching activity organization, so as to enable students to better understand and acquire

knowledge, actively participate in learning activities, constantly improve autonomous learning ability and maintain learning interest and motivation.

3.1. Establish the subject status of learners--based on ability training and supplement with theoretical knowledge input

English course has the dual nature of tool and humanism, so it has strong practicality, comprehensiveness and cooperation. Therefore, we must pay attention to students' active learning and participation, teamwork and exploration, as well as analysis and presentation. Therefore, task-based teaching on teaching content can be a useful attempt in the reform of this course. In this course, the teaching contents of each unit are presented around a certain theme, so teachers can draw up the optimal unit learning task to each theme according to the curriculum plan and teaching objectives. Teachers design the corresponding tasks, ask the students to complete the tasks individually or with group cooperation, and carry out the teaching with task as the carrier. In order to ensure the task-based teaching to achieve good teaching results, teachers can strengthen the necessary theory and knowledge before the start of the task or guide students to learn all kinds of teaching resources, and be clear with the task training objectives. After the students' cooperative exploration of the task, the teacher should organize the students to report, summarize and give feedback in time, help students to build their knowledge system, and guide students to re-examine their tasks, reflect and improve them.

3.2. Establish the centrality of learning--focus on discussion and participation

Under the framework of task-based teaching ideas, the main position of students has been established, but if students can not be mobilized and supervised by effective methods, the main position of students is often mere formality: students are perfunctory at will, or some students are passive slack, and the learning effect is often not ideal. Therefore, in order that students can truly be autonomous, active, cooperative, inquiry learning, self-construction of knowledge system, and effectively improve their comprehensive quality and ability, teachers need to further ensure the central position of "learning" through effective methods.

First of all, in the theoretical teaching part before the implementation of group tasks, learners are still the main body of the learning activity. Teachers guide students to participate in the study of knowledge, understanding the main points of theoretical knowledge, and on this basis to determine the general plan of group tasks. After the plan is determined, from task allocation and planning, information collection and collation, to the implementation of group discussions, teachers should provide guidance and help effectively, communicate with students equally, pay attention to the individual differences of group

members, advocate cooperation, and ensure that each student can participate effectively and monitor the progress of group tasks timely. After the group task, the teacher should guide the students to discuss or debate, organize the students to report as a group in time, let the different groups have the necessary communication and score each other, let the students apply the knowledge related to the unit theme to the actual language communication, and develop their own recognition and understanding by externalizing and expressing their emerging knowledge. After the group report is completed, the teacher should make a good summary and guide the students to find the deficiency, to reflect and improve. In the above process, students always remain the main position in the learning activities and tasks. Teachers should make students participate actively and think positively about the effective ways to improve their performance through positive guidance and effective help. Therefore, students can take the initiative to learn and construct their knowledge system.

3.3. Promote "learning-centered" continually-- on the basis of changing the concept of teachers and students and the guarantee of adjusting the related curriculum plans.

First, teachers and students must change their concepts. Teachers should change their teaching concepts: reposition their roles, change from imparting to guiding, encourage students to learn independently, think actively, discover and solve problems, and provide timely guidance. Students should also change their learning concepts: change from passive receiver to active constructor, digest and absorb the knowledge learned through various theme-related tasks, integrate it, actively apply it to real life and construct curriculum knowledge system, improve practical ability and cultivate cooperative spirit. Concept change is a process, which requires the continuous joint efforts of teachers and students.

Second, it is necessary to adjust the previous curriculum standards, assessment policies and professional training plans to provide guarantee for continuous reform. It is important to adjust the curriculum standard, the objective requirement, the arrangement of the schooling hours, the content of the tasks and the organization requirement and management. At the same time, we should reform the evaluation system, change the traditional way of written examinations into comprehensive evaluations based on group task assessment, supplemented by final assessment and language knowledge test, so as to promote students' autonomous learning and arouse their enthusiasm through scientific, fair and reasonable evaluation.

4. SIGNIFICANCE OF LEARNING-CENTERED BLENDED TEACHING

4.1 Enabling students to better understand and apply knowledge

The learner-centered blended learning environment

International Journal of Education and Management emphasizes that students need to learn in situations with social support in order to understand how knowledge is used in practice. This is consistent with the emphasis on learning in situational context in foreign language learning. That is, knowledge is situational, and all learning can be regarded as situational. The real situation has the positive effect of arousing the students' learning motivation and clarifying the learning objectives. When the student is involved in the real situation to solve problems, the learning quality will be improved accordingly, so that the student can better understand the knowledge and apply the knowledge, so this brings better learning output.

4.2 Enabling students to participate more actively in the process of thinking

Blended teaching environment can provide students with multi-dimensional learning methods. The learner-centered blended teaching emphasizes distinguishing and grasping according to the characteristics of learners, choosing different teaching models in teaching design according to different learners, and providing different learners with diversified rather than single views, resources and representations. Thus, students of different levels can learn independently, form their own recognition and understanding in the process of knowledge internalization, so they can actively promote and expand ideas and viewpoints, and lead to new forms of discussion and participation.

4.3 Enabling to improve students' learning ability and knowledge construction

Learning-centered blended learning environment, considering the different needs of learners, allows learners to freely choose learning resources according to their own learning needs. In the process of learning, they can deeply tap the ability of autonomous learning, critical thinking and cooperative inquiry, thus, deepen individual understanding and promote the active knowledge construction.

4.4 Enabling students to maintain learning interest and motivation

Constructivism holds that learners' prior knowledge and experience can affect learners' perception, understanding and organization of information, and then affect learners' cognitive style and self-regulation ability in the process of learning.[3] Therefore, the learner-centered blended learning environment emphasizes that learning content needs to be linked to daily life in order to guide students to integrate their learning experience in school with life and experience. Promote the construction and development of knowledge, thus helping students to maintain their interest and motivation in learning.

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A Study on the Path of Developing Basketball Team to Promote the Brand Building of Private Colleges and Universities-Based on the Life-cycle Theory

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Abstract: Because China is paying more attention to the development of the private education, and take the private education as the significant strategy for the the development of future education, the number of private colleges and universities grows larger and larger, and the competition between private colleges and universities is becoming extremely fierce. The policy support that national government offer to private colleges and universities gradually become an essential part of higher education. If private colleges and universities intend to win their own state in the fierce competition and attract more qualified students, they need not only to improve their own core competitiveness, but to have strong awareness of brand building. If they want to build their own brand and improve their own social popularity to attract more excellent students, teachers and public resources through the establishment of basketball, the brand building will be the key of development strategy for private colleges and universities. This paper sets forth the key points for brand building during different life cycles combining the life-cycle theory so as to help the brand building of basketball team in private colleges and universities keep growing healthily.

Keywords: Basketball Team; Brand Building; Life-Cycle Theory; Development

1. INTRODUCTION

With the growing number of private colleges and universities and increasingly fierce competition, private colleges and universities are applying themselves to explore the methods to improve their image and popularity, like drawing the attention of students and their parents through various ways and constantly introducing brand concepts accepted and understood by them. A long-term practice is needed for brand building of private colleges and universities because each period has different state, and different cultivation ways should be adopted for different periods and finally a sport team brand with its own special style will be built and become a showcase with the features of team name and team logo. Numerous scholars from home and abroad would like to combine the life-cycle theory with the studies on such fields as enterprise development, marketing management and organization management more often than apply the

life-cycle theory to the study on basketball brand building.

2. DEFINITION ON RELATED CONCEPTS

2.1 The Connotation of Private Colleges and Universities

Private colleges and Universities are institutes which are run by enterprises, institutes, other social organizations or individuals by taking advantage of non-state financial educational funds and they are run for the society[1]. Private colleges and universities are divided into undergraduates and junior colleges. Undergraduates are designed not only for students who have been upgraded to undergraduate, but also ordinary full-time students. The tuition fees of private colleges and universities are several times higher than those of many public colleges and universities. And public colleges and universities are generally in the charge of the government at the provincial, municipal or autonomous region levels. In recent years, owing to more attention being paid to their own characteristics, private colleges and universities show their respect for students' personal development and constantly improve their social recognition based on strengthening the construction of campus culture.

2.2 The Connotation of Brand Building

In the view of economics, brand is a kind of evaluation and recognition to the products, services or cultural value of a corporation. Also, brand is a kind of trust. Nowadays, many things are symbolized and abstracted. Therefore, brand not only refers to the commercial brand, but develops and expands into city brand, colleges and universities brand, etc.

For private colleges and universities, brand building is a kind of spiritual sign that help distinguish themselves from other colleges and universities on many aspects like market positioning, cultural connotation, quality of services, and comprehensive strength. Brand building is the process where brand is gradually built intensively by using methods and making use of external means. In this process, the leaders of private colleges and universities are requested to have a general plan which includes the following contents. First, to set the goal for brand management and make a long-term plan for brand asset. Second, to establish and improve the management system for brand. Third, to make brand management decisions. And it is

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necessary to set the position for brand correctly. Also, brand design and innovation have to be conducted and achieved. What's more, it is necessary to conduct the brand promotion, brand stretching and brand monitor. Therefore, as a kind of cultural activity, the building and development of basketball team have to give the priority to brand building[2], so that basketball team eventually become a very important intangible asset that can present the characteristics, quality, public praise, and cultural deposits of private colleges and universities.

2.3 The Main Contents of Life-cycle Theory

Life-cycle theory was first used to analyze the development characteristics and shortcomings of enterprises. It is believed that enterprises have lives, and experience the process of "sprouting, growth, maturity and aging" just like other life bodies. Because each developing period of enterprises has its own characteristics, it is of significance to make targeted management decisions. Based on the life-cycle theory, the corporate life cycle at present can be divided into four stages, start-up, growth, maturity and decline. Generally speaking, in the start-up, corporations have single product and service, and low profit. How to survive is the main target. They need to input a large amount of funds to obtain the market share and to figure out their own core product. In the growth, they gradually have core products. Obtaining market share and maximizing the enterprise scale are the main tasks. In the maturity, corporations grow steadily and slowly. And the income level reaches the peak. Keeping the ability to innovate and further dominating the market are the main objectives at this time. Unfortunately, owing to the lack of ability to adapt themselves into the changes of market environment, corporations eventually step into the decline when their ability to innovate goes downhill. They would hardly survive and kill themselves without taking effective measures immediately[3].

The generation and development of campus basketball team will also experience the process of "sprouting, growth, maturity and aging" just like many other enterprises. It is neither formed spontaneously nor achieved overnight. It needs the intervention of external environment, such as human, material, financial resources, and so on, to gradually develop and form a cultural brand.

3. AN ANALYSIS ON METHODS FOR BRAND BUILDING OF BASKETBALL TEAM IN PRIVATE COLLEGES AND UNIVERSITIES

3.1 Brand Building Path of Basketball Team — Start-up Period

In the start-up, the dominant task is to build a basketball team whose members have same goals and interests. Each link of basketball at this time is relatively weak and needs to go through a running in period. At the same time, the basketball team members need to cooperate with the management of school leaders and coaches. Only in this way can team

members be united and each of them can bring into full play the basketball knowledge and skills and then cooperate with each other. The presidents of private colleges and universities are the dominant decision-makers. They need to spare no efforts to draw the school leaders' attention to campus basketball team. Giving full play to the leading role of the president will greatly mobilize the enthusiasm of students' and teachers' to participate[4].

School leaders need to make a general plan for the development of the basketball team, and create clear goals. What is more important is to give more fund support so as to help basketball team grow up from the start-up period successfully and then achieve the sustainable development. For example, the basketball team in Taiyuan University of Technology has set clear goals from the beginning. First, to participate the games and win the honor for school, and to build the school competitive sport brand. Second, to enrich campus sport cultural life. Third, to cultivate and reserve qualified professional basketball players. Having clear goals can help basketball team have a step-by-step development with aims and figure out their own direction for development. Based on clear goals, appropriately update and improve the school resources such as the software and hardware facilities, faculties, funds and so on, and regularly organize the academy exchange activity and skill training for coaches so as to improve their level of theory and practice and enhance their ability of teaching. Top-ranking colleges and universities must be equipped with first-class hardware facilities which can improve the grade of basketball team. First of all, basketball training venue should be equipped with completed facilities and instruments for physiologic rehabilitation. If conditions permitting, advanced medical equipment and instruments for physiologic rehabilitation can be introduced. Second, sports supplies had better be updated constantly. Then, professional skills and means of basketball team should be enhanced so as to participate in the higher level basketball games. Meanwhile, a scientific research team can also be set up to offer more scientific training for basketball team members, which lays foundation for the improving of basketball training efficiency and the brand building for basketball team[5].

3.2 Brand Building Path of Basketball Team — Growth Period

After creating clear goals for basketball team from the beginning, the growth period follows. At this time, a name should be given to the basketball team so that the team can convey information quickly and people can easily recognize the characteristics and power of the team. When it comes to the name of a team, a person or a subject related to the name always occurs to people's mind. For example, when it comes to "Taili Team", people will always associate the basketball team of Taiyuan University of Technology, which

intangibly helps the university be known by more people, and it will enhance its popularity, and bring branding effect. After obtaining enough popularity and reputation, the brand can disseminate the history, characteristics and cultural tradition of the school, and people will know more clearly about this school, so that more excellent students and teachers will be attracted. Meanwhile, schools also have to cultivate a group of “brand teachers” who have outstanding teaching ability and high knowledge level, and observe professional ethics and are well received by students. After determining the brand name, there must be a matching brand logo. As a visual element, it can make people get the most information in the fastest and most direct way. Brand logo generally involves team uniform, team flag and team emblem which can help people know the brand quickly and lay foundation for improving brand renown. In addition, a certain fund must be given to the basketball as guarantee. The function of funds at this period is different from that at start-up period, which are used in the hardware facilities most. At growth period, funds are used in the games, training, publicity, and facility updating. It can be said that only having enough funds can the brand building of basketball team develop healthily and achieve higher level. Otherwise, the brand building of basketball can hardly succeed. The certain financial support becomes the essential condition for basketball team development. What’s more, many aspects like student’s training management, competition management and performance management also need detailed and reasonable system to assure the human-based and rational management of basketball team[6].

3.3 Brand Building Path of Basketball Team — Maturity Period

The brand building of basketball team just likes the quality guarantee of a product. Only when the quality is good can consumers have nice experience and can the popularity and renown of the products be improved[7]. If colleges and universities are thirsty to enhance their own popularity, they first need to have a big sign which can be used to propagate the schools. Definitely, propagating the brand needs a good platform, and it’s better to select a famous one. Excellent platform pays an important role in enhancing the popularity of a school. For example, after winning the champion in the Olympic Games and winning the prize on the international stage, the fencing brand of Hefei University greatly explode the school to the society and enhance the school’s popularity and reputation. The effect of brand on school’s renown is hardly so marked without a big platform. Even though the team is very excellent and performs well, the brand building makes no sense and the initiative of the team would be influenced without an appropriate show stage. Also running a brand is very important. It is mainly to give macro-regulation and macro-control to the development of the brand. The effective brand management can improve the core competitiveness of

International Journal of Education and Management the brand, maintain strong strength, achievements and exuberant vitality, and realize the continuous cultivation of qualified basketball players. For example, Nanjing University of Science and Technology dragon brand project was established in 2003. In 2005, such a brand won the National Dragon and Lion elite champion in its growth period, and win the Asian Dragon Competition champion in 2009 and 2013. It can be said that the achievements the team gains are inseparable from its management[8].

3.4 Brand Building Path of Basketball Team — Aging Period

Compared with the natural lives, brand is an artificial system, so its life cycle can be controlled and it is possible to keep it alive all the time. When there is something wrong with the brand building, it is important to take positive and effective actions to keep the brand develop continuously. After addressing the case, the brand is still vigorous and has its own value. However, if let the problem alone without any effective remedial measures, the brand building will eventually decline. Generally speaking, when the brand building enters into the descending stage, it is important to find out problems through some necessary surveys and then to put forward targeted solutions or take effective remedial measures in order to promote the brand building to come back to maturity period. There are some effective remedial measures as followed. First, to enhance the effectiveness of the system. Second, to offer stable and sufficient qualified human resources. Then, to strengthen the brand management, and to keep innovating, and conduct the leaflets campaign and so on. It is necessary to take actions mentioned above to save the brand in the aging period. And keeping innovating is the effective strategic to keep the vigor of the brand. Innovation mainly refers to the innovation of mind. The mind of the team plays a decisive role in brand building and is related to the vitality of the brand and the direction of reform; system sets the rules and the frame for brand building and is related to the success of brand building. Once there is something wrong with the system, team members’ behavior will be influenced, and the brand building will confront with some difficulties .

4. CONCLUSION

The development of private higher education in China has reached a new historical stage. There is growing number of private colleges and universities each year. If private colleges and universities intent to occupy more advantages, and to attract more qualified students and teachers in the fierce competition, strong brand awareness and brand building management is a good choice for the development of private colleges and universities. Strengthening the brand building through developing the basketball team plays an important role in promoting the popularity and reputation of private colleges and universities, and helps the school to cultivate excellent school spirit and

International Journal of Education and Management study style, and then cultivates a group of high-quality talents, and promotes the brand building of private colleges and universities. Based on the life-cycle theory, this paper conducts a comprehensive study on four periods that the brand building would experience, and focuses on the countermeasures should be taken in these four periods, which offers a new path for brand building of basketball team in private colleges and universities.

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A brief analysis of the "Emotional Management" in Business Negotiation

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Abstract: The most typical reason why many businesses negotiations fail is that you are out of control, you are mad, or I am mad, so you can't complete a dialogue that really achieves your goals. Therefore, in this paper, the author will mainly introduce some emotional management and control methods. Overall, two major issues will be explored: emotional identification and emotional management.

Keywords: Business Negotiation; Emotion Recognition; Emotion Management

1. EMOTIONAL IDENTIFICATION IN BUSINESS NEGOTIATIONS

1.1 Emotion is not difficult to identify, but it still requires training — daily training.

First, we need to understand the identification of their emotions. You need to pay attention in your daily life, then to perceive, touch and listen to your own inner voice. Usually, when we are about to get angry, there is an inner voice, which is very bright, and this voice is saying, now you are very unhappy, how the other person speaks so, especially uneducated, especially bad. But as we fight vertigo, we don't realize our inner, complaining, roaring voice. So, when you have an emotional attack, first of all, you have to train yourself to hear your inner voice[1].

And when you hear that, first of all, you can "name" this emotion, that is to judge the emotions, is this emotion anger, contempt, excitement, antipathy, nausea, or a broad sense of unhappiness? First give your emotional state, that is giving the inner sound a name. Next, make a judgment on the degree of the concept of the name. If it is 1 to 10, how much anger have you reached now? If it is 1 to 10 points, your current nausea has reached a few points?

1.2 Second, predict the emotions of others. Understand their emotions, then the other side is about to go mad how to predict it? Paul Ackerman, a social psychologist in the United States, divides human basic expressions into seven types: sadness, anger, surprise, fear, nausea, contempt and joy. According to related studies, the accurate recognition time of human expression can be as fast as 1/4 seconds, in other words, as long as you pay attention to the expression, in an instant, you can judge the emotional state of the other person. You can't judge this, it's not because you do n't

have this ability, but because you don't pay attention.

2. EMOTIONAL MANAGEMENT IN BUSINESS NEGOTIATIONS

2.1 Once we find our negotiator going mad, we can consciously recognize his expression quickly, so how do we manage this upcoming emotion?

The first method is pause. In practice, when the negotiation scene begins to be emotional, the Lord can consciously arrange a pause and tea break. As negotiators, there is a need to prepare an excuse to leave the dialogue scene or the negotiating table smoothly, to be able to skillfully and naturally blurt out when there is emotional tension, so that the dialogue will naturally be suspended. For example, when you find that the other party is in a mood, you look at the table slowly, and then say calmly: Wang, the time is 02:30. I just received the message. I need to answer our chairman's emergency call at 2:35. So I'll excuse me for seven or eight minutes and come back later. Of course, you can also say that you are in a hurry, need to go to the bathroom and so on. This specific excuse is not important, as long as you speak naturally and skillfully, so that it does not make up, then you can leave the field. A few minutes after leaving, both sides will return to a more friendly and rational state of communication.

2.2 Why does the pause of time produce such an effect? This is because the control of emotion and the control of reason is in different parts of the brain, the human emotion is controlled by the middle of the brain, it is very sensitive to the external response, a small stimulus may make the other side completely collapse. But the part that controls rationality, judging patterns, evaluating relationships, and "is there any need for me to react like this" belongs to the pleated outer cortex of the brain. We don't have to worry about so many complex reasons, just remember a simple conclusion — controlling the perceptual midbrain is about 3~15 seconds faster than controlling the rational external brain. When an emotion comes to you, you suddenly have a reaction and are about to go mad, and the ability to evaluate, judge, and control the emotion will be about 15 seconds late. There is a famous metaphor in psychology, which compares human sensibility to an elephant, and

human rationality to a rider. The elephant will rush out of your rational range, but to catch up with your rationality, it takes a pause and leave it a little more time. Perhaps our way to overcome intense emotions, first of all, is not life wisdom, but pause time, you give yourself a little more time, you give each other a little more time, will let reason better control sensibility, and then return to the effective negotiation situation [2].

2.3 The second method estimates that many students will not think, because a lot of emotional problems, in fact, because of energy problems. The emotional problem you think is, in fact, because you're hungry or your negotiator is hungry. The brain accounts for about 2% of our body weight, but the energy consumption of the brain accounts for about 20% of the basic metabolic rate of human beings, and the brain consumes very much energy. Scholars have found that the four most energy-consuming states of the brain are high concentration, self-control, pretending and maintaining balance. Unfortunately, these four things need to be fully and comprehensively mobilized in all key business negotiations. Management of their emotions, but also need these four aspects are taken care of effectively. If you talk to a person about important things without being angry, there is no doubt that you need to concentrate. Even if you don't like each other, you need to control your malice and pretend to be interested in releasing all kinds of emotions. Keep a delicate balance between the level of your words and the intensity of push-pull. So all the challenging negotiating situations, that is, the field of concentration, moderation, pretending and maintaining a sense of balance that requires simultaneous intervention, are very energy-consuming. For example, I have experienced many business negotiations because of my previous work needs, and I will find that after every important negotiation, I will be very tired. So, if you want to do better in the communication performance of the negotiation, and you want to better control your emotions with each other, I suggest that you put your energy in place before entering the negotiation. Usually we use these methods to replenish energy, sleep well, eat a good meal, and keep oxygen abundant, which are the basic ways to replenish energy.[3].

2.4 So for negotiators, if you pause and join a tea break in the negotiation process, let both sides eat a little, walk in an open, ventilated environment, and walk outdoors, it will be very helpful for both sides to push forward important business

negotiations when they are energetic. Emotional problems are often not upbringing, but energy. Finally, in order to control the mood of both sides better, negotiators should try to win home business negotiations. There is an ad called "my territory I decide", specifically, how do we decide? If at home, the most fundamental reason is that some negotiating external forces can be effectively mobilized by you. Like when to interrupt? When do you enter the tea break? When do you invite your friends in for a gag? Let the whole negotiation process be suspended? At home, all this can become orderly, purposeful, and planned. So that the mood in the business negotiations is more scientific management[4].

3. CONCLUSION

In short, one of the important reasons that affect negotiation is emotion. So the author introduces the method of emotion control. The first is identification, the second is control. When controlling, the first is pause time, and once you find that people are about to enter conflict, your simplest and quickest way to react is to summon time, so that you can temporarily leave the field and use time to fight the impending disintegration. Second, the management of energy. All important conversations are very energy-consuming. To control your emotions, you need enough energy. So before communication should do a good job of energy supply, and the dialogue process to do a good job of energy control. This will make it easier for people to get angry and have friendly conversations with you.

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Influencing Factors of Family Investment and Financial Management in Dongguan City

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Abstract: This paper collects the first-hand relevant data of family investment and financing in Dongguan City through questionnaire, and summarizes the current situation of family investment and financial management in Dongguan City according to the data. On this basis, using SPSS software, this paper analyzes the correlation among family structure, basic information of family investment decision-makers, awareness of family investment and financial management, whether the family has carried out financial planning and family monthly average income. Now the influencing factors of Dongguan family investment and financial management.

Keywords: Dongguan; Family investment; Family finance; influence factor

1. CURRENT SITUATION OF FAMILY INVESTMENT AND FINANCIAL MANAGEMENT IN DONGGUAN

Ma Rui (2020), Xu Jiayi (2020) and Fu Yuxin (2020) respectively discussed the influence of social endowment insurance, family characteristics and income gap on family financial asset allocation[1-3]. Zhao Yilin and others introduced the relevant contents of family investment and financial management from different aspects[4-11]. The author tries to explore the influencing factors of household investment and financial management in Dongguan from the perspective of survey data.

The author conducts a random survey on the investment and financial management status of families in Dongguan City through questionnaires, and carries out data sorting, induction and Analysis on the effective questionnaires received, and concludes that the current situation of family investment and financial management in Dongguan City is mainly reflected in the following aspects:

(1) In terms of the awareness of family investment and financial management, Dongguan families do not have a clear and thorough understanding of investment and financing, but the enthusiasm to participate in the family investment and financial management market is very high, and the demand for family investment and financial management is strong.

(2) In terms of family investment and financial management motivation, the realization of asset preservation and appreciation is the main and basic motivation of Dongguan family investment and financial management, followed by the rational allocation of family assets, leading to some families in Dongguan to participate in investment and financial

management.

(3) In terms of the main ways of family investment and financial management, the recommendation of relatives and friends has become the preferred way of family investment and financial management in Dongguan City, which has laid the groundwork for irrational family investment and financial management decisions. At the same time, the trust of families in the region to professionals or institutions is gradually improving.

(4) In terms of family investment and financing, Dongguan family investment and financing method prefers the most stable but limited income traditional methods, such as bank deposit and bank financial products, but more and more Dongguan family began to enter into financial products with relatively large risks, such as funds and stocks.

(5) In terms of family investment and financial management preference, Dongguan family prefers investment and financial products with high return and low risk, and pays more attention to the income of investment and financial products, but at the same time, their ability to bear risks is relatively weak.

(6) In the aspect of family investment and financing market, Dongguan domestic investment and financial product development market is not perfect and immature.

(7) In the analysis of the main reasons for the unreasonable family investment and financial management in Dongguan City, it can be attributed to three aspects: time factor, lack of knowledge and low risk tolerance.

2. ANALYSIS OF INFLUENCING FACTORS OF FAMILY INVESTMENT AND FINANCIAL MANAGEMENT IN DONGGUAN CITY

Based on the questionnaire data, eight factors including family status, gender, age, occupation, education background, monthly average income, awareness of family investment and financial management and planning of family investment and financial management were selected as independent variables, and the status of family investment and financial management, the proportion of family investment and financial management funds, the income of family investment and financial management, the most critical point and risk of family investment and financial management were selected. Using SPSS software to make correlation analysis, this paper summarizes the influencing factors of family investment and financial management in Dongguan.

2.1 Family structure

The correlation coefficients between family structure and family financial management participation, proportion of family investment and financial management funds, income of family investment and financial management, most critical point of investment and financial management and risk preference are shown in Table 1. From the table, we can find that the family structure has a significant and

positive correlation with the participation, capital investment, income and preference of family investment and financing in Dongguan City, which indicates that the family structure has an impact on the investment and financial management situation of Dongguan family, especially on its family investment and financial management participation.

Table 1 Correlation Analysis of family structure and Dongguan family investment and financing

	participation	investment ratio	profit	most concerned	most concerned
family structure	0.911**	0.610**	0.656**	0.697**	0.697**

*p<0.05 **p<0.01

2.2 Basic information of family investment decision makers

Table 2 Correlation Analysis between basic information of family investment decision makers and Dongguan family investment and financing

	participation	investment ratio	profit	most concerned	most concerned
character	0.930**	0.562**	0.644**	0.736**	0.726**
age	0.915**	0.581**	0.628**	0.709**	0.722**
occupation	0.950**	0.437**	0.498**	0.567**	0.574**
education	0.876**	0.642**	0.643**	0.724**	0.735**

*p<0.05 **p<0.01

The correlation coefficients among gender, age, occupation, education background and participation in family financial management, proportion of family investment and financial management funds, income of family investment and financial management, most critical point of investment and financial management and risk preference are shown in Table 2. From the results of correlation analysis, the gender, age, occupation, education background of family investment decision-makers and Dongguan family investment and financing participation, capital investment, income and preference all show significant, positive correlation, indicating that the basic situation of family investment decision-makers has a significant impact on family investment and financial management in Dongguan City.

Dongguan family investment and financing participation is greatly affected by the basic situation of family investment decision-makers, especially the occupation and gender of family investment decision-makers to a large extent determine whether Dongguan families participate in family investment and financial management. White collar and male family investment decision-makers will actively participate in family investment and financial management.

The educational background of family investment decision-makers has the greatest impact on the proportion of family investment funds in Dongguan City. The higher the educational background of family investment decision-makers, the greater the proportion of family investment funds in family income.

The gender and educational background of family investment decision-makers have a greater impact on the income of family investment and financial management in Dongguan. Male and highly educated

family investment decision-makers have a clearer control ability on the family investment and financial management market, which makes the family investment and financial management income in good condition. Because of the lack of personality and investment knowledge, most of the families who participate in the family investment and financing market suffer losses.

The most concerned factors of family investment and financial management in Dongguan City are also closely related to the basic situation of family investment decision-makers, especially the gender of family investment decision-makers and the most relevant point correlation coefficient of Dongguan family investment and financial management is the highest, followed by family investment decision-maker's education. The higher the educational background, the more concerned about the income and risk of family investment and financial products.

The results show that the higher the educational background of the family investment decision-maker, the more acceptable the family investment and financial products are, and the lower the education background of the family investment decision-maker. The more we can accept the family investment and financial products with lower risk.

2.3 Recognition of family investment and financial management

Table 3 shows the correlation coefficient between the recognition of family investment and financial management and the participation degree of family financial management, the proportion of family investment and financial management fund, the income of family investment and financial management, the most critical point of investment and

financial management and risk preference. According to the data in Table 3, the awareness of family investment and financial management has a significant

positive correlation with Dongguan family investment and financial management.

Table 3 Correlation Analysis of family financial awareness and Dongguan family investment and financing

	participation	investment ratio	profit	most concerned	most concerned
awareness	0.945**	0.477**	0.591**	0.661**	0.655**

*p<0.05 **p<0.01

The higher the awareness of family investment and financial management, the higher the participation of family financial management. The awareness of family investment and financial management has become the biggest factor affecting the participation of family investment and financial management. At the same time, the awareness of family investment and financial management has a great impact on the concerns of Dongguan family investment and financial management.

2.4 Does the family have investment and financial planning

This paper sorts out the survey data of Dongguan families participating in investment and financial management, and then uses SPSS software to analyze the correlation coefficient between whether the family has investment and financial planning and the

proportion of investment and financial management funds, investment and financial management income, investment and financing concerns, and risk preference. The results are shown in Table 4. From the data size of the correlation coefficient, there is a significant positive correlation between the family investment and financial planning and Dongguan family investment and financial management. Among them, whether the family has investment and financial planning has a profound impact on the choice of Dongguan family's concerns and risk preference in investment and financial management. Families with investment and financial planning pay more attention to the income and risk of investment and financial products, and have a reasonable understanding and control of investment risk.

Table 4 Correlation Analysis of financial planning and Dongguan family investment and financing

	investment ratio	profit	most concerned	most concerned
financial planning	0.688**	0.850**	0.952**	0.932**

*p<0.05 **p<0.01

2.5 Average monthly household income

The correlation coefficients between monthly average family income and family financial management participation, the proportion of family investment and financial management funds, family investment and financial management income, the most critical point of investment and financial management and risk preference are shown in Table 5. It can be seen from table 5 that there is a significant positive correlation between the average monthly income of families and

the investment and financial management of families in Dongguan City, indicating that the average monthly income of families has a significant impact about family investment and financial management in Dongguan City. Among them, the average monthly income of family has the most obvious impact on the participation of family investment and financing in Dongguan City. The higher the average monthly income of family, the higher the participation of family investment and financing.

Table 5 Correlation Analysis of monthly income and Dongguan family investment and financing

	participation	investment ratio	profit	most concerned	most concerned
monthly income	0.945**	0.477**	0.591**	0.661**	0.655**

*p<0.05 **p<0.01

Looking at the data of correlation coefficient between all independent variables and dependent variables of family investment and financial management, it is found that the biggest influencing factors of family investment and financial management participation in Dongguan City are the occupation of family investment decision-makers and the recognition of family investment and financial management, the monthly average family income is the biggest factor affecting the proportion of family investment and financial investment funds in family income; whether the family has Investment and financial planning has become the biggest factor that affects the income of

family investment, the most critical point and risk preference in Dongguan City. These factors all affect the allocation of family investment and financial management.

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Research on the Reform of Physical Education Teaching in Colleges and Universities from the Perspective of Character and Civic Virtue Fostering

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Abstract: In the new period, character and civic virtue fostering is the fundamental goal of education, which is highly valued by the society in many fields. Under the background of the comprehensive implementation of quality-oriented education in the new period, physical education is an important part of modern teaching. Standardized and scientific physical education can cultivate students' volitional quality and serve as an effective carrier to realize the goal of character and civic virtue fostering in colleges and universities. In recent years, with the development of college education reform, it is of great importance to strengthen students' moral education in a comprehensive manner. This paper aims to provide effective impetus for the reform of physical education based on character and civic virtue fostering through the analysis of the reform measures of physical education in colleges and universities.

Keywords: Character and civic virtue fostering; Physical education in colleges and universities; Teaching reform

1. OVERVIEW OF THE VALUE OF CHARACTER AND CIVIC VIRTUE FOSTERING FOR PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES

In the modern university education, we should pay more attention to character and civic virtue fostering and integrate ideological and political work into the whole process of education. We should actively create the new prospect of higher education by cultivating people from all aspects throughout the whole process. Physical education in colleges and universities is an important way to highlight the all-round development of moral, intellectual, physical, aesthetics, and labor education. Therefore, we should fully implement the thought of education development of character and civic virtue fostering and highlight the carrier role of physical education. In specific, we should promote the comprehensive construction of PE ideological and political course, enrich the forms of ideological and political education, and strengthen the effect of ideological and political course education. In this way, we can help students realize all-round development in various aspects and lay a solid foundation for cultivating socialist successors with firm believing in

noble thoughts and morals.

Balanced development of moral, intellectual, physical, aesthetics and labor education is an important task in the comprehensive development of physical education in colleges and universities. In daily teaching, besides interpreting physical knowledge, we should strengthen students' physical quality in physical education in colleges and universities, to master both physical knowledge and skills. In the course of teaching, we should cultivate students' moral characters, and carry out the practice of knowledge, feelings, recognition, and behavior. The teaching method of physical education in colleges and universities should focus on students' physical movement and highlight their emotional experience, so as to realize the development goal of character and civic virtue fostering. Physical education teaching in colleges and universities from the perspective of character and civic virtue fostering can effectively enrich students' sports moral cognition. Cognition refers to the centralized processing of various information by personal sensory organs, and the recognition of good, evil, beauty, and ugliness. It is the foundation of good virtue. Colleges and universities should pay attention to the cultivation of physical practice knowledge to help students establish rich moral feeling and behavior. Improving students' sports moral cognition ability can strengthen their sports consciousness and competition consciousness, and help them develop lifelong sports behavior habits. In addition, improving the cognitive ability of sports moral cognition ability can promote students to realize the intrinsic meaning of beauty in words and deeds, actions, clothes, etc., recognize the difference between sports in colleges and middle schools, and understand the relationship between sports and health with enriched sports culture. [1]

2. ACCELERATING THE DEVELOPMENT OF PHYSICAL EDUCATION AND GIVE FULL PROMINENCE TO THE STATUS IN ALL RESPECTS

In the new period of social development, character and civic virtue fostering is an important and ultimate development goal of physical education. In the present stage of physical education in colleges and universities, we should establish effective motivation measures to

related personnel based on sports activities, events, and training to realize the development goal of practical education. What's more, sports spirit, thought, and culture should be used to guide and motivate college students to realize the development goal of discipline education. To cultivate more socialist constructors with all-round development of morality, intelligence, physique, aesthetics, and labor in the new era, we should pay attention to the rational division of physical education courses in colleges and universities, and highlight the achievements of moral education in cultivating people. Physical education in colleges and universities should focus on accelerating the pace of discipline construction to fully realize the goal of character and civic virtue fostering and ensure the all-round scientific education for all. [2] In order to strengthen the quality of physical education in colleges and universities, it is necessary to define the subject ownership, divide the standards of physical education, highlight the core status of innovative physical education courses, and highlight the characteristics of physical education, so as to strengthen the recognition of disciplines and realize the task of moral education in colleges and universities. In addition, emphasis should be laid on the importance of subject teaching in higher education system. Some colleges and universities pay attention to all kinds of technical and tactical contents of sports in education, while lack effective attention to students' theoretical knowledge of sports. Under the current development background of moral education, physical education in colleges and universities should transfer from singular practical education to education pattern linking up theory with practice and enrich the content of education and teaching, to promote the comprehensive development of physical education in colleges and universities. Knowledge is of great influence on people's mind. Physical education is not only about knowledge, but a study. Therefore, physical education should be treated with more support and respect to highlight its value in promoting character and civic virtue fostering.

3. STRENGTHENING TEACHING AND IMPLEMENTING THE DEVELOPMENT GOAL OF CHARACTER AND CIVIC VIRTUE FOSTERING

In the daily teaching in colleges and universities, teachers' knowledge quality, moral sentiment, and teaching ability play an important role in the overall development of students, which can help students to establish a correct view on world, life, and value. In the development of character and civic virtue fostering, teachers should renew their personal values, update their knowledge, improve their comprehensive quality, and strengthen their moral cultivation, so as to cultivate more socialist successors with clear ideals and talents in the new era. It can be concluded that strengthening the construction of teachers' team is an effective way to cultivate the personal morality of physical education teachers in colleges and universities, as well as an important guarantee to strengthen the achievement of

character and civic virtue fostering. Moral education should be highlighted in various measures to strengthen teacher education and implement character and civic virtue fostering. In the process of teaching and educating, teachers should enrich their knowledge reserve ability and shape strong ideological and moral quality. Moral education should be integrated into the daily education training of teachers. The construction of teachers' morality and style should be highlighted to improve the comprehensive quality of teachers based on the law of basic education and the development rule of teachers. All the Party's basic policies should be fully implemented to strengthen teachers' ideological and political cultivation and help achieve moral integrity. In addition, we should pay attention to strengthen the moral ability of teachers. Teachers are important leading personnel in education activity, with great importance on the overall implementation of character and civic virtue fostering. Therefore, PE teachers are required to have strong technical teaching ability and higher level of moral education. Teachers should be equipped with strict self-discipline and set a good example for students. [3] They should also pay attention to strengthen individual comprehensive business ability, so that students can feel happy in participating in physical education courses to achieve personal growth and development. Teachers should have great patience and love, without giving up any student, to achieve the healthy development of students' body and mind and actively implement the development goal of moral education. In the new period of social development, the didactic moral education mode is likely to be rejected by students in colleges and universities, while heuristic and instructive teaching mode is more popular.

4. REALIZING TEACHING DESIGN AND COURSE REFORM UNDER THE BACKGROUND OF CHARACTER AND CIVIC VIRTUE FOSTERING

In order to realize the reform and development of physical education in colleges and universities under the current background of character and civic virtue fostering, we should pay attention to deeply excavate the development goal of cultivating people with moral education in college and optimize teaching design before the development of physical education. The teaching contents should be arranged and optimized to highlight teaching objectives and integrate teaching contents, with standardized teaching methods and evaluation. In the physical education curriculum design, we should ensure the effective combination of teaching activities and the development goal of moral education, to actively mobilize the enthusiasm of students to participate in physical education, and thus realize the development goal of character and civic virtue fostering. In the design of teaching objectives, it is necessary to change the traditional design of teaching objectives rationally, effectively combine social objectives with personal development objectives, to

ensure the effective combination of students' personal thoughts, bodies and psychology and realize the personal value and social value of students. [4] Based on the effective promotion of sportsmanship, we can effectively cultivate students' sportsmanship and quality, help students to establish correct view of world and value and realize efficient curriculum teaching objectives. In the course of teaching content reform and development, we should focus on cultivating students' physical and psychological quality during teaching students sports knowledge and professional skills. The thought of character and civic virtue fostering should be integrated into the teaching content to effectively enrich students' emotional experience and improve the teaching effect. In the physical education teaching design, colleges and universities should pay attention to the effective combination of theory and practice, to fully meet the needs of high level development and social modernization. The comprehensive reform of teaching methods is the realization of teaching tasks through the application of corresponding teaching methods in physical education. In the development of teaching activities, we should pay attention to the positive change of simple physical education teaching mode with innovation to highlight the dominant role of students in the learning process. Thoughts of character and civic virtue fostering should be integrated into the physical education to motivate students' learning enthusiasm and realize the all-round development of physical education reform. [5]

In the training of sports knowledge, skills, ability, and quality of students, we should not only strengthen the cultivation of sport skills but also integrate ideological and political education into physical education, to implement integrated education to students' psychological quality, emotional, and moral concepts. It is of great importance to promote students' all-round development by cultivating students' self-enterprising spirit and social responsibility tendency. Physical education content should be expansible and rich, with all-round development in intelligence, psychology, and thought to improve the overall quality of individuals. At present, physical education teachers in colleges and universities should pay attention to the effective combination of theoretical knowledge and practical teaching in order to meet students' higher value demands and functional requirements. In this way, the physical education teaching in colleges and universities can meet the requirements of socialist modernization to the greatest extent. Teaching methods are the basic way to realize the teaching task effectively, which includes the teaching method of teachers and the learning method of students. In order to change the traditional teaching mode, we should delete the preparation, basic, and end parts, but utilize various modes including

International Journal of Education and Management interpretation, demonstration, learning, practicing, circular coaching, conclusion, and evaluation. A new teaching structure should be established to change the traditional teacher-oriented mode to student-oriented mode. In the centralization and integration of ideological and political education elements, emphasis should be laid on the teaching organization methods of physical education courses to effectively mobilize the initiative and enthusiasm of students in learning. Various teaching methods should be used to improve teaching effectiveness and provide more effective moral education for students.

5. CONCLUSION

In college teaching, we should pay attention to carry out moral education actively, make great efforts in teaching reform and development, exercise students' sports ability, cultivate students' healthy psychology, and realize students' moral development. In the development of physical education activities, it is necessary to exercise students' physical ability effectively, cultivate students' healthy psychological state, and realize the development of moral education. In physical education in colleges and universities, it is necessary to realize the reform and development and the all-round development of teaching reform on the basis of character civic virtue fostering.

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Research on The Transformation and Upgrading of Dongguan's Urban Retail Industry Under the Background of New Retail

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Abstract: With the rapid development of the mobile Internet and the upgrading of urban consumption, new retail not only brings new consumption experience to consumers, but also changes the way consumers shop. Dongguan, as the "convenience store capital", needs to transform its urban retail industry due to the current high saturation of the convenience store market, lower switching costs for shopping channels, and diversified consumer demand for goods. This is not only the need of Dongguan's retail industry, but also can provide reference value for other cities.

Keywords: New Retail; Convenience Store; Retail Industry

1. REASONS FOR THE TRANSFORMATION AND UPGRADING OF DONGGUAN'S URBAN RETAIL INDUSTRY IN THE CONTEXT OF NEW RETAIL

According to the "Classification of Retail Formats" (GB/T 4754-2011), China's retail formats can be generally divided into retail formats with stores and retail formats without stores. According to the principle of retail format classification, it is divided into 17 retail formats such as grocery stores, convenience stores, discount stores, supermarkets, department stores, specialty stores, etc. The development of the retail formats in different cities is distinct. As a new first-tier city, Dongguan is located between Guangzhou and Shenzhen. Dongguan is a well-known manufacturing city. Its commercial development is characterized by small businesses and convenience stores. The urban area and surrounding towns have many convenience restaurants and convenience stores close to residential and consumer areas. Convenience stores in Dongguan have a wide coverage and high frequency contact with consumers. If they can be upgraded on the existing basis, fully fused with new retail, and integrated online and offline resources, they can serve consumers better.

(1) The convenience store market is highly saturated. According to the statistics of the "2020 China Urban Convenience Store Development Index" from the China Chain Store & Franchise Association shows that Dongguan ranks the highest among several classification indicators such as the number of chain-branded convenience stores, the growth rate of the number of convenience stores, and the saturation rate. Is saturation. The data shows that every 1,241 people

has a convenience store in Dongguan. Data from the Dongguan Municipal Bureau of Commerce shows that the total number of chain convenience stores in Dongguan exceeds 30,000.

(2) Shopping channel switching cost is reduced. With the rapid development of the Mobile Internet, consumers' shopping channels are becoming more and more abundant. According to surveys, more than half of consumers purchase online or both online and offline. Due to the rapid development of the Internet, the difficulty of purchasing online or online and offline is reduced, as well as the cost. Due to the existence of online shopping platforms, it has severely diverted the physical retail industry. At the same time, online platform operation and transaction costs have been reduced, and operational efficiency has improved, which has squeezed offline retail sales.

(3) Consumer demand for commodities is diversified. As the population continues to increase, consumers' shopping needs increase, and at the same time, the requirements for a variety of products, multiple brands, multiple styles, and multiple specifications are getting higher and higher. Convenience stores, as a "small and beautiful" format, focus on providing simple and timely commodity needs, and can't effectively meet the diversified requirements for commodities of consumers.

2. ADVANTAGES OF THE TRANSFORMATION AND UPGRADING OF DONGGUAN'S URBAN RETAIL INDUSTRY

(1) The advantages of Dongguan's retail industry. Some scholars pointed out that convenience services are one of the main basic differences between the entire convenience store and other retail service formats. One of the fundamental core competitiveness and advantages of convenience stores lies in "convenience." Studies have shown that the radiation range of convenience stores is about 500m², and they are generally located in an area within 5 minutes of customers' reach. Their survival and operation are largely related to the number of nearby populations and population density. Taking Dongguan as an example, the saturation of convenience stores in Dongguan continued to increase from 2016 to 2018, and the density was the highest in the new first-tier cities, as well as the number of customers served was also denser than in other regions.

Table 1 2016-2018 Dongguan Convenience Store Index

years	2016	2017	2018
Resident population (10,000 people)	826.14	834.25	839.22
Population density (person/km ²)	3358	3391	3411
Total number of convenience stores (houses)	7538	8244	8890
Saturation (person/home)	1096	1012	944

data sources: the China Chain Store & Franchise Association

The retail industry in Dongguan is dominated by convenience stores. The China Chain Store & Franchise Association has continuously counted and released the "China Urban Convenience Store Development Index" since 2013. In the report, Dongguan's convenience store saturation has always been ranked first in the country. It shows the number of convenience stores. On the other hand, the coverage of convenience stores is extensive and very developed in Dongguan. This is the characteristic and advantage of Dongguan. The retail industry in Dongguan, which

International Journal of Education and Management is dominated by convenience stores, can actively connect with new retail, respond to the needs of urban consumption and industrial upgrading, appropriately add Internet genes, and build the all-media, all-link and all-channel all-domain marketing with consumers as the core, making many convenience stores become terminals for community life and consumption to give full play to offline experience, and actively expand new ways of online experience.-

(2) The short-term stability of consumption habits Since 2016, the income of residents in Dongguan City's per capita disposable income and consumer expenditure have increased at an average annual rate of 9% and 5% respectively. Due to consumption upgrades, rising income levels, the rise of the new generation, and the aging population, consumption Consumers are less sensitive to prices, and demand for quality and convenience continues to increase. Compared with other retail formats, convenience stores are closer to consumers and can quickly meet residents' immediate needs for convenience and simplicity. For residents, their consumption habits will be relatively stable for a certain period after they are formed, which means that although consumer will consume online, but offline retail will still be a useful supplement.

Table 2 The income and consumption of Dongguan residents from 2016 to 2018 (unit: yuan)

years	2016	2017	2018
Average annual salary of employees in the city	46242	53446	58738
Per capita disposable income	41902	45451	49331
Per capita consumer expenditure	29906	31849	33209

data sources: Dongguan Bureau of Statistics

(3) The rapid development of mobile Internet

As of September 2020, the number of mobile phone users in Dongguan reached 16.81 million, with an average of 2 mobile phones per person. The development of the Mobile Internet has promoted the development of social networking platforms, making online transactions and payments easier to use. The convenient equipment allows consumers to use mobile devices for shopping at anytime and anywhere. This creates a good environment and conditions for retail enterprises, whether they develop APP software to accumulate customers or conduct social marketing. Some scholars believe that if Dongguan can make full use of technologies such as the Internet and big data to form a powerful platform that can radiate the flow of people around it. Offline terminal stores provide passenger flow, online platforms provide delivery services, so it can provide a superior service experience than traditional convenience stores.

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To Explore the Methods of Track and Field Teaching Innovation and Reform in Colleges and Universities in the Era of Internet Plus

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Abstract: As an important basic content in the modern physical education in colleges and universities, track and field teaching is able to develop students' speed, strength, and sensitivity. In the in-depth development of physical education curriculum reform, PE elective courses become more popular in colleges and universities, which leads to the gradual decline of college students' enthusiasm for actively participating in track and field sports. With the full implementation of the new curriculum standard, many colleges and universities have been paying increasing attention to track and field teaching with higher requirements. At present, under the background of "Internet+", more attention should be paid to the innovation and reform of track and field teaching in colleges and universities, to integrate the current basic teaching situation, formulate targeted reform and development measures, and achieve all-round development of students.

Keywords: Internet Plus; Colleges and universities; Teaching innovation and reform; Path

1. OVERVIEW OF THE STATUS QUO OF TRACK AND FIELD TEACHING IN COLLEGE AND UNIVERSITIES UNDER THE BACKGROUND OF "INTERNET+"

With the rapid development of physical education teaching reform, physical education teaching in colleges and universities occupies an important position in the new period of physical education teaching reform. Physical education teaching in colleges and universities is of great importance to cultivate comprehensive talents. In recent years, "Internet+" has developed rapidly and become a key topic of social development. With the gradual expansion of the coverage of "Internet+" concept, the development of Internet + education has become an important trend in the development of physical education in the new era, which plays an important role in promoting the innovative reform of track and field teaching in colleges and universities.

"Internet+" is a new form of Internet development in the context of Innovation 2.0, and an effective evolution of the development form of the Internet on the basis of knowledge society innovation 2.0. It can establish a new form of economic and social development and integrate Internet thinking and practice results. "Internet+", i.e. "Internet + different

traditional industries", guarantee the effective combination of the Internet and traditional industries and create novel development pattern by integrating information and communication technologies and Internet platform construction. At present, with the all-round development of society and economy, many sports have been introduced into the modern campus. In this way, students can choose the corresponding sports items based on their own professional requirements, personalized development needs, and personal interests and hobbies in a large scale. Traditional sports are boring and lack students' attention, which leads to small number of participations. In addition, relevant administrative departments of colleges and universities do not pay enough attention to the current situation, which reduces the educational level of track and field teachers, and thus leads to the gradual marginalized development of track and field. [1]

Despite the constantly optimization and development of the traditional teaching mode of physical education in the context of the reform and development of physical education in the new era, the actual reform is insufficient. Restrained by time and other factors, some colleges and universities still apply traditional teaching mode in the track and field teaching, which includes teacher demonstration, student imitation, instruction and correction, and targeted training. In this process, students are in a passive position, with insufficient learning interest. In long term, students cannot give full play to their learning subjective initiative, which is against the teacher-guidance and student-oriented teaching theory. Playing an important role in physical education, track and field sports includes various elements including walking, running, jumping, and shooting. At present, track and field sports run through the whole learning process. Track and field events is divided into track events which are evaluated by time, field events which are evaluated by height and distance, and comprehensive events which include running, jumping, and throwing. However, it can be concluded from the current situation of track and field teaching in some universities that some teachers mainly focus on all kinds of track and field events in their teaching and divide the course content into preparation part, foundation part and end part. Due to the monotonous teaching method and

insufficient interest of the boring track and field sports, students' enthusiasm to participate declines, which leads to a great negative impact on the teaching effect of track and field training. [2]

2. TO EXPLORE THE METHODS OF TRACK AND FIELD TEACHING INNOVATION AND REFORM IN COLLEGES AND UNIVERSITIES IN THE ERA OF "INTERNET+"

2.1 Strengthen the Awareness of Track and Field Teaching in Colleges and Universities Based on Convenience of the Internet

In the new era of social development, the rapidly developing Internet plays a great role in promoting our daily life. It enables us to obtain information in a more convenient and accurate way and provides sufficient impetus for the improvement of physical education quality in modern colleges and universities. In the current information age, we can get information without leaving home. The convenient Internet era makes it easy to disseminate track and field knowledge including track and field news and events on various network platforms, to stimulate the interests of teachers and students in colleges and universities. In the long term, the importance of track and field events will be fully recognized to promote the further development of modern track and field events. [3]

2.2 Optimizing Track and Field Teaching Mode and Content by the Innovation Characteristics of the Internet

In recent years, with the rapid development of the Internet era, the application of various multimedia devices has been constantly created and updated, which plays a great role in promoting the efficient development of teaching activities. The teaching activities of teachers are no longer traditional blackboard teaching by chalks and blackboards. Modern PE classroom is not only traditional mode including demonstration, imitation, instruction, and practice. New products such as MOOC are derived from "Internet+ education", and flipped classroom teaching mode is generated in the application of advanced mobile Internet technology, which can provide more reference paths for modern teaching. At present, physical education teachers in colleges and universities should pay attention to comprehensively strengthening the cultivation of individual professional quality, actively manage the development products in the Internet era, and apply the new track and field teaching mode through dialectical thinking and vision. [4]

In the Internet era, multimedia teaching tools are integrated and applied to provide more new tools for teaching activities. In the current course of track and field teaching, teachers should pay attention to demonstration in person and reflect the process of different technical movements through the application of relevant video tools. In this way, students can observe detailed movements more effectively in various angles. Many new scientific and technological

products in the Internet era can be applied in physical education to improve the teaching effect. For example, the sports APP that records sports data and sports wearable electronic devices can be used to better obtain students' sports situation in real time for further information exchange and analysis, in a more interesting way of practice. This facilitates the communication between teachers and students. Based on comprehensively highlighting students' learning subjectivity, integrating more abundant Internet resources for track and field teaching in colleges and universities can effectively enrich the content and teaching methods of track and field teaching in colleges and universities. [5]

2.3 Expanding Teaching Contents and Enriching Teaching Methods

The content setting of traditional track and field teaching in colleges and universities pays more attention to the comprehensiveness and systematicness of the teaching content, among which many track and field events are not involved. Students will feel boring if the teaching contents are not elaborated thoroughly, which leads to poor teaching effect. Therefore, we should focus on different interests and physical characteristics of college students and set distinctive teaching content based on teaching students according to their aptitude. For example, under the background of the Internet era, we can supplement sports programs related to disease prevention and control and fitness programs related to body shaping in the manner of MOOC. Secondly, we should focus on enriching the theoretical teaching content, supplementing contents appealing to students, including standardized dietary, body fatigue recovery, and scientific weight loss, so as to fully mobilize the enthusiasm of students. In addition, we should pay attention to the scientific collocation of all kinds of learning methods. Details of traditional teaching should be paid attention to highlight the intuitive advantages. For the simple and vivid multimedia teaching, we should guide students to self-study and exploration, which contributes to better teaching results. [6]

In the context of the Internet era, we should establish a thorough teaching evaluation system of track and field teaching following the student-oriented principle to highlight the dominant position of students. Teachers should be able to analyze the individual sports preferences and individualized development, and comprehensive development needs of students. What's more, the individual efforts and progress of students should be evaluated to help improve the comprehensive quality in an all-round way, and realize teaching equality and development. It is an important incentive measure to optimize the process evaluation strategy in teaching. Based on students' daily performance, teachers should analyze the students' attendance and classroom performance. In this way, students can realize the importance of track and field. Interest is an important motivation for students to learn.

In track and field teaching, teaching effect and students' learning interest are closely related. Interest plays an important role in improving track and field teaching effect. Therefore, teachers should pay attention to the reasonable analysis of the interest criteria and turn competitive contents of track and field to acceptable contents of greater interests to create a better atmosphere for track and field teaching. Starting from the interests of students, teachers should encourage students to develop a lifelong habit of exercise, which in turn helps with the teaching effect. For example, teachers should reasonably apply multimedia technology to assist teaching based on audio, light, and electricity to make sure that students learn more leading-edge knowledge. For another example, teachers can demonstrate track and field movements based on demonstration, slow playback, and rotation of graphics and animation, to establish a more vivid and complete movement influence and facilitate the management of track and field movements in a intuitive way. [7]

3. CONCLUSION

To sum up, in recent years, China's society has developed rapidly in many fields, and education has attracted great attention in many fields. The development of the "Internet+" era has accelerated the pace of educational reform. We should pay more attention to the physical education teaching in colleges and universities, integrate Internet teaching resources, and highlight the importance of the Internet in track and field teaching in colleges and universities. Strengthening awareness of track and field teaching comprehensively can help optimize teaching mode, enrich teaching content, and realize the reform and development of track and field teaching.

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