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CONTENTS

Construction of Financial Intelligence Education Strategy for Vocational College Students

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Abstract: with the deepening of education reform in higher vocational colleges, as a popular major, accounting major is gradually deepening towards high-level reform, which promotes the quality of personnel training has been significantly improved. In the context of the information age, Financial Sharing Center, financial robot, intelligent finance and financial cloud, etc., promote the development of accounting professionals to a high level. This requires higher vocational colleges to further deepen financial intelligence education, actively promote the optimization and improvement of students' professional knowledge structure, implement professional ethics education, and promote the synchronous development of students' professional skills and professional quality. This paper analyzes the financial intelligence education of higher vocational students, optimizes the curriculum system of accounting specialty according to the actual situation, and seeks reasonable measures to practice it.

Keywords: finance; intelligent education; higher vocational education; curriculum system

1. INTRODUCTION

Under the background of Internet plus, modern information technology has been widely applied to modern enterprise operation management, and the demand for compound talents is constantly improving in the new era. In order to meet the needs of enterprise development, higher vocational colleges should adhere to the market orientation, promote the deepening of professional curriculum reform, and devote to training professional talents. In the teaching reform of accounting major, higher vocational colleges should actively implement financial intelligence education for students, guide students to learn professional knowledge, understand the new business model emerging in the Internet era, deepen the understanding of financial cloud, Financial Sharing Center and intelligent finance, and improve the professional curriculum system, so as to provide more high-quality accounting talents for the society. Strengthening the research and analysis of financial intelligence education content of higher vocational students helps to endow the finance and accounting major with high-level development power and provides reference for the subsequent teaching reform of related majors[1].

2.TEACHING STATUS OF ACCOUNTING MAJOR IN HIGHER VOCATIONAL COLLEGES

As the educational place of professional talents training, higher vocational colleges lag behind the concept of professional education, which leads to the lack of innovation of teachers' teaching thinking and is difficult to meet the needs of the current era. Most of the teachers in higher vocational colleges still follow the traditional thinking mode, which is too formulaic and mechanized in teaching, and the value of education is gradually weakened. In teaching, teachers put most of their energy into the completion of teaching tasks, ignoring the ideological exchange and interaction between teachers and students in the classroom, students' learning autonomy is insufficient, and they can only passively follow the teacher's arrangement, which is not conducive to the high-level development of students' comprehensive quality[2-3]. In daily teaching, students' interest in learning has not been fully aroused. The current teaching mode of accounting major in higher vocational colleges is unreasonable, and the teaching mode is lagging behind and single. Due to the lack of interaction between teachers and students, students passively listen to the teacher's explanation, and pay less attention to the problems of students' sleeping and chatting after class. Some teachers think that they only need to complete the teaching tasks normally. Most of the students can not concentrate on the situation in the rest of the time before they start to learn. In the long run, students can not deeply understand and master professional knowledge. Even if the accounting qualification examination is passed, it fails to fully arouse students' learning enthusiasm and restrict the overall development of students' quality and ability[4-5].

3.EFFECTIVE MEASURES OF FINANCIAL INTELLIGENCE EDUCATION FOR HIGHER VOCATIONAL STUDENTS

3.1 Reorientation of financial personnel training objectives

Combined with the current situation of financial intelligence education in higher vocational colleges, the existing problems affect the level of education and the quality of personnel training to varying degrees. Therefore, we should re position the training objectives of financial talents according to the actual situation. Under the background of financial intelligence, many intelligent financial software platforms and financial strategies have emerged, such as the Intelligent Financial Sharing Platform of industry finance integration, the intelligent financial platform of artificial intelligence and the management accounting platform of business intelligence. At the same time, giving full play to the deep learning ability of the machine can effectively improve the system performance, and make intelligent decisions based on the actual situation of calculation and analysis.

First, financial sharing platform. The Internet plus the next shopping mall will build a network mall, and it will be closely linked and communicated with the upstream and downstream of the supply chain, and will be able to conduct online transactions and payment settlement of imported and imported products efficiently. Return to the core enterprise of education management, realize the organic integration of accounting process, business process and management process, and complete accounting and management work automatically on the business integration platform. Financial personnel only need to do a good job in budget and management control, and set up the program operation process in advance. They can spend more time in their own professional ability improvement, risk monitoring and other work, and show greater value. Financial work is not only the calculation and analysis of financial data, nor a single data Porter, but the integration and processing of data[6-7].

Second, management accounting platform. Under the background of Internet plus, modern information numbers have been widely applied in information enterprise management, and data sharing and internal and external data transactions can be realized based on the financial sharing platform. And build a multi-dimensional construction system to realize the combination of business functions and assist enterprise management and decision-making.

Third, intelligent financial platform. Based on the intelligent financial platform, it integrates a variety of advanced technologies and is widely applied in the financial field. At present, the other technologies that have great influence in the field of finance are expert system and neural network. The former is mostly used in inventory management, accounting voucher processing, cash management and risk assessment; the latter is to support budget management, credit evaluation and internal audit[8].

In the new era, the training objectives of financial professionals need to be reconstructed, and the financial work should be adjusted to meet the changes of financial work, and to meet the market development trend to cultivate the required talents. Under the background of technological progress and reform, a lot of Frontier financial ideas have emerged in the financial field, and intelligent financial system has been formed under the condition of automation, connectivity and intensification. In this context, the demand for talents of enterprises has changed accordingly, and it should be committed to promoting the transformation and upgrading of financial personnel; strengthen professional ethics education, improve the knowledge structure of talents, and promote the upgrading of various professional and technical levels.

3.2 Integration and utilization of financial professional curriculum system

Combining with the relevant requirements of education reform in higher vocational colleges, the paper emphasizes the connection between accounting courses and professional posts, so as to promote the quality and ability of talents to meet the requirements of follow-up posts. From the actual situation, most of the accounting majors in higher vocational colleges tend to the field of accounting, covering a lot of curriculum content, but they do not dynamically adjust the curriculum content in combination with the development trend of the times. With the emergence of financial cloud, financial robot and Financial Sharing Center, financial personnel feel more pressure. However, many higher vocational colleges are not nervous. They just opened a management accounting course to meet the trend of the times, and failed to penetrate the concept of interdisciplinary integration into practice. Therefore, it is necessary to cut down the course content, optimize students' knowledge structure and learn more new knowledge.

On the one hand, appropriate deletion of courses. On the basis of financial robot and Financial Sharing Center, the original tax declaration, accounting and other work is no longer the core content of accounting work, but gradually become a basic content. Intermediate financial accounting, accounting comprehensive training and other contents can be appropriately deleted, and the class hours should be appropriately reduced.

On the other hand, cross curriculum integration. It is an important content of financial intelligence education to integrate related courses of finance major. For example, cost accounting is not only limited to step-by-step method, batch method and activity-based costing method. In order to achieve the goal of accounting, we should pay attention to cross curriculum integration, including options, futures and hedging transactions. At present, the Financial Sharing Center in the field of accounting has been applied to practice, but the education field has not provided the corresponding teaching material support. Therefore, we should actively integrate the contents across the curriculum, focus on explaining the national tax reform policy and the technical reform in the field of Finance and accounting, optimize the knowledge structure of students, and promote the development of students' innovative and entrepreneurial thinking. At the same time, the content of interdisciplinary courses should be increased, and the courses of finance, information management and statistics should be added. For example, information management, database system, C + +, Python and other courses should be added in practice courses.

3.3.the construction of the teaching staff of finance and accounting major

As organizers and executors of professional teaching activities, different teachers have different professional backgrounds. Most of the teachers majoring in finance and accounting in higher vocational colleges are far inferior to those in some key universities. Most of them have bachelor's degree, master's degree or doctor's degree. Only a few of them are from strong financial schools or 211, 985 key colleges. Most of the accounting majors in these colleges go to the listed companies or large state-owned enterprises after graduation, and a few go to higher vocational colleges as teachers. Therefore, in order to improve the financial intelligence education level of higher vocational students, actively promoting the construction of accounting teachers is an inevitable choice.

Under the interdisciplinary integration, professionals in measurement, finance, management and other disciplines can be introduced. These specialties are closely related to the future accounting major. Middle and senior management personnel of Financial Sharing centers such as ZTE or Huawei can be absorbed to form a team of accounting teachers. For the teachers with multi-disciplinary background associated with the financial profession, we should build a high-quality teacher team to realize the cultivation of compound talents. At the same time, while absorbing new talents, we should also pay attention to the construction of the existing teacher team, organize professional training and assessment regularly for on-the-job teachers, encourage teachers to support and promote each other, and teachers with high professional titles can establish a one-to-one support relationship with young teachers. Lead young teachers to actively participate in academic conferences, and take part in internship in cooperative enterprises in winter and summer vacation, so as to realize the organic integration of theory and practice. Under the leadership of high professional title teachers, the professional ability and practical experience of young teachers will be further improved. Only in this way can we create a good working atmosphere and actively participate in teaching and research.

3.4Innovation and reform of teaching methods for finance major

Before class, based on the platform for information transmission and sharing, teachers can also online tutor students to learn, preview knowledge. Under the background of the current era, education and teaching means emerge in endlessly, whether micro video teaching or multimedia teaching, can effectively improve the shortcomings of the traditional teaching mode. Especially in micro class teaching, a certain knowledge point can be recorded and uploaded to the learning platform before class to meet the needs of students' autonomous learning. It can be played and suspended repeatedly to exercise students' autonomous learning ability. In this way, students' learning is no longer excessively dependent on teachers. Through theoretical teaching video, practical operation video and simulation software to simulate accounting career scene, students' quality and ability can be effectively trained.

Strengthen the interaction between teachers and students in class, exchange learning experience and existing problems, help students integrate scattered knowledge, form a logical knowledge system, and promote students' knowledge internalization. In the classroom, teachers should play a leading role, help students internalize their knowledge, answer questions in practice, and gradually improve students' learning ability. In addition, we should pay attention to the application of diversified evaluation methods after class. In addition to the examination results, we should also pay attention to the performance in daily learning and the application of knowledge learned in practice. Through the cloud platform or manual correction, we can comprehensively and accurately evaluate students, promote their independent improvement, self-improvement and comprehensive quality development.

4.CONCLUSION

To sum up, under the deepening of teaching reform of financial specialty in higher vocational colleges, we should actively introduce modern educational means and strengthen financial intelligence education in combination with the social requirements for financial personnel training. Under the support of intelligent information system platform, the depth and breadth of management accounting should be broadened, so as to provide more talents with solid professional knowledge and skills for the society.

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From the Perspective of Comparison, the Subject of Acceptance ——Taking Bosom Friend as An Example

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Abstract: Liu Xie's "Wenxin Diaolong" has a big body and worries about a week ", in which "Bosom friend" reveals the reader's consciousness in ancient China. In the west, the reception aesthetics represented by Jauss has formed the "reader-centered theory". By comparing the concept and connotation of liu Xie's "knowing the sound" theory and accepting aesthetics, and defining the role of readers in Chinese and Western literary theory, we can further find the convergence point of Chinese and Western literary theory. In contrast and contrast, both of them highlight the role of the receiving subject, namely the reader's interest and literacy, in the development of literature, and also put forward corresponding requirements on the reader himself, and the mutual influence schema of the reader-text can be constructed, which will expand the research space of Dragon science.

Keywords: Subject of acceptance; "Bosom friend" said; Reception aesthetics

1. INTRODUCTION

Both Liu Xie's theory of "knowing the sound" and the Western theory of reception aesthetics are the readers' discussion of one of the four elements of literature: "works - world - writer - reader". They point out that the interest and literacy of the receiving subject, that is, the readers, have influenced the communication of the text, which has an important position and function in the history of Chinese and Western aesthetics and poetics. The Bosom Friend, focuses on the reader's consciousness in ancient China. Therefore, we should use "acceptance theory" to define the theoretical nature of Bosom friend so as to be more complete and accurate. [1] The Konstanz school, represented by Jauss and Iser, put the emphasis on the reader's reception in the study of literature, which became the reception aesthetics in the history of western literary theory. Therefore, a dialogue between the literary theories of these two heterogeneous civilizations and their "mutual discourse" will help to determine the role of readers in Chinese and Western literary theory, further find the convergence point of Chinese and Western literary theory.

2. ACCEPT THE CONNOTATION OF THE SUBJECT

Liu xie wen xin diao long·bosom friend is the earlier studies about the reader's creative monograph.

According to the existing records, the word "bosom friend" first appeared in the Book of Rites · Records of Music, “bosom friend” here means to master the way of governing the world by knowing the culture of rites and music. The story of Boya and Zhong Ziqi is the origin of the word bosom friend. Since then, this meaning has basically been used to mean that one can understand the nature and inner state of another person through some kind of artistic performance (first music, then literature without any difficulty).[2] Thus, "bosom friend" is closely related to acceptance and can even be understood as the ideal recipient. Liu Xie thought that "the reader wears the text in order to enter the feeling", "the full depth of the text, suffering from knowledge according to the shallow ear", here points out the role of the subject to accept the value judgment of this article, so that there is "only the familiar voice ear" exclamation.

Compared with Liu Xie's "knowing the sound", the accepting subject has become a part of the creative subject. Liu Xie and Yao Si are in different times, the systematicity and accuracy of their theories are certainly not comparable, here we just speak to each other, so that we can better understand the evolution process of the subject of acceptance.

Jauss called his theory "reception aesthetics", he believes we should regard literature as a dialectical process of production and reception. To understand the connotation of the subject of reception aesthetics, we must first understand the concept of the text. Accept the concept of aesthetics about literary works including the poles, one is not qualitative literature this paper, a pole is the embodiment in the process of reading, is a complete literature. At the same time, Iser pointed out that: this paper is generated by the interaction between the work and the reader, thus giving this paper a dynamic nature. [3]Thus it can be seen that the connotation of the subject of reception in the aesthetics of reception has been developed and enriched, from the passive receiver to the active creator.

3. CONDITIONS FOR ACCEPTING THE SUBJECT

Liu Xie put forward in the article, in order to truly become the "soul mate" of the creator, the subject of acceptance must have certain conditions, there are practical skills requirements, but also the requirements of theoretical accomplishment.[4] Liu xie thought "it's difficult to know what a good friend is!" There are three subjective reasons, which are the ancient and the modern, self-worship and self-suppression, and the belief in the truth. Therefore, the subjective conditions of becoming a qualified reader, namely "bosom friend", must overcome these three wrong tendencies and reduce the abnormal expansion of individual subjectivity. " Secondly, from an objective point of view, the phenomena in reality are so numerous and complicated that the subject needs to accumulate appreciation experience in practice. Thirdly, Liu Xie put forward the specific operation methods of "reading literature and feeling, first setting standards and six views". Finally, the receiving body theoretically strengthens its self-cultivation.

Jauss's "horizon of expectations" and Iser's "implied reader" are both the requirements of the receiving subject's own quality. In the aesthetic acceptance activities, the appreciation level and requirements for the aesthetic object formed by the original experience, taste and accomplishment of the subject are integrated, and then in the specific practice, they are manifested as a potential aesthetic expectation to influence and guide their own acceptance activities. To be precise, the "horizon of expectations" refers to a superagent system or structure of expectations, and a "referential system" or a hypothetical individual may assign to any of the mental orientations of this text. [5]Therefore, the reader and the "vision fusion" of this paper constitute a complete content of the work, the subject to accept to broaden the vision, in order to guide their own acceptance activities and then make the work more historical meaning, which is similar to Liu Xie's "deep understanding of the Olympic".

4. CONCLUSION

A general review of Liu Xie's "zhiyin shuo" and western reception aesthetics shows that there are differences in emphasis and gain and loss between Chinese and Western literary theories on the concept of receiving subject. Both literary theories point out under the influence of the subject, Jaus mentioned that "a literary work is not an object that is independent of itself and provides the same point of view to every reader in every era... It liberates this article from the material form of words and becomes an existence of The Times." [6]It is in the changing times that readers constantly improve themselves, thus realizing the meaning and value of the works. Regarding the attention to the reader as the meeting point of the dialogue between Chinese and Western literary theories, we can excavate the aesthetic implications of Chinese classical literary theories with the help of the theory of reception aesthetics generated in different civilizations, which is also conducive to building our nation's theoretical confidence and highlighting our own characteristics in the process of seeking common ground while reserving differences. At the same time, for the study of dragons in the 21st century, it also opens a door of communication, in the mutual learning, mutual speech synchronous resonance.

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Discussion on Basic Direction of Reform and Development of Ideological and Political Theory Course in Colleges and Universities

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Abstract: In the environment of economic globalization and external cultural invasion, ideological and political theory course in colleges and universities is facing opportunities and challenges for its further development. It is particularly important to do a good job in the reform of ideological and political theory course in colleges and universities to improve its teaching effect. The reform of ideological and political theory course is mainly reflected in the aspects of teaching content, teaching framework, teaching methods and assessment system. Based on the current situation of reform of ideological and political theory course in colleges and universities, this paper summarizes its changes and development direction to provide reference for relevant practitioners.
Keywords: University; Ideological and political theory course; Curriculum reform; Basic direction

INTRODUCTION

As an indispensable part of college teaching, ideological and political theory course is of great significance to the strengthening of students' ideological and political concepts. With the advent of the information age, students are attacked by the information upsurge, and their enthusiasm for ideological and political courses is relatively poor. The traditional teaching mode has been difficult to meet the needs of contemporary teaching, so we should reform the course. And it is an important problem for ideological and political theory courses in colleges and universities to master the direction of its development [1].

1.REFORM OF IDEOLOGICAL AND POLITICAL THEORY COURSE IN COLLEGES AND UNIVERSITIES

The main purpose of ideological and political theory course in colleges and universities is to enhance students' ideological and political concepts and improve their ideological and political quality. The teaching task of colleges and universities is to cultivate high-quality professionals for the society. Therefore, the teaching content of ideological and political theory course should be combined with the needs of current social occupation, so that the teaching of ideological and political theory course in colleges and universities is more targeted.

(1) Ideological education of socialist market economy

In the future, college students will be involved in the production, construction, management and service of all walks of life. In the environment of increasingly fierce social market economy, in order to further expand the survival and development space of students in the future, it is necessary to help students master the market economy through various teaching activities during the period of school. Ideological and political theory course is a vital way to carry out such teaching activities, and it is also an important way to arm students with socialist market economy consciousness.

(2) Education of professional ethics

For college students who are engaged in various kinds of work, it is particularly important to have the moral cultivation of relevant modern occupation before entering the work, which is also the necessary condition for the effective and rapid development of students in all walks of life in the future. In the ideological and political theory teaching in colleges and universities, it is necessary to clarify the needs of all walks of life for professional ethics, and carry out teaching under the condition of determining the focus, so as to lay a solid foundation for the development of students' future career. The education of professional ethics is also an important training content [2].

(3) Education of innovation consciousness

Education of innovation consciousness is an important way to improve the market competitiveness of college students. For college students, having innovation consciousness can help them broaden their development space and stand out in all walks of life. The education includes innovative spirit, innovative thinking and innovative morality, all of which are all part of the ideological and political theory course in colleges and universities. In the new era, they can be used as the breakthrough to improve the teaching quality of ideological and political theory course in colleges and universities.

2.CURRICULUM REFORM ON THE TEACHING FRAMEWORK OF IDEOLOGICAL AND POLITICAL THEORY COURSES IN COLLEGES AND UNIVERSITIES

From the perspective of teaching structure, in the teaching of ideological and political theory courses in colleges and universities, a three-dimensional teaching structure is conducive for students to master the course knowledge and improve their overall quality. Different from the fragmented knowledge integration, the three-dimensional teaching structure of ideological and political theory courses in colleges and universities takes the concepts, viewpoints and methods of various teaching contents as the breakthrough, and has the characteristics of independence and integrity. It is more systematic in the teaching of ideological and political theory course in colleges and universities, and the teaching effect is also significantly improved.

In the process of realizing the three-dimensional teaching structure of ideological and political theory courses in colleges and universities, attention should be paid to the internal integration of similar courses and the integration of different courses. The internal integration of similar courses needs to pay attention to the logical relationship between different theoretical knowledge. When it comes to a problem in the teaching content, it is necessary to list all the relevant teaching content and teach separately. The teaching content with relatively small correlation can not be mentioned, but it is necessary for students to fully realize the connection of relevant teaching content in their ideology, and to master the concepts and methods of the problem. There are also close connections between different courses. In the process of integration, attention should be paid to the integration of more related content. For example, there are teaching contents about people's outlook on life in ideological and moral cultivation and Marxist philosophy, which can be integrated in the teaching process to jointly carry out teaching [3]. After completing the integration of teaching content, it is necessary to determine the main line, and then construct a three-dimensional teaching content, so as to enhance the appeal of the teaching content and improve the teaching effect of the ideological and political theory courses in colleges and universities.

3.CURRICULUM REFORM IN THE TEACHING METHODS OF IDEOLOGICAL AND POLITICAL THEORY COURSES IN COLLEGES AND UNIVERSITIES

It is particularly important to select teaching methods in the teaching of ideological and political theory courses in colleges and universities. For example, the development of social practice activities in ideological and political teaching in colleges and universities allows students to deeply understand the teaching content of ideological and political theory courses in colleges and universities, which is conducive to improving the effectiveness of teaching. In the actual teaching process, 1:1 is the best time allocation between theory and practice courses. Sufficient teaching time for theory courses allows students to meet the requirements of moral education and lays the foundation for practice teaching. And sufficient practical teaching time can better consolidate the theoretical teaching content and improve the overall teaching effect, which is also of great significance to the cultivation of students' good morality [4].

From the perspective of teaching methods, the application of modern technology can inject new vitality into the teaching of ideological and political theory in colleges and universities. For example, in the course of classroom teaching, multimedia equipment is used to play related videos and interspersed pictures, which is conducive to the students' visual and auditory stimulation and enhancing the attraction of teaching content to students and stimulating students' interest in learning. The application of modern technology can also meet the teaching needs of students at different levels. It will no longer limit the teaching of ideological and political theory courses in colleges and universities to teaching content, teaching procedures and teaching time, so that students' learning time and learning method are more free, which is of great significance to the improvement of teaching effect.

4.CURRICULUM REFORM IN THE ASSESSMENT SYSTEM OF IDEOLOGICAL AND POLITICAL THEORY COURSE IN COLLEGES AND UNIVERSITIES

In teaching activities, the assessment system is indispensable. Generally speaking, the assessment system will show the teaching philosophy of colleges and universities. Therefore, a complete and reasonable assessment system is an important factor in carrying out ideological and political theory teaching in colleges and universities [5]. The teaching assessment of ideological and political theory course needs to be evaluated from the perspectives of cognition and practice. "Cognition" refers to students' mastery of basic curriculum knowledge, including theoretical knowledge and basic methods; while "practice" refers to students' application of relevant curriculum knowledge, including the ability of rational analysis and problem-solving. The assessment of "cognition" is mostly realized through examination, homework, and class discussion. In the environment of rapid development of information technology, network assessment can enhance the flexibility and accuracy of assessment [6]. "Practice" is to evaluate the situation of students' participation in social practice, and counselors, student cadres, field instructors and others are required to participate in the specific process of evaluation. The integration of assessment of "cognition" and "practice" is an important development direction of the evaluation system of ideological and political theory course in colleges and universities, which is of great significance and needs the attention of educators.

5. CONCLUSION

To sum up, the curriculum reform in the teaching of ideological and political theory course in colleges and universities is the inevitable result of the development of the times. Based on the teaching situation of ideological and political theory, the reform direction is analyzed and the focus is placed on the improvement of students' overall competitiveness, which is conducive to the realization of the teaching objectives of educating people, and is also an important embodiment of students' responsibility and social responsibility.

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Semi-supervised Learning Algorithm Based on Boosting Idea

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Abstract:Boosting algorithm is an algorithm that uses the idea of combined classifiers to improve algorithm learning performance. In recent years, the research of Boosting algorithm has become a hot spot in the field of machine learning, and a series of Boosting algorithms such as Adaboost have been produced. Semi-supervised learning is a popular direction in the current machine learning field. Semi-supervised learning can make full use of unlabeled samples in training samples, and can combine a small number of labeled samples and a large number of unlabeled samples to train the classifier. Supervised learning only requires a small number of labeled samples, so the semi-supervised learning algorithm can save the cost of obtaining sample labels. Semi-supervised learning is of great significance for reducing the cost of labeling and improving the performance of the learner.

Keywords: Semi-supervised learning, Boosting idea, algorithm

1 INTRODUCTION

The training samples of semi-supervised learning contain a small number of labeled samples and a large number of unlabeled samples. Combine these two training samples to train a classifier. Semi-supervised learning mainly studies how to use a small number of labeled samples for information mining when there is a lack of information in training samples, and guide the labeling of unlabeled samples, so as to obtain a classifier with strong classification ability. The basic principles of semi-supervised learning and Boosting are introduced above, both of which are important classification algorithms in the field of machine learning. The difference between the two is that semi-supervised learning is accomplished by mining the hidden information in unlabeled samples, while Boosting is achieved by integrating multiple weak classifiers. This paper studies the idea of combining Boosting and semi-supervised learning to construct a semi-supervised learning algorithm based on Boosting. This can ensure that both the Boosting algorithm is applied and unlabeled samples are mined to comprehensively improve the performance of the classifier[1]..

2 SEMI-BOOSTING ALGORITHM

The core of Boosting's boosting calculation is: in the process of processing the actual classification problem, the error rate of the sample based on the base classifier is used to adjust the probability distribution of the sample, so as to achieve the dynamic adjustment of the weight of the entire training sample set. Assign a larger weight to the samples that were misclassified in the previous round, while reducing the weight of the samples that were correctly classified in the previous round. In this way, the misclassified samples can be selected in a targeted manner, so that the finally obtained classifier has a higher classification accuracy. The Boosting algorithm does not require a single base classifier to have a high classification accuracy, only the classification accuracy of the base classifier is greater than 50%. The core task of Boosting is to integrate easy-to-obtain base classifiers with low accuracy into a classifier with high classification accuracy. Because in some cases it is much easier to find a classifier with low classification accuracy than to find a classifier with high classification accuracy.

3 ANALYSIS ON BOOSTING ALGORITHM FOR SEMI-SUPERVISED LEARNING

3.1 The Steps of Boosting algorithm

The core of the algorithm is the representation of the sample data structure and the construction of the objective function. Regarding the representation of the sample data structure, we use the data in the UCI open data set as input, and construct a sample data structure suitable for sample calculation, and use a multi-dimensional 0, 1 vector to represent the classification of the sample. About the objective function In this article, we construct an objective function, and use the objective function to guide the optimization of parameters and the selection of samples. And the selection of the objective function conforms to the two hypotheses clustering hypothesis and manifold hypothesis in semi-supervised learning. By constructing a meaningful objective function, the confidence of the classification result can be maximized, and the performance of the base classifier can be improved by combining the Boosting idea. The algorithm is improved on the basis of MCSSB. MCSSB is an algorithm that combines semi-supervised and Boosting ideas. This algorithm can achieve better results on certain data sets. However, the algorithm does not work well when there are fewer label samples. The algorithm I propose in this article is improved on the basis of MCSSB, adding some factors that are beneficial to the efficiency of the algorithm in the objective

Personalized Recommendation Method Based on User Psychological Mining and Analysis

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Abstract:With the continuous development of the Internet and the rapid advancement of computer technology, user-based personalized recommendation methods have become an important research object for scholars, achieving a transformation from pure algorithm optimization to a combination of algorithm and user psychology. This paper conducts psychological mining from user behavior, forgetting, and interest characteristics. Through domestic and foreign research and analysis on user psychological activities, the dynamic psychological activities of users are an important factor affecting system recommendations. The relevant ideas on user psychological analysis are proposed. Quantitatively analyze the characteristic factors that affect the user's psychology, dynamically predict the user's psychological trend in real time, and make accurate recommendations in combination with related recommendation methods.
Keywords:Personalized recommendation; group behavior; psychological mining

1 INTRODUCTION

Traditional recommendation systems only need to make recommendations based on static user characteristics, assuming that the user's psychology is static and does not change over time. When this type of recommendation system faces real user data, problems such as poor recommendation performance, low accuracy, and low authenticity may occur. In fact, the user’s psychology is constantly changing with the user’s age. Different age groups will have different hobbies; changes in the living environment will also subtly change the user’s psychological state; the user group will also change over time. It is recommended and updated continuously. Therefore, the establishment of a dynamic model based on the user's psychology can grasp the user's psychological changes in the recommendation system, grasp the user's needs, and make reasonable recommendations. On the one hand, it can save users' time and improve user experience, on the other hand, it can bring corresponding value. In short, the research on personalized recommendation methods based on user psychological mining has become the focus of recommendation method research and the trend of future research

This paper mainly conducts quantitative analysis of three psychological characteristics from behavior, inherent laws of psychology, and dynamic interest model by mining users' psychological characteristics. The focus is to verify the effectiveness of psychological characteristics mining in personalized recommendation.

2 OVERVIEW OF PERSONALIZED RECOMMENDATIONS

2.1 Implementation process

The personalized recommendation system refines the recommended objects to individuals, conducts multi-angle modeling and analysis of user needs, analyzes and mines user psychology, interests and habits, and solves many shortcomings of traditional recommendation methods. It is optimized in terms of recommended efficiency, recommended accuracy, and recommended methods. The personalized recommendation method closely contacts each value user, and recommends resources that best meet the user's psychological needs according to the user's interest trends and behavior habits[1].

The function of the personalized recommendation system can be divided into three parts: user model, recommendation object model, and recommendation algorithm. First, establish user groups, and dig out user behavior record information through corresponding computer technology. User information can be divided into two categories. One is explicit user information that users actively provide relevant information to the recommendation system. For example, users who log in to a certain website for the first time actively select their favorite categories; the other is to track users to obtain user behavior Information, such as the total time the user browses the page, the page sliding rate, the number of opening times of similar products, whether to add to the shopping cart, whether to bookmark, etc., to implicitly obtain the user's behavior. The personalized recommendation system mines the user's preferences and interests through related models, and then conducts similar matching with neighbor candidates through collaborative recommendation, and obtains a list of recommended resources for target users for recommendation. It can be seen from the above that the quantification of user information resources will be the main factor affecting the recommendation algorithm.

2.2 Classification of personalized recommendation algorithms

The recommendation algorithm is an important part of the personalized recommendation system, and the selection of the recommendation algorithm directly affects the recommendation effect of the recommendation system. A personalized recommendation system with good performance can attract new customers to maintain old customers, reflecting the value of recommendation algorithms. Commonly used recommendation algorithms include content-based recommendation, collaborative filtering recommendation, association rule recommendation and hybrid recommendation.

The essence of content-based recommendation refers to: resource characteristics can be extracted from the resource itself or from the resource. Based on the user's existing resource characteristics, select resource objects that are highly similar to existing resource characteristics and recommend them to target users. The algorithm starts from the characteristics of the resource itself, and does not care how much users like the resource object. Mapping to text content is to extract the resource features of the text resources that the user has viewed and match the text resources that have not been viewed, and recommend the text with a higher degree of matching. Among them, the user-based collaborative filtering recommendation system was proposed earlier, and there are more related researches by experts and scholars. The user-based collaborative recommendation algorithm combines the relationship between users and resources. The similarity calculation formula is used to calculate the similarity relationship between users according to the degree of preference of different users for the same project resource. Users with high similar preferences make similar recommendations. The core idea is to mine similar users through the algorithm, and then recommend the favorite resources of similar users to target users[2].

3 COLLABORATIVE FILTERING RECOMMENDATION METHOD BASED ON USER GROUP BEHAVIOR

This paper uses collaborative filtering algorithm for recommendation, divides users into 8 groups through the RFM model, and implements different strategy recommendations according to the RFM evaluation criteria. High-value users make accurate collaborative filtering recommendations, if it is low-value users, random item recommendations can be made by mining the user's association rules. High-value users mine according to user behavior and habits, vectorize the user's mining rules, perform density clustering, and calculate the similarity between users in the cluster through the cluster where the target user is located, and compare the similarity between users with higher similarity. Make recommendations. The recommendation strategy of low-value users can allow users to contact more types of projects, increase users' preference for projects, and let users understand current projects from multiple aspects, which can be more conducive to user retention and increase new users' project records.

The steps of a personalized recommendation algorithm based on user group behavior are as follows:

Step 1. Extract the user's project behavior resources;

Step 2. Based on the RFM model based on user behavior classification, the users are divided into 8 groups by comparing the user's RFM value with each mean value;

Step 3. Mining user habit association rules by improving the incremental weight FP-tree algorithm;

Step 4. Through the association mining based on user behavior habits, the user's extended similarity matrix is obtained, and the user's rule vector is obtained;

Step _5. By performing density clustering on the user's sample set, the clusters of the second gathering of users are obtained, and each user has a more similar habit rule in the cluster;

Step 6. Calculate the similarity of users in the cluster to obtain To p-N users with the highest user similarity, and perform non-repetitive collaborative filtering recommendation;

Step 7. Complete personalized recommendation based on user group behavior;

4 CLUSTERING BASED ON USER DYNAMIC INTEREST MODEL

The essence of clustering is "things gather together". Through the correlation clustering method, the

Other samples are divided into different categories through clustering. Samples of the same category are called sample clusters. This process of dividing samples into different clusters is called clustering of samples. The similarity between samples in the same cluster is high, and the similarity between samples in different clusters is low. Clustering algorithm is a typical unsupervised learning algorithm, and its essence is to divide similar samples into one class[3].

Through the understanding of the nature of clustering, combined with the user's dynamic interest model can be known. As the user continues to accumulate project behaviors and the user's interest continues to increase, the user's interest in each interest space can be obtained. However, it does not reflect the relationship between users, nor does it realize the aggregation of users with similar interests. The user still reflects the status of an individual, in order to gather similar users and improve the performance of the personalized recommendation system. This section introduces K-means clustering. All the traditional K-means clustering algorithm is introduced to realize the clustering of user interest, mainly to verify the role of the user dynamic interest model in the personalized recommendation system. Of course, with The introduction of clustering algorithms will improve the recommendation efficiency and recommendation accuracy of the personalized recommendation system. The following is an overview of the K-means clustering algorithm and an overview of the algorithm operation process.

K-means is a clustering algorithm that is simple to use, fast, and widely used. K-means clustering algorithm is a clustering algorithm based on representative points. First, given the number of clusters k, randomly obtain the starting representative point of the algorithm in the data set; then calculate the similarity between each sample point and the representative point, divide the sample into the most similar class, and then divide the cluster sub The mean value of all sample points in the set is used as the new representative point; at last, iterate repeatedly to gather the data samples into different representative classes to optimize the average criterion function E and maximize the similarity between the clusters of K-means , The similarity between different clusters is the lowest.

5 CONCLUSION

This article combines the research status of personalized recommendation system by domestic and foreign scholars, and analyzes the correlation with traditional mechanical recommendation and algorithm optimization recommendation methods. The existing recommendation methods do not combine the user's psychological activities with the recommendation methods. Through a large amount of data research and literature reading of recommendation methods, a personalized recommendation method based on psychological mining is proposed.

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Research on the Development of Red Study Tourism in Hong'an County under the Background of "Cultural Tourism and Study Travel"

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Abstract: Carrying out the red study travel research from the perspective of all-for-one tourism has important theoretical and practical significance for promoting the integrated development of the red study travel industry and enhancing the comprehensive benefits.Taking Hong'an County of Hubei Province as the research object, this paper analyzes the current situation and existing problems of red study tourism in Hong'an county. Finally, this article puts forward corresponding development strategies.

Keywords: All-for-one Tourism; Red Study Tourism; Hong'an County

1.INTRODUCTION

At the National Tourism Conference in 2016, Director of the National Tourism Administration made a work report entitled "Moving from scenic spot tourism to all-for-one tourism and striving to create a new situation of tourism development in China during the 13th Five-Year Plan". Since then, all-for-one tourism has received extensive attention, and China has taken all-for-one tourism as an important strategic decision to promote tourism development in the new period, and has announced two batches of 500" national all-for-one tourism demonstration areas " in2016.Hongan County, as the first batch of national tourism demonstration areas,

has won the honor of "National Culture Advanced County "," Chinese Red Classic Culture Tourism County "," Hubei Province Tourism strong County" and so on,because of its active planning and the layout of the development of the whole region.

As early as 2013, the National Tourism and Leisure Program (2013-2020) proposed "the gradual implementation of primary and secondary school students study travel ", since then, China has issued a number of study travel related policies to encourage, support and regulate the development of study travel.Relying on the unique advantages of red cultural resources, Hong ’ an County actively develops red study travel.From the perspective of all-for-one tourism, how to develop red study tourism in Hong ’ an County scientifically and promote the economic and social development of Hongan County is an important subject. The purpose of this study is to analyze the problems existing in the development of red study travel in Hong’an County and to explore the corresponding solutions.

2.THE DEVELOPMENT STATUS OF RED STUDY TRAVEL IN HONG'AN COUNTY

Hong'an is a well-known Jiangjun County throughout the country, the place where the famous "Jute Uprising" took place, and the center of the Hubei, Henan and Anhui Revolutionary Base. In this red land, three main Red Army forces, the Fourth Front Army of the Chinese Workers and Peasants Red Army, the Red Twenty-five Army and the Red Twenty-eight Army, have successively emerged, two chairmen and 223 people's army generals were all from Hong’an County.

Focusing on the unique red resources, Hongan has developed six red study and academic travel boutique routes around the theme of "tracing the footsteps of generals and inheriting the red genes . Three series of teaching materials named "Hongan County study travel course" have been developed for students of primary school, junior high school, and high school.

3. PROBLEMS IN THE DEVELOPMENT OF RED STUDY TRAVEL IN HONG'AN COUNTY UNDER THE BACKGROUND OF "CULTURAL TOURISM AND STUDY TRAVEL”

Although Hongan County's Red Research Travel has made some achievements, there are still many problems to be further promoted, as follows:

3.1 The course contents are not rich and varied

Study travel should be a combination of travel and research. It should guide students to collect more relevant informaiton and materials such as local customs, natural environment, history and culture. Hong'an County has abundant forms of tourism resources, such as Tiantai Mountain, Zen culture, Tiantai Academy, and various intangible cultural heritages.The curriculum design of the red study travel should take the red culture research as the main body, taking into account other resource cultures, so that students can fully understand the red culture and regional culture of Hong'an County.

3.2 lack of dynamic participation experiences

When taking part in study travel students should be guided to adapt to local conditions to expand their horizons,enrich knowledge and experience regional characteristics.Therefore, in the design of study travel activities, we should pay mor-e attention to the practicality of the activities, avoid simply allowing students to visit and listen to the explanation, but should design more practical and experiential activities to enrich perceptual knowledge and enhance rational thinking. In the course design of Hong’an County, students learn red culture mainly by singing red songs, watching exhibits, telling stories, listening to reports and talking about feelings.

3.3 Insufficient development of night tourism and fewer overnight tourists

Primary and middle school students who come to Hong'an for study travel and tourists who come to Hong'an for tourism basically stay for 1-2 days. There is little overnight time. The supply of night tourism is almost blank, which is not conducive to giving full play to the comprehensive driving force of the tourism industry.

3.4 Low income, slow economic growth

Because Hong’an's study travel is mainly carried out around the red tourist attractions, the route design is less involved in other resource forms, such as green tourism rural tourism, intangible cultural heritage, etc. The souvenirs are relatively traditional and lack of creation ,so the income is less . Because of the shortage of overnight tourists, the comprehensive driving effect of tourism is weak.

3.5 Tourism infrastructure needs to be further improved

Although Hong’an has been planning the tourism development and layout of the county since 2016, and has promoted the matching of infrastructure in many aspects, the infrastructure of Hongan research travel is relatively backward, which is difficult to meet the tourism needs of students and other tourists. Especially with the development of modern technology, the demand of tourists for intelligent tourism and intelligent facilities is increasing, and Hong’an County still has to do some improvements in toursim infrastructure.

4. CORRESPONDING DEVELOPMENT STRATEGIES OF STUDY TRAVEL IN HONG'AN COUNTY

4.1 Do well in the overall planning and top-level design

The sustainable development of study travel in Hong’an County can not be separated from the overall planning and top-level design. To develop the study travel in Hongan County from the perspective of all-for-one tourism, we must change our ideas, optimize the product structure, speed up the integration of business forms, upgrade infrastructure, and comprehensively improve the overall level and development quality of research travel [1]. First , innovate the red study travel development plan [2]. Combine the design of the study travel course with the needs of students of different ages and stages of development. According to the requirements of the courses, improve the red study travel projects and facilities in Hong'an County. We must insist on a comprehensive and systematic planning, and we must not only focus on the construction of memorial halls and scenic spots. Secondly, re-plan the boutique tourism routes of Hong'an County, and combine the red study tourism with other tourism formats, so that students can fully understand and study the red culture of Hong'an County.

4.2 Innovative travel methods to enrich sensory experience

We should pay more attention to the practicality of the activities when designing the study travel activities, avoid simply allowing students to visit and listen to the explanation, but should design more practical and experiential activities, guide students to link book knowledge with real life in the process of practice and experience, enrich perceptual knowledge and enhance rational thinking [3]. As a result, there are more travel routes and projects.Set up students to actively participate in the experience of activities, increase interest, stimulate students' desire to study. Study travel bases can make full use of all kinds of current high and new technology, so that students can experience red research with touch, smell, taste, hearing and so on.

4.3 Actively develop multi-day tourist routes and night tours to extend the stay of tourists

Due to unreasonable route design and lack of night tourism, tourists in Hong'an County usually stay for 1-2 days. Therefore, it is necessary to combine red research trips with other tourism formats as much as possible [4], extend the travel time, such as combining it with local rural tourism, green tourism, intangible cultural heritage tourism, etc., and design the route to 3-4 day. At the same time, we must actively do a good job in the development of Hong'an County's global tourism, taking night tourism into consideration, starting from the construction of night attractions, planning the night tour system, designing night tour content, and improving night tour supporting facilities such as the construction of night performances and theme blocks, good night lighting landscape, and perfect leisure block infrastructure. Only by extending the stay of tourists can they have the opportunity to promote tourists' consumption, increase tourism income, and promote the development of other related industries[5].

4.4Improve tourism infrastructure construction, innovative projects and tourist souvenir development

All kinds of market entities should all-round promote Hong’an County red research travel transportation, accommodation, catering, leisure facilities combined with modern high-tech to meet the requirements of global tourism development.Actively cultivate and develop a number of key projects, all scenic building maintenance, red scenic spots carefully built protection, improve service facilities, actively promote the construction of national 5 A level scenic spots. At the same time, we should strengthen the integration of cultural tourism and innovate the development of tourist souvenirs, especially the intangible cultural heritage souvenirs of Hongan County.

5.CONCLUSION

The development of red research tourism in Hongan County from the perspective of global tourism needs to take "research tourism" as the core, cultivate new forms of business, develop new products and night tourism, design boutique tourist routes, prolong stay time, and realize the benefit sharing among enterprises, community residents, government and tourists.

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The Relationship Between Participating in Sports Clubs and College Students' Campus Life Satisfaction

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Abstract:College sports club are an important part of college students' extracurricular activities. They play an active role in relieving students' psychological pressure, building a harmonious campus, and cultivating students' lifelong sports habits. This study aims to explore the impact of sports associations on college students' satisfaction with campus life[1]..Taking Zhejiang Normal University as an example, 100 students who were randomly selected from sports associations and 100 students who were not participating in sports associations were selected for the campus life satisfaction survey and the influencing factors were studied The results show that participating in sports clubs can improve college students' life satisfaction, and at the same time, participating in sports clubs can improve their sports skills, physical fitness and social adaptability.

Keywords: Sport club, College, satisfaction, influence factors

1.INSTRUCTION

The university student sports club is a mass amateur group which is formed spontaneously by students with the same interest in sports and approved by the relevant departments of the school.Compared with teacher-led physical education which focuses on achievement while ignoring the law of physical, mental and personality development of college students.Diversified sports clubs give students more autonomy and they can choose their favorite sports clubs according to their interests and hobbies, which is beneficial to the development of students' personality[2].Sports activities carried out by college sports associations provide college students with a platform to show themselves and communicate with others, which has an important impact on improving campus life satisfaction.Student campus satisfaction is a hot research topic at present,it is affected by many factors, such as school environment, curriculum setting and sports participation, etc. The improvement of campus satisfaction is of great significance to the overall development of students and the development of school education.Therefore, this paper studies the campus life satisfaction of college students who participate in or do not participate in sports associations, and further discusses and analyzes the factors that affect the campus life satisfaction of college students, and to improve the campus life satisfaction of college students[3].

2. RESEARCH OBJECTS AND METHODS

2.1Research Object

One hundred members of sports club and one hundred members of non-sports club of Zhejiang Normal University were randomly selected.

2.2 Experimental Method

2.2.1 Literature method

By referring to master's and doctoral theses related to relevant academic works at home and abroad as well as some relevant foreign journal literature, understanding the theories related to this study and obtaining relevant literature materials related to this study.

2.2.2 Questionnaire survey method

The questionnaire of Jin Xi Xuan and He Hui Shu (2000) was taken as reference to make the questionnaire [4].This questionnaire contains interpersonal relationship issues, which involve personal privacy and are quite sensitive. In the investigation, academic ethics and confidentiality principles were observed. The questionnaire was distributed in a one-to-one confidential manner. After the members completed the questionnaire, they were checked and recovered, and the recovery rate was 100%. The results of this questionnaire can reflect the current interpersonal relationship of the members of the association more truly, with good reliability and validity.

2.2.3 Data analysis

After collecting and sorting out the questionnaires, The original data was input into the computer and analyzed with SPSS12.0 software. The paired t-test and correlation analysis were used for statistical processing. The statistical results were $p \leq 0.05$ as the significance standard and $P \leq 0.01$ as the very significance standard.The final analysis results are presented in a tabular form, which makes the research results more intuitive and convincing.

3.RESULT

1)The questionnaire of participating in sports associations was sorted out, and the data was input into Excel to get Table 1.The results show that:1.There are obviously more boys than girls in the sports club 2.the number of the members of the sports clubs reached 62% in the first year 3.Sports clubs that play team sports are more popular 4.The number of sports association activities held more than four times a week accounts for 40%.5.Most clubs spend more than an hour at a time,Among them, the activity time is one and a half hours to two hours, accounting for 39% at most.

shows the average level of each item in the questionnaire for students who participate in sports associations and those who do not.From the main results of the study, the average college life satisfaction of students who participate in sports associations is 3.79, while that of students who do not participate in sports associations is 3.12.The life satisfaction of students who participate in school sports association is significantly higher than that of students who do not participate in school sports association.

As can be seen from Table 3 above, there are significant differences between students who participate in sports clubs and students who do not participate in sports clubs on most items of subject satisfaction. In order to find out the reasons for the high satisfaction of students participating in sports associations, the interesting factors of participation in sports associations were analyzed, and the results were shown in Table 4.Table 4 shows that the average level of sports club activities that contribute to the improvement of athletic ability and physical strength is also above 4. In the process of participating in sports club activities, the project of "getting along with friends and getting close" also reached an average of more than 4, which could be interpreted as that students' academic satisfaction would also increase in the process of getting along with friends.

Table 4 Club Entertainment

Project	mean	s.d.
1.Sports club activities are very interesting.	3.92	1.124
2.Joining a sports club is like a liberation from study.	3.18	1.245
3.Taking part in sports club activities feels free and happy.	3.48	1.085
4.Sports club activities help to eliminate physical fatigue.	3.50	1.114
5.Sports clubs can help relieve mental stress.	3.61	.978
6.Sports club activities help to improve physical fitness.	4.15	.902
7.The winning and losing in sports club activities is very interesting.	3.72	.988
8.Sports ability can be improved through sports club activities.	4.15	.914
9.The competitive elements in sports club activities are fun and enjoyable.	3.72	.949
10.You can join a sports club and make new friends.	3.89	.856
11.You can join a sports club and play with your friends.	4.00	.904
12.You can get closer to your friends by taking part in sports club activities.	4.00	.915

4.CONCLUSION

The purpose of this study is to understand the difference between the students who participate in the discipline sports associations and the students who do not participate in the university life satisfaction, and to analyze the interesting factors of the students who participate in the discipline sports associations.The results of the questionnaire showed that students who participated in sports clubs in most programs were more satisfied with their college life than those who did not participate.In addition, in the questionnaire survey for looking for interesting factors of sports associations, taking students who participate in sports associations activities as an example, the majority of opinions believe that sports associations activities can help improve athletic ability or physical strength to get along with friends and get close to people[5].Based on the results of this study, the participation of discipline associations should be guided to maintain a good alumni relationship with students of the discipline, and the satisfaction of higher discipline should be prevented from dropping out to cultivate more talents.

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Semi-supervised Learning Algorithm Based on Boosting Idea

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Abstract：Boosting algorithm is an algorithm that uses the idea of combined classifiers to improve algorithm learning performance. In recent years, the research of Boosting algorithm has become a hot spot in the field of machine learning, and a series of Boosting algorithms such as Adaboost have been produced. Semi-supervised learning is a popular direction in the current machine learning field. Semi-supervised learning can make full use of unlabeled samples in training samples, and can combine a small number of labeled samples and a large number of unlabeled samples to train the classifier. Supervised learning only requires a small number of labeled samples, so the semi-supervised learning algorithm can save the cost of obtaining sample labels. Semi-supervised learning is of great significance for reducing the cost of labeling and improving the performance of the learner.

Keywords: Semi-supervised learning, Boosting idea, algorithm

1 INTRODUCTION

The training samples of semi-supervised learning contain a small number of labeled samples and a large number of unlabeled samples. Combine these two training samples to train a classifier[1]. Semi-supervised learning mainly studies how to use a small number of labeled samples for information mining when there is a lack of information in training samples, and guide the labeling of unlabeled samples, so as to obtain a classifier with strong classification ability. The basic principles of semi-supervised learning and Boosting are introduced above, both of which are important classification algorithms in the field of machine learning. The difference between the two is that semi-supervised learning is accomplished by mining the hidden information in unlabeled samples, while Boosting is achieved by integrating multiple weak classifiers. This paper studies the idea of combining Boosting and semi-supervised learning to construct a semi-supervised learning algorithm based on Boosting. This can ensure that both the Boosting algorithm is applied and unlabeled samples are mined to comprehensively improve the performance of the classifier..

2.SEMI-BOOSTING ALGORITHM

he core of Boosting's boosting calculation is: in the process of processing the actual classification problem, the error rate of the sample based on the base classifier is used to adjust the probability distribution of the sample, so as to achieve the dynamic adjustment of the weight of the entire training sample set. Assign a larger weight to the samples that were misclassified in the previous round, while reducing the weight of the samples that were correctly classified in the previous round[2]. In this way, the misclassified samples can be selected in a targeted manner, so that the finally obtained classifier has a higher classification accuracy. The Boosting algorithm does not require a single base classifier to have a high classification accuracy, only the classification accuracy of the base classifier is greater than 50%. The core task of Boosting is to integrate easy-to-obtain base classifiers with low accuracy into a classifier with high classification accuracy. Because in some cases it is much easier to find a classifier with low classification accuracy than to find a classifier with high classification accuracy.

3 Analysis on BOOSTING ALGORITHM for SEMI-SUPERVISED LEARNING

3.1 The Steps of Boosting ALGORITHM

The core of the algorithm is the representation of the sample data structure and the construction of the objective function. Regarding the representation of the sample data structure, we use the data in the UCI open data set as input, and construct a sample data structure suitable for sample calculation, and use a multi-dimensional 0, 1 vector to represent the classification of the sample. About the objective function In this article, we construct an objective function, and use the objective function to guide the optimization of parameters and the selection of samples. And the selection of the objective function conforms to the two hypotheses clustering hypothesis and manifold hypothesis in semi-supervised learning. By constructing a meaningful objective function, the confidence of the classification result can be maximized, and the performance of the base classifier can be improved by combining the Boosting idea. The algorithm is improved on the basis of MCSSB. MCSSB is an algorithm that combines semi-supervised and Boosting ideas. This algorithm can achieve better results on certain data sets. However, the algorithm does not work well when there are fewer label samples. The algorithm I propose in this article is improved on the basis of MCSSB, adding some factors that are beneficial to the efficiency of the algorithm in the objective function and data preprocessing. Improve the classification performance of the algorithm and make the algorithm applicable to more data sets.

3.2 the method of objective function optimization

The sample data set is expressed as the above data structure, and the similarity matrix between the samples is calculated. Combining the above data structure and the similarity matrix S,,, can further mine the hidden information in the sample data set. The purpose of this research is to mine this information through our algorithm and use it to guide the training of higher-precision classifiers.

Using semi-supervised learning algorithms, how to make full use of the information implicit in a large number of unlabeled samples is the key to the algorithm. In our algorithm, we will use the method of objective function optimization to predict the pseudo-labels of unlabeled samples. Combine a small number of labeled samples in semi-supervised learning and a large number of samples with predicted labels to train a classifier with greater confidence. So as to achieve the purpose of semi-supervised promotion[3].

Using the method of objective function optimization, the quality of the objective function determines the performance of the algorithm, how to construct an effective objective function. To this end, we construct the objective function Fo according to the following two principles

(1) Unlabeled samples with high similarity have the same label.

(2) Unlabeled samples and similar labeled samples with similar labels.

3.3 Innovation in BOOSTING ALGORITHM

The objective function is decomposed into two parts, FL and F, where F represents the inconsistency between the predicted label and the similarity matrix S, and F represents the inconsistency between the predicted label and the true label of the sample.

The key issue of the Boosting algorithm is how to improve the process of becoming a strong classifier by training multiple base classifiers. That is, given a weak classifier algorithm and a sample training set, the base classifier is trained by continuously selecting different sample data on the training set. The sample subset selected each time is different, so the base classifier obtained each time The classifier is also different. Finally, the classifier is weighted in a certain way to obtain a strong classifier. The key factors of the Boosting algorithm include the following two aspects:

The basic steps of the Boosting algorithm:

Step 1:Initialize the sample training set.

Step2:Initialize the weight coefficient of the training sample.

Step3:After t cycles once,t=1,...,T,repeat the following steps

Step3.1:Select some samples from the training samples with weights to train a base classifier,and calculate the error rate of the base classifier.

Step3.2:According to the error rate of the weak classifier,the weight coefficient of the weak classifier is given,which is usually a function related to the error rate.

Step3.3:Update the weight coefficient of the sample according to the classification result of the sample,increase the weight for the wrongly classified sample,and reduce the weight for the correctly classified sample[4].

Step4:Output the combined classifier.

Boosting algorithm is a boosting strategy,it will improve the existing weak classifier algorithm,combining multiple base classifiers into a strong classifier.According to the above steps,T base classifiers can be trained after T iterations,and combined with the Boosting combination strategy,the T weak classifiers can be effectively combined,and finally a better classification effect can be obtained by combining the classifiers.Strong classifier.

4 Conclusion

In order to obtain pseudo-labels of unlabeled samples with higher confidence, we adopt the idea of objective function optimization. We build an objective function similar to the MCSSB algorithm. By optimizing this objective function, we find the pseudo-label of the unlabeled sample with the highest confidence. At the same time, find the best base classifier weight in the objective function optimization process. By optimizing the objective function, the training set of each basic classifier and the weight of the corresponding basic classifier are obtained, and the generated basic classifiers are finally weighted to form a combined classifier. In the process of improving the MC S SB algorithm, we added a supervised learning algorithm in the preprocessing stage of the sample data to make simple predictions on the labels of unlabeled samples, and randomly selected a part of these samples as the training set in the next iteration. . Experiments show that our algorithm can also achieve better results when there are fewer labeled samples.

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Software Defined Networks

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Abstract: Software Defined Networks（SDN） is a way of switching networks globally. OpenFlow provides an open source protocol for SDN. Paper introduces about B4 an attempt to a globally-deployed SDN based on OpenFlow designed by Google and introduces why Google choose SDN. It also discusses the problems that SDN encountered in three aspects :centralized controller, flow-based forwarding, network programmability.
Keywords:Software Defined Networks （ SDN), OpenFlow, B4, centralized controller

1 INTRODUCTION
SDN is a new network architecture, and OpenFlow is the initial protocol. In 2008, professors from Stanford as well as other universities have first invented the model of OpenFlow. The detail structure of it will be introduced, and purposes of the innovation will be included.
In 2013, Google successfully deployed SDN B4 in the network. It's an application of SDN and OpenFlow protocol. B4 is a private WAN connecting Google’s data centers. B4’s centralized traffic engineering service allows near 100\% utilization by controlling application flow with different priority and demands.
SDN development has achieved some success but also faces many challenges. The paper will mention the challenges of SDN in terms of centralized control, flow-based forwarding, and network programmability.
The remainder of this paper is organized as follows. In Section II, the background of SDN is presented. Section III introduces OpenFlow model. Section IV introduces B4. Some doubts about SDN are raised in Section V. Conclusions are presented in Section VI.
2 BACKGROUND
SDN is a new network innovation architecture proposed by the Clean State research team at Stanford University at the network layer. It separates the network control and forwarding functions. The OpenFlow protocol is the main innovation of the project. Most open source SDN controllers are developed entirely based on the OpenFlow protocol.
But people also have some doubts about SDN. Can SDN truly fulfill the promise of the original design and successfully eliminate the complexity of the distributed control plane? This is what we need to explore in the third paper.

OpenFlow: Enabling Innovation in Campus Networks
The OpenFlow Protocol and the idea of SDN was introduced to the world in 2008, first mentioned by professors in colleges[1]. Here we would like to talk about the structure and fundamental idea of SDN.
3.1 Structure of OpenFlow in general
OpenFlow is based on an Ethernet switch, with an internal flow-table, and a standardized interface to add and remove flow entries. An Ethernet switch is a network switch that transmits data at Ethernet standard rates.
A Flow Table is associated with each flow entry, to tell the switch how to process the flow. To be more specific, an OpenFlow Switch consists of at least three parts:
(1)A Flow Table, with an action associated with each flow entry, to tell the switch how to process the flow.
(2) A Secure Channel that connects the switch to a remote control process (called the controller), allowing commands and packets to be sent between a controller and the switch using
(3) The OpenFlow Protocol, which provides an open and standard
way for a controller to communicate with a switch.

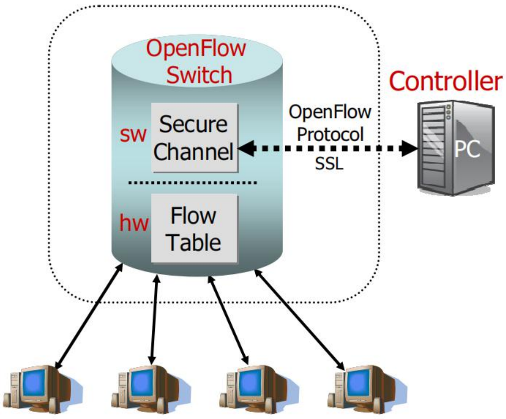

Figure1: Idealized OpenFlow Switch. The FlowTable is controlled by a remote controller via the Secure Channel.
3.2 Dedicated OpenFlow switches
An entry in the Flow-Table has three fields:
(1) A packet header that defines the flow,
(2) The action, which defines how the packets should be processed, and
(3) Statistics, which keep track of the number of packets and bytes for

each flow, and the time since the last packet matched the flow (to help with the removal of inactive flows).
Each flow-entry has a simple action associated with it;
the three basic ones (that all dedicated OpenFlow switches must support) are:
1. Forward this flow’s packets to a given port. This allows packets to be routed through the network. In most switches this is expected to take place at line rate.
2. Encapsulate and forward this flow’s packets to the controller. Packet is delivered to Secure Channel, where it is encapsulated and sent to the controller. Typically used for the first packet in a new flow, so a controller can decide if the flow should be added to the Flow Table. Or in some experiments, it could be used to forward all packets to a controller for processing.
3. Drop this flow’s packets. Can be used for security, to curb denial of service attacks, or to reduce spurious broadcast discovery traffic from end-hosts.
In the first generation “Type 0” switches, the flow header is a 10-tuple shown in Table 1. A TCP flow could be specified by all ten fields, whereas an IP flow might not include the transport ports in its definition. Each header field can be a wildcard to allow for aggregation of flows, such as flows
in which only the VLAN ID is defined would apply to all traffic on a particular VLAN.
A controller adds and removes flow-entries from the Flow Table on behalf of experiments. Viewed this way, OpenFlow is a generalization of VLAN.

InPort	VLAN ID	Ethernet			IP			TCP	
		SA	DA	Type	SA	DA	Proto	Src	Dst

Table1:The header fields matched in a “Type 0” OpenFlow switch.

3.3 Summary
The publication of this page began a period of of excitement and adaption of SDN principles. The next page will go deeper inside to show the use of SDN, called B4.
4 AN APPLICATION OF SDN AND OPENFLOW: B4
This paper was published on the SIGCOMM 2013 for the first time by Google[2]. Upon publications, this paper caught a lot of people’s eyes and showed SDN was real and not hype. Among many papers about data center and SDN, this paper show the detail and design of a tested and practical system.
This summary will introduce the architecture and deployment detail of B4 in following sections:
4.1 Why SDN
Traditional WAN are critical to the Internet performance, reliability and bandwidth. WAN treats all bits the same and packet loss is unacceptable. To be sure to mask virtually all link or router failures from clients, the average utilization is about 30-40\% and a large expense on bandwidth and routers is incurred.
To deal with this problem, Google adopted a software defined networking (SDN) architecture for its data center WAN interconnect. Its unique hardware allows Google to use SDN and OpenFlow protocol to manage its network between its data centers.
Google found data between data centers can be divided into groups with different priority and volume. The basic idea of B4 is to ensure the high-priority data is transmitted with low latency and use the bandwidth to transmit low-priority data. By this way, Google can increase the utilization to about 100\%.
To distinguish the priority of the application and determine how the data should be transmitted, a centralized traffic engineering server is needed. So Google use SDN and OpenFlow to help set the new system to manage the bandwidth.

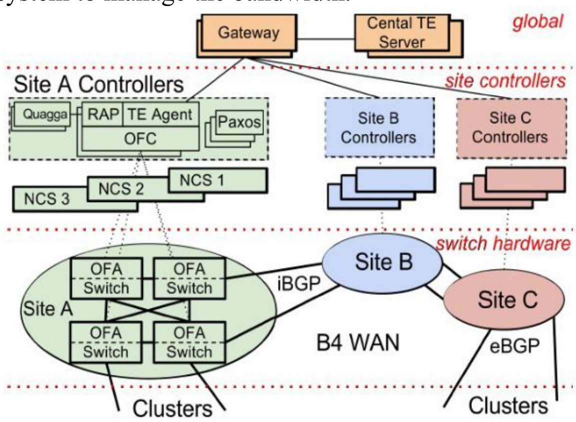

Figure2:B4 architecture overview
4.2 Architecture of B4
The architecture of B4 is shown in Fig.2. B4 is mainly made up with 3 parts.
At the bottom of the figure, switch hardware, the first part, runs the OpenFlow Agency connecting to OpenFlow Controller. Switch hardware accepts instructions from OpenFlow Controller, transmits packet needed to OpenFlow Controller and writes the TE rule into the forward table.

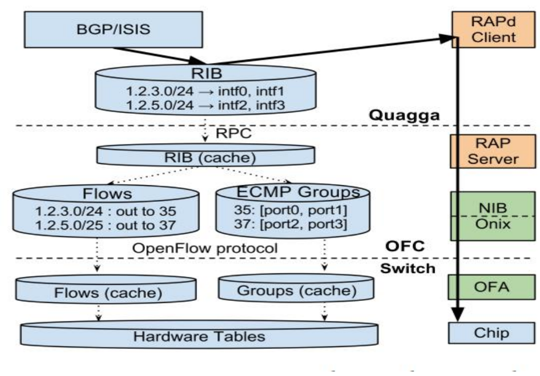

Figure3:Integrating Routing with OpenFlow Control

Higher is the site controllers the second part of B4. Each site controller has its own Network Control Server(NFC). NFC runs the OpenFlow Controller and Quagga Routing protocol stack. On the top, the third part is a global Centralized Traffic Engineering server. The TE server is the brain of the system using TE algorithm to manage the bandwidth for each site's application. We will describe how it works later.

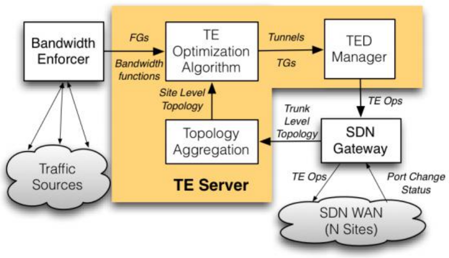

Figure4:Traffic Engineering Overview

4.3 Traffic Engineering

4.3.1 Overview

The overview of TE is shown is Fig.4. To explain in a easy way, bandwidth enforcer inputs the application bandwidth needed, priority information and the topology into the TE server. The TE server outputs how bandwidth should be distributed by TE Optimization Algorithm. In the process, because the TE server can not deal with individual application, so Google aggregate applications to a Flow Group with source site, dest site and QoS. The priority information for each application is included in the Bandwidth functions.

The result is presented by the Tunnel Group, then the result will be transmitted to each site through SDN gateway.

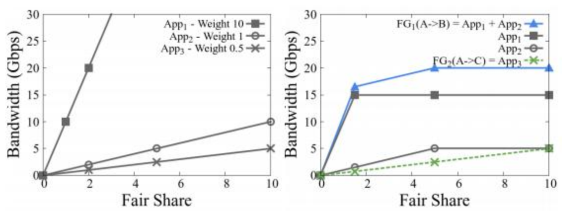

Figure5:Fair Share

4.3.2 Algorithm

The idea of TE Optimization Algorithm is to satisfy as much as possible application fairly. Whether two Flow Groups is satisfied fairly is measured by fair share.

Fair share is determined by the priority and the bandwidth needed of the Flow Group. For example, assume App1, App2, and App3 have weights 10, 1, and 0.5, respectively . The fair share can be shown in Fig.5 left. If we assume the bandwidth needed for every application is 15G, 5G and infinite, the fair share is shown in Fig.5 right.

The TE Optimization Algorithm has two main components: (1) Tunnel Group Generation, and (2) Tunnel Group Quantization.

The first step Tunnel Group Generation is to allocate the bandwidth for each application based on the demand and priority. In this step TE try to achieve the max-min fairness by filling the most preferred tunnel for each Flow Group with equal fair share and then freeze tunnel containing any bottleneck link until every tunnel is frozen or all Flow Groups' bandwidth is satisfied. In this step, Yen algorithm is used to find the preferred tunnel.

The second step is Tunnel Group Quantization. As the accuracy of hardware is limited, we need to adjusts splits to the granularity supported by the hardware. This is a integer programming problem. In this paper, Google uses a greedy approach.

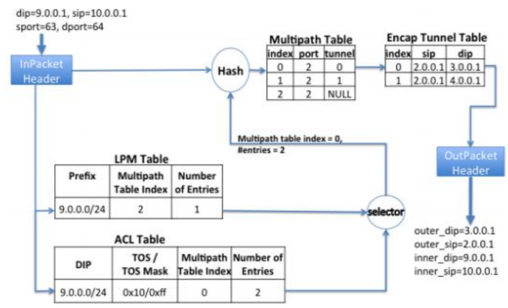

Figure6:Prioritized switch forwarding table entries

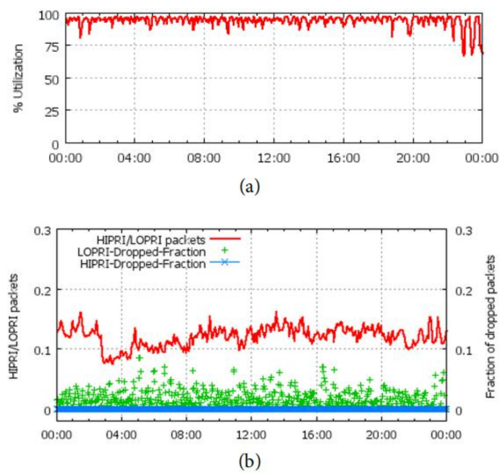

Figure7:Utilization and Drops after optimization

4.5 Optimization Performance

The result of deploying B4 and SDN is excellent. Fig.7 shows traffic on all links between two WAN sites. The top graph shows how utilization is close to 100\% over a 24-hour period. The second graph shows the ratio of high priority to low priority packets, and packet-drop fractions for each priority. The packet-drop fraction of high priority packets is very low.

Undoubtedly, B4 is a mature and successful application of SDN and OpenFlow protocol.

5 CHALLENGES OF SDN

As Google and other companies announced the use of SDN technology on their core networks, this shows that SDN has entered the commercial stage. Although SDN has more advantages than traditional networks, there are still a series of unresolved problems.

In the article written by Russ White and Shawn Zandi[3], it examine the original three crucial elements to the SDN story.

First, SDN were supposed to remove the intelligence from the distributed control planes and consolidate that intelligence in a centralized controller. Second, SDN were supposed to provide a more granular level of control down to the flow level. Third, SDN would enable the network to be programmable.

5.1 Centralized Controller

One of the characteristics of SDN is the separation of the control plane from the data plane. In the SDN architecture, the control plane is logically centralized. Thanks to the advantages of centralized control, the presence of a control plane makes the network deployment and configuration more intelligent and simplified. But from the perspective of centralized computing of network paths, there are also many problems with centralized control. First, under the SDN architecture, the controller needs to formulate an optimized routing strategy for each flow,which will increase the calculation pressure.Therefore, the SDN controller equipment is usually large and expensive equipment with fast processors and large memory pools. In addition, when the calculation of the route is centralized, although this does reduce the amount of forwarding state in the device, it adds a certain degree of delay.

5.2 Flow-based Forwarding

Through the centralized control of the SDN controller, basic forwarding algorithms such as the shortest path algorithm can be easily implemented. However, there are many problems with flow-based forwarding. First, the number of control plane states required to individually forward each flow in a large network will be far beyond a reasonable range. Few controllers can increase the number of retransmissions while ensuring the rate of process establishment, thus increasing hardware costs. In addition, the control plane manages millions of flows through a large data center structure to support thousands of flows at any given time. The complexity of the control plane and network manageability is also a big challenge.

5.3 Network Programmability

SDN made a lot of commitments to network programmability in its initial vision, including dynamic provisioning and dynamic interaction between applications and the network. If each vendor's platform has a uniform interface, it can simplify the configuration, monitoring, and troubleshooting of large networks. But the idea of a single interface has two obvious shortcomings. The first is that if these interfaces are standardized, they may stifle the innovation of key components in the network infrastructure. If vendors use standardized models, they will lose their competitive advantage. In addition, because SDN adopts a centralized control architecture, it is bound to face inherent defects such as "single point failure" brought about by concentration. That is, a single flaw may cause every router in the network to fail under one setting.

In addition to the above points, the challenges that SDN faces may also include the challenges of smooth evolution from hardware platforms to virtualized networks, compatibility, and long-term coexistence. However, although SDN faces many challenges, people have also proposed many coping strategies. For the problem of excessive calculation under centralized control, the calculation work can be handed over to a large data center to reduce the task of the controller. In addition, some control languages such as Frenetic can hide the complexity of SDN programming and reduce the probability of errors. Under the SDN architecture, the single interface mode will increase the brittleness of the system, which can also be improved by intentionally injecting artificial decision points. Although there are many difficulties in achieving the original promise of SDN, SDN still has better development prospects.

6 CONCLUSION

OpenFlow brings programmable features to the network and also provides an open source protocol for SDN, laying a good foundation for the further development of SDN. In 2013, B4 by Google is a successful and instructive attempt to such a large Software Defined WAN. It shows the possibility of practical application of SDN and OpenFlow protocol. Of course, there are also many challenges in the development of SDN. However, it cannot be denied that SDN still has good development prospects, though this may be a difficult and long process.

ACKNOWLEDGMENT

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Credit Card Transaction Fraud Algorithm

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Abstract:Credit card fraud detection has continuously been a tough challenge that needs to be faced by both consumers and companies in the finance marketplace. In this article, the research group conducts experiments on predicting credit card transaction fraud using machine learning algorithms, explore five different supervised models including logistic regression, neural networks, random forest, boosted tree and support vector machines, compares each model's efficiency and accuracy. The result shows that the random forest method shows the best fraud detection result (FDR = 55.9%) for this particular data set[1].

Keywords: Fraud Algorithm, Model Results, Credit Card Transaction

1.INTRODUCTION

There is an increasing phenomenon called credit card transaction fraud which breaks the norms of a property transaction and detaches itself from the value of safe trading. The identification of fraudulent cases has been more and more challenging since the online market place is massive and dynamic. Therefore, credit card fraud detection has become a severe problem that needs to be solved by online vendors in financial services.

Data mining and soft computing-based classification algorithms play an indispensable role in fraud detection. Researchers usually use these methods to analyze behaviour patterns of both normal and abnormal. However, only seldom use real-world credit card data to analyze frauds.

In this article, we conduct experiments on predicting credit card transaction fraud using machine learning algorithms. With scrutiny of the sociological lens, we build 5 different supervised fraud models to explore the application of both linear and nonlinear machine learning models by utilizing real credit card transaction data.

2.DESCRIPTION OF DATA

The dataset for this research project is a collection of credit card transactions from a government agency located in Tennessee, U.S.A.

The dataset records 96,753 credit card transactions that took place during the year 2010, of which 1,059 are labelled as a fraud. There are 10 fields in total. The Amount field is the only one numeric type field, and the others are all categorical type fields.

Table 1 below shows an aggregate summary of all the fields. Table 2 is a statistical summary of the Amount field. Table 3 shows a summary of all the categorical fields.

Table 1. Aggregate Summary

Field	Field Type	Records	% Populated	Unique Values
Recnum	Categorical	96753	100.00%	96753
Cardnum	Categorical	96753	100.00%	1645
Date	Categorical	96753	100.00%	365
Merchnum	Categorical	93378	96.51%	13091
Merch description	Categorical	96753	100.00%	13126
Merch state	Categorical	95558	98.76%	227
Merch zip	Categorical	92097	95.19%	4567
Transtype	Categorical	96753	100.00%	4
Amount	Numeric	96753	100.00%	34909
Fraud	Categorical	96753	100.00%	2

Table 2. Numeric Field Summary

Field	Records	Unique values	Mean	Median	Mode	Min	Max	Std. Dev
Amount	96753	34909	427.89	137.98	3.62	0.01	3102045.53	10006.14

Table 3. Categorical Field Summary

Field	Records	Unique values	Most common filled	Percentage of total
Recnum	96753	96753		
Cardnum	96753	1645	5142148452	1.23%
Date	96753	365	2010-02-28	0.71%
Merchnum	93378	13091	930090121224	9.97%
Merch description	96753	13126	GSA-FSS-ADV	1.74%
Merch state	95558	227	TN	12.59%
Merch zip	92097	4567	38118	12.89%
Transtype	96753	4	P	99.63%
Fraud	96753	2	0	98.91%

2.1 Summary Distributions of Most Important Variables

2.1.1 Date

The count of each Date indicates the number of transactions concluded on that day within the data set. The last points in both Figures 3 and 4 are artificially low because we are plotting the # transactions over the future time window, which is cut short due to the end of the data file for these last two points. We see an apparent weekly seasonality pattern of Figure 2, which is typical in many consumer activity data sets[2].

Figure 1. 20 dates with largest count

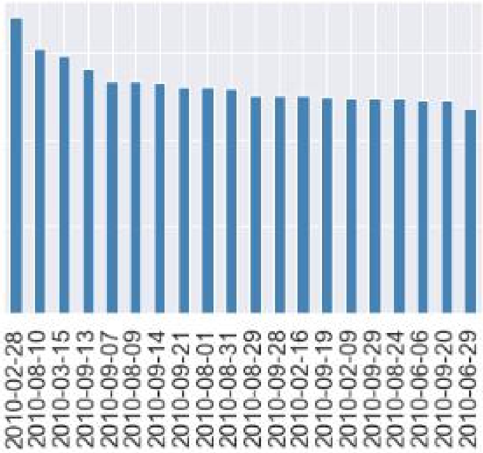


Figure 2. Daily transactions

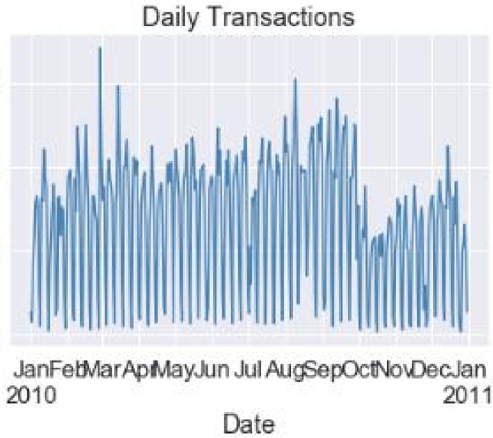


Figure 3. Weekly transactions

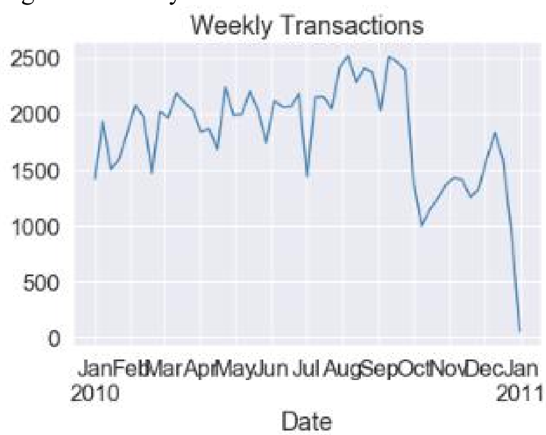
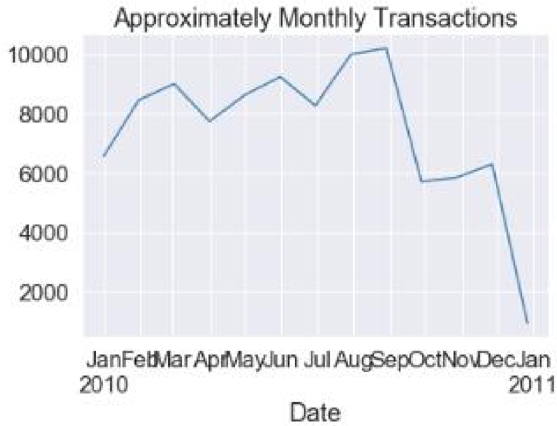


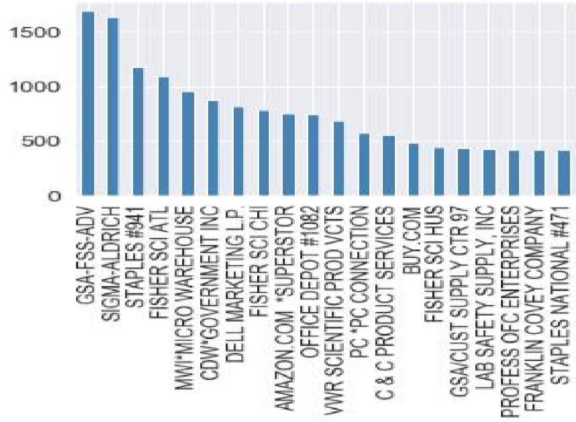
Figure 4. Monthly transactions



2.1.2 Merch Description

Merch Description is a categorical field that provides more information on the merchant and the transaction. Transaction records with same Merch Description may either have occurred at the same merchant or share certain common characteristics[3].

Figure 5. 20 Merch descriptions with the largest count



2.1.3 Amount

Amount is a numeric field, which represents the transaction amount in U.S. dollars of each record and is critical in deciding whether a transaction is a fraud.

Figure 6. 20 Amounts with the largest count

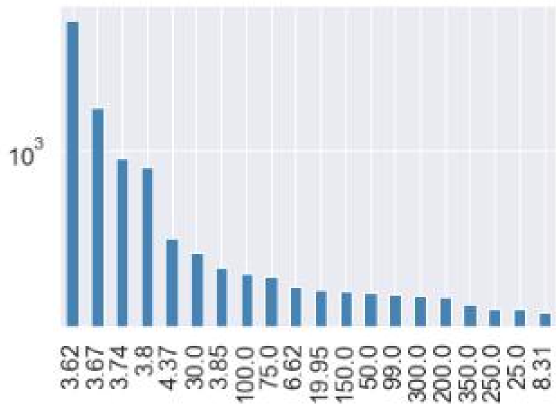


Figure 7. The distribution curve of Amount

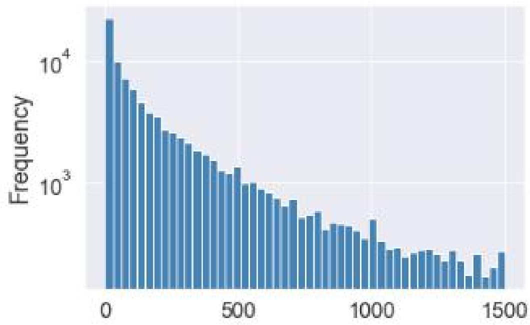
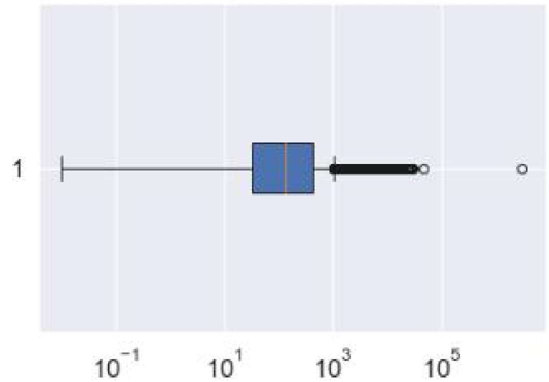


Figure 8. Boxplot of Amount field



3.DATA CLEANING

We made a box plot (Fig.8) distribution to examine the Amount field of the row data. From the box plot, there was one extremely large outlier. We found that it is an unusual transaction from a particular Mexican organization. We excluded it, then screened the field Transtype and excluded all other records for which Transtype is not P. The information about fields with missing values is shown below[4].

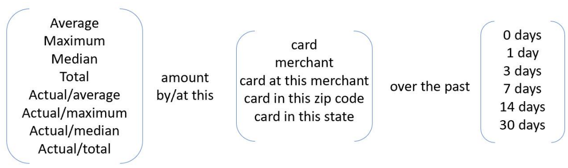
Table 4. Field with missing values

Field	Records with missing values	Percentage (%)
Merch Zip	4565	4.81
Merchnum	3357	3.49
Merch State	1195	1.24

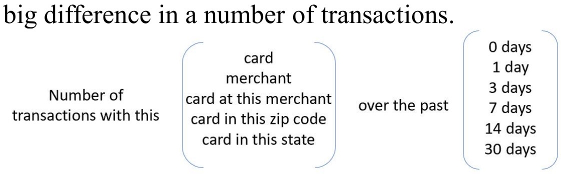
4.VARIABLE CREATION

We created amount variables, frequency variables, days since variables and velocity change variables. Their respective meanings are as follows:

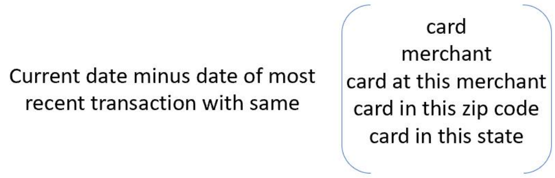
Amount variables describe a change in the amount of a credit card transaction.



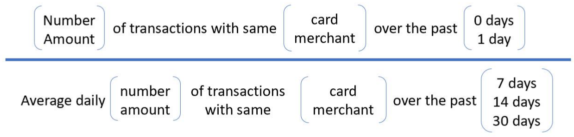
Frequency variables describe the number of credit card transactions a person made and show if there is a big difference in a number of transactions.



Days since variables are used to check the time interval between the time of one credit card transaction and the time of the previous credit card transaction.



Velocity change variable is similar to frequency variables, and division is used to make the numbers more intuitive[5].



5.FEATURE SELECTION

I In this part, we first used the filter method to reduce about a half variable. The filter methods are univariate Kolmogorov-Smirnov (KS) and the univariate fraud detection rate (FDR). The equations for calculating the KS separation of two distributions are:

Kolmogorov-Smirnov Formula

$$KS = \max_x \int_{x_{\min}}^{x} \left[P_{good} - P_{bad} \right] dx$$

$$KS = \max_x \sum_{x_{\min}}^{x} \left[P_{good} - P_{bad} \right]$$

The second method is the univariate fraud detection rate (FDR). We do as follow:

Sort all records according to the value of the variable.

Then add up the frauds observed from the top of this list

Average their ranking up in order to reduce half relatively useless variables

Use a backward selection wrapper to reduce the number of variables further

Build a model with all candidate variables in the very beginning

Use n-1 variables in each turn

Continue doing this until removing next the variables results in undesirable model performance degradation

The result is that we remove 151 variables to final 20 variables[6].

Figure 9. Feature selection process.

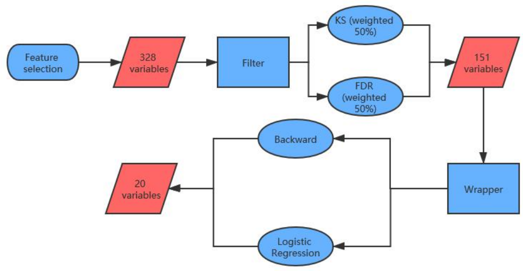


Table 5. The selected top 20 variables ranked by importance after feature selection

Ranking	Variables
1	max_Cardnum_1d
2	max_Merchnum_30d
3	mean_Cardnum_14d
4	mean_Cardnum_30d
5	mean_Merchnum_30d
6	sum_Cardnum_14d
7	sum_Cardnum_1d
8	sum_Cardnum_1d/average_count_Cardnum_7d
9	sum_Cardnum_30d
10	sum_Cardnum_3d
11	sum_Cardnum_Merch zip_14d
12	sum_Cardnum_Merchnum_30d
13	sum_Merchnum_14d
14	sum_Merchnum_1d
15	sum_Merchnum_1d/average_count_Merchnum_7d
16	sum_Merchnum_3d
17	max_Cardnum_Merch state_30d
18	median_Cardnum_30d
19	median_Merchnum_30d
20	sum_Merchnum_7d

6.MODEL ALGORITHMS

For the modelling part, firstly, we used logistic regression to build a baseline model and then applied a variety of nonlinear machine learning methods including an artificial neural network, support vector machine, random forest and boosted tree. We divided our data set into three parts: a training set, a testing set and an out of time (OOT) set. We randomly divided the transactions of the first 10 months into the training set and the testing set, with a size ratio of 8:2 and a nearly equal fraud/non-fraud ratio within each set. Then we chose the transactions of the last 2 months to be the OOT set. Models' performance on the OOT set can provide an appropriate measure of their performance on real-time data if implemented.

6.1 Logistic Regression

We began with building a baseline logistic regression using all variables from the feature selection part. The following Table 6 shows the results of FDR (at 3%) on the out of time data for logistic regression.

Table 6. OOT FDR for logistic regression

OOT FDR for logistic regression	
Number of variables	%OOT FDR (at 3%)
5	42.76
6	43.62
8	42.16
10	37.88
15	39.93
20	40.14

6.2 Artificial Neural Network

Artificial Neural Network (ANN) is a family of machine learning algorithms that imitates the biological neural network of animals. Figure 10 below shows the architecture of a neural net. Starting from the end layer, we propagate the error to each node, calculate the gradient of the error concerning the node weights and adjust the weights by a learning rate slightly each time.

Figure 10. Neural net architecture

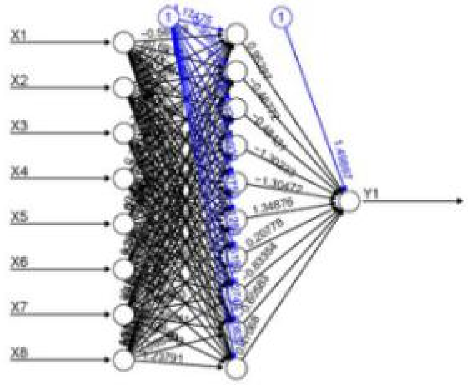


Table 7 shows the parameters settings. Though we tried simpler hidden layer architectures, their performance is not as good as the one we finally chose: two hidden layers with 350 and 50 nodes respectively.

Table 7. Final parameters for the Artificial Neural Net model

Main parameters of artificial neural network			
Activation:	Relu	Solver:	
Alpha:	0.001	Adam	
		Hidden layer sizes:	(350, 50)

6.3 Support Vector Machine

An SVM model is a representation of the examples as points in space and mapped so that the examples of the separate categories are divided by a clear gap that is as wide as possible. New examples are then mapped into that same space and predicted to belong to a category based on the side of the gap on which they fall. Figure 11 below shows the principles of SVM.

Figure 11. Support vector machine separation surface

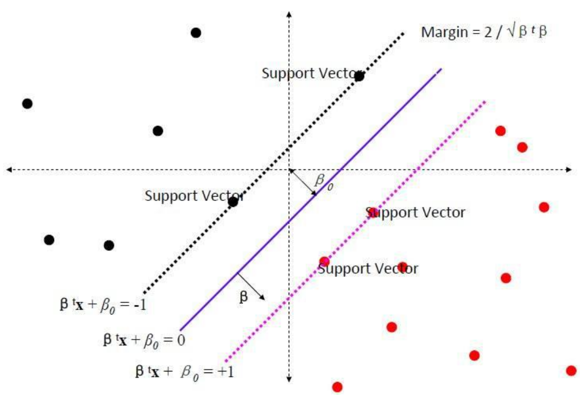


Table 8 shows the final settings of parameters of the SVM model.

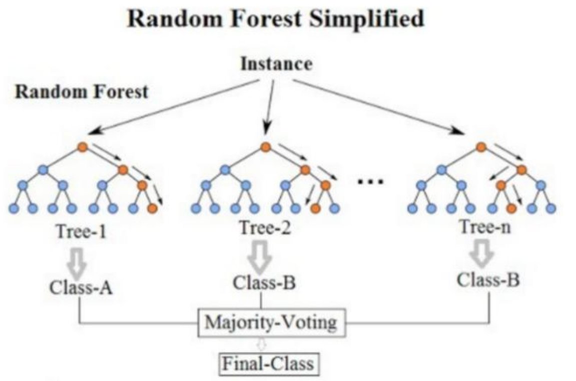
Table 8. Parameter settings for the SVM model

Main parameters of support vector machine			
Kernel:	rbf (Radial basis function)	C:	1
Gamma:	auto (1 / 20)		

6.4 Random Forest

Random Forest randomizes the use of variables and data, generates many classification trees and summarizes the results of the classification tree. It can reasonably predict the effect of up to thousands of explanatory variables. Random Forest is a forest established randomly[7].

Figure 12. Random Forest architecture



There are 5 important parameters that can be tuned for the Random Forest algorithm selected. After multiple trials, the setting of parameters was finalized, as is shown in Table 9.

Table 9. Parameter settings for the Random Forest model

Final parameter choices of the Random Forest			
Max depth:	6	Max features:	6
Min sample leaf:	1	Min sample split:	10
Estimator:	125	Number of variables:	8

6.5 Boosted Tree

A Boosted Tree is an improvement of the decision tree. The final model is a linear combination of many trees, and each tree is a weak learner. The whole combination of the weak trees becomes a strong model, so the Boosted Tree itself is a way of training a series of weak learners to result in a strong learner. Meanwhile, each weak learner is trained to predict the residual error of the current sum[8].

Figure 13. Boosted tree architecture

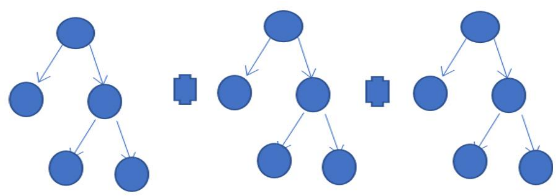


Table 10 below illustrates the final settings of these parameters for the Boosted Tree after tuning.

Table 10. Parameter settings for the Boosted Tree model

Main parameters of Boosted Tree			
Max depth:	3	Scale pos weight:	1
Min child weight:	1	Learning rate:	0.42
Number of trees:	800	Number of variables:	20

7.MODEL RESULTS

Table 11 below summarizes the FDR at 3% for each model. These numbers are averages over 10 runs for each data set[9].

Table 11. Model results

Model	FDR (at 3%)		
	Train (%)	Test (%)	OOT (%)
Logistic Regression	72.9	73.0	45.3
Artificial Neural Net	96.8	89.7	42.5
SVM	90.1	82.3	47.5
Random Forest	81.0	74.1	55.9
Boosted Tree	99.9	94.3	41.3

Based on these results, we select the Random Forest as our model method of choice and then examine in detail the performance of this final model on all the data, shown in Tables 12-14[10].

Table 12. Training Results

Training	#Record		#Good		#Bad		Fraud Rate					
	64505		63811		694		0.0107					
	Bin Statistics					Cumulative Statistics						
Population Bin%	#Record	#Goods	#Bads	%Goods	%bads	Total# Records	Cumulative Good	Cumulative Bad	%Good	%Bad (FDR)	KS	FPR
1	645	146	499	22.6	77.4	645	146	499	22.6	71.9	73.4	0.3
2	645	599	46	92.9	7.1	1290	745	545	57.8	78.5	80.1	1.4
3	645	628	17	97.4	2.6	1935	1373	562	71.0	81.0	81.4	2.4
4	645	636	9	98.6	1.4	2580	2009	571	77.9	82.3	82.0	3.5
5	645	638	7	98.9	1.1	3225	2647	578	82.1	83.3	82.0	4.6
6	645	639	6	99.1	0.9	3870	3286	584	84.9	84.1	81.8	5.6
7	645	642	3	99.5	0.5	4515	3928	587	87.0	84.6	81.8	6.7
8	645	627	18	97.2	2.8	5160	4555	605	88.3	87.2	79.7	7.5
9	645	641	4	99.4	0.6	5805	5196	609	89.5	87.8	79.6	8.5
10	645	642	3	99.5	0.5	6450	5838	612	90.5	88.2	79.5	9.5
11	645	641	4	99.4	0.6	7095	6479	616	91.3	88.8	79.3	10.5
12	645	645	0	100.0	0.0	7740	7124	616	92.0	88.8	79.7	11.6
13	645	639	6	99.1	0.9	8385	7763	622	92.6	89.6	79.4	12.5
14	645	643	2	99.7	0.3	9030	8406	624	93.1	89.9	79.5	13.5
15	645	641	4	99.4	0.6	9675	9047	628	93.5	90.5	79.3	14.4
16	645	644	1	99.8	0.2	10320	9691	629	93.9	90.6	79.5	15.4
17	645	641	4	99.4	0.6	10965	10332	633	94.2	91.2	79.3	16.3
18	645	640	5	99.2	0.8	11610	10972	638	94.5	91.9	78.9	17.2
19	645	641	4	99.4	0.6	12255	11613	642	94.8	92.5	78.6	18.1
20	646	643	3	99.5	0.5	12901	12256	645	95.0	92.9	78.6	19.0

Table 13. Testing Results

Testing	#Record		#Good		#Bad		Fraud Rate					
	16127		15953		174		0.011					
	Bin Statistics					Cumulative Statistics						
Population Bin%	#Record	#Goods	#Bads	%Goods	%bads	Total# Records	Cumulative Good	Cumulative Bad	%Good	%Bad (FDR)	KS	FPR
1	161	52	109	32.3	67.7	161	28	133	17.4	76.4	58.6	0.2
2	161	144	17	89.4	10.6	322	172	150	53.4	86.2	63.7	1.1
3	161	158	3	98.1	1.9	483	330	153	68.3	87.9	71.2	2.2
4	162	161	1	99.4	0.6	645	491	154	76.1	88.5	75.7	3.2
5	161	159	2	98.8	1.2	806	650	156	80.6	89.7	77.0	4.2
6	161	158	3	98.1	1.9	967	808	159	83.6	91.4	77.2	5.1
7	161	160	1	99.4	0.6	1128	968	160	85.8	92.0	78.1	6.1
8	162	159	3	98.1	1.9	1290	1127	163	87.4	93.7	77.3	6.9
9	161	161	0	100.0	0.0	1451	1288	163	88.8	93.7	78.2	7.9
10	161	160	1	99.4	0.6	1612	1448	164	89.8	94.3	78.2	8.8
11	161	160	1	99.4	0.6	1773	1608	165	90.7	94.8	78.1	9.7
12	162	162	0	100.0	0.0	1935	1770	165	91.5	94.8	78.6	10.7
13	161	160	1	99.4	0.6	2096	1930	166	92.1	95.4	78.9	11.6
14	161	160	1	99.4	0.6	2257	2090	167	92.6	96.0	79.0	12.5
15	161	160	1	99.4	0.6	2418	2250	168	93.1	96.6	79.1	13.4
16	162	161	1	99.4	0.6	2580	2411	169	93.4	97.1	79.0	14.3
17	161	160	1	99.4	0.6	2741	2571	170	93.8	97.7	79.0	15.1
18	161	160	1	99.4	0.6	2902	2731	171	94.1	98.3	78.3	16.0
19	161	160	1	99.4	0.6	3063	2891	172	94.4	98.9	77.5	16.8
20	162	161	1	99.4	0.6	3225	3052	173	94.6	99.4	76.8	17.6

Table 14. OOT results

OOT	#Record		#Good		#Bad	Fraud Rate						
	12427		12248		179	0.0144						
	Bin Statistics					Cumulative Statistics						
Population Bin%	#Record	#Goods	#Bads	%Goods	%bads	Total# Records	Cumulative Good	Cumulative Bad	%Good	%Bad(FDR)	KS	FPR
1	124	67	57	54.0	46.0	124	67	57	54.0	31.8	44.8	1.2
2	124	90	34	72.6	27.4	248	157	91	63.3	50.8	33.1	1.7
3	124	115	9	92.7	7.3	372	272	100	73.1	55.9	37.3	2.7
4	125	113	12	90.4	9.6	497	385	112	77.5	62.6	41.5	3.4
5	124	116	8	93.5	6.5	621	501	120	80.7	67.0	45.3	4.2
6	124	120	4	96.8	3.2	745	621	124	83.4	69.3	48.9	5.0
7	124	123	1	99.2	0.8	869	744	125	85.6	69.8	52.6	6.0
8	125	123	2	98.4	1.6	994	867	127	87.2	70.9	54.5	6.8
9	124	122	2	98.4	1.6	1118	989	129	88.5	72.1	55.7	7.7
10	124	122	2	98.4	1.6	1242	1111	131	89.5	73.2	56.4	8.5
11	124	123	1	99.2	0.8	1366	1234	132	90.3	73.7	57.5	9.3
12	125	123	2	98.4	1.6	1491	1357	134	91.0	74.9	57.7	10.1
13	124	118	6	95.2	4.8	1615	1475	140	91.3	78.2	56.0	10.5
14	124	124	0	100.0	0.0	1739	1599	140	91.9	78.2	57.5	11.4
15	124	122	2	98.4	1.6	1863	1721	142	92.4	79.3	57.7	12.1
16	125	125	0	100.0	0.0	1988	1846	142	92.9	79.3	59.3	13.0
17	124	122	2	98.4	1.6	2112	1968	144	93.2	80.4	59.8	13.7
18	124	123	1	99.2	0.8	2236	2091	145	93.5	81.0	60.7	14.4
19	124	124	0	100.0	0.0	2360	2215	145	93.9	81.0	62.1	15.3
20	125	124	1	99.2	0.8	2485	2339	146	94.1	81.6	62.7	16.0

8.CONCLUSION AND FURTHER WORK

We find that both the random forest model and the support vector machine model perform better than the logistic regression model, with an FDR of 55.9% and 47.5% respectively. The neural network is the only model that underperforms the logistic model with an FDR of 42.5%[11]. Thus, we conclude that the random forest is the best model for this particular data set. It is apparent that the neural network model has achieved the highest FDR in both the training set and the test set (96.8% and 89.7%), yet its performance is the worst in OOT. On the other hand, the records marked as fraud only accounts for about 1.5% of the total data, and the number of fraud records is also small. The models' performance can be enhanced with more data and random sampling of records marked as non-fraud during data preprocessing to narrow the gap between the count of fraud and non-fraud records[12].

In the future, if more related data can be obtained, there will be a significant improvement. At the same time, our model can also be applied to other areas of fraud detection, such as insurance or telecommunications fraud.

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Application of Face Recognition Technology Based on Python

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Abstract:In recent years, with the popularization and development of face recognition technology, the optimization and improvement of face recognition algorithms, face recognition technology has gradually matured and begun to be used in the security industry, financial fields and other sectors. This article introduces the application of face recognition technology based on Python. Due to the advancement and improvement of computer hardware technology, based on the improvement of software algorithms, face recognition technology has begun to bring a wave of development under deep learning and implementation, which can be used in image, language and feature value extraction. Has significant applications. With more applications of face recognition technology, this article introduces specific application scenarios.

Keywords: Python; face recognition; artificial intelligence; biometrics

1 INTRODUCTION

The development of face recognition technology has become the core key of many technologies such as big data, virtual networks, cloud computing and physical sensing, and the application of face recognition technology in various fields is also improving. This makes face recognition technology develop rapidly, which can bring different degrees of help to users in daily life. Face recognition technology has become a more secure and reliable technology, and it is more convenient and flexible to be applied in practical applications. Muwen analyzes the basic principles and main implementation steps of face recognition technology, and discusses in detail the convolutional neural network, various face recognition algorithms and their practical application scenarios[1].

2 Disadvantages of genetically modified food

2.1 Implementation process

Direct observation of a person's face can obtain many facial features, including a variety of biological characteristics of the person, such as age, gender, race, and even expression. Although the specific implementation of different face recognition algorithms is different, the underlying principles are very different. It mainly includes the following steps:

1) Face position detection: through face recognition, frame the face position in the picture.

2) Face standard detection: The picture can complete the normalized correction of the face through the correction, which can complete the recognition of the change of the face.

3) Feature value extraction: The partial face image in the picture is converted into feature values, and the face image is digitized.

4) Data persistence: Store the digitized facial feature values in the database.

5) Face recognition: The facial features extracted from the picture are matched and compared with the existing facial features in the database to perform face recognition.

Different technical methods use different facial abstraction methods. The facial feature algorithms used include Harmon and Lesk to achieve multi-dimensional vector features, while the other two use Euclidean distance to complete the representation. The face recognition library provided in this article uses deep learning technology to complete.

2.2 The development of deep learning

With the emergence of control theory, deep learning gradually took shape. As early as 1943, the MP model proposed by mathematician Walter and psychologist McCrocker was proved. On this basis, American artificial intelligence expert Frank started his nerves. The principle of the meta-network perceptron is a milestone in the development of neural networks. The explosive stage of deep learning was in 2006. Jeffrey and his student Salah Dino put forward the concept of deep learning in their research, and used an unsupervised layer-by-layer training algorithm, and then used a backpropagation algorithm to perform Tuning to achieve. Once deep learning was proposed, it received a lot of attention. At present, people mainly focus on the generalization of small data in deep learning.

3 Face recognition based on convolutional neural network

3.1 Introduction to Convolutional Neural Networks

Convolutional neural network is a feedforward neural network that includes convolution calculations and has a deep structure. It is one of the main algorithms of deep learning. In the convolutional neural network, it contains different parts such as the input layer, convolution layer, connection layer and pooling layer. At this stage, the application of face recognition technology is mainly realized through deep learning. The weight value of local features is used to reduce complexity, improve training efficiency, and as a whole ensure the accuracy of facial expressions.

3.2 Introduction to Convolutional Neural Networks

Face recognition based on convolutional neural networks is mainly divided into four processes: face detection, feature point location, feature value extraction and transformation, and face recognition comparison. At different points, the framework algorithms used are each Not the same. Through the training of the positioned face data, the classification and recognition of the face are completed through the convolutional neural network model, and finally in the process of face recognition, the interaction between the input layer and the convolutional layer is completed. In the input layer: the main processing part of this layer is the original picture data, which is preprocessed. Then correct the tilt of the portrait. Convolutional layer: complete the digitization of preprocessed image feature points. Therefore, the convolution operation is the core part of the face recognition algorithm.

4 Face recognition technology application

4.1 Principle of face recognition algorithm

The general TF-IDF algorithm in face recognition technology will mask a small amount of text, so some improvements are needed. A Mingmin Xu algorithm is proposed, which is an improved algorithm of IDF, which is named channel allocation information , This method can identify core words through the characteristics of the original data. We use the characteristics of the data itself to carry out special data conversion. For keywords that appear less frequently, we use more complex algorithms. In practical applications, more frequent information appears. Therefore, the complexity of the algorithm should be appropriately reduced to improve the efficiency of program operation.

The face recognition application mentioned by Mu Wen has certain limitations: a large number of data sets are collected from adult facial features, and the accuracy of the face recognition process for children may be reduced. In actual usage scenarios, how to collect information that meets the requirements is a problem worthy of research, and it is necessary to ensure that the amount of data is large enough[2].

4.1.1 Construction of Convolutional Neural Network

Convolutional neural network recognizes whether two face images show the same person or different people. The network uses two branches, one for each picture. Each branch uses some convolution, then the outputs of the two branches are merged and further processed by another fully connected layer, and then a final "yes-no" decision is made (whether both images show the same person). All convolutions use ReLU (alpha = 0.33), and finally batch linear normalization. As shown in Figure 2 below, the optimizer used is Adam. During the training process, all images are greatly enhanced (rotation, translation, tilt, etc.).

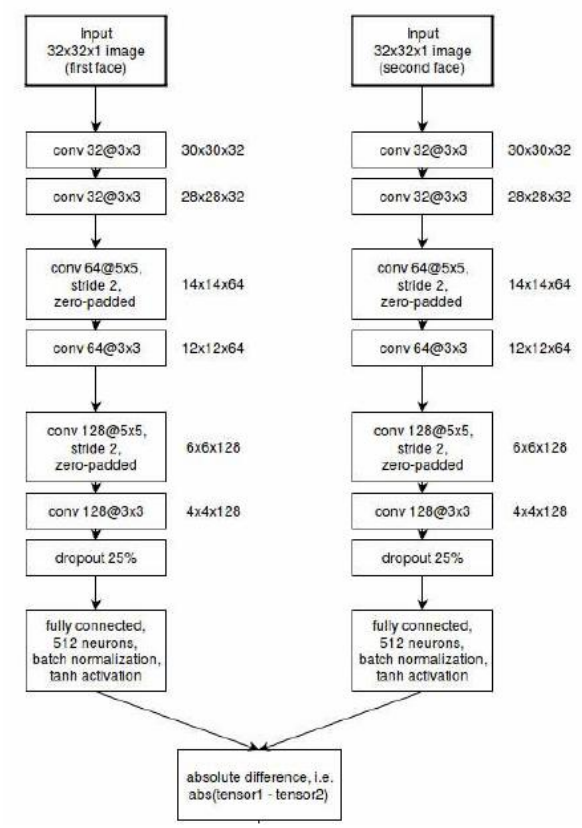

Fig1. Convolutional Neural Network

4.1.2 Similarity calculation of face recognition

In face recognition, we usually use Euclidean distance and cosine distance to measure the similarity of facial features and determine whether they refer to the same person. Two common calculation methods, Euclidean distance and cosine distance.

Euclidean distance is relatively simple, use Euclidean formula to directly calculate the distance between two points

Cosine distance, also called cosine similarity, uses the cosine value of the angle between two vectors in a vector space as a measure of the difference between two individuals. When the direct angle between the two vectors tends to 0, the closer the two vectors are, the smaller the difference.

4.2 Application Scenarios for Face Recognition

4.2.1 Face recognition transactions in the financial industry

The financial industry's demand for face recognition technology is far greater than that of other industries. Because of the inherent financial attributes, property security has become a particularly important key part. The application of face recognition technology in this area can enable a more stable development of financial services, ensure that errors caused by manual recognition are reduced, and information asymmetry can be reduced. It can help people in daily bank deposits and withdrawals. Time is more convenient and safer. This is also the convenience that the fund protection method in the information age brings to business processes.

4.2.2 Mobile Payment Field

A suitable application scenario for face recognition is mobile payment. With the maturity of payment requirements, more industries and fields have begun the path of mobile payment. It can effectively avoid the misappropriation of personal property such as Alipay, WeChat Pay, bank cards, and credit cards, and can effectively ensure the security and efficiency of transactions. At the same time, large-scale activities are carried out in merchants. Face recognition technology can effectively help merchants complete the positioning of the activity goals and accurately carry out activities for the target population.

4.3 Method verification

The core step of face comparison is to extract face features and compare the similarity of face features. After the face photos are processed, texture images are formed, which are compared with the face reconstruction effects of the representative open source software FaceGen and deep learning Jackson. The effect of wood text is fast and the operation is simple and easy to use. After the algorithm model is reconstructed on the facial feature map, the reconstruction effect will be more in line with the facial features. The result of multiple face recognition is stable, and the overall comparison feature value can be stabilized between 80%-99%. According to different usage scenarios, the requirements for the accuracy of face recognition are different and can meet the needs Also different.

Therefore, it is more to use multiple recognition techniques to improve accuracy. As shown in the comparison results in the table, the test image and the target image are extracted respectively to complete the feature value, and the algorithm is used to build the face model, complete the similarity comparison of the face image, and finally confirm the similarity between the target image and the test image.

5 Conclusion

Face recognition technology is a new technology that has only appeared in recent years, but its development speed is rapid, and it has the problems of low cost, efficient use, wide application scenarios, iw concurrency and simple operation. The implementation ideas can be analyzed from the perspective of algorithm and application. Better image quality and clearer image content can be used to ensure the generality of the algorithm. Based on the analysis of the above face recognition technology, it can be seen that the face recognition technology can be developed generally, thanks to its flexibility, practicality, and the versatility of the algorithm. In the application of algorithm-completed face recognition technology, using a programming language such as Python that is simple to operate and highly usable can greatly reduce the errors that may be caused by manual operations. Biometric identification can be completed more accurately and quickly, and it shines in different field scenarios.

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The Causes of Negative WTI Oil Futures for the First Time in History

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Abstract: Crude oil has always been one of the most important strategic resources and commodities. Oil prices affect the economy of a company, a factory, a country, and so on. Nonetheless, oil prices have dropped greatly these years, especially during the pandemic. The crude oil future price of the U.S. West Texas Intermediate ("WTI") has even gone negative in April 2020. There is little research to analyze and integrate the causes, phenomenon and impact of this oil price plunge. The purpose of this paper is to dig a deeper insight into the oil price problems all across the globe. To complete the paper, both quantitative research and qualitative research are adopted and utilized. The phenomenon is that the U.S. WTI oil future price went negative to $-37.63/barrel. Three main causes, namely the supply chain problem of crude oil, Russia-Saudi Arabia oil price war, storage issue caused by COVID-19 were investigated. The result turned out to be promising. The cause of the oil price plunge is respectively due to the pandemic, the oil price war, along with oil futures market. The major impact of oil price fluctuation is posed on the U.S. shale oil corporations and daily life of the U.S. citizens.

Keywords: WTI oil future, history, development

1.INTRODUCTION

Oil is the lifeblood of modern industry and even the entire world. It acts as an impetus for human development. The fluctuation of oil price can greatly influence the global economy, while the reasons behind it could be complicated. In recent years, crude oil prices have dropped significantly, and the coronavirus has made the situation even worse. There are few studies to explain the underlying reason for the WTI oil price plunge, and most of these studies are too fragmentized. The purpose of this paper is to fill the gap and provide a profound understanding of the causes and impact of WTI oil price plunge.

2.BODY

Phenomenon and timeline of WTI Oil Price Plunge

The U.S. oil-West Texas Intermediate is also known as WTI oil. Its price dropped dramatically during the pandemic. To illustrate, the pandemic of the United States started in March with the specific date around March 14, 2020. Confirmed cases in the U.S. went up rapidly. By the end of March, number of confirmed cases has achieved 140,640, with the daily increase over ten thousand cases. Most states have begun to lockdown the cities following President Trump's advice by the end of March. At the same time, with the impact of the 2020 Russia-Saudi Arabia oil price war, the global oil price begun to fall.

Before all these things have happened, the fluctuation of WTI oil price was not that dramatically. Starting from 2014, the price of WTI oil dropped from $107.73/barrel to $45/barrel within a year caused by the shale oil revolution. WTI oil prices have never gone back to its prior summit because of the fierce competition in the oil market as well as the shale oil revolution, and it dipped at $26.05/barrel at the beginning of 2016. After that, it is noticed that the WTI oil price begun to rise and achieved $76.9/barrel in September 2018. The price was relatively stable in 2019.

On March 6, 2020, Saudi Arabia and Russia were unable to reach a new agreement on oil production cuts. Owing to the very tough attitude of the Russian side and the target to the U.S. shale oil producers, Saudi Arabia decided to retaliate to increase oil production, with daily production increasing to 12 million barrels from 9.7 million, setting a new daily output record (Wikipedia Contributors, 2020) [1]. On March 9, 2020, the oil price in the international crude oil market plunged by 30%. WTI oil price plunged to $28.84/barrel, falling 12.44 US dollars.

In April 2020, because of the impact of covid-19 on global economic activities, sluggish in the cut of oil production, the decline in oil demand, the lack of oil storage facilities, the market dumped a lot of crude oil to be delivered while few people accepting it, the international crude oil futures market crashed unprecedentedly. As WTI futures of May would be settle on April 21st, the price of WTI crude oil delivered in May fell after the opening quotation on April 20. After 2 p.m. New York time, it became the first time since the New York Mercantile Exchange began trading in 1983 that West Texas Intermediate Crude Oil delivery futures prices fell below $0. The final plunge was $55.9, with a drop of 306%, and it closed at $-37.63 per barrel.

1st cause of WTI Oil Price Plunge: Collapse of the U.S. oil supply chain

The whole U.S. oil supply chain is divided into three parts, including upstream, midstream, and downstream.

Upstream holds the activities of identifying potential oil basins, doing hydrocarbon exploration, constructing drills, initiating the production of oil as well as transporting oil to reservoirs. As the outbreak of coronavirus, with the drop of demand, on March 5, 2020, OPEC proposed a 1.5 million barrel per day (mb/d) production cut for the second quarter of 2020, of which 1 mb/d would come from OPEC countries and 0.5 mb/d from non-OPEC but aligned producers, most prominently Russia (Coping with a Dual Shock: COVID-19 and Oil Prices, 2020) [2]. Nonetheless, Russia refuted the proposal, which prompted Saudi Arabia — the world's largest oil exporter — to boost production to 12.3 mb/d, its full capacity (Coping with a Dual Shock: COVID-19 and Oil Prices, 2020) [2].This increasing supply of oil production during the pandemic when the demand was dropping dramatically drew the foreshadowing of the U.S. oil price plunge.

The midstream of the oil supply chain holds the activity of transporting oil to refineries, also through rail tankers, oil pipelines, and so on. One of the main problems was that owing to the insufficient demand in the downstream areas of the oil supply chain, those transport carriers such as rail tankers are in line. Oil in the refineries is overstocked. It also drew the foreshadowing of the U.S. oil price plunge.

The main problem is in the downstream of the oil supply chain. The downstream is to transport oil to terminals, where oil will be processed, blended and delivered to airports and gas stations, or simply converted to consumer products. As the outbreak of coronavirus, countries adopted different ways to cope with it. The most efficient way is the lockdown which caused millions of factories, airports and power plants closed. People were having a quarantine time at home thus the demand for oil dropped dramatically. Therefore, because of the oversupply of the U.S. crude oil as well as the decline of demand both internationally and domestically, there was a dramatic fall of the U.S. oil prices.

2nd cause: Russia-Saudi Arabia oil price war

2020 Russia-Saudi Arabia oil price war is triggered in March 2020 by Saudi Arabia in response to Russia's refusal to reduce oil production (Wikipedia Contributors, 2020) [1]. This war might be one of the reasons that WTI oil price drop significantly.

OPEC, an organization of the Petroleum Exporting countries, has always played a pivotal role in the world energy market. It mainly consists of countries such as Iran, Saudi Arabia, Kuwait who have abundant oil reserves. Russia, as a non-OPEC nation, also has the richest oil resources in the world. Naturally, OPEC countries and Russia were the competitors in the oil market. Nonetheless, the United States launched the "Shale oil Revolution" in recent years, which is the combination of horizontal drilling and hydraulic fracturing, and it allowed the U.S. to significantly increase its oil production (The U.S. Shale Revolution, n.d.) [3]. Over the past decade, the oil production of the U.S. has been increased by over 57%, and the oil output overpassed most OPEC countries. Shale oil becomes a strong weapon for the U.S. to dominate the oil market, which undercuts OPEC's ability to raise oil prices by trimming output. By raising the domestic oil production, the net oil import to the U.S. has dropped to 27% of its total consumption (The U.S. Shale Revolution, n.d.) [3], the lowest figure since 1985. The increasing global oil production has caused oil prices to fall from $114/barrel in 2014 to $27/barrel in 2016. The Shale Oil Revolution obviously hurt OPEC and Russia since a large proportion of the oil market has been dominated by the U.S. owing to its abundant shale oil reserves, which in turn drove down the oil prices.

Figure 1 (U.S. Crude Oil Production, Source: macrotrends)

To stabilize the oil prices, OPEC announced in November 2016 to reduce production and reached agreements with other oil-producing non-member countries such as Russia, Kazakhstan, and Mexico, OPEC+ concept came into being. After the OPEC conference in June 2018, Saudi Arabia and Russia agreed to establish a new management mechanism composed of two countries in the future. As of January 2020, OPEC+ oil production was reduced by 2.1 million barrels per day, and most of the reduction was contributed by Saudi Arabia (Wikipedia Contributors, 2020) [2]. However, coronavirus became a bump on the road, and it brought a big influence on the oil market. In February 2020, OPEC+JTC held a meeting to further reduce oil production by 600,000 barrels per day in order to cope with the impact of COVID-19. Nonetheless, this new proposal was rejected by the Russia Minister of Energy Novak. As a result, the oil price dropped rapidly in that month.

OPEC held another meeting in Vienna on March 5, 2020. The meeting suggested to reduce oil production by 1.5 million barrels/day in the second quarter of 2020 to support oil prices affected by the pandemic (Wikipedia Contributors, 2020) [1]. Later that day, the minister of OPEC announced that the cut of oil production should be executed during the whole year of 2020, not only in the second quarter.

Russia again refused to cut down oil production. Russian agreed the cut in oil production could maintain oil prices, however it would make the market share of Russia oil exports decline. It was noted that the U.S. has significantly increased its shale oil production during the pandemic when other oil-rich nations reduced oil production thus large proportion of market shares were taken by the U.S. Russia refused to cut down its oil production since the oil-and-gas sector accounted for a large portion of GDP, federal budget revenue and exports of Russia. Russia economy would be largely affected by the loss of oil market share.

On the other hand, Saudi Arabia has the lowest comparative cost of oil production— $8.98 per barrel, and the comparative cost of oil production of Russia is $19.21/barrel. The production cost in the U.S. is $39.32/barrel which is much higher. Therefore, one way for Russia to compete with the U.S. oil industry is to increase oil production to make oil prices going down until no profit left for the U.S. shale oil industry.

After the U.S. financial crisis during 2007-2008, various loose lending policies encouraged the U.S. oil companies to borrow money to develop. Due to the fluctuation of the oil market, many oil companies were running out of money and could not afford to pay back. Lots of American oil corporations may go bankrupt if oil prices further go down, which give Russia the chance to finish the strike to the U.S. oil companies. This might also be one of the reasons that Russia did not agree to cut down oil production.

Since Saudi Arabia and Russia could not reach an agreement on cut in oil production, the top priority for Saudi Arabia shifted to taking market shares. On March 6, 2020, Saudi Arabia decided to retaliate to increase oil production to 12 million barrels per day, setting a new daily output record (Wikipedia Contributors, 2020) [1]. As a result, WTI crude oil price dropped from $47.18/barrel on March 3 to $31.13/barrel, falling almost 20%.

Figure 2 (Share of total crude oil production, Source: statista)

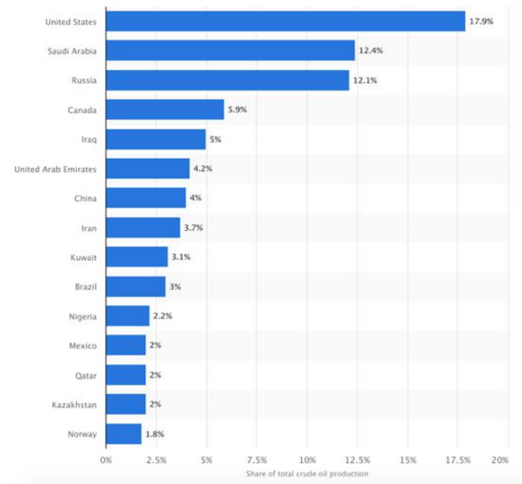


Figure 3 (Crude Oil WTI May '20 (CLK20), Source: barchart)

3rd cause: over-supply and limit storage capacity

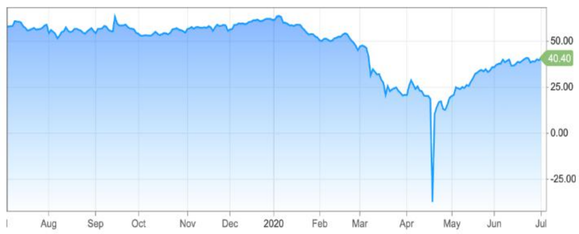
Nevertheless, the main reason that caused WTI oil prices to go negative might be the storage space as well as NYMEX WTI Crude Oil future market.

Owing to the pandemic, the demand for oil dropped significantly since the beginning of 2020, but the storage space to store the oil has not increased and it achieved full capacity very quick. "The worldwide economic shutdown has diminished demand of oil so significantly that we are running out of room to store the crude oil," said Gregory Leo, chief investment officer and head of global wealth management at IDB Bank [4]. "The math is pretty simple. Current oil production is about 90 million barrels per day, but demand is only 75 million barrels per day" (Saefong, 2020) [4].

According to the EIA, the total working storage capacity of the United States is 653.4 million barrels. As of the week of April 10, net stocks in refineries and oil depots were approximately 323.5 million barrels, accounting for 57% of storage capacity. Previously, countries would buy oil futures contracts for reserve, but now the oil storage space in many nations have already been filled. No one would buy crude oil futures of long positions. However, April 21 is the last trading day of May NYMEX WTI Crude Oil futures (CL). If long positions do not sell their futures, they must complete the delivery and pay the full amount which many of them could not afford. As a result, long positions had to sell futures contracts at all costs and it is noted that everyone was selling oil futures contracts, which caused the WTI oil price to go negative. That's also the reason we witnessed a historical moment.

Figure 4 (WTI Crude (Aug'20) Price, Source: CNBC)

Impact of Oil Price Plunge



The U.S. oil price plunge is positive for the aircraft industry since there is a direct relationship between fuel costs and airline operating costs. The decline of oil prices could help reducing transport costs, which is undeniably a good thing for the U.S. aircraft industry. On the other hand, the decline of oil prices manifests the depression in the airline industry, especially during the pandemic when the demand for tourism is coming down.

Although a moderate decline in oil prices would help the U.S. residents save money, it could still pose a negative impact on the U.S. economy. Lots of shale oil companies may go bankrupt owing to their high production costs. Moreover, shale oil companies couldn't afford to repay the debt may lead to a debt crisis. In the meantime, currently, USA is the largest oil producer in the world, not only can it be self-sufficient, but it can also export oil. Hence, once shale oil companies go out of business, the U.S. crude oil production will drop significantly, which in turn boosts oil prices. Naturally, the oil prices for the U.S. residents will go up, which is bad for the U.S. economy.

In addition, the drop of oil prices had a negative impact on the stock market. According to the United States Oil Fund (USO), its stock prices fell from $105.44 on January 3 to $17.04 on April 28. What is underlying behind is the breakdown of the capital chain of the U.S. oil corporations, which in turn results in the fall of company value and sales. Undeniably, the impact of the U.S. oil price plunge is not limited to those parts. The overall effect still needs to be tested by time.

3.METHOD

The main method used in this research was the fundamental analysis, and technical analysis is also used in some areas. Since the topic is 2020 U.S. oil price plunge, I aimed to explore the causes of the phenomenon, to clearly state the timeline of this phenomenon, and to analyze the impact of it. I needed both quantitative data and qualitative data, and I collected them through different websites and database which were considered to be reliable sources. There was no ethical consideration. I matched quantitative research and qualitative research together in processing the data. I analyzed some graphs and charts of oil prices and stocks for quantitative research, and I analyzed the whole oil industry by digging into the current news and histories of the oil market for qualitative research. To conclude, it proved that both research methods were useful for presenting my ideas.

4.CONCLUSION

In conclusion, owing to the pandemic, oil price war, and oil futures, the U.S. oil prices plunged dramatically and even reached $-37.63/barrel. It may devastate the U.S. shale oil companies in long run. This research is of high importance since it provides us with a profound understanding of the oil price plunge. All in all, while seeing the U.S. oil price plunge, there is still something we can investigate in the oil market in the future, and the analysis of the oil price trend might also be helpful to speculate the oil prices.

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Medical Image Semantic Segmentation Algorithm based on Machine Learning

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Abstract: Liver cancer is a common malignant disease, which is very harmful to human beings. In this paper, taking abdominal CT as the processing object, an image segmentation method based on K-means clustering algorithm is used to segment liver tumors in abdominal CT, and the segmentation results of this method are compared with those of the traditional region growing algorithm. The experimental results show that the segmentation method used in this paper has higher segmentation accuracy, and the segmentation result is closer to the gold standard segmentation. It is concluded that with the continuous improvement of new image processing theories and tools, more and more image processing methods can be applied to medical images, and medical workers can choose appropriate image processing algorithms according to different clinical needs.

Keywords: abdominal CT; region growth; tumor; K-means

1.INTRODUCTION

Medicine is an applied discipline that is closely related to each of us, and its level of development is closely related to the quality of people's life. The current medical imaging equipment can provide medical staff with multimodal two-dimensional image information, such as: CT (computed tomography) image, US (ultrasonography) image, MRI (magnetic resonance imaging) image and so on. Each kind of medical image can not be replaced in clinic. With the great improvement of computer technology and image processing technology, the progress of modern medicine and the development of medical imaging technology are inseparable. CT images with high resolution and moderate price play an important role in the diagnosis of liver tumors, so abdominal CT is selected as the processing object in this paper. However, the liver tumor has no fixed shape and size, and its gray value is similar to that of the surrounding tissue. How to segment the tumor from abdominal CT images quickly and accurately has become the research focus of researchers. In the current clinical practice, the most commonly used is to manually describe the edge of liver tumor, this work is very boring, the segmentation speed is slow [2]. Compared with manual segmentation, the image segmentation method based on K means clustering algorithm not only saves a lot of time, but also does not need too much participation of medical workers, and the segmentation results can meet clinical needs.

Tumor Segmentation in abdominal CT Images

Image segmentation refers to extracting the parts we are interested in from a complete picture. Compared with ordinary image segmentation, medical image segmentation is more difficult because human tissues and organs have no fixed shape and size. At present, the manual segmentation of experts is the most commonly used in clinic, which is tedious and slow. The traditional image segmentation algorithms are divided into two categories, edge segmentation and region segmentation. Edge segmentation mainly uses the discontinuity of pixels, while region segmentation makes use of the similarity of pixels. In recent years, image segmentation algorithms have made great progress, and some mathematical methods have been applied to image segmentation, such as genetic algorithm, wavelet transform, Markov random model and so on. With the successful application of full convolution neural network to image segmentation, deep learning + image segmentation has become a new choice [4]. Full convolution neural network is a supervised learning algorithm, which requires a large number of training samples, has a long training time, and the segmentation result is highly dependent on the selection of trainer parameters [5]. In this paper, an unsupervised image segmentation method based on K-means clustering algorithm is used to segment liver tumors in abdominal CT, and compared with the traditional region growth segmentation algorithm. The experimental results show that the two segmentation algorithms can greatly improve the segmentation efficiency, but the image segmentation method based on K-means clustering algorithm has higher segmentation accuracy.

2. EXPERIMENTAL RESULTS

Figure 1 Original picture

Figure 2 Selection of seed points

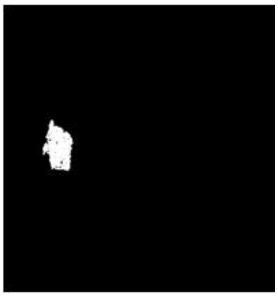

Figure 3 Segmentation result of region growing algorithm

Figure 4 Segmented image with improved morphology

The algorithm in this paper is implemented in the programming environment of Windows10 , MATLABR2018a. Figure 1 is a randomly selected CT image of abdominal tumor. The selected image of the initial seed point (the seed point is marked with red) is shown in figure 2. The region growth algorithm is used to segment the CT tumor image, and the segmentation result is shown in figure 3. It can be seen from the image that there are many holes and noise edges in the output tumor segmentation results, which will interfere with the diagnosis and analysis of doctors. Therefore, we consider using the method of mathematical morphology to improve the segmentation results. Figure 4 shows the results of morphological post-processing of the region growth segmentation results after removing holes and noise.

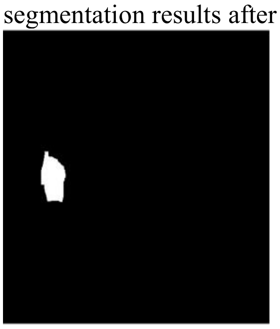

Figure 5 k-means

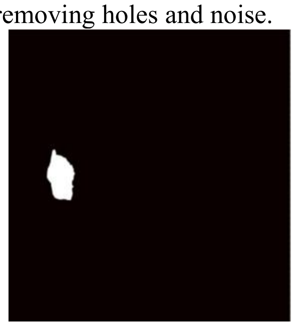

Figure 6 Golden section

Figure 5 shows the segmentation result of the original CT image based on K-means mean clustering algorithm used in this paper, and figure 6 shows the golden segmentation result map manually drawn by experts.

The segmentation speed and accuracy of the two algorithms are compared, and the results are shown in Table 1. From the table, we can see that the execution time of the two segmentation algorithms is less than 5 seconds, and the running time of the region growth segmentation algorithm is shorter. The centroid coordinates of the segmented region and the number of pixels in the segmented region are used to evaluate the segmentation performance. The comparison with the golden section shows that the k-means clustering algorithm has higher segmentation accuracy.

Table 1 Segmentation method comparison table

	Golden section	Regional growth	k-means
Running speed / (s)		3.736s	4.295s
Centroid coordinates	(95,259)	(97,261)	(97,259)
Number of pixels in the segmented region	3041	2768	2883

3.EXPERIMENTAL RESULTS

Liver cancer is a common malignant disease, which is very harmful to human beings. The number of deaths caused by liver cancer in China ranks first in the world every year. At present, the main ways to treat liver cancer are surgery, chemotherapy, radiotherapy and so on. Accurate segmentation of the focus region is an important prerequisite for the treatment of liver cancer, and image segmentation is also the basis of 3D reconstruction. Compared with the manual segmentation of experts, the image segmentation method based on K-means clustering algorithm in this paper reduces the manual intervention, greatly improves the segmentation speed, and has a higher segmentation progress than the traditional region growth segmentation algorithm, which has a certain research significance.

The two segmentation algorithms are simple and easy to implement, and each algorithm has its own characteristics. We can choose the appropriate algorithm according to the clinical needs.

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Evaluating and Comparing "Luo Tuo Xiang Zi" English to Chinese Translation on Application of House's Translation Quality Assessment Model

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Abstract: In 1977, House proposed the first TQA model based on a series of theories. Then a revised model was proposed in 1997 and was amended again in 2015, making the assessment steps more simplified and comprehensive. Based on House's newly revised 2015 version of TQA model, this study analyzed the ST "Luo Tuo Xiang Zi" and evaluated two TTs and then stated the translation quality by using the method of text comparison. In this way, the purpose is to investigate whether Shi Xiaojing's and Goldblatt's versions deviate from the original text, and whether they belong to covert or overt translation. Through the research, two TTs belong to overt translation with the high quality. It is concluded that the Goldblatt's version has a few covert inappropriateness, but it corresponds to the source text to a greater extent. This research is expected to enrich the empirical research concerning House TQA model, but it also found some problems and limitations.

Keywords: House TQA model, overt translation, covert translation

1.INTRODUCTION

Lao She, who is the best-known writer in China, has a great effect on western literature. As his first work translated to America, "Luo Tuo Xiang Zi" also had marked influence both at home and overseas. This work described the tragic fate of Xiangzi, a Beijing rickshaw boy in the 1920s. With strong Chinese features and distinctive time's character, this work was popular among readers in China and had a considerable amount of publication in western.

"Luo Tuo Xiang Zi" has four English version, including Evan King, Jean M. James, Shi Xiaojing and Howard Goldblatt's translation. In this research, Shi Xiaojing's and Howard Goldblatt's versions were chosen to compare.

Based on the above analysis, this research intends to answer the following three questions:

Does the translation completely reproduce the ideational and inter-personal functions of the original text?

Which translation has greater deviation, and what are the main reasons for the deviation?

Whether the two versions belong to covert translation or overt translation?

2.THEORETICAL BASIS

Theoretical Background of TQA

House believes that the key of TQA is to understand the essence of translation and what the translation is. In her mind, equivalence refers to the persistence of meaning between two language. Semantic, pragmatic and textual meanings are crucial to translation. Based on that, House gives a definition of translation: "translation is the replacement of a text in the source language by a semantically and pragmatically equivalent text in the target language" [1]. House first proposed TQA model in 1977 and then revised and improved it in 1997. In 2015, House introduced the concepts of connectivity and corpus studies into her 2015 model, which integrated the latest results of current translation research and was shown in Figure 1[1].

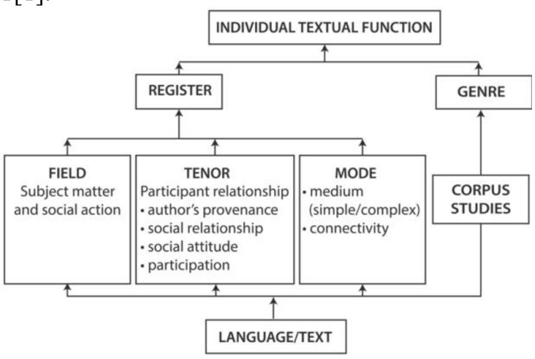

Figure 1. Newly scheme for analyzing and comparing original and translation texts.

Compared with the revised model (1997), this newly scheme didn't make much change, in addition, it made tiny adjustment in register analysis to avoid the repetitive results, making the model more efficient.

The Operation Process

There are four steps one has to follow in applying House's Model to assess as translation: 1) Analyze the original text through register and genre, then deuce a framework about the text function, including ideational and inter-personal function. 2) Analyze the target text and produce its register, genre and text function. Compare the TT and ST by the dimensions listed in Figure 1, summarize the mismatches and discrepancies, which are sorted as covert errors or overt errors. 3) Evaluate the quality of the translation. 4) Classify the translation as covert or overt translation [5].

3.ANALYSIS OF THE ORININAL CHINESE TEXT

Register

Field

In lexical means, simple, easily comprehensible words and Chinese culture-loaded words are used to express Chinses features, and there are many metaphorical expressions and Beijing dialects, such as “dan le dan”, “na zhu”, “Yan Wang zhang” [2], etc. Lexical fields means the immediate and possible scenes or events evoked in people’s mind when they read or hear the words or lexical items [1]. For this novel, the lexical fields mainly are the ups and downs of Xiangzi and describe the hard life of the public. In the part of Process, it can indicate the character’s psychological process and characteristics, clarifying the behavior and relationship. Mental Process appeared 72 times, Material process 68 times and Relational Process 50 times. The mental processes are predominant, which shows Xiangzi is a man with few words but active in mind. Due to the limited space of this paper, the first and eleventh chapters are selected for specific analysis.

Tenor

Firstly, the Author’s Personal Stance, the author expresses his admiration for Xiangzi’s diligence and sympathy for Xiangzi’s misery life, taking on an emotional character. In Social Relationship, the relationship between author and addressees is symmetrical, but asymmetrical between Xiangzi and other characters, such as Mr. Cao, Detective Sun. The words “Sucker”, “Bedbug” and “kill you like wiping out a bedbug” [3] can show the asymmetry. In Social Attitude, the style of the text is informal, which is meant to be easily understood with the colloquial style, and the syntactic structures are simple consisted of many clauses. At last, in Participation, the monologue is simple with several direct and indirect speeches, and inclusive personal pronoun ‘we’ or ‘our’ are used to stimulate the interactional context.

Mode

Medium and Connectivity: simple and is a written text published as a novel in purpose of conveying information. And this text has more situation-dependent than explicit, and rather more abstract than non-abstract. In textual means, writer markedly frequent uses conjunctions, pronouns tend to a tightly structured text. Additive and causal conj. are used most to reflect the logic of writing and coherence, e.g. in Pronoun: 186-He, 30-Them, 5-She, 5-Others.

In Conjunction, the total of number is 86 times.

Genre and Statement of Function

According to the classification of text type, this novel belongs to the genre of expressive text, which shows the author’s attitude and views towards the society.

The function of this text consists of an ideational and an interpersonal functional component. It can be characterized as follows: the description of mental processes is predominant, and lots of words and phrase as well as parallel constructions promote the emotional features which reinforce the ideational function. Besides, in Mode, conjunction words, grammatical parallelism and theme-rheme progression demonstrate this text is high cohesion and connectivity with the paratactic and additive structures.

4. COMPARISON OF ORIGINAL AND TRANALATION

Register

Field

About Lexical Differences, Shi translated horine as Tigress and Goldblatt translated it as Huniu. “Leng Tou Leng Nao” is “clumsy and awkward” in Shi’s version [3] and “clumsy and careless” in Goldblatt’s version [2]. About the Processes, the following are the statistics of the processes between the ST and TT.

Process Number	ST	Shi	Goldblatt
Material	72	73	74
Mental	68	68	68
Relational	50	48	48

Table 1 Process statistics

Though two translation features more material processes, there is high equivalence between ST and TT. Generally, the number of mismatch rates is not dominant and two translations closely follows the original.

Tenor

Firstly, the Author’s Personal Stance is unchanged, but the way of handling adjective words is diverse between two translators. Secondly, the Social Role Relationship is also unchanged and Xiangzi is still in a weak position. Thirdly, in Social Attitude, Shi’s translation tends to use more academic vocabularies and Goldblatt uses simple, clear and comprehensible words. Thus, according to vocabulary, Goldblatt’s version is closed to the ST, which is colloquial and informal. And Compared with ST, sentence structure is unchanged. At last, in Participation, monologue is simple and has several direct and indirect speeches.

Mode

Medium and Connectivity: simple and is written text in purpose of conveying information. Thus, translators explain and specify some culture-loaded and abstract words so that readers can have a better understand about text. However, a covert mistranslation, which the translation does not match the original text in context [4], appears in Goldblatt’s version, for instance, “A band looks like chicken intestines” was translated as “a band made of chicken intestines” [2], but Shi translated it as “thin black bands” [3].

Compared with pronouns and conjunctions, the two English versions are beyond the ST in number. Among them, the pronouns in Shi’s translation are used 611 times in total, and in Goldblatt’s are used 609 times, which reflect the features of English writing. And the ST uses conjs. 86 times, while 437 times in Shi’s translation and 431 times in Goldblatt’s. There is a huge diversity between translations and original text, but all of them demonstrate the logic and coherence of the whole novel.

Genre and Statement of Function

Two translations’ genre are not changed and two translators try their best to express the author’s thoughts. However, Goldblatt’s translation is more equivalent to the ST in terms of emotional attitude, and the language style is the same as the ST, simple and concise.

Goldblatt’s translation is closer to the ST according to ideational and interpersonal functions, which can be shown in lexical field, transitive structure, social attitude and author’s personal stance.

Statement of quality

The ideational and interpersonal function of two translations are relatively consistent with the ST through analysis. Due to the limited space and time, only two chapters are analyzed.

On Field, the words and phrases choice of Goldblatt’s translation closely follows the original.

On Tenor, Goldblatt’s translation reproduces the interpersonal function of the ST in terms of evaluative vocabulary, tone structure and modality.

On Mode, though two translations have a little redundant in conjunction words, they are acceptable in the target language and have a good coherence, but the covert mistranslation lays in Goldblatt’s translation.

5.RESYLTS AND FINDINGS

Both two translations have a certain degree of deviation. The deviation of Shi’s translation is the selection of words and syntax. The deviation of Goldblatt’s translation is the misunderstanding caused covert mistranslation. According to House's classification of translated texts and the comparative analysis of previous translations, the two translations can be classified as overt translations, which means that the ST depends on the source culture and has an independent position in the source culture.

There are also some limitations in House model. Firstly, maybe it more suitable for short articles. Because there is no completed corpus and mark the entire book is a huge workload; Secondly, there is no clear quantitative standard, which will take lots of time in operation.

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The Research of the Application and Promotion Method of Management Accounting in University Financial Management

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Abstract: The management accounting and system of universities are fundamentally changed by virtue of the formulation and implementation of new reform measures and the continuous reform of our education system. The situation poses a challenge that is only the improvement of management accounting can stimulate the development of universities. In accordance with actual conditions, however, the conclusion can be reached that most of our universities have weak management accounting awareness and imperfect system, with the result that the implementation of relevant policies has not got a ideal effect. So there is no doubt that management accounting will be applied in university financial management better by building a thorough accounting system, strengthening the construction of information systems, making great efforts to cultivate management accounting professionals and scientifically organizing case base.

Keywords: university financial management; management accounting; practical application; promotion method

1.INTRODUCTION

The rapid development of educational business witnesses that universities pay more attention on financial management and try their best to manage finance, showing that it is important to attach importance to the vital role of management accounting in financial management. In the view of development, management accounting evolves from cost accounting. Based on standard costs and budget control, management accounting introduces cost-volume-profit analysis. While from the perspective of content, management accounting is composed of the content related to financial management, cost accounting and financial accounting.

2.APPLICATION VALUE IN FINANCIAL MANAGEMENT OF UNIVERSITIES

Improving the creativity and standard of university financial management

With the development of social market economy, both the development of globalization and informatization and market competition are extremely fierce. Management accounting provides universities with a great mount of information to formulate development strategy and make scientific decision. Making more researches about the theory system of management accounting and applying relevant knowledge of that are conducive to the transformation and innovation of our universities as well as the promotion of management level .

Management accounting matches social competition

The model of management accounting, which is totally different from the traditional one of financial accounting, is not affected and controlled by the equity of debit and credit as well as accounting principle. It can collect, organize, and process information from multiple perspectives and directions. In addition, it can offer users with a series of management information to strongly support their decisions. Some universities have achieved success in employing management accounting in financial management so that they have maintained their advantages and leading role in China in the increasingly competitive society. However, the late introduction of the theory of management accounting makes that it is difficult to effectively conclude from the former researches and practices, even the experiences of winners and losers, and refine from the instructive management accounting templates, theories and success cases, playing a negative influence on the promotion of management accounting. [1].

3.THE NECESSITY OF MANAGEMENT ACCOUNTING FOR UNIVERSITY FINANCIAL MANAGEMENT

At present, the financial department of an enterprise spends most of its time on business calculation while a bit of time on financial management, but the traditional financial accounting can no longer meet the requirements of market economy with a rapid development. Therefore, it is necessary to innovate and reform the financial system of universities. The application of management accounting in financial management is still in the primary stage without enough proficiency. It should be introduced into universities so as to exert the following influence. [2].

Perfecting universities' management accounting so as to increase their core competitiveness

Financial accounting and management accounting are complementary and inseparable. The effective combination of them can not only improve the management level, but also give full play to their respective advantages. The main body of financial accounting differs from management accounting. The former is the accounting for external reporting mainly provided information to outsiders of the enterprise including the government, creditors, suppliers, consumers, shareholders and other relevant stakeholders. While the latter is the accounting for internal reporting whose key role is to provide information to the enterprise covering employees, managers and other personnel who need to make business decisions, providing an effective evidence for business decisions. As for universities, management accounting takes the responsibility for predicting future development, which is of vital significance for providing external information and evaluating internal management. After financial accounting, universities can take advantages of relevant information provided by management accounting to measure the realization of benefits so as to provide managers with effective financial information so that their decisions can be strongly supported and to realize financial management in universities. Management accounting can arouse students' enthusiasm, optimize schools' scientific research, help schools to bring in novel teaching equipment, innovate and rebuild fixed asset, which leads to the improvement of students' employment rate and school's reputation so that excellent students are attracted, forming a benign circle.

Perfecting management accounting plays a positive role in the management and decision of universities.

Higher education becomes increasingly important with the rapid development of social economy, therefore, it is urgent for universities to take the path of transformation and development. Working in universities, financial and accountancy personnel not only have to master basic skills so that they can check and calculate economic business, but also master the relevant skills of management accounting so as to provide accurate budget for future development. In order to improve the education quality of universities and accelerate their development, management accounting should combine the planned cost data and actual cost data of previous years, adopt scientific methods to analyze the hidden relationship between education costs and the number of students, and calculate the costs in detail so as to provide scientific and reliable data for compilation of budget. In addition, management accounting can also carry out effective economic evaluation for introducing advanced scientific research technology, using external resources to update or purchase teaching resources and experimental teaching equipment, promoting the rapid development of colleges and universities. [3].

Perfecting management accounting is the solid foundation for universities finance

Management accounting is imperative for enterprise operation. The excellent accomplishment of financial accounting's work can save financial cost for enterprise and offer financial support for their exploration of market. Classified into special enterprises, universities also need capital to expand their scale appropriately. With the development of the market economy, universities have more diversified school system and financing channels. Therefore, it is necessary to promote management accounting in universities, which not only saves costs but also avoids financial risks.

Perfecting management accounting is beneficial to the performance assessment of subordinates by university leaders

Management accounting can detect the whole operating process of universities and predict their operating costs, and compare and analyze the data of previous years in order to learn a lesson form it so as to build a adequate control system. Therefore, management accounting can provide effective information for the decision of the school management, monitor the whole teaching process, analyze, assess and evaluate the income, expenditure, cost, profit and other aspects, and strengthen the supervision, control and assessment of the school management over all departments.

4.PRACTICAL APPLICATION AND PROMOTION METHODS

In recent years, management accounting exercises an influence over university financial management, but it still has a series of problems in its current development. Therefore, the managers of universities should take some measures to promote the application of management accounting in universities. The following aspects can be specifically taken into consideration[4].

The managers of universities should pay attention to the influence of management accounting

The current situation is that management accounting is not so widely applied into university financial management that the managers of universities fail to realize the importance of it or know it accurately, giving rise to weak executive power of management accounting. Therefore, in order to widely apply management accounting into the financial management of universities, the problem that the managers of universities does not pay much attention to management accounting needs to be given priority so that they can know the importance of management accounting from a strategic perspective. Only changing the attitude of the managers of universities towards management accounting can the strategy be better implemented in practice.

Innovating traditional financial management mode to promote management accounting

Many universities still use the traditional financial management model. The quickly developed social form make it urgent to introduce the advanced ideas of management accounting into university financial management, such as paying more attention on the usage of human resources. The traditional financial accounting focuses on various material objects while pays little attention on the subject of management that is People, which is of significance in the management of teachers in universities. Strategic management accounting has added a lot of content into the managing scope of management accountants, playing a vital role in the fields of strategic management and financial accounting, while also facing unprecedented challenges. In the process of financial management, what we have to do is not only to keep accounts mechanically and submit an expense account, but also evaluate the existing risks and propose feasibility analysis reports in accordance with the actual development situation of universities so as to provide reference for leaders and decision-makers to propose strategic decisions. [5].

Strengthening the budget management of management accounting in universities

In recent years, there are still some problems in the budget management of management accounting in universities, for example, universities do not have the awareness of budget management, there is no scientific basis for making a budget, the content of the budget table is not comprehensive, the procedure is scientific, which cannot play the role of optimizing the budget as it should be. Besides, they have not established a complete budget performance system. Many universities focus on capital investment rather than the utilization rate of funds, and there is no subsequent evaluation of the results of the use of funds, and no supervision, evaluation and evaluation system for the investment status of funds.

Universities should carefully analyze the income budget and expenditure budget of the previous year, and sum up experience in accordance with the comparison budget data and actual data, with the purpose of laying the foundation for the next year's financial budget. Firstly, when making a budget, the school's income and expenditure should be included in the budget, taking actual situation as its basis, using scientific methods to support its result, and rationally allocating funds, so as to avoid waste of funds. Secondly, Second, a clear budget system should be built so as to standardize the revenue and expenditure of funds and make the budget more accurate. Finally, it is imperative to make a feasible plan and strictly implement it based on the budget. At the same time, it is necessary to consider the changes in the implementation and keep enough money to avoid difficulties in capital turnover. Characterized by system and prospect, the budget management of universities requires the concerted efforts of every department to optimize the allocation of resources rather than the individual work of finance office.

Building a professional management accounting team

Financial accounting personnel in universities need to further improve their professional skills and knowledge to ensure that their knowledge can keep pace with the pace of the times, and they should be restrained by the strict standards putted forward by universities. In terms of the evaluation of comprehensive quality, it is completely possible to build a complete set of assessment and evaluation system and set diversified assessment indicators, among which basic knowledge and professional ability are the basic standards. It is of importance to build a professional management accounting team with excellent professional quality. Therefore, universities can give priority to those person who has solid professional knowledge and brilliant quality when they select talented person, only this way can improve the overall benefits of universities.

There are three aspects should be taken into consideration when building a professional management accounting team. On the one hand, the leaders of universities should study advanced ideas, change the mode of financial management, adopt exact management method, learn more about professional skills, establish a sense of innovation, and lead financial staff to participate in financial decisions. On the other hand, it is imperative to combine theories and practices and encourage innovation so as to build a management accounting team with excellent professional qualification and innovative conception. Last but not the least, it is crucial to pay attention to the prediction of prior decision, transform to management accounting, optimize capital allocation, improve capital utilization, and improve management and business standard.

Setting up management accounting information system

Considering that management accounting can provide information for the decision maker of universities, meet the needs of inter information user, and promote the development of universities, universities have to strive to set up management accounting information system and improve the standard of financial management by transforming the thinking and concept of management accounting. At the mean time, universities have to develop and build information system conformed with the application of management accounting in universities in accordance with their character of business, so as to improve their ability of financial management. Based on relevant analytical method, management accounting uses model formulas to plan, forecast, make decisions, evaluate and control financial information. Therefore, it is necessary for universities to study knowledge about accounting information theory, perfect management accounting information system and improve the quality of accounting business.

5.CONCLUSION

Serving as two key branches in accounting field, management accounting and financial accounting are relatively independent and interrelated. Our country sees the long applied time of financial accounting which naturally forms a complete set of accounting methods suited for universities as well as the immature system of management accounting stills has disadvantages in many aspects. Therefore, it is important to organically integrate the two so as to improve the financial management level of universities. At present, management accounting is limited by various external and internal factors so that it can not be widely promoted and applied in universities. In order to promote the comprehensive development of universities, people of all walks of life should make joint efforts to study the theories of management accounting, widely apply it into practices, build a financial management system suitable for the development of universities[6].

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A Preliminary Study on Fable Teaching in the Chinese Unified Teaching Materials of the Seventh Grade

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Abstract:Fable belongs to a special category of the novel,it is short,abound the stylistic characteristics of philosophizing,which makes the fable teaching different from general novel teaching.Four fables are included in the Chinese unified teaching materials of the seventh grade.Based on the teaching of basic Chinese knowledge,the teacher leads the students to organize the plot,analyze the image characteristics of the protagonist,give priority to the understanding of key sentences,grasp the hidden profound meaning behind them. Finally,teachers should guide students to exert their imagination, contact with reality,reach the depth of thinking,and understand the speculative value of fable from three aspects: text,reader and society.Teachers should also pay attention to cultivating students' practical ability,applying imagination to writing, rewriting or expanding fables and elucidating their own cognition.

Keywords:Fable Teaching, The Chinese Unified Teaching Materials, The Seventh Grade

INTRODUCTION

The Chinese unified teaching materials of the seventh grade totally contains four fables at home and abroad,the first volume of seventh grade,Unit5,Lesson20,Wolf;Unit6,Lesson24,Four Fables(The Mosquito and the Lion,The Alarmist,etc.);and the second volume of seventh grade,Unit3,Lesson12,The Oilman;Unit6,Lesson24,Stone beasts in the River.

Fables are short and piquant,but they can often get general truth and inspire people through special short stories with personification and imaginary narration.However,it is inevitable that based on the fable style,teachers' teaching design tends to be in one corner and falls into the mold or is too emergent and unclear.We take the fables involved in the Chinese unified teaching materials of the seventh grade as an example to conduct a preliminary exploration on the general teaching method of fable style,concluding and summarizing.

Ⅰ.GRASPING THE FOUNDATION,RETELLING THE PLOT

No matter in primary school or middle school,fable teaching should pay attention to the integration of basic Chinese knowledge and choose appropriate teaching methods on the premise of not leaving the foundation of Chinese teaching.Taking Pu Songling's Wolf as an example,it is a fable first encountered by middle school students and it is also a classical Chinese text.Therefore,it is necessary to guide students to sort out classical Chinese words and phrases.

First of all,in terms of teaching objectives,teachers should clarify the goal of "knowledge and skills",requiring students to understand the general idea of the article with the help of after-class annotations,accumulate classical Chinese vocabulary on the basis of reading the text and analyze the characters or anthropomorphic animals and plants in the text.The plot of wolf ups and downs,therefore,function words that expressed turn or undertake are often used,such as “whereas””thereupon””of”etc.The polysemy of function words is often the focus of classical Chinese reading,in which the transformation and synthesis of the plot are all involved.The first question in the "Think and Investigate" section after the text asks students to think about how many times the butcher and the wolf had encountered each other in the text.It's not hard to get the answer if you hold on to these few function words.The first head-on confrontation between the butcher and the wolf is declared to be at a stalemate when the butcher "threw in his bones" and "the bones were all gone",and the “whereas” in the sentence of "whereas the two wolves drove side by side as before".Then the butcher "looking around there is a wheat field in the wilderness,and the straw that has accumulated becomes a hill","thereupon" took shelter under it, which temporarily relieved the tension and made the butcher and the wolf enter into a confrontation.Later, the butcher "rose up and chopped the head of the wolf",thinking that the danger had been averted.The "just about to" in "he was just about to go" expresses another twist in the story-the wolf who had been "going by the path" was digging a hole behind the butcher in an attempt to "enter and attack him".Thus,the three encounters are obvious in the connection of several dictionaries,which makes the readers follow the plot's many twists and turns,and finally recall the whole experience of the battle from the butcher's point of view,revealing the cunning of the two wolves and making them sweat for the butcher.

Secondly,since the background of the fable is far away from the actual life of the students,teachers should introduce relevant background information and introduce it appropriately.Finally,after students have understood the main idea of the text,they are required to be able to review the plot on their own and retell the story in their own words.Firstly,it can train students' ability of language expression and application;Secondly, the plot of fable is very important,it is the ingenious plot design that can conceive its rich connotation and implication.

It could be argued that grasping the basics and focusing on plot overviews are generalized stages and methods of language teaching,but "A gentleman's work is based on his own principles."[]Confucius warned us many years ago that the teaching process must not be rushed and that the unique aspects of a text can only be successfully explored with a solid foundation of knowledge.

Ⅱ .UNDERSTANDING THE IMAGE,RELATING TO REALITY

In fables,the main characters are often not real "humans",but anthropomorphic plants and animals but the author's personification of them must have given these animals and plants a profound symbolic meaning,so after laying a solid foundation,the analysis of the protagonist's behavior and language is the focus of language teaching.

First,fables often use exaggerated brushstrokes to portray the protagonist's image,magnifying his or her action and language to make the reader understand the author's creative intent.For example,in The Mosquito and the Lion,the dialogue between mosquito and lion is full of its ability to boast,"mosquito blew the trumpet to rush past" and "blew the trumpet again,singing a triumphal song to fly away" more reflects the self-righteous state of mosquito,for behind the elimination of small spider buried fofol.The Mosquito and the Lion with "mosquito" and "lion" as the title,but in the end the spider seems to be the real winner,why the title is not reflected?If we delete the spider story,can we still understand the same meaning in the contest between mosquito and lion?As mentioned above,the repeated technique of "blowing the trumpet" twice by the mosquito is actually laying the foundation for the end.The mosquito is not defeated by the spider,but bears its own evil consequences and is burdened by the pride and complacency after its inner victory over the strong one.When we delete the reversal behind,we can find the courage and wit of mosquitoes in the struggle between mosquitoes and lions. Therefore,when students face the description of language and action in the text,they should not interpret it unilaterally,but should grasp the description of those recurring images combined with the full text.

Secondly,teachers should connect with reality in teaching,inspire students' associative imagination and develop students' divergent thinking ability.The writer of a fable designs a clever satirical drama based on reality by morphing and sketching the real situation.So after the teacher lead students to complete the plot of combing,reading the text again to analyze the image of the protagonist can no longer be limited to a "single" text interpretation,but should rise to a higher level.The new curriculum standard requires that in fable teaching,teachers should inspire students to discover the deeper narratives in the text and work on "analogies",rising from "this one" to "this category".The narration in literary works has individuality and typicality.Only by combining these two characteristics can the fable narrative structure be completed.

In the teaching of The Alarmist after we mastered the new vocabulary,students get what kind of enlightenment,the cognition of "suffering consciousness" to what extent,is the focus of this article teaching.As stated in the last question of the “Thinking and Investigating”,this unnecessary concern really "unnecessary"?And what kind of awareness is necessary in our lives?Teachers should lead students to break out of the rigid thinking circle,everything is extremely poor will reverse,we should not blindly worry,more can not be without fear. "Unnecessary" worries are empty and unrealistic assumptions,while in real life,we should pay more attention to personal safety and remind ourselves that we are truly responsible for our life by being careful.The teaching goal of this fable is to connect with reality,distinguish between "necessary" worry and "unnecessary" worry,and interpret the meaning of this fable from "borning out of sorrow and dying in happiness".

Ⅲ .CHOOSING KEY SENTENCE,TASTING IMPLIED MEANING

The fable is short and concise,natural description of the protagonist is different from the general novel can start from the details,involving multi-faceted image portrayal,but the reader can still capture the shadows of real-life characters in a few words.Therefore,focusing on the key sentences and key words in the text is the foothold for us to analyze and understand the metaphor behind the fable.

In the past,initially,we captured the verbal demeanor of Duke Chen Kangsu and the verbal gesture demeanor of the oilman for comparison,capturing key words in each,such as “squint”"jowl”"dispatch"etc. to analyze the characters.It shows the arrogance and self-conceit of Duke Chen Kangsu and the modesty and calmness of the oilman.But is it true that Duke Chen Kangsu is as completely negative and critical a figure as he appears to be?Fables are also characterized by a diversity of fiction and interpretation.The focus and difficulty of teacher instruction lies in guiding students to experience the use of critical thinking through the analysis of key statements rather than treating things in a one-dimensional way.

In this way,we can find that the meaning behind the fable is not the only point.In the opening chapter of The Oilman,a number of words are used to praise Duke Chen Kangsu's archery skills.It can be seen that even if Duke Chen Kangsu has shortcomings,they should not be totally denied.Teachers should guide students to seek arguments based on the content of the text to support their views.Instead of solidifying students' thinking space,the protagonists are divided purely and directly into "good and evil".

At the same time,teachers may introduce appropriate extra-curricular materials to help students.If we analyze the sentence at the end of The Oilman that ends abruptly-"Kangsu laughs and dismisses him",we can introduce the life of Duke Chen Kangsu from The History of the Song Dynasty-Biography of Chen Yaozi,and find that it is unfair to judge a person by one word.

The Oilman is only 133 words,just in the process of merging the classical text with the vision of generations of readers,so that the interpretation of the text will in a new and larger field of vision.The researcher's state of being determines the subject matter and research interests,which in turn further dictate which histories can be accessed and in what ways they can be accessed.[]Therefore,the experience is generated in the process of continuous self-denial by the researcher.This "negation" represents the transcendence and sublimation of all previous cognition.

Questioning represents the existence of thinking.We should even raise questions when necessary.Only when we are open-minded and listen to others' opinions carefully can we gradually achieve results.

Ⅳ.USING YOUR IMAGINATION,BEING GOOD AT IT

Fable writer La Fontaine says,"A fable can be divided into two parts,body and soul:the story described is like the body,and the lesson given to mankind is like the soul."[]Teachers must not only lead students to understand plot developments and twists,but also guide them to grasp the trinity of text,reader, and community connections.

Fables can use a great deal of buildup in a short space,inadvertently create a plot twist and give the reader a powerful stimulus to appreciate the irony of the situation.So analyzing the mental activity of the imaginary protagonist can better help students understand the author's creative intent,and even in some fables will be different from our reality and controversial places,students can think outside the box,teachers should be more active in guiding students to imagine.

For example,in The Stone Beast in the River,the "Think and Investigate" points out that,according to modern scientific knowledge,the stone beast may not be found "miles away" as the old river soldier said.In fact, based on the fictional nature of the fable,teachers need not dwell on the scientific aspect of the fable,thus distorting the teaching objectives and deviating from the teaching track.Second,this material can reflect the meaning of our text.Because of the changes in the real situation,we can not be limited to the theory.The teacher's focus is to guide students to grasp the meaning of "cannot be deduced from facts",in contrast to the actual situation of the difference to emphasize the theme of this text.

From the reader's soul to social value and realize the function of fables in educating people is the ultimate goal of fable teaching.In junior middle school Chinese teaching,we emphasize that students can "appreciate literary works, have their own emotional experience,preliminarily understand the connotation of works,and obtain beneficial enlightenment to nature,society and life from them.""Be able to expand upon the basic content of the article and your own reasonable imagination."[]From the text,students can make associations with people and things in their daily lives,generate their own understanding of the meaning of fables and allegories,and realize the integration of the humanistic and instrumental aspects of language through the interface of style,text,literature and culture.

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The Modernization of Chinese Drama Under the Concept of Creative Cultural Industry

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Abstract: with the development of globalization, culture, as one of the key parts of comprehensive national strength, plays a more and more important role. In this environment, culture has become an indispensable existence in the process of economic and industrial development, and has become a great help to promote social development and speed up economic construction. Moreover, with the "spring breeze" of information technology, the concept of creative culture can be realized, and cultural globalization and cultural economy have become a reality. For example, the animation culture industry in Japan and the movie blockbusters in the United States are all derivatives of the creative cultural industry under the trend of globalization. Therefore, under the concept of creative cultural industry, this paper discusses and studies the modernization of Chinese drama.
Keywords: creative culture, Chinese drama, modern development

INTRODUCTION

Foreword: under the situation of foreign culture constantly flooding the domestic market, China's cultural industry has been greatly impacted. These foreign cultures tend to focus on the things popular with the public, and attach the values and outlook on life in the process of dissemination. The essential goal is to obtain more economic benefits and practical values. In this case, if cultural practitioners do not pay attention to the development of creative culture and cultural modernization, then the consequences and harm are difficult to measure. At the present stage, the state pays attention to the cultural industry and advocates the development of domestic cultural modernization. However, in the world, due to the earlier development of foreign culture and art and the wide range of audiences, foreign culture is far more attractive than domestic culture. It can be seen that Chinese culture is facing severe challenges. The same applies to China's drama industry. Through the study of the concept of creative culture, this paper discusses the modernization of Chinese drama[1] .

1.BASIC CONCEPTS OF CREATIVE CULTURAL INDUSTRY

Generally speaking, as a new type of cultural industry, creative cultural industry has the basic characteristics of diversification and diversification. In different countries, different regions and different industries, there are different connotations and basic contents, which can be said to have their own characteristics. For example, the United Kingdom calls creative culture industry as creative industry, the United States calls it copyright industry, while Hong Kong, Macao and Taiwan in China are called creative industry, and Japan and South Korea call it content industry[2] . Specifically, the characteristics of creative culture industry in China can be studied from three aspects: creativity, essence and pluralism. All rivers run into sea. Creativity means the cultural industry is new and attractive. The essence is the essence of cultural industry and its representativeness. Diversity means that creative culture is developed in a diversified way. This is also applicable to the drama industry in China. Throughout the course of the development of drama, its cultural accumulation has been subjected to millennia of culture and has been evaluated by the past dynasties. Its basic concept has already been in line with the concept of creative culture industry, and has become a creative, essential and pluralistic existence. However, this does not mean that the living space of Chinese drama has begun to expand. On the contrary, looking at the world, the proportion of Chinese drama in culture is becoming less and less. Although the economic benefits of cultural industry are increasing, the development speed of drama is decreasing[3]. It can be seen that the modernization of Chinese drama has become an inevitable trend. The modernization construction is not only the demand of development, but also the need of survival.

2.THE BASIC CHARACTERISTICS OF CHINESE DRAMA MODERNIZATION UNDER THE CONCEPT OF CREATIVE CULTURAL INDUSTRY

Under the basic concept of creative cultural industry, the development of Chinese drama modernization has more directions and more characteristics. These characteristics can be divided into five parts: first, more vitality. The development of drama modernization in the big concept and environment has a broader development space and a more healthy development framework. This makes drama more vitality, and has more development possibilities under the joint promotion of industrial chain and cultural system. Second, be more creative. Creative cultural industry has the characteristics of creativity, which also leads to the development of Chinese drama modernization under its concept also has creative characteristics. In this situation, drama is more creative, more modes and more ways lay the foundation for cultural creation and provide preconditions for the development of drama. Third, it is more effective. The development of Chinese drama can not be separated from the support of funds. Under the concept of creative cultural industry, the economic benefits of Chinese drama have begun to improve, and the social role has also been climbing. Thus, the development of Chinese drama has realized the two-way improvement of economic and social benefits, which has a very positive practical role. Fourth, be more adaptable. Under the new concept, Chinese drama is more in line with the current development trend, more in line with the requirements of the development of the times, more adaptable. Moreover, under the new development, Chinese drama develops along the direction of informatization, transparency and high efficiency, and the ability of information processing and analysis and dissemination has been greatly improved. There are more ways for development and propaganda, which makes Chinese drama realize modernization on the basis of adapting to the times. Fifth, it is more scientific. Therefore, under the condition of more scientific and more complete capital circulation mechanism, the drama industry can be further developed in a more scientific and creative way.

3.THE DIRECTION OF CHINESE DRAMA MODERNIZATION UNDER THE CONCEPT OF CREATIVE CULTURAL INDUSTRY

3.1. Change the concept of development

Since the reform and opening up, there have been misunderstandings in China's cultural development. It is embodied in two aspects. The first is that the reform is wrong. They believed that Chinese traditional culture walked alone in the world, and there was no need for reference and reform. They totally denied the reform and refused to westernize. The second is to attach too much importance to reform. They think that Chinese traditional culture is backward and dregs, and we must learn from the West in order to seek new cultural development. There is no doubt that these two views are wrong, and there are big misunderstandings about cultural reform. Therefore, the modernization of Chinese drama should change the concept of development under the concept of creative cultural industry. First of all, there is no prejudice. Both Chinese culture and Western culture should be free from prejudice. Under the condition of equality, Chinese drama has a broader space for development and more ways to develop. The reason is mainly due to the accumulation of history and culture and the creativity and essence of innovative industrial culture. Second, adapt to development. Under the creative cultural industry, the innovative and creative development concept is put forward, which is also the main direction of changing the development concept, so as to adapt to the development trend. In order to adapt to the development, the art form of drama culture is more concrete, and the practitioners have a more clear positioning, which provides the necessary premise for more scientific standardization of the development goal of drama[4].

3.2. Optimize the development environment

One is to respect the law of art and develop without rigidity. Rigid things have no vitality. The reason why Chinese drama has been prosperous for hundreds of years is that it is good at absorbing, seeking change, daring to innovate, and resisting rigidity and solidity through evolution. The prosperity of Zaju in Yuan Dynasty, the beauty of Kunqu Opera, and the formation and popularity of Peking Opera all over the country also illustrate this point[5] .

Second, we should base on the place, adhere to the soul, and change without alienation. It is unreasonable for local operas to call "the whole country", and it is also absurd for Chinese operas to call "the whole world". One side is water and soil, one side is products, one side is people, the other side is art. It should be made clear that special cultural factors, regional audience needs, unique cultural environment and cultural soil suitable for their own survival are the cultural ecological structure of all kinds of Chinese drama performance art groups, and also the scientific expression of "cultural diversity" and "cultural diversity" and the basis of the concept of creative cultural industry.

3.3. Innovative development forms

Scientific development is the direction of drama development, and also the main condition to effectively drive the industry forward. Under the big concept environment of creative culture industry, if we want to realize the modernization of drama, we must innovate the development situation of drama. As an art category, the performance form of drama cannot be separated from the audience, and the development situation should be changed according to the audience's preferences. At the same time, as a part of the cultural industry, the modern development of drama must break through the original tradition, break the shackles of old forms and backward ideas, and then create and develop more creative forms of cultural development, and further extend the content of drama culture, so as to better promote the development of the industry.

4.CONCLUSION

To sum up, for the drama industry, its development along the direction of modernization is inseparable from new concepts and new thinking, as well as new ideas of creative cultural industry. Therefore, in order to better promote the development of the industry and realize the modernization of Chinese drama, relevant practitioners should, on the basis of understanding the concept of creative cultural industry, analyze the characteristics of the concept in the modernization of Chinese drama, and on the basis of the analysis, explore the road and direction of the development of Chinese drama modernization in the future.

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The Application of Whorf Hypothesis to Cross-cultural Translation

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Abstract: This paper explains what is Whorf Hypothesis through discussing its two versions-linguistic determinism and linguistic relativity respectively, and analyzing their commonality and difference. Then results of several experiments proposes that the weak version of Sapir-Whorf Hypothesis is authentic, which means language can influence the non-linguistic cognitive process, but it is not strong enough to determine the mind. With this linguistic relativity theory, cross-cultural problems in translation can be solved beyond the level of language.
Keywords: Sapir-Whorf Hypothesis, linguistic relativity, cognitive linguistics, cross-cultural translation

1. INTRODUCTION

The Whorf Hypothesis contains two parts: linguistic determinism and linguistic relativity. Since Whorf himself never regarded his principle of linguistic relativity and linguistic determinism as hypothesis, for his idea is a succession of previous linguistic scholars and psychologist as well as anthropologist, including his mentor Professor Sapir [1]. That is why Whorf Hypothesis is also called Sapir-Whorf Hypothesis. It should be mentioned that though Sapir's name is used in naming the theory, he had not fully developed the thesis that linguistic differences might facilitate certain modes of thought. The later scholars also refer the two parts as strong version and weak version respectively.

2. SAPIR-WHORF HYPOTHESIS

(1)The information processing in cognition studies

Cognition is the set of all mental abilities and processes related to knowledge: attention, memory and working memory, judgment and evaluation, reasoning and computation, problem solving and decision making, comprehension and production of language, etc [2]. We monitor the information processing in our brain as a simple model in figure 1:

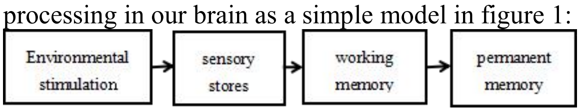

Figure 1 The information processing in brain

(2)Linguistic determination & linguistic relativity

Linguistic determinism, namely strong version, can simply be explained as that a language determines certain non-linguistic cognitive process. That means people saying different languages with their cognition being correspondingly different. When one person alternates his language, his thought changes correspondingly. Linguistic determinism is actually an extreme Weltanschauung of Whorf Hypothesis. Linguistic relativity is a weak version of hypothesis which refers to that the language one uses would influence his thought. That means when people use different languages, they would think in different ways [3]. Linguistic relativity and linguistic determinism, as the weak version and strong version of Whorf Hypothesis, have quite a lot in common. However, there are still differences.

Of commonalities, both versions refers that language influences the way we are thinking. They are both Whorf Hypothesis, only in different extent. Generally speaking, languages distinct the real world, thus distinct people's cognition. The whole process is completely unconscious. That means when people use different languages, their thinking processes have already differed without deliberate settlement. For example, to an English-speaking individual and a Chinese-speaking individual, when they see a fish, the thought in their minds may be different [4]. And the difference spontaneously appears instead of being made intentionally.

When considering differences, linguistic determinism, the strong version, refers that the language one uses shapes his mind. That means when one learns a new language, the pattern of his thought would change into a new one. Linguistic relativity, the weak version, is that the cognitive processes diversify from one language to another. In other words, people use different languages may have different cognitive processes. That means linguistic relativity indicates that different language users may lead to similar cognition, but the process of approaching to the cognition is different. For example, there are two individuals who use A language and B language respectively. There is a salient term for a certain object in A language while none in B language. For linguistic determinism, the A language user would have a certain cognition for this object while B language user would not, that means A language user know this object while B language user not. However, for linguistic relativity, both A language and B language user would have certain cognition on this object, just that A language would have a quite clear cognition on this object and he may tell out fast and without hesitation, while B language user may take a rather longer time to tell out the item and may have some hesitation and uncertainty.

(3)The test on the authenticity of linguistic relativity

Whorf has given many supporting ideas to prove his theory of language determining/influencing cognitive operation. For example, Whorf has noted that Eskimo has many words for all kinds of snow while English has only one word "snow" for snow, like "qaunk" for "snowflake" and "kanevvluk" for "fine snow", etc. When English speakers want to describe the state or other attributes of snow, they often use modifiers. However, when "qaunk" is used to describe the weather to another Eskimo, the feature of "snow" appearing in their mind should not be tiny whatever in shape or degree. But when an English speaker uses "snow" to describe the weather, the cognitive operation appearing in his mind is only a general description of a kind of weather condition--cold weather with precipitation, slippery road, white, but the degree and the shape of snow does not come to his mind [5]. That is what Whorf believes, that difference in language determines the difference in cognition.

However, many scholars have pointed out that there is no evidence to show the validity of the strong version. Some of Whorf's supporting ideas are also proved to be not convincing. For the above example, some scholars claim that Whorf has exaggerated the lexical difference between English and Eskimo in the domain of "snow" [6]. Martin believes that the amount of words in a specialized lexicon can be defined differently. If only the roots are counted, the amount of word in a specialized domain would be quite limited. Through analysis, we found that several word referring to snow in Eskimo have the morpheme of "qa", which might be the root of "snow" in Eskimo [7]. Maybe the large amount of words describing snow in Eskimo is just conjugates. To some extent the phenomenon of adding affix to root is quite similar to that adding modifier to a word, if the word is a root itself. On this the lexical difference between Eskimo and English might not be that big. So this example can not strongly support Whorf Hypothesis. Whorf Hypothesis is, therefore, not that convincing and reasonable.

Many scholars' analysis and their series of experiments have strongly proved that Whorf's theory of "language determines cognitive operation" is unconvincing. However, as for weak version, namely language influence cognitive operation, quite a lot of evidences illustrate that weak version is quite reasonable. Nowadays, weak version, that "language influence cognition", arises much interest of both linguists and psychologists. Some believe that weak version could provide a new approach to research and analyze the relationship between language and human cognition [8].

Although strong version of Whorf Hypothesis is lack of evidence and is proved to be unreasonable, its weak version seems to be reasonable. According to many empirical researches, the weak version of Whorf Hypothesis is reasonable, which means languages may influence the way people think. There are two famous tests on Whorf Hypothesis: Color Term test and Boroditsky's experiment on spatial words and temporal words. It is concluded that (1) language is a powerful tool in shaping thought about abstract domains and (2) one's native language plays an important role in shaping habitual thought (e.g., how one tends to think about time) [9] but not completely determining the thought pattern.

3. LINGUISTIC RELATIVITY IN CROSS-CULTURAL TRANSLATION STUDIES

Differences between languages affect their speakers to have different cognition or impression. Mauther has been said that "If Aristotle had spoken Chinese or Dakota,his logic and his categories would have been different" [10]. Each language is a close corporation with its own law and pattern which is different from others. Thus in cross-cultural communication, different language speakers have different perspectives for the same thing. In this level, linguistic relativity discusses not only what people say, but also why and how they say that. It tries to construct a systematical theory on how linguistic system affects the world view and behavior of different language speakers [11]. Moreover, it will discuss how language influence the interaction between different groups, societies or even nations. Linguistic behavior is a part of overt culture, but it is also a structural framework of the covert culture.

Translation can be regard as a particular way of cross-cultural communication. According to George Steiner, any act of human communication can be regarded as a kind of translation. Benjamin and Newmark indicate that language, to a certain extent, has untranslatability. Some even think that even within a single language, any reformulation of words has implications for meaning. But Whorfianism appears to be a new way to solve this problem. Taking reading as a kind of translation is a reminder of the reductionism of representing texture reformulation as a determinate change of meaning, since meaning does not reside in text, but is generated by interpretation. According to Whorfianism, content is bound up with linguistic form, and the use of medium contributes to the shaping of meaning [12]. Form this stance, words are not merely the loader of thought. Form and content are a whole individual which is inseparable.

As formidable as any of the effects so far mentioned of grammatical and semantic structuring of language is the matter of translation. The essential problem in this process is that each language is a complex system as a whole whose structure and stylistic elements can not be reproduced with completely exactitude of form and content. For example, when translating a sentence in "Shengshengman" of Li

Qingzhao, there are two versions. The first one "I look for what I miss, I know not what it is, I feel so sad, so drear, So lonely, without cheer" is particular on the content of source language. But obviously it is lack of the beauty in form of its source text. The second version "So dim, so dark, so dense, so dull, so damp, so dank, so dead" emphasizes the form, while it does not solve the problem of translation -- target reader may not understand what the author want to express even after translating. We have to realize that translation is not only a transference of language, but also a set of extra-linguistic criteria. In translation process we have to cross a greater or lesser barrier of "divide".

As mentioned, translation usually involves more than translating the text or utterance as accurately as possible. It also affected by the purpose of translator and the attribute of source text. Casagrande distinguished the different purposes and indicated the objectives of translations for each purpose [13]. The diverse purpose the noted, with considerable reinterpretation of the objectives by the present writer: (1) the pragmatic, in which the emphasis is on the content of message; (2) aesthetic-poetic, in which the emphasis is on the literary and aesthetic form; (3) linguistic, where the interest centers around morphology and syntax; and (4) ethnographic, where the prime concern is with the accuracy of the translation as a revelation of the ethnicity of its speaker.

To some extent, a translator is a betrayer as far as exact restatement of precise content and exact representation of meaning, spiritual overtones and other cultural nuance are concerned. The difficulties translator are condensed in the conclusion that they does not translate language, they translate culture.

Language is a substantial but partial reflection of a culture. Language is universal as well as individual. It is always more or less possible because the universal and culturally overlapping constituents of language. There is hardly a book on intercultural or interlinguistic relations between Chinese and English that does not state that dragons are kind and the symbol of fortune in Chinese, while evil in English. Color red is ceremonial and happy in Chinese while cruel and aggressive in English. The sun in Arabic is oppressive while lovely in English. All these demonstrating the impossibility of translating. Besides, some cultural beliefs and connotations are brittle, in particular the superstitions that associate animals with human qualities in various languages and cultures. For example, Chinese who always say "as cowardly as a rat" can never understand "chickenhearted". There are always translation barriers. But it is not in Whorfianism, which suggests that different languages represent separate thoughts. The only problem is the degree to which the cultural expression is to be transferred or explained in translating process. Cultural items demonstrate or conceal universal values. Chinese are used of starting their conversation with such sentences like "How old are you?" "What’s your job?" to show their concern for others, while these conversations are impossible for an Englishman to image for it is quite offensive. But it is salutary and productive of more interesting conversation than the customary nauseating Western phaticism, though translation such things may break through to non-Chinese readerships.

4. CONCLUSION

Since thinking is hard to measure and "influence" is also hard to define, the existing experiments can only prove that strong version of Whorf Hypothesis is unreasonable. But it does not fit for weak version. In contrast, many evidences illustrate that weak version of Whorf Hypothesis is reliable. And this linguistic relativity can be applied in solving the problem of untranslatability. According to Newmark, a translator's first task is to contribute to the understanding between individuals, groups and nations, then his second task is to transmit knowledge and the third is to mediate cultural features. In any cultural problems, the translation always has three choices: keeping source language culture, converting to target language culture, or finding a balance between two. Of course, within each choice there would be various alternatives, and more complicated procedures would be involved to reach a relatively balance between form and function equivalence as well as source language and target language equivalence.

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On the Ways to Develop Student's Master Role in College Ideological and Political Class

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Abstract: The ideological and political classroom in colleges and universities is an important form of ideological and moral education for college students. It can create an ideological and political led campus atmosphere through the multi-angle radiation of ideological ideas based on classroom education, so as to promote the change of students' cognitive level and behavior level. By analyzing the positive and influencing factors of the ideological and political classroom to play the role of students, and based on the current plight of ideological and political education to explore the way to play the role of students in ideological and political education, it aims to comprehensively improve the quality of ideological and political education, and cultivate high-quality quality education professionals for the society.

Keywords: university; ideological and political classroom; student's main role

1. INTRODUCTION

In today's all-round popularization and development of quality education, China's education system reform is gradually towards the direction of cultivating high ideological and moral level of young students. General secretary says that the ideological and political theory course is the key course to implement the basic task of “Build morality and cultivate people”. The most fundamental thing for China to do well in ideological and political education is to implement the Party's educational policy and solve the problem of cultivating what people, and the ways to train people cultivate people.[1] In China, young students are the hope of the country's future development, which requires colleges and universities to carry out corresponding educational activities in the course of ideological and political education, and give full play to the main role of students in the classroom, so as to guide students to “buckle the first button” of life in the education and training of colleges and universities.

2. THE SIGNIFICANCE OF STUDENTS' MAIN ROLE IN IDEOLOGICAL AND POLITICAL CLASS

Ideological and political course is a basic course based on Marxist principles and other theoretical basis. It can lead young students in the new era through the corresponding theory, so that their ideological level can be comprehensively improved. At present, the ideological and political courses in colleges and universities mainly show the characteristics of combination of theory and ideology, and the unity of implicit and cultural features.[2] Especially in the theoretical education of ideological and political courses, Marx principle and methodology are the cream of the times. It can guide young students' thoughts in theory in the changing circumstances of the century, and penetrate the cultural concept through implicit education, so as to serve students in curriculum education and cultivate high-quality young students in the process of cultivating moral integrity.

2.1 Carrying out acculturation education is conducive to shaping students' ideological cognition

Ideological and political classroom is the main front of ideological education in colleges and universities. It can realize the ideological and political education of students through the positive energy guidance of ideological theory in the course teaching process, so as to lead the development of education with the core concept of socialist core values. On the one hand, in the ideological and political classroom teaching activities, teachers can enhance students' enthusiasm and initiative for cultural activities through a variety of teaching activities, so as to better play the dominant role of students in educational activities. On the other hand, ideological and political education can influence students' ideological cognition and attitude through the infiltration and dissemination of a cultural concept in teaching, create a good cultural atmosphere of ideological and political education in the process of students' participation, and carry out ideological and ideological education better, so as to help students comprehensively shape their ideological views and mental cognition.

2.2 Strengthening political guidance and promoting the development of students' attitude and thought

In the ideological and political education in colleges and universities, colleges and universities can create a kind of campus cultural activity atmosphere of forging ahead and fearing difficulties through various activities such as red culture speech and historical scene performance of the long march. Students can understand the history and remember the historical events in the participation of these practical activities, so as to realize the historical events and the historical and cultural spirit of themselves to enrich the historical spirit of the times value. At the same time, teachers can give full play to the main role of students in the ideological and political classroom, let students participate in the teaching of the course and the sharing of historical stories, so as to enhance students' self-confidence in classroom activities, so as to strengthen ideological and political guidance in educational activities, and better realize the change of students' ideological attitude.

2.3 The thought implements the action, and realizes the students' behavior transformation

In the ideological and political classroom, students' subjective consciousness can strengthen their self-identity in the dissemination of ideological and political ideas, so as to transform their own ideas into actions and realize the transformation of individual behavior. Especially in the process of classroom activities, students can build the corresponding class interpersonal network in the interactive participation in the classroom, and participate in the classroom activities with the surrounding students based on the interpersonal network, so as to form a student group with students as a unit, play the initiative of the whole student group in the participation of the small group of students, and better integrate the students' thoughts. Political ideas are transformed into practical actions to promote the overall ideological and moral level of college students.[3]

3. INFLUENCING FACTORS OF STUDENTS' SUBJECTIVE ROLE IN IDEOLOGICAL AND POLITICAL CLASS

At present, the ideological and political education teaching is a curriculum system mainly composed of ideological and moral cultivation and legal basis, the outline of modern China, Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics, Marxist principles, and situation and policy. The overall teaching content and system is mainly based on the curriculum framework. If the teacher focuses on the explanation of the textbook content and ignores the integrity of students in the teaching process, it will affect the teaching effect of ideological and political course. At present, ideological and political teachers' backward ideas, students' cognitive bias and the influence of the external network environment will have a certain degree of impact on the play of students' subjective role.

3.1 Ideological and political teachers' self-renewal idea is backward

Ideological and political teachers are the main guides and managers of curriculum activities. The ideological and moral quality of ideological and political teachers will directly affect the improvement of students' ideological and moral level. At present, the self-renewal degree of ideological and political teachers for ideological and political teaching content is relatively backward, which makes it difficult for students to achieve the maximum degree of play in the classroom. Especially at present, when the ideological and political teachers are engaged in education, they also need to realize the balance of scientific research, education and family life, which makes it inevitable that ideological and political teachers' energy in education work is insufficient. In addition, ideological and political teachers have formed a set of self-work mode in their long-term work. Even if colleges and universities actively carry out corresponding ideological and political teaching related training, their teaching methods and teaching concepts are difficult to achieve innovation in a short time.[4] It can be said that the innovation of teachers' individual ideological education views and educational methods will affect the students' main role in the classroom to a certain extent.

3.2 There is deviation and dislocation in students' subjective cognition

In order to play the main role of students in the ideological and political classroom education activities, we need to start from the ideological level to improve students' ideological and political level, only in this way can students play a better role in the process of active participation in classroom activities. In the current ideological and political course teaching activities, because of the strong theoretical and ideological nature of ideological and political course theory teaching, and there is a certain degree of gap between theory and students' actual acceptance, which makes the distance between ideological and political courses and students gradually widened, affecting students' active participation in ideological and political classroom activities. At the same time, due to the students' insufficient understanding of the ideological and political course content, the students pay less attention to the content of the course. Moreover, due to the differences in the ideological level between the students and the students, as well as the social influence of the surrounding students and groups, the students are prone to produce cognitive deviation for the ideological and political course in the group infection. In the study of ideological and political course, the subject dislocation of "giving priority to teachers' theoretical teaching" has gradually formed, which affects the students' individual initiative.

3.3 The process of improving students' ideological and political literacy is slow

In the new era, the self-awareness of college students is gradually enhanced, and if the ideological and political education of college students is rejected by students' subjective level, it will make ideological and political education fall into many difficulties. In the current ideological and political classroom education activities, students' subjective ideological consciousness level is low; the ideological and political course is not highly valued; the class attendance rate and attendance rate have a certain gap compared with professional courses, and the teaching of ideological and political courses is mainly concentrated in the freshmen and sophomores of colleges and universities, and the class time arrangement of ideological and political courses is also less, which makes it difficult for colleges and universities to achieve the overall improvement of students' individual ideological and moral cultivation in the limited curriculum arrangement. In addition, the improvement of college students' ideological and moral cultivation is a long-term, imperceptible process, college students need to achieve the comprehensive improvement of their ideological and political literacy in the long-term cultural education. As the process of improving the ideological and political literacy of college students is a slow process, which makes the current ideological and political classroom education pay less attention to the detail education in the cultivation process. Meanwhile, affected by the teaching progress, it is difficult for teachers to let students actively participate in class activities in the ideological and political classroom, and the theories and viewpoints taught in the classroom are also superficial, which affect the full play of the main role of students.

3.4 The network mimicry environment has a negative impact

Under the background of the continuous development of Internet technology, China's network communication technology transmits massive information to the public, forming a massive information pseudo environment. At present, college students are an important part of cyberspace, and their ideological views are gradually independent, and their ideas are more or less influenced by opinion leaders in cyberspace. Therefore, although the network technology allows the public to enjoy the massive and real-time network news and information, the collective behavior of network groups and network violence in the network space will have a certain degree of impact on the thinking and state of young college students. The opinion environment constructed by this pseudo environment can damage the psychology of individual users to a certain extent in cyberspace. The more negative comments college students contact in the network environment, the more difficult it will be for students to carry out ideological and political education.[5]

4. THE WAYS TO PLAY THE MAIN ROLE OF STUDENTS IN COLLEGE IDEOLOGICAL AND POLITICAL CLASS

Due to the influence of teachers, students and social network environment, students' subjective initiative in ideological and political classroom in colleges and universities is facing many difficulties. For example, students' understanding of ideological and political theory is not in-depth; ideological understanding is biased; classroom discipline consciousness is relatively loose, and ideological ideas are difficult to implement into action. This requires that in the process of ideological and political education, colleges and universities in China should reform the current ideological and political education classroom, so as to give full play to the initiative of students in a variety of ways, and promote the formation and improvement of students' self ideological and political literacy.

4.1 To strengthen the process management of ideological and political education through practice teaching

In the process of ideological and political classroom education in colleges and universities, we should not only pay attention to the ideological and theoretical education of Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics in the new era, but also pay attention to practical teaching on the basis of theoretical teaching, so as to realize the comprehensive improvement of students' ideological and moral cultivation in the process of "research and practice teaching". First of all, in the process of carrying out research and practice teaching mode, teachers need to realize the driving role of students through scientific research in teaching, especially for the current research on Humanities and social sciences such as patriotism communication and ideological and political education, which can mobilize students' sense of participation through research, so as to realize the innovation and development of research in the cooperation between teachers and students. At the same time, in the process of scientific research, it is necessary to strengthen the training of students' practical courses to strengthen the students' sense of identity of ideological values. For example, practical activities such as speeches under the national flag and voluntary tree planting can be used as the second classroom to carry out corresponding practical teaching, and strengthen the education and penetration of students' ideas in practice. The most important thing is that ideological and political classroom education needs to pay more attention to the process of classroom teaching, which requires the use of diversified classroom activities to enrich classroom teaching content, so as to strengthen the process management of ideological and political classroom education, so as to enhance the subjectivity of students in the classroom through practical activities.

4.2 To carry out ideological and political interactive teaching in an all-round way by the innovative achievement-oriented

Ideological and political classroom education is an ideological education that pays attention to the healthy development of students' individual body and mind. It is difficult for students' ideological change to be presented through a certain material carrier. Therefore, in the process of classroom teaching, it is necessary to take innovative achievements as the guidance, and enhance students' initiative in class participation through the construction and development of innovative achievements in ideological and political practice. On the one hand, the core concept of ideological and political education is people-oriented and moral cultivation, which can encourage students to carry out research on creative products in line with the concept of humanistic design in ideological and political classroom activities. Students can penetrate the concept of ideological and political education in the exploration of creative products, and introduce the product functions and humanistic attributes in the classroom display, so as to put certain ideas into practice. The ideas can be presented with certain material carriers.[7] On the other hand, it is necessary to strengthen students' mutual assistance and cooperation in classroom activities, which requires students to actively express their own views on a certain case, event, film and television works in the classroom, and form a generally consistent ideological understanding in the cooperation and exchange among students. For example, under the subjective guidance of ideological and political teachers, students can form a good cooperation and communication Classroom activity atmosphere, so as to realize the students' initiative.

4.3 To build a healthy educational ecological environment by targeted incentive assessment

As a recessive ideological education in colleges and universities, ideological and political education needs to achieve certain educational incentives in the process of education, so as to strengthen students' self-awareness and ideological identity in the education incentive and comprehensive evaluation, and realize the students' individual initiative in the benign educational ecological environment. First of all, it is necessary to set up certain classroom evaluation indicators in ideological and political classroom education, such as setting quantitative indicators for students' classroom performance and ideological state, and evaluating and analyzing them, so as to effectively mobilize students' initiative in the quantitative index evaluation. Secondly, teachers need to use certain incentive means to give full play to students' classroom subjectivity, such as setting certain rewards for the teaching links and teaching plates of a certain class, so that students can participate in classroom activities driven by rewards. In addition, it is necessary to set corresponding incentive assessment in classroom teaching activities, which requires teachers to focus on observation and analysis of students' personality characteristics in class, set different teaching objectives for students with different temperament such as sanguine temperament, lymphatic temperament and melancholic temperament, and adopt different teaching methods to help students realize their self-worth. It can better strengthen the construction of ideological and political teaching network in the benign ecological environment of ideological and political education, so that students can be placed in the central position of teaching activity network.

4.4 To carry out the concept connotation education, and realize the renewal of students' self internalization

In the ideological and political classroom teaching, to play the main role of students in classroom activities, schools need to strengthen the guidance of students' ideological level, so as to improve the students' main role through the students' self internalization. First of all, it is necessary for ideological and political teachers to interpret the connotation of basic theoretical points in various aspects in classroom teaching, and encourage students to participate in the interpretation and elaboration of concepts, and use students' individual understanding to spread the corresponding ideological and political ideas.[8] Secondly, the ideological and political classroom also needs teachers' self-renewal. In the context of the development of the times, teachers need to update their own ideological and political ideas, so as to guide students to think about ideological and political theory in educational activities. Finally, in order to realize the renewal and internalization of students' self-concept in the ideological and political courses in colleges and universities, teachers are required to provide them with corresponding books and video materials, so as to create an ideological classroom cultural atmosphere with Chinese spirit. Especially under the background of the continuous development of new media technology, video, animation and other teaching resources have great attraction for students, and it is easy to realize students' selective understanding and memory in teaching, and students are easy to realize self internalization of ideas through multimedia. In short, such a connotative education model can mobilize students' learning initiative with resource advantages, so as to give full play to students' dominant position in Ideological and political courses.

5.CONCLUSION

To sum up, the ideological and political classroom in colleges and universities is the main channel to cultivate high-quality college students in the new era. Therefore, it is necessary to improve students' initiative through diversified teaching forms in classroom education, so as to realize the integrated development of teachers' leading role and students' main role. In this regard, the ideological and political classroom education in colleges and universities needs to be guided by innovative ideological and political achievements, implement the practice teaching of research and practice, and realize the comprehensive and qualitative consideration in the classroom incentive assessment, so as to give full play to students' subjective initiative in classroom teaching and better practice ideological and political connotation education.

ACKNOWLEDGEMENT

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Multimodal Stylistics Study of Image ----Taking English Version of The Nuosu Book of Origins as a Case

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Abstract: Existing translation studies mainly focus on linguistic signs, and seldom notices the meaning expression of non-verbal signs such as images, which brings certain limitations to translation studies. The multimodal stylistics that has emerged in recent years provides a theoretical perspective for us to analyze translated images, which can avoid such limitation to some degree. From this perspective ,this article first briefly introduces an analysis method of images in the translated text, including the image modal meaning, the interaction between image and text modalities, and the context of image modalities. Taking the only English translation of The Nuosu Book of Origins-Yi's Epic as an example, The article is intended to illustrate how the image supplements some essential cultural meaning from the perspective of multimodal stylistics, making reader understand it more smoothly and deeply.
Keywords: multimodal stylistics; visual grammar; The Nuosu Book of Origins

1. INTRODUCTION

For a long time, stylistics has mainly focused on language and writing, using linguistic theories to analyze how texts complete meaning construction in terms of vocabulary, syntax, and rhetoric. However, with the advance of modern information technology, monomodal textual discourse has gradually been replaced by multimodal discourse. Zhang Delu defines multimodal discourse as "a discourse that uses multiple senses such as hearing, vision, touch, etc., to communicate through various means such as language, images, sounds, actions, and symbol resources."(zhang,2009:24-30)

Meanwhile, non-verbal signs has been neglected in the field of translation studies for years, However, multimodal stylistics take nonverbal symbols as research target in translation studies. Some scholars adopt the theoretical framework of multimodal discourse analysis proposed by Zhang Delu (2009) to study the subtitle translation of movies (Lu Jian, Wu Wenzhi 2012: 36-38), affirming the importance of images and other non-verbal symbols in translation research,Wang Aiqing once illustrated the multimodal meaning construction in children's narrative text.(Wang Aiqing, 2019:57-62).

Taking English version of The Nuosu Book of Origins （Mark Bender & Aku Wuwu, 2019) as a case,This article draws on the theoretical foundation and analysis methods of multimodal stylistics, combined with the characteristics of the translated text, to discuss how the image strengths cultural meaning in the translation of ethnic literature.

2.VISUAL GRAMMAR IN MULTIMODAL STYLISTICS

2.1 The analysis of Image modal meaning

The visual grammar of Kress and van Leeuwen laid the theoretical foundation for the interpretation of visual symbols of images and provided a grammatical system for comprehensive interpretation of images. It borrows Halliday's three pure functional theories of language, and analyzes the meaning relationship of images and other visual symbols from three levels: expressive meaning, interactive meaning and compositional meaning. The following is the "meaning" analysis of the cover of the English version of The Nuosu Book of Origins.(Mark Bender & Aku Wuwu,2019)

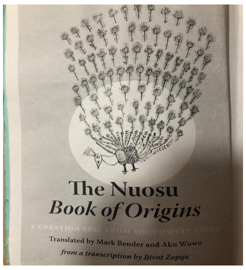

Figure1:The cover of The Nuosu Book of Origins

Firstly, its representational meaning shows that visual images can faithfully reflect the objective world and the inner world of human beings like language. In this cover, in terms of narrative reproduction, its action process and reaction process are more prominent. The peacock occupies 3/4 of the page. It opens up, stretches out its arms to fly, and then its body moves diagonally, grasping the reader's attention. Obviously she is the actor in the process. As for concept representation, it has more prominent connotation: when feathers gradually increase, it implies "life and growth in nature" which is in line with the connotation of the epic- The Nuosu Book of Origins.

Secondly, its interactive meaning shows the relationship among the producer of the image, the things represented by the image, and the viewer of the image. Kress and van Leeuwen pointed out that graphics achieve interactive meaning through four elements: contact, social distance, attitude and modality. Social distance and attitude can find expression in the cover.

Kress and van Leeuwen believe that the close relationship between the image participant and the image viewer is related to the frame size of the image. （Kress, G., & Van Leeuwen，1996） Generally, in social intimacy distance, one person is included in the whole shot. You can easily find the peacock is close to the viewer, which shortens the distance and interpersonal relationship between the viewer and the giant, causing the viewer's visual impact. In addition, Attitude is reflected through perspective. Most of the images adopts subjective images from vertical and horizontal angles. From a horizontal perspective, the cover shows the open-screen photo of the peacock from a frontal angle, which brings the viewer a feeling of empathy and integration, and makes the viewer full of infinite reveries about the peacock. From a vertical perspective, the peacock gallops forward, indicating that the peacock is actively pioneering and working hard.

Thirdly, composition meaning refers to the spatial order of textual components, which mainly includes three resources: information value, saliency and framing. Kress & van Leeuwen gave three basic image composition and their meanings: the left and right structure represents the known information and new information; the middle edge structure represents the dominant and dominant information; the upper and lower structure represents the ideal information and the real information.The picture is mainly up-down structured, its significance and information value is apparent. Significance refers to the importance of the elements in the image and the degree of attraction to the viewer's attention. In the cover, the peacock and the title of the book can quickly catch everyone's attention; In terms of information value, the picture uses a large size to highlight the title, and the rest of the information is distinguished by different colors and sizes, which show readers a clear and comprehensive understanding of the book.

2.2 The analysis between image and text interaction

The textual information of the translated version interacts with the images to highlight the theme and help readers understanding. On the cover page, the text simply explains the name of the author and translator, including its main content “A creation epic from southwest china”, which is helpful for readers to form certain expectations and presuppositions for the content of the translation, so as to further understand the meaning of the image. In the preface and introduction, the situation of the Yi people is first briefly introduced, involving some localized vocabulary translation, which to some degree can reduce readers' reading barriers; such as shuoma flower and ritual in the following pictures.

Figure2:shuoma flowers &Monyi

Beside P2 there is a line of words: shuoma flowers (varieties of rhododendron), which are mentioned several times in the The Nuosu Book of Origins, represent beauty and wisdom. Meanwhile, Beside P3 lies explanatory words: A monyi shamaness conducting a divination ritual using an egg in a market in the old part of Xichang Liangshan. Therefore, the cooperation of the image and translation can highlight the theme and make reader understand clearly.

In this English translation, there is no doubt that the text is the main modal, and the text plays a supplementary and reinforcing role, and together constitute the entire multimodal text. In the sense of composition, images and text are in a complementary and reinforcing relationship. From the perspective of complementary relationship, images provide the main meaning of reproduction, interaction and composition, and text provides specific information, such as translator, book title, content and other details. Without images, the understanding of cultural terminology is not deep enough, so that the translated works can enhance the legibility, and will not affect the foreign translation of national literature.

3.CONCLUSION

This paper adopts a multimodal stylistic perspective, combined with the characteristics of the translation, examines the English translation of the Yi epic " The Nuosu Book of Origins ".The images in the translation not only convey basic information, but also fit the theme of the article, providing necessary for readers to understand the works. The significance of the study of images in translated texts from the perspective of multimodal stylistics lies in the following two aspects: First, the non-verbal modal form of translated images can expands the object of translation research; Second, it can assist non-native speaker to understand the works more smoothly and deeply, avoiding the lack of cultural connotation caused by long-term“second translation”.when translating ethnic minority literature. Apparently, this method still has shortcomings such as strong subjectivity in image meaning analysis. Nowadays, In the era of image reading, with the deepening of multimodal stylistic research and its application in the field of translation research, the multimodal stylistic analysis of translated texts will become more active.

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Research on the Application of Psychological Consultation Skills in the Case Consultation of Mysticism

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Abstract: During the process of case consultation, many consultants will encounter some problems which are difficult to solve by the theory of mysticism. In many cases, we not only use techniques for occult, but also use psychological consultation skills. From the perspective of psychological consultation, this paper discusses how to establish the relationship of cases consultation of mysticism, the factors that affect the relationship, and how to deal with the problems of resistance in counseling.

Keywords: Psychological consultation; Mysticism; Counseling relationship

1.ESTABLISHMENT OF CONSULTING RELATIONSHIP

What is the consulting relationship established between the consultant and the visitor? It depends on the position of the consultant, which is also the first question that needs to be considered as a consultant. The relationship with visitors can be summarized into the following four types:

The first one is the relationship between buying and selling. If one simply thinks that he is selling his service for a certain amount of money (though that's the nature of consultation), it won't last long.

The second is counseling relationship. One is responsible for interpreting it to others, and he only cares about the accuracy. However, accuracy is not the only result we need to pursue. If we only focus on the accuracy of the interpretation, but do not consider the acceptance of the other party sufficiently (whether in terms of language or outcome), such communication is only unilateral or even invalid. There are many novice consultants in this relationship.

The third is the problem-solving relationship. Counselors are to solve problems for visitors, so in addition to accuracy, they also need to care whether they can really help visitors solve their psychological confusion.

The last one is the assisting relationship. In addition to helping visitors solve their problems, they can also give strength to the other party. The ideal state is to be able to grow on their own.

In the following, we need to explore which factors help us to establish a better consulting relationship and strive to move forward to the fourth type of consulting relationship.

2.FACTORS AFFECTING THE CONSULTING RELATIONSHIP

2.1 Empathy

"Empathy" is a concept proposed by Rogers, a humanistic psychologist. It refers to the ability to experience the spiritual world of others as if it were one's own spiritual world[1]. Empathy has two steps. One is to be able to feel the visitor's world accurately, and to be able to see things in the way of the visitor; the other is to express your understanding of the visitor. What can we do?

First of all, when the customer asks questions, we should try to imagine what kind of reply he would like to hear in this scenario, and try to use images to go through the whole process in our mind[2].

In addition, we need to try to speculate on the other's motives and understand his purpose for raising such questions. Some seemingly nonsensical questions actually have their true intentions behind them.

Moreover, we ought to use some tonal particles appropriately to make our expressions look less inhuman. For example, when visitors ask for a discount, we need to say “no” tactfully. Even though they all expressed rejection, it seems to be less tough than to deny directly, and is easier to be accepted.

2.2 Active attention

In his early works, Rogers called “positive attention” as “unconditional positive attention”. It refers to that the counselors treat the visitors with a positive attitude and pay attention to their strengths, that is, selectively highlight the positive aspects of the visitors' speech acts and make use of their own strengths. In the case consultation, many consultants have no way to find out the positive aspects of visitors. They always see the negative side of the other side, or even if they see the positive side, they will not point it out. When we think our visitor is hopeless, please try not to blame him. When we meet those visitors who are disappointed with themselves, their understanding of themselves will be biased, and their scope of consciousness will be narrowed. At this time, the positive attention of the consultant will undoubtedly open his perspective.

Of course, we can't cover up the problems themselves and avoid dealing with the real problems. "Everything will be over, and everything will be

OK." These words will dilute the problems of the visitors themselves. Blind optimism will make the visitors feel that the experience is good at the moment. However, after the consultation, everything will return to the original state. In this way, the visitor will further rely on our divination, and he will not be able to achieve real growth.

However, we should avoid cases of suicide. We can recommend them to professional psychological counseling institutions or hospitals, because most practitioners do not have the rescue knowledge of crisis intervention.

2.3 Confrontation

The confrontation in psychological counseling refers to that the counselor points out the contradiction between various attitudes, thoughts, and behaviors to the visitor. The meaning of confrontation is not to tell the visitor that he has done something wrong, but to directly point out to the visitor the confusion and self-contradiction, and it is also to provide the consultant with an opportunity to express his views. In the cases consultation of mysticism, we also need to point out these contradictions to the visitors in due course. Generally speaking, there are three types of contradictions:

(1) The contradiction between the true self and the ideal self. For example, the visitor thinks that he is good at doing things, but the boss is not satisfied with him. Through the consultation, we know that he is actually careless in doing things, but he himself does not think so.

(2) The contradiction between thinking and feeling and actual action. For example, a client says that he has forgotten his ex and wants to start a new relationship. However, during the consultation, it is discovered that the client is still unhappy with his predecessor and even wants to get back together.

(3) The contradiction between the imaginary world and the real world. For example, the visitor hopes to find a perfect companion. Even though such a person simply cannot exist, he also hopes to find such person through aura.

We need to point out the fundamental cognitive problems of the visitor in these aspects, and do not be afraid to disagree with the other party. Of course, confrontation needs to be carried out on the basis of empathy. Confrontation is not blind accusation or quarrel. Through confrontation, visitors can better understand themselves, understand the world and reality around them, so as to learn new ways of thinking and behavior to change themselves. If it is used improperly, it will also cause defense, resistance, and anger from visitors. Therefore, there must not be confrontation for the sake of arguing for right and wrong. The purpose of confrontation is to help visitors understand the status quo, not to determine who is right and wrong. It needs to be done step by step and must not be rushed.

3. RESISTANCE IN CONSULTATION

In the case consultation of mystics, we aim to help the visitors grow up and make some changes. But in the process of implementation, there will be some intentional or unintentional resistance, which is called help or resistance in psychological counseling. There are mainly two aspects of resistance.

3.1 Resistance from visitors

There are several forms of resistance from visitors[3]:

(1) Negative attitude towards consultation time and regulations

A consultant often complains that his client is not punctual and does not show up at the agreed time. Why are there so many reasons for him not to comply with the time? In fact, it is a painful thing for him to face this problem, which is to say, there is resistance. The other is resistance to the rule of consultation time. For example, after the appointment of one hour consultation, the visitor still requests to extend the consultation time after reminding the other party that the time is up. The consultant should evaluate whether it is necessary to increase the consultation time[4].

(2) Focusing on issues related to consultants

Once the visitor leads the topic to the consultant, it will make the consultation separate from the original theme and shift the attention. For example, visitors will repeatedly inquire about the marital status of counselors when asking questions about marriage. If the answer is negative, they will question the counselor's ability. When encountering such a problem, counselors may wish to ask why the other person cares about this problem and find out the reason.

(3) Avoiding questions

It is a direct form of resistance that visitors remain silent to the consultant's questions and do not answer the counselor.

3.2 Interference from the consultant

In addition to the visitors, the consultants themselves will also cause some interference. Counselors also have weaknesses and make mistakes, so when consulting on occult cases, they must have a clear understanding of their own shortcomings. The main interference will be the following[5]:

(1) Interference of meeting their own needs

As professional occult practitioners, we need to spend time helping each other. However, in many cases, we also establish some personal friendships with visitors. Once personal factors are incorporated, it is difficult for consultants to analyze problems objectively, which is detrimental to counseling, and even sometimes the counselor’s desire to control others exceeds the desire to help others.

(2) Interference with personal shortcomings

For the counselor, there may be the same problem as the visitor. Since the counselor does not have a clear understanding of this problem, it is difficult for them to see where the other party’s problem lies. It may also be a basic stereotype or empathy.

(3) Lack of self-confidence

Novice consultants often have such problems, and they will feel less confident. At this time, they can ask their own teachers and colleagues for help. Teachers and colleagues should also encourage them to help them build self-confidence. Another point is that we should not expect too much. We should not imagine that a consultation can change a person's life. The consultant is an ordinary person with limited abilities. Doctors also have patients who cannot be cured, and so do consultants.

4. CONCLUSION

From the perspective of psychological counseling, that discussing how to establish the counseling relationship of occult cases, the factors that affect the counseling relationship, and how to deal with the resistance problems in the counseling can help us better handle the counseling relationship and better help the visitors.

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Visual Analysis of International Sports Rehabilitation

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Abstract: To analyze the research hotspots and research frontiers in the field of international sports rehabilitation.Taking 21320 documents collected in the Web of science core collection database from 2000 to 2020 as the research object. The amount of articles in this field has gradually increased. The United States is a world research center in this field. The research topics are "heart rehabilitation", "spinal cord injury", "pulmonary rehabilitation", "biomechanical comparison", "knee osteoarthritis", "virtual "Realistic rehabilitation", "breast cancer", "systematic evaluation"; research frontiers are "sports activities", "exercise", "rehabilitation", "knee arthritis", "physiotherapy", "systematic evaluation", "meta-analysis".

Keywords: exercise rehabilitation, CiteSpace, visualization, physical exercise

INSTRODUCTION

Sports rehabilitation is a treatment method that uses various exercise methods for the injured or disabled to fully recover their physical function and spirit, and then return to society; it is also a new subject arising from the interdisciplinary "Physical Medicine Fusion".In recent years, more and more studies have shown that exercise can reduce fatigue after disease treatment, improve the body's immune function, and thereby enhance the quality of life of patients. Sports rehabilitation has also attracted the attention of international scholars.[1-3] However, domestic scholars' research on sports rehabilitation is still in the stage of exploration and learning. Because of their late start, the research on sports rehabilitation still has the problem of lack of innovative ideas. It is necessary to understand foreign research in this field. In turn, it can be better promoted and developed.

DATA SOURCE AND RESEARCH DESIGN

Research tools

CiteSpace visual analysis software is an information visualization tool specially used for academic literature analysis developed by Professor Chen Chaomei of Drexel University in the United States.[4-6]

Data sources

The Web of Science can fully represent the world's research trends. [7-8] Its powerful retrieval function has become the first choice for this research. In the Web of Science core collection database search interface, set the subject terms as "exercise rehabilitation" and "Sports Physiotherapy", the document types as "Article" and "Review", the language as "English", and the time span as "January 2000" 1st-June 13, 2020", the retrieval time is June 13, 2020. A total of 22,820 related documents were retrieved. To ensure the breadth and effectiveness of the documents, no artificial deletion is made, and the system excludes unidentifiable documents.

Research design

Based on the acquired data, set the corresponding parameters on the CiteSpace function interface. The research span is from 2000 to 2020, and the time slice is 1 year. The type of network is country and keyword respectively, and algorithm cutting is not performed. Due to the large number of documents, the threshold setting (c, cc, ccv) is 10, 10, 20, finally click GO to generate a knowledge graph for corresponding analysis.

Research results and analysis

Posting trend

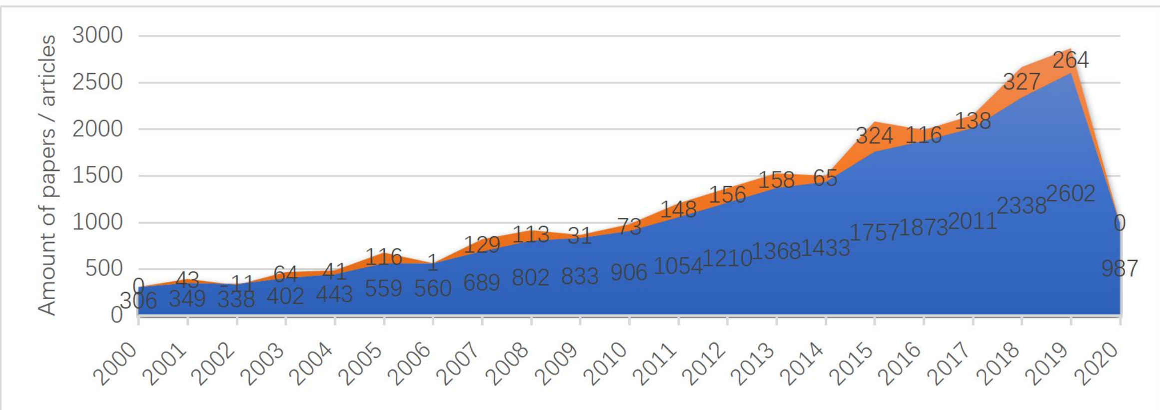

Figure 1 The trend of international sports rehabilitation from 2000 to 2020

It can be seen from Figure 1 that international scholars' attention to sports rehabilitation is showing a rising trend. Among them, the increase in 2015-2016 was the largest, reaching 324 articles, and the number of articles published in 2019 was the largest, reaching 2602. Since the statistics of the number of articles published in 2020 is June 13th, it is not a complete statistics of the amount of articles published throughout the year, so there are only 987 articles. However, according to the publication trend from 2000 to 2019, the literature on sports rehabilitation is expected in 2020 There is still an upward trend, which shows that international scholars are paying more and more attention to sports rehabilitation.

COUNTRY OF ORIGIN

In the CiteSpace (v.5.6.R3 version) software parameter interface, the network node selects "Country", the time span: 2000-2020, the time slice is 1 year, and the Selection Criteria (threshold item) selects "TOP N= 25", and finally get Figure 2.

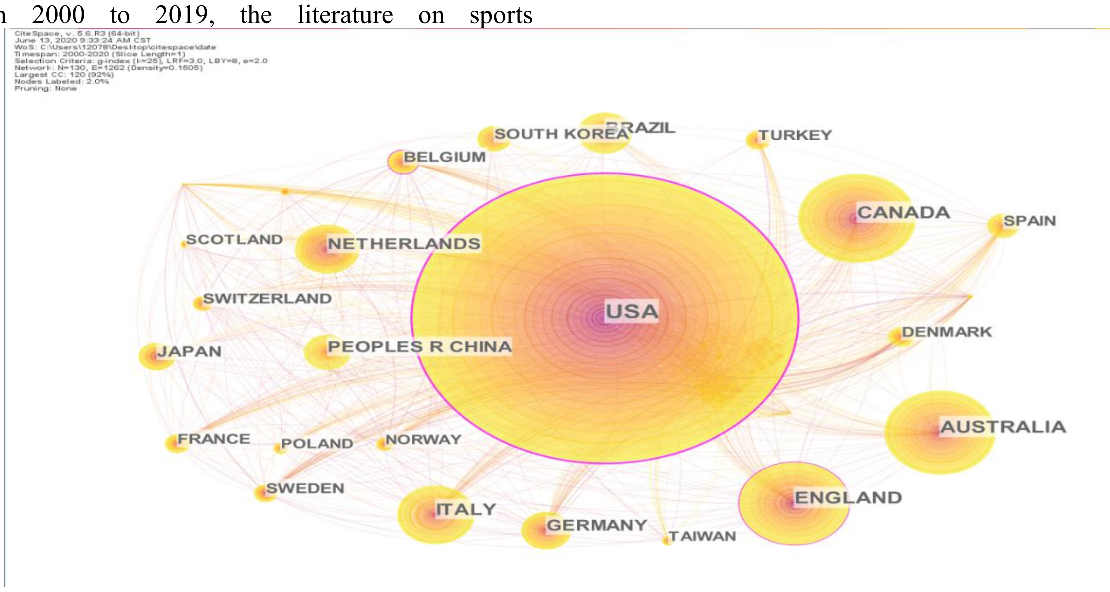

Figure 2 Distribution of international sports rehabilitation papers issued by countries from 2000 to 2020

The size of the circle in Figure 2 represents the number of posts, the connection represents the cooperation between countries, and the purple outer circle represents the strength of intermediary centrality, the deeper the purple, the more important the status of this country in this field. It can be seen from Table 1 and Figure 2 that the United States is the first in sports rehabilitation with 6017 articles, accounting for 28.22% of the total. At the same time, the betweenness centrality is also the highest (0.28), indicating that the United States plays an extremely critical role in this field. The second place in the number of documents is Canada, but its betweenness centrality is not high (0.06), which is the same as the South African countries with only 115 publications, indicating that Canada has less cooperation with other countries; while China is ranked in the number of publications No. 9 (Chapter 887), the betweenness centrality is 0.04, indicating that there is little cooperation with other countries, and domestic scholars are not paying much attention to this field. Japanese scholar Tang Guangqian believes that a country whose scientific and technological achievements account for more than 25% of the world's scientific and technological achievements at a certain stage is called the world science center of that period. [9] According to the above statistics, the United States, as an important country for sports rehabilitation research, accounts for 28.22% of the total published articles, and is currently the world's scientific research center in this field. China's total literature volume ranks 9th, and the centrality is not high. There is still a big gap between research in this field and the United States.

Keyword frequency and clustering

Table 1 2000-2020 International Sports Rehabilitation High Yield Keywords (Top 20)

frequency	Centrality	Key words	frequency	Centrality	Key words
9753	0.17	Rehabilitation	1397	0.02	Strength
8011	0.17	Exercise	1270	0.01	Therapy
3369	0.09	quality of life	1153	0.01	Intervention
2896	0.07	physical activity	1147	0.01	Management

1864	0.08	cardiac rehabilitation	1143	0.01	People
1681	0.05	randomized controlled trial	1082	0.01	Disease
1586	0.07	Stroke	1054	0.05	Recovery
1450	0.01	Program	1007	0.02	Disability
1427	0.01	Performance	969	0	Health
1406	0.03	Reliability	955	0.05	Balance

It can be seen from Table 1 that the top five keywords in the international sports rehabilitation frequency ranking are "Rehabilitation", "Exercise", "quality of life", "physical activity" and "Cardiac rehabilitation", at the same time, these keywords have the highest betweenness centrality, indicating that these keywords are the research focus in this field.

In order to better understand the distribution of international sports rehabilitation hotspots and deepen the co-occurrence relationship of themes, this study performed cluster analysis of similar keywords on the basis of keyword word frequency, and extracted nominal terms through the LLR algorithm to name the clusters. Obtain the subject clusters of sports rehabilitation articles, and extract the main keywords based on the clusters. The higher the cluster number, the larger the cluster size. See Table 2 for details.

Table 2 2000-2020 international sports rehabilitation keyword clustering

Cluster number	Cluster words	Contains main keywords
#0	cardiac rehabilitation	coronary artery disease; acute myocardial infarction ; cardiovascular disease ; acute coronary syndrome; myocardial infarction ; lifestyle modification ; heart rate variability .
#1	spinal cord injury	randomized controlled trial; chronic stroke ; functional strength training ; gait variability; intensive rehabilitation treatment; aerobic capacity ; wheelchair exercise capacity; treadmill training .
#2	pulmonary rehabilitation	copd patient ; chronic obstructive pulmonary disease; obstructive pulmonary disease ; exercise capacity; inspiratory muscle training ; severe chronic ; exercise tolerance ;
#3	biomechanical comparison	elastic resistance ; shoulder musculature ; electromyographic activity ; rotator cuff repair ; recruitment pattern ; subacromial pain syndrome ; healthy subject; patellofemoral pain ; scapular muscle activity .
#4	knee osteoarthritis	anterior cruciate ligament reconstruction; acl reconstruction ; following total knee arthroplasty; osteoarthritis year; medical exercise therapy ; total knee arthroplasty ; and-after study ; neuromuscular training.
#5	virtual reality rehabilitation	mirror therapy; stroke-related deficit ; rehabilitation system ; post-stroke hemiplegia; video-based physical therapy ; unilateral spastic cerebral palsy ; daily life activities ; cerebral palsy ; unresectable thoracic neoplasia .
#6	breast cancer	cancer rehabilitation; aerobic exercise; cancer-related fatigue; advanced stage lung cancer patient; inpatient cancer rehabilitation ; monitoring training progress; postmenopausal breast cancer survivors-result ; .
#7	systematic review	trefams-ace- programme; recurrent low back pain; treating ms-related fatigue; phase ii feasibility study ; pulmonary arterial hypertension; motor control exercises ; secondary outcome ; energy conservation management.

It can be seen from Table 3 that the international sports rehabilitation research topics are centered on "cardiac rehabilitation", "spinal cord injury", "pulmonary rehabilitation", "biomechanical comparison", "Knee osteoarthritis", "virtual reality rehabilitation", "breast cancer", "systematic review", etc. By understanding the key words of clustering words, we can clearly know that exercise can not only treat physical injuries, such as spinal cord injury and knee arthritis; but also prevent at least 7 types of cancer Membrane, kidney, bladder, esophagus. At the same time, there is a lot of evidence that exercise can improve cancer-specific survival rates for breast, colon, and prostate cancer patients. [10] Therefore, more and more doctors and nurses abroad recommend that cancer patients and survivors take physical exercises during or after treatment. [11-13]

Keyword mutation rate detection development trend

Table 3 Ranking of keyword mutation rates in international sports rehabilitation

Highest intensity	Mutation rate	Highest salient words in the past three years	Mutation rate
Rehabilitation（2000）	142.8902	telerehabilitation（2017）	22.0662
Muscle（2000）	69.6986	meta-analysis（2018）	18.6396
Exercise（2000）	59.2998	physical therapy modality（2018）	17.1736
myocardial infarction（2000）	40.4116	activities of daily living（2018）	14.2823
skeletal muscle（2000）	36.7004	exercise intervention（2018）	11.6035

According to the keyword mutation rate in Table 3, it can be seen that the five keywords including "rehabilitation", "muscle", "exercise", "myocardial congestion" and "skeletal muscle" have the highest mutation rate, which represents the long-term research focus in this field; "Remote rehabilitation", "meta-analysis", "physiotherapy", "daily activities", and "exercise intervention" are the keywords with the highest mutation rate in the past three years, representing the frontiers of research in this field.

Highly cited documents

Table 4 2000-2020 International Sports Rehabilitation Highly Cited Literature (Top 10)

Title
Physical activity and public health: Updated recommendation for adults from the American College of Sports Medicine and the American Heart Association（3006）
Diagnosis and treatment of low back pain: A joint clinical practice guideline from the American college of physicians and the American pain society（1652）
Exercise and physical activity in the prevention and treatment of atherosclerotic cardiovascular disease - A statement from the Council on Clinical Cardiology (Subcommittee on Exercise, Rehabilitation, and Prevention) and the Council on Nutrition, Physical Activity, and Metabolism (Subcommittee on Physical Activity) （1628）
Early physical and occupational therapy in mechanically ventilated, critically ill patients: a randomised controlled trial（1421）
Exercise-based rehabilitation for patients with coronary heart disease: Systematic review and meta-analysis of randomized controlled trials（1356）
American College of Sports Medicine Roundtable on Exercise Guidelines for Cancer Survivors（1348）
Physical Activity and Public Health in Older Adults: Recommendation from the American College of Sports Medicine and the American Heart Association（1279）
OARSI guidelines for the non-surgical management of knee osteoarthritis（1224）
An Official American Thoracic Society/European Respiratory Society Statement: Key Concepts and Advances in Pulmonary Rehabilitation（1213）
Gait variability and fall risk in community-living older adults: A 1-year prospective study（1209）

Note: The number in () is the number of citations.

As shown in Table 4, from the perspective of thematic keywords, there are mainly "sports activity", "public health", "diagnosis", "treatment", "exercise", "physical exercise", "prevention", and "cardiovascular disease" , "Physiotherapy", "Coronary Heart Disease", "Sports Rehabilitation", "Cancer", "Knee Joint", "Pulmonary Rehabilitation", etc.; from the perspective of research objects, there are mainly adults and the elderly; from the perspective of research methods, There are experimental studies, systematic reviews, meta-analysis, etc.

CONCLUSION

(1) Summary.

Sports rehabilitation has attracted more and more attention from international scholars.It can be seen from the volume of papers that the number of papers published in core journals in this field continued to increase from 2000 to 2019, indicating that more and more scholars are investing in this field for research. At the same time, international core journals also favor this research; It can be seen that the United States ranks first in the world in the amount and centrality of publications in this field, and is the world's scientific research center in this field.

(2) Suggestions.

Studies have proved that treatments such as surgery, radiotherapy, chemotherapy, hormones, etc., will bring many acute and chronic side effects to patients, cause negative physical and psychological effects, and affect the quality of life. [14-26] Physical activity and exercise intervention can improve patients' cardiopulmonary and muscle health, reduce fatigue, and improve body composition and well-being (such as depression, anxiety, sleep quality and quality of life). [27-29] But domestic research in this area is far from enough. In the CNKI database with the subject word "sports rehabilitation", the time span is from 2000 to 2020. There are 280 core journals and 207 master and doctoral dissertations retrieved. This shows that domestic scholars pay less attention to this field and "sports medicine" Insufficient crossover research.

(3) Prospects and shortcomings.

The innovation of this research lies in the use of text mining to visually analyze the core literature of international sports rehabilitation. At the same time, it also sorts out the number of publications, distribution countries, research topics, research hotspots and research frontiers of sports rehabilitation literature in the past 20 years. The presentation and conclusion of the article chart are expected to provide research references for readers of follow-up research. In addition, the method of CiteSpace visual analysis software used in the article can also provide writing ideas for subsequent similar research. It is undeniable that the article still has many shortcomings. On the one hand, the meanings expressed in English in different contexts are different, and the meaning translated into Chinese is not standard enough; on the other hand, although the article analyzes the literature in this field, it is affected by many disciplines and professions involved in sports rehabilitation. Limited to the lack of integration of comprehensive academic level and interdisciplinary, the article does not conduct an in-depth analysis of the above content.

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The Value Conflict and Structure Reconstruction of College Students in We Media Era

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Abstract: In the era of we media, the value conflict of college students is on the rise. Especially when multiculturalism has a serious impact on the values of college students, and has a profound impact on the value education of colleges and universities, so it is related to the development of the value trend of college students. Due to the neglect of students' subjective needs, value construction ability training and we media network supervision, there are conflicts between society and individual, between ideal and reality, and between eastern and western values. The existence of these conflicts has hindered the correct cultivation of college students' values. Therefore, in the era of we media, colleges and universities should actively enhance college students' ability to distinguish information, and reshape the value structure of college students by practicing socialist core values and strengthening network supervision.
Keywords: We media era; college students; value conflict; structural remodeling

1. INTRODUCTION

The shaping and cultivation of contemporary college students' values is one of the important tasks of moral education in colleges and universities. However, from the reality, we can find that with the advent of we media era, the factors related to the value conflict of college students are gradually increasing, which has a lot of influence on the achievement of macro moral education goals. From the perspective of students, the values of college students directly affect their own growth. Whether the values are correct will directly affect the future development of students. From the perspective of the social value of the college students' association after graduation, it forms the anti social value. From the national level, college students are the pillars of the country in the future, the development of students will affect the development of the country, so if the values of college students are not fully constructed, the progress and development of the country will inevitably be affected. Therefore, it is necessary to reshape the value of college students in we media era.

2. VALUE CONFLICT OF COLLEGE STUDENTS IN WE MEDIA ERA

We media era is a special period of diversified development of the external environment. In this period, the needs of college students and the external environment have changed to a certain extent, which leads to the conflicts of college students' values, including the conflicts between society and individuals, between ideal and reality, and between eastern and western values.

2.1 The conflict between society and individual

Individual values refer to the moral values formed in the process of individual growth because of their own growth experience and social life, which plays a decisive role in students' personal life and behavior. Personal values are based on individual moral standards and principles, so it also shows that individual moral values have great initiative from another perspective. [1] The social values are accumulated in the long-term historical development of society, and finally expressed in various forms such as moral norms, customs and ethos, which will play a certain role in restraining the members of the society. With the continuous development of network technology, we media has gradually penetrated into the lives of students, and has an impact on the values of college students. In we media era, there is no clear social moral system as a guide, so there are often conflicts between society and individuals.

2.2 The conflict between ideal and reality

In the values of college students, there are still conflicts between ideal and reality. The ideal moral value is the value criterion formed in the deep heart of college students. It can also be said that it is the cognition and expectation of college students for moral value, which is also the inner support of every college student. And the real moral standards are the norms used by each subject in real life. For the contemporary college students, after a long time of study, their ideas gradually mature; in this process, they will form their own ideal ideological norms. However, in the process of actual life and work, college students must be based on reality, and their actions must return to reality and follow the standards of values in real life. Therefore, the inconsistency between reality and ideal will lead to the conflict between ideal and reality.

2.3 The conflict between eastern and western values

In the era of we media, information has a new channel of rapid transmission, so college students will be affected by multiculturalism in the process of life and learning. From the spatial dimension, moral values are mainly divided into Eastern values and Western values. There is no right or wrong distinction between the eastern and Western values. These two different concepts have gone through a long process of development. However, due to the different social environment, there are great differences between the eastern values and the western values. [2] For example, in the western values, we pay attention to the individual value and the dominant position of the individual. But the eastern values advocate collectivism, that is, collectivism is greater than individual. In the era of we media, western values spread in China and become the standard for some college students to act. Thus, the conflict between the eastern and western values also exists.

3. CAUSES OF VALUE CONFLICTS AMONG COLLEGE STUDENTS

3.1 Ignoring the needs of students

In the process of cultivating college students' values, China always pays attention to the social needs, but ignores the personal needs of college students. Overemphasis on the collective and society, on the other hand, also reflects the neglect of the individual and self. [3] In the process of college students' education, the high social value ideal is grafted on the head of individual students, which causes excessive pressure on individual students and ignores the harmonious unity between individual students and society. If we only pay attention to the social needs in the process of teaching, but ignore the personal value needs of students, it is very difficult for students to resonate and help them establish correct values.

3.2 Neglecting the cultivation of value construction ability

From the current situation of value education in colleges and universities in China, we can find that most colleges and universities pay more attention to the theoretical indoctrination of knowledge system in the teaching process, but ignore the practical ability of students. Students can not practice the values in the actual teaching process, so they can not have a comprehensive and objective cognition of this concept. Most importantly, values are still the important basis for guiding college students to evaluate and choose. Therefore, the school should cultivate the value construction ability of college students through effective means, so as to promote students to form mature self-awareness and self-evaluation. [4]

3.3 Neglecting we media network supervision

In the era of we media, students will also be affected by the network communication ideas, in addition to the ideological and moral quality education of schools. However, most colleges and universities do not pay attention to the network supervision within the school, so as to cause all kinds of bad ideas to spread inside the school, thus affecting the thoughts of college students. The construction of school network supervision system is not mature, and there is no perfect network management system, which eventually leads to the value conflict of college students.

4. THE BASIC WAY TO RESHAPE THE VALUE STRUCTURE OF COLLEGE STUDENTS IN WE MEDIA ERA

4.1 To improve college students' discrimination ability

In the era of we media, the network has become an indispensable part of students' learning and life, and it has become a daily life for students to obtain information through the network. [5] Therefore, in such an environment, colleges and universities should enhance students' ability of information discrimination to prevent students from being influenced by bad ideas. In colleges and universities, it is better to screen and filter information through a third-party platform, so as to provide students with positive content in line with mainstream values. In addition, it is necessary to improve the media literacy of college students and improve their ability of screening, selection and judgment. College students have basically reached adulthood. They should strengthen self-restraint by improving their media literacy and understanding the use of we media, so as to promote the remodeling of their own value structure.

4.2 To practice socialist core values

As the main body of college students' values education, colleges and universities must actively carry out the educational practice of college students' values in the teaching process, and practice the socialist core values. Schools should make full use of micro-blog, We chat and other platforms to achieve a strong combination of online and offline, and actively promote the socialist core values. The school can also hold a speech contest with the theme of socialist core values in the school to actively encourage college students to participate in, so that students can have a deeper understanding of the connotation of socialist core values in the process of participation. Through propaganda and practical activities, strengthening the status of socialist core values in the hearts of college students can effectively improve the values of college students.

4.3 To strengthen network security supervision

In the era of we media, network security issues extend to specific media terminals, and college students' shallow awareness of prevention is vulnerable to its negative effects. In order to change this situation, colleges and universities should establish a network security system, and even supervise the internal network information organization mechanism with the help of the government. [6] In order to further promote network information security, schools can also actively carry out network security education to help students establish a strong sense of network security.

5. CONCLUSION

In short, in the era of we media, schools should regulate the network world in a variety of ways to ensure that college students will not be affected by bad ideas in the we media era. In addition, college students themselves are also information communicators, so college students should adhere to the media ethics standards in the era of we media and not spread bad information casually. Only in this way can we effectively promote the remodeling of college students' values.

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An Analysis of Beneatha's Self-perception in a Raisin in the Sun from the Perspective of Fanon's Post-colonial Cultural Theory

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Abstract: Through analyzing Beneatha Younger's self-perception in A Raisin in the Sun from the perspective of Frantz Fanon's psychoanalysis, this thesis finds that Beneatha's struggles, explorations and changes reflect the relationship between Negritude and self-perception in three phases, including the dialectical absorbing the western culture; exploring the Negritude; awakening and plunging into the national liberation movement firmly. All these verify that ignoring the Negritude results in Beneatha's obsession with the western culture and encounters with the inferiority complex, and even causes both assimilated and dissimiliated as the 'Others' in both worlds; seeking for the Negritude reconstructs her dignities and cultural identity; awakening and being firmly committed to the pursuit of individual independence and national liberation achieves her final self-perception completely. In conclusion, this thesis summarizes that Beneatha is not the one who wearing white mask on the black skin, but the one who seeks for her cultural identity as successful as this play satisfies readers artistically and thematically.

Keywords: Lorraine Hansberry; A Rasin in the Sun; Frantz Fanon; Negritude; Self-perception; Beneatha;

1.INTRODUCTION

Lorraine Hansberry, the first black woman to write a play performed on Broadway, is a revolutionary African-American playwright and writer. Hansberry's best-known work, A Raisin in the Sun, bears witness to a poverty-stricken black family living in the south side of Chicago. Although the Younger family facing with racial segregation, they endeavor to fight against white people's superiority and assimilate into the white communities.

Summarizing previous and current studies on this play, they mainly focus on racism, feminism, American dream, black consciousness, fraternal relationships, marital relationships, parent-child relationships, and even involve the playwright's individual experiences. Critics and scholars conclude that among all the themes in A Raisin in the Sun, searching for identity is outstanding and draws readers attention easily, as Yi-Chin Shih claims that "the issue of self-identity is complicated with gender, class, race and nationality" (278).

However, researchers hardly quest for the theme of identity from the perspective of Frantz Fanon's psychoanalysis, especially the relationships between Negritude and self-perception in his post-colonial cultural theory. Therefore, based on previous studies, this thesis argues the three phases of African American's self-perception by describing Beneatha's daily speech and behaviors; and also highlights that the strength of Negritude enhanced in an orderly way in those three phases.

Frantz Fanon, born in a French colony of Martinique, died in Algeria, is hailed as a revolutionist, psychoanalyst as well as a post-colonial writer with multiple selves. As an anti-racist, Fanon deems that national culture plays an important role on the the way to fight against segregation and colonialism. Dating back to African American's cultural origin, Negritude, an affirmation of the African American's cultural heritage, can depict "the plight of African Americans in a society that refused to acknowledge their presence" clearly (Lee 74). Considering the connections between Negritude and self-perception, Fanon proposes three phases to analyse African American's self-perception: absorbing the western culture dialectical; trying to explore Negritude; completely awaken and firmly plunging into the national liberation movement.

BENEATHA'S DIALECTICAL ABSORBING IN THE WHITES' CULTURE

According to Fanon, African Americans usually ignore their self-perception in the first phase, which is attributed to the lack of taking their Negritude into account. During the first phase, the most representative symbol is language, as he claims that "to speak means to be in a position to use a certain syntax, to grasp the morphology of this or that language, but it means above all to assume a culture, to support the weight of a civilization" (Fanon 8). It means that no matter the African Americans willing or unwilling to speak another kind of language, they have got to accept the newly culture, which may conflict with their traditional Negritude. Furthermore, this conflict also brings about both the dissimilation and assimilation culturally and individually.

In terms of the Younger family, their speech habits have already changed subconsciously since they lived in Chicago for five generations. By comparing the uneducated other family members to the well-educated Beneatha, it finds that the more educational, the easier to lose their Negritude and assimilate into the whites' culture. For instance, every time when Beneatha talks to her literate friends, she is accustomed to speaking the standard English or applying some sophisticated sentences to show her dignity and equality. Why those educated ones lose their Negritude so easily? Maybe it is attributed to their fear of the inferiority complex, like professor D. Westermann claims in Fanon's book Black Skin, White Masks that "the Negroes' inferiority complex is particularly intensified among the most educated, who must struggle with it unceasingly. Their way of doing so, is frequently naive: ... adoring the Native language with European expressions... all these contributed to a feeling of equality with the European and his achievements" (14).

It seems that Beneatha is suitable for the speech habits of the new world, even to some extent, she is indulged in some avant-garde thought of the western culture, but this is not the case. Superficially, it shows a kind of assimilation when she used the white people's words or followed their thoughts; while actually, this mendacious surface infects her identity with some of dissimilation. That is to say, she would never come back to the former black 'Self' nor put forward to the unreachable white identity unless she explores their Negritude at the same time.

3. BENEATHA EXPLORES NEGRITUDE

In case of being gazed as the 'Others' in both the black world and the white world, and because of confronting with the inferiority complex when they are obsessed with the western culture, those assimilated black people desire to find a way to reconstruct their dignities and identities. Aiming to such object by exploring their Negritude, they move to the second phase of self-perception naturally.

In terms of the second phase of self-perception, Harold Bloom estimates that "Hansberry deliberately sets out to subvert common erroneous belief about Africa and uses Beneatha as her mouthpiece" (29). So it is reasonable to explain why Beneatha quests for Negritude actively all the time. For example, one of Beneatha's friends Joseph Asagai, a Nigerian with Yoruba origin, has mentioned that Beneatha wanted to look for her identity on their first meeting. Thus, when Asagai notices Beneatha's mutilated crinkly hair and called her as a "Hollywood queen", Beneatha rebuttes that she hates assimilationist and tries to restore her hair and imitate Nigerian woman's wiggle in front of the mirror (Hansberry 514).

Moreover, the playwright Hansberry also shows a sense of Negritude pride through the Nigerian costume and music in this play. For instance, with the similar pride on the African heritage, Asagai brings a Nigerian robe and record to her, which satisfies Beneatha completely. And even, he often praises Beneatha's beauty in his African traditional words of African exclamation. Besides, once the blues is played on the radio, Beneatha turns it off immediately, and instead she plays a Nigerian record on the phonograph. With the music 'back to the past', Beneatha imagines herself as an ancient Nigerian woman, dancing to greet the homecoming of the tribal men. For Beneatha, the Nigerian melody and Yoruba's folk dance provide her with consolation, inspiration to feel honor on being black. She finds an echo with those ancient cultural root, and comes into a natural spirit world.

Except for this, Beneatha also alters in thought because she has realized that the assimilated African Americans are those who abandon their own culture and accept the oppressive culture in the dominant. For instance, Beneatha's another friend, George Murchison, a rich African American, belittles Beneatha's idea of history and heritage of Africans. Even worse, They two have a fierce argument about the significance of African heritage, which "represents a large battle about assimilation within African-American community" (Kousar and Sarfraz 67). Evidently, George's bias shows his ignorance about his ancestral origin. That is why Beneatha would never married him, such a totally assimilated black man with white people's thought.

Through exploring the Negritude to transforming herself inside, Beneatha makes some of self-perception come true. It means that Beneatha intends to achieve her self-perception by identifying herself. Only by this, she could feel her national superiority and reconstruct her cultural identity inherently.

On the way to avoiding assimilate into the 'Others', Beneatha also makes great efforts to explore Negritude. By finding the cultural identity, she also has accomplished the second phase of self-perception, and then moving on to the last phase: completely awaken and firmly plunging into the national liberation movement.

4. BENEATHA ACHIEVIES SELF-PERCEPTION

In terms of the last phase, Beneatha, the most open-minded woman in the Younger family, the well-cultivated new woman in this play, has determined to achieve her total self-perception by two ways. Firstly, she wants to marry with Asagai, a man who shares the same pride on being African and supports her to quest for her cultural identity. Secondly, Beneatha makes a decision to become a doctor not to improve the economic condition of her family but to save those who suffers both physically and mentally in Africa. According to her thought-provoking choice, it can prove that Beneatha goes further than other family members on the way to explore Negritude and achieving self-perception.

CONCLUSION

By struggling with the contradictory thought, fighting with the western culture and prejudice, Beneatha had succeeded in pursuing her cultural identities. She is not the assimilationists who decorates the black face with white mask nor the dissimiliationist who is regarded as the 'Others' and not belongs to any sides. Meanwhile, the resolution of the play is artistically and thematically quite satisfactory.

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Sexualization in Media and Communication

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Abstract:Beginning in the middle of the 20th century, with the rise and development of computer technology, human society has entered a media era of information explosion. And subsequently triggered a series of major and important debates in contemporary media and communication, such as Moral issues, panics, sexualization and fake news. However, the relatively novel term of “sexualizing” has, in recent years, received attention as a matter of concern within feminists, educators and politicians. Johnston (2015) mentions that Gunter acknowledges that it is difficult to measure the impact of a media on the sexualization of children, as the impact of children at the same time is numerous. Therefore, this article will first address the issue of sexuality based on a literature review approach, and Then focus on critically evaluate the claim that contemporary media and communication are becoming increasing sexualized.

Keywords:Sexualization, Media, Sexual presentation

1.INTRODUCTION

Beginning in the middle of the 20th century, with the rise and development of computer technology, human society has entered a media era of information explosion. And subsequently triggered a series of major and important debates in contemporary media and communication, such as Moral issues, panics, sexualization and fake news. However, the relatively novel term of “sexualizing” has, in recent years, received attention as a matter of concern within feminists, educators and politicians. Johnston (2015) mentions that Gunter acknowledges that it is difficult to measure the impact of a media on the sexualization of children, as the impact of children at the same time is numerous. Therefore, this article will first address the issue of sexuality based on a literature review approach, and Then focus on critically evaluate the claim that contemporary media and communication are becoming increasing sexualized.

2.WHAT IS THE SEXUALIZATION?

So far, "sexualization" has not yet reached a consensus definition in the academic field. Sexualization is a description of many phenomena: the public turned to a more tolerant sexual attitude; contemporary concerns about sexual values, practices and identities; the spread of sexual content; the emergence of sexual violence, sexual assault in the news; rules and regulations on obscenity; our love for sexual scandals, controversies, and panic (Attwood, 2006)[1].There are also many feminists who express their views on sexualization, for instance, Stankiewicz and Rosselli （2008） found that sexualized women appear as male ornamental objects in men's magazines. Attwood (2006) is right when he suggested that the main characteristics of sexual expression have changed in terms of sexual identities and intimate relations, media technology and commercial sex services models in contemporary western societies. However, one of the reasons for the concern of the cultural and media sex, is its impact on adolescents, especially adolescent women. The “Lolita effect” caused by media sexual content, is a manifestation of this influence (Lolita effect refers to the gender of the media hindering the healthy growth of young girls, the phenomenon of wearing high heels and applying lip gloss for young girls). Hence, in my opinion, sexualization is generally a socialization process of human beings in terms of sexuality. This kind of sexual socialization is the culture and media influence on human sexual beliefs, attitudes and behaviors.

3.SEXUAL PRESENTATION OF THE MEDIA

In fact, sexual content on mainstream mass media (magazines, television, music, and the Internet) has been increasingly spread, and the performance of sexual materials has also become more and more visualized. Additionally, the prevalence of media sex content is a powerful proved of mass media sexualization. In the past, sex was only hand-to-hand or kiss the cheeks in the presence of the media, while, the explicit gender relationship has almost become in these days a basic configuration of the blockbuster, regardless of magazines, movies, TV or music videos. Firstly, more and more sexual cues are presented in many magazines, and the female body is sexier after being machined and processed by photography techniques. For example, the cover of FHM magazine is almost always a sexy photo of a beautiful woman star. The photographers used to focus and dismember special parts of the women’s body, such as the lips. This technique can be done through pointing the camera on the breasts, thighs, buttocks, waist and limbs are presented to the public. On the other hand, Kemp Muhl's Lolita style picture in ELLE magazine (August 2009) [2] showed a stronger visual impact from stockings, bows and bright lipsticks. At the same time, the same-sex wind has also been used by magazine photographers. For example, in the Vogue magazine German version of August 2009[3], under the caption ‘free games’, posted a collection of pictures of two female models playing in the courtyard, they kiss and embrace the very sexy and intimate， body exposure scale also quite open. Secondly, compared with magazines, music video and TV have increased the participation of the sense of hearing, and the presentation of sexual content has become more and more diverse and vivid. One study has analyzed 62 MTV music video samples, from 23 content categories, which indicated that 60% of the content was merely sexual, while others, had sexually suggestive body movements or provocative clothes (Gruber and Grube, 2000) [4]. Sexual content like passionate kissing on TV shows, is also increasingly and frequently present. Kunkel, Farrar, Eyal, Biely, and Donnerstein (2007) [5] found that as much as 64% of all TV programs on network or cable television stations have sexual content. Some programs publicly discuss sexy, glaring, screaming and other sexual topics, with a sexual suggestion to attract the original desire of the audience instinct. Finally, in today's society, information on sexual content in the new media network platform has become at everyone fingertips. For example, when we searched for the keyword ‘sex’ on Google, we easily got with a single click thousands of sex poses picture, videos, and sex-related text. Similarly, there are also a lot of ‘sex’ content on social media: Ordinary people, are increasingly keen to show and spread their sexually relevant images and texts on Facebook and Instagram, sharing and communicating their sexual secret life and sexual experiences on mobile phones. This，has recently become a common behavior in western life. The purpose of this kind of behavior,is not for profit, but for fun, happiness and freewheeling. This is also a manifestation of sexual integration into social culture. The development of media technology， not only reduces the difficulty and age of participation, but also provides the possibility of making sexual content more visible and it has more contact with sex. Therefore, these examples show that the proportion of media is gradually increasing and the degree of sexualization is increasing and it is also gradually deepening. Sex is becoming a content that people often encounter in their daily lives.

In the process of sexualization presented in society, the mass media have played a catalytic role. The mass media is a considered major channel for shaping and spreading culture value. When sex becomes a topic of media pursuit and relish, it is invisible to continuously improve the acceptance and participation of the public and social customs, in order to make it a part and an important feature of social culture. The sexualization of this culture, is accompanied by the spread of sexual content on the media. However, the reasons for this phenomenon are mainly concentrated on two aspects. One aspect is that the media industry is highly market-oriented and commercialized. Therefore, and, in order to obtain commercial profits, media organizations use the sex to get the attention of the audience, sexualize the media text and make the sex entertaining. This is one of the reasons for media sexualization and its main feature. The yellow news from the United States, in the 19th century, was based on stars, shackles, and sex. In the 1930s, American journalist Stanley Walker argued that media news is based on three W: “women, wampum and wrongdoing” (Mencher, 2006, p. 56) [7], referring to sex, money and Crime-related news. The media tried to find a commercial advantage in the fiercely competitive media industry. They used this way which is in the process of producing programs gradually forgot the real needs of society and became infinitely catering to the audience’s tastes to attract clicks and eyeballs. On the other hand, When the continuous development of Internet technology makes the trend that the media more and more sexualized becomes possible. In other words, Internet media technology integrates the advantages of newspapers, radio and television which organic combination of texts, pictures, sounds and images and the function of the network platform's rapid storage and transmission make the sexual content spread faster, easier to reach the audience, catch the eye. The Internet provides a platform for the rapid spread of information that includes sex, which has made it almost an era of free access to all sexy photos and videos with a single click. At the same time, online news has gradually become the mainstream of daily contact of the audience. Because the source of Internet information channels is wider and more diverse, the source of media program production is much different than before. For example, news TV programs, which were collected from journalists and hotline, have now evolved into network information collection. The amount of information on the Internet is large, and there is a lack of effective supervision. It is easy to edit the information containing sex into news and spread them quickly. In recent years, cases in which young people are affected by the sexualized information of the network, has commonly spread. We often see underage women's behaviors and “makeups” that are not age-appropriate on the Internet, the society usually labels them with “premature” or simply criticizes them for being immoral, irrational and irresponsible. Essentially, they neglect that these behaviors are often learned from the imitation of the media, and the information they publish on the Internet will become as a source of more minor imitation. This shows that the "sexualization phenomenon" of the media and its negative effects do exist, and it will form a cyclical effect between the media and people.

However, the media generally presents a situation of sexual content, but in some countries and regions, due to the restrictions of state supervision, there are also differences in the degree of sexualization of the media. For example, in China, the degree of “sexualization” of the media is not very serious. The Chinese government employs about 30,000 police officers for Internet media search emails and chat rooms to search for keywords like “sex” and “sexual violence” and search for websites that should be blocked (China and foreign countries) (Petley, 2009) [8]. In this way, part of the content related to sex is monitored, filtered, deleted, blocked or closed. Meanwhile, the State Administration of Radio and Television promulgated a series of laws and regulations that have never been more rigid and strengthened the supervision of Chinese radio and television media. Therefore, the current Chinese media whether it is text, image or video information does not have a very revealing and straightforward expression of sexual content. In addition, the American porn magazine "Playboy" lately decided to stop publishing photos of naked women in the constant revision. Its official website has abandoned its previous full-naked content, which has earned it a social media platform like Facebook and Twitter, surge in website viewing has also increased its popularity. Therefore, while we are discussing that contemporary media and communication becoming more and more sexualized, we should pay attention to the fact that some regions and countries or certain media magazines act differently.

4.CONCLUSION

In short, through the analysis of magazines, television, music videos and Internet media content, the degree of media sexualization in some regions and countries such as China is not very serious. However, we cannot deny that at the contemporary media and communications are becoming increasingly sexualized. On the issue of "sexualization", the sexualization of culture is a change of the greatest scope. When this general tendency arises, the media will also cater to this tendency for commercial profit and marketing. The sexualization of culture and media has affected the people in it, especially youth who are easily induced and easy to unwittingly embark on an unhealthy sexual socialization path. As people's sexual attitudes become more and more open, unhealthy sexualization and the retreat of the media make the sexualization trend in turn promote the cultural orientation. Therefore, the authorities should, to a certain extent, control and review the media's content on sexual and physical development that affects young people.

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Reform and Innovation of Practical Teaching System of Undergraduates Majoring in Kinetic Energy to Modern Teaching

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Abstract: In the new era of social development, as a discipline with strong experimental operability, kinetic energy majors should be based on the social demand for talents, combined with the characteristics of practical teaching for undergraduates majoring in kinetic energy, and based on the actual needs of the current society. The practical teaching for undergraduates majoring in kinetic energy should be reformed and innovated, including the teaching system, teaching content, teaching methods, and management. Only in this way can the reform and innovation of the energy and power major be finally realized and excellent talents for social development can be cultivated.

Keywords: Modern teaching; Energy power; Practical teaching

INTRODUCTION

As market competition continues to increase, the requirements for professionals have not only increased, and professionals need to hold a job certificate when they start their jobs, and professional certification also requires higher practical skills. Under the influence of social development, enterprises pay more attention to the management of safe production, which results in students having no opportunities for practice in the process of production internships, so that students' practical ability cannot be effectively improved. Therefore, in the course of practical teaching for undergraduates majoring in kinetic energy, teachers should continue to innovate practical teaching links to cultivate students' practical skills.

1. INNOVATIVE PRACTICAL TEACHING SYSTEM

1.1 Building a basic cognitive platform

The so-called basic cognitive platform refers to the construction of theoretical teaching models, including physical models and virtual models. In order to enable students to have an accurate understanding of the principle and structure of the equipment system during practical operation, the physical model is equipped with power components; the virtual model is equipped with video, animation and three-dimensional models.

1.2 Building a basic design platform

The construction of the basic design platform includes the basic disassembly and assembly practice platform of the energy power plant and the thermal engineering experimental platform. The thermal engineering experimental platform effectively solves the shortcomings of original thermal engineering experimental equipment, and takes into account the increase of the number of students and the problem of multi-disciplinary sharing, and the comprehensiveness and openness of the equipment experiment are effectively strengthened. While the basic disassembly and assembly practice platform of the energy power plant is developed according to the course study to provide students with strong practical opportunities.

1.3 Building a professional comprehensive platform

The construction of a professional comprehensive platform includes three parts: production practice off-campus base, simulated production practice on-campus industrial process, and professional experiment level. However, the strengthening of safety production management by enterprises makes it difficult for students to have practical opportunities at the internship site. They can only participate in the operation as a sideline. As a result, students cannot get the corresponding on-site operation experience during the internship [1]. Therefore, the innovation of practical teaching should be in line with the development of the current society. On this basis, the practical teaching mode should be reformed to make teaching more diverse, innovative and comprehensive. The innovation of practical teaching should be carried out in a way that integrates inside and outside the school. Simulated practical operations are implemented inside the school, and authentic operations are implemented outside the school, so as to cultivate students' practical ability in an all-round way. In addition, colleges and universities should continue to strengthen cooperation with enterprises. Internship venues are provided by enterprises, and the construction of off-campus bases should be fully opened. Only in this way can every student gain more practical experience and their ability be fully mastered.

2. HOW TO EFFECTIVELY REALIZE THE PRACTICAL REFORM AND INNOVATION OF ENERGY AND POWER UNDERGRADUATE

2.1 Innovation of practice base in school

In the process of reform and innovation of energy and power undergraduate experiment, we should start from the characteristics of practical teaching, closely combine with the curriculum system, and carry out hierarchical teaching. First of all, we should lay a solid foundation for students' practical operation with basic experiments, and then carry out technical basic experiments, so that students can have a certain understanding of experimental operation. And then, we should closely combine professional experiments with teaching and scientific research, so that students can be exposed to deeper level of practical operation, and finally end with personalized experiment. Under the guidance of comprehensive innovative experimental teaching, students can fully feel the charm of energy and power science experiments, and the advanced practical teaching system can better cultivate excellent operational talents [2].

2.2 Innovation of practice teaching content

With the rapid development of science and technology, new technologies, new methods and new instruments are emerging, which have a great impact on education and teaching. In the experimental teaching of energy and power disciplines in colleges and universities, in order to improve students' innovation ability, it is necessary to introduce new science and technology and methods. Only in this way can we further optimize the practical teaching of students, so that students can continuously broaden their knowledge and improve their innovation ability and practical ability. The innovation of practical teaching content can make the practical teaching ability of colleges and universities keep up with the pace of scientific and technological progress and stand out in the current social environment. At the same time, from the perspective of the current social demand for talents, only by constantly improving students' innovative ability and practical ability can students quickly adapt to the development needs of enterprises after entering the society.

2.3 Reform of teaching mode

In the process of practical teaching of energy and power discipline, teachers need to actively interact with students, and students also need to have certain autonomous learning ability and independent thinking. Therefore, in the practice teaching, the choice of teaching methods has a certain impact on the experimental teaching effect. The traditional teaching methods are mainly preaching and cramming, while students can only passively accept the teacher's instruction, lacking a certain degree of learning initiative. The introduction of advanced teaching concepts can lay a solid foundation for students' learning status, while teachers, as guides, take the cultivation of students' ability as the teaching main line. Under the innovative practice teaching mode, students can have a strong interest in practical operation, so as to improve students' practical ability, and promote the improvement of practical teaching effect [3]. Therefore, in practice teaching, teachers should strengthen the cultivation of students' creative ability and innovative thinking, and constantly improve students' autonomous learning ability, so that students can effectively use the knowledge learned in practical operation. In addition, teachers should respect the differences of students, cultivate students' excellent practical ability with targeted teaching methods, so as to cultivate excellent creative talents for the society and the country.

2.4 Building a team of high-quality and high-tech teachers

Teachers play a huge role in the reform and innovation of the undergraduate practical teaching of energy and power in universities, which directly affects the success of its reform. Therefore, colleges and universities should pay attention to the establishment of the employment mechanism, and effectively optimize the professional skills and professional qualities of the teaching staff. To practice the quality construction of the teaching team, we should proceed from the post responsibility system, and make detailed plans for the more responsibilities and teaching requirements of each teacher, so that teachers can perform their duties. And it needs to strengthen the technical training of teachers for practical teaching to improve the level of practical teaching of teachers and further optimize the effect of practical teaching.

3. CONCLUSION

In general, the reform of practical teaching system of kinetic energy majors not only achieves a perfect integration with the curriculum system and builds an independent experimental curriculum, but also promotes its teaching and experiment content to be more systematic, modern, hierarchical and standardized, and effectively realizes the close integration of classroom theory teaching and practical teaching. And it also enables the effective optimization and utilization of resources, and further cultivates students' practical and innovative abilities, laying a solid foundation for students' future development.

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The Role of Culture in Language Acquisition

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Abstract: On the issue of how children acquiring their mother tongue, different linguistic schools, such as innateism, cognitive theory, and behaviorism, have made some reasonable explanations from different perspectives. However, they all ignored the important role of “culture” in children's mother tongue acquisition. In fact, the different cultures, which can affect people’s language conception and sociocultural environment, often have a huge and far-reaching impact on children’s mother tongue acquisition.
Keywords: culture; language conception; sociocultural environment; language acquisition

1. INTRODUCTION

As for the question about how children acquiring their first languages, there are traditionally high debates among different schools. Firstly, in order to explain that children can so easily acquire and creatively produce their mother tongues, no matter how complex their deep structures are and with poor inputs, Chomsky put forward a theory of Universal Grammar with principle and parameter. Apart from Noam Chomsky, Steven Pinker, in The Language Instinct, also claimed that the acquisition of language was ‘one of the wonders of the natural world’ and ‘shaping events in each other’s brains’ with words’ (1994). They all argued that human beings were born with an innate capacity of language, known as innatists. However, psychologists did not agree on the theories of nativists. They argued that it was the cognitive skills, not the language skills, which were genetically inherited with children. In contrast to the approach of cognitive science, behaviorism did not accept private events such as thinking, perceptions, and unobservable emotions as causes of one’s behavior. While they asserted that children acquire language through the way of imitation, reinforcement and stimulus-response.

However, Regier and Gahl pointed out these above theories dismissed culture as a relevant variable to include in their development model, allowing only for a secondary influence of the environment, conceptualized exclusively as linguistic input (2004). It was different from the traditional theories, in that it took the influence of culture into consideration as researching children’s language development.

In their paper, two research paradigms about how culture affecting on language acquisition were introduced as well as: the usage-based approach and the language socialization approach. The usage-based approach, whose origin came from cognitive linguistics and developmental psychology. While the language socialization approach, coming from linguistic anthropology, had engaged the deontic and normative dimensions of human culture by delineating the cultural ecologies of language acquisition. Language development is ‘culturally reflexive’, which is shaped by local social organization, world view, and communicative habitus.

2. CULTURE AND LANGUAGE ACQUISITION

In fact, children’s language acquisition is an interactive progress between language skills and cognitive skills. Since an infant is born, he/she is exposed to a specific language surroundings which he/she needs to learn and imitate continually during his/her first several years. The whole progress of language development can be briefly divided into the following stages: the phonological development of ‘babble’, the vocabulary development beginning with telegraph stage, the grammatical development, and the final pragmatic development. This progress may take five or six years for a child, until they can fluently utter one language and skillfully employ it. What’s more, those development stages interact with each other with overlapping.

As a consequence, the development of language acquisition is a progress of socialization. Although language acquisition needs the primarily innate factor in some extent, it is the culture in the subsequent language environment that is more significant and has essential effects. I would like to generally exhibit the effects from two aspects: language conception, and sociocultural environment.

Firstly, language conception is also named language attitude, referring to the attitude of people’s view to the use value of language, including the status, functions, and features of language (Dai, 2004). It is caused by social and cultural history and the level of economic development. Therefore, language conception is an essential part of cultural conception, and is the concrete language representation of culture. The effect of language conception on language acquisition is resulted from the different values of language and usage preference of language. For example, if a child is born in a family in which his/her parents are both highly educated, his/her education will not only put an emphasis on oral training, but also written training. Furthermore, under the influence of his/her parents, the child reared in such surroundings will be more mature and polite in terms of communicative ability. While, children nurtured in other ordinary environment, are usually insufficient input in the education of oral and written training because of takecarers' less emphasis, which finally leads to the inconsistency in language acquisition of children.

Another one is the cultural environment as the above describes. Any human beings live in a certain cultural environment, without exception of infants. And the effect of culture on language acquisition is multi-facets, such as the influence of family culture, the influence of regional culture, and the influence of cultural symbols.

First of all, family is the earliest social environment for children. Out of question, the level of education, values, and language ability etc. of family members have profound and lasting effects on children's language development. As the takecarers of children, parents often are the initial and direct persons who provide language environment for children; as a result, their interactions with children influence their language development all the time. And, as some surveys reveal, in China, the inconsistency of language development between urban children and rural children is mainly caused by the inconsistency of their parents' educational levels. In addition, children always psychologically adore their parents, when they are young. And the languages employed by their parents are also authorized. So they will prefer to imitating the voice, tone, intonation, content or speech action of their parents. For example, if the speech tone of parents is gentle and moderate, then the speech way of their children will almost be the same, and vice versa. Thus, it is evident that family environment plays an essential role on children's language acquisition.

Secondly, owing to the diverse conventions of climate, diet, and culture, variant original cultures are formed, and they have an effect on language development, as well as. Taking Hunan Province, in the south of China, as an example, for its climate is rainy and humid, its diet always has peppers. Therefore, generally speaking, it is maybe earlier for this area's children to acquire the concept about peppery taste, comparing with those living in the north of China. In the other hand, the dialects that parents speak also have an impact on the language acquisition. If the parents come from two different regions where employ different dialects, too, their children will be gotten exposure to these two dialects earlier and their developments in these two dialects will subsequently affect their whole language developments in turn. And this phenomenon is more evident in the bilingual family.

Last but not least, language is the symbol and carrier of culture. Different nations choose variant language symbols to put their cultures down in writing; besides, different language symbols is made up of variant language units, variant patterns of aggregation and composition. All these are the reflection of diverse cultures and the level of difficulty of acquiring languages or dialects, which must influence the rate of language acquisition. For instance, that American children acquire English or Chinese children acquire Chinese both reflexes the situation that different language symbols are employed by different nations. But one child can also acquire two or more languages at the same time, for example, those Chinese children brought up in American acquire both Chinese and English. However, the level of difficulty of the same linguistic phenomenon in different languages also can influence the rate of language acquisition. Taking the plural as an example, the plural expression of Chinese is simple and easily acquired, while the English's is a little complex. In Chinese, adding the only plural affix '们' to a single noun can make it be a plural noun, and the predication does not need to change its morphology along with the change of subject at all. However, in English, as we all known, a plural expression not only needs the morphological change of nouns, but also needs the morphological change of verbs. What is more, both the morphological changes have irregular reflection variations. Therefore, the plural acquisition of English will take longer time for those children. In addition, knowing about the effect of the variant cultural symbols on children' language acquisition can be good to improve their language development as well as.

3. CONCLUSION

All in all, the factors that affect children' language developments, not only include the priori, but also must take the culture into consideration. Variant language conceptions and sociocultural environments can make a difference in children' language development, and form different characteristics of language development.

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Analysis On the Art of Heart-to-heart Talk among College Counselors

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Abstract: Heart-to-heart talk is an effective way for college counselors to carry out ideological and political education. It helps to strengthen the communication between teachers and students and improve the pertinence and effectiveness of ideological and political education of college students. In view of the strong self-esteem and competitiveness of post-90s college students, college counselors should use appropriate heart-to-heart talk skills at the right time and place at the same time to carry out heart-to-heart talk work, so as to achieve the work effect of heart-to-heart talk and promote the healthy growth of college students in an all-round way.

Keywords: college counselors, heart-to-heart talk time, heart-to-heart talk place, heart-to-heart talk skills

1.INTRODUCTION

Heart-to-heart talk called heart-to-heart conversation, is to talk about the heart; it's a kind of in-depth communication. The system of heart-to-heart talk in colleges and universities is the communication and exchange between counselors and students, which can timely understand the ideological trends of students and help them solve various difficulties in study, work and life. In student education work, counselors ingeniously using heart-to-heart talk skills, and targeting to carry out heart-to-heart work is conducive to promoting the overall healthy growth of college students. Most of the post-90s college students are only children. They are self-centered and independent. They are not good at thinking about others. They have strong rebellious character and strong self-esteem. They are not willing to accept the indoctrination education from teachers. If the counselors do not separate the field of their ideological education, it is easy to cause their rebellious psychology, resulting in educational failure. Therefore, counselors should choose the right time and place for heart-to-heart talk and master certain heart-to-heart talk skills with post-90s college students to achieve the goal of ideological education.

2.TIMING OF HEART-TO-HEART TALK

Counselors should seize the right opportunity to talk to students. The time for heart to heart talk is too early, and the conditions may not be mature enough to achieve the expected purpose. If the opportunity for heart to heart talk is missed, the situation changes, and the ideological and educational function of heart talk is lost. Only by choosing the right time for heart to heart talk, the effect of heart to heart talk will be twice the result with half the effort.

2.1 To encourage when you succeed

There are rich and colorful campus cultural and art activities in colleges and universities. These activities provide a platform for students to show their talents. For those students who stand out in the activities, they should not miss the opportunity to talk with them to show encouragement and encourage them to continue their efforts and make greater achievements in the future. For the students who have not achieved good results, they can also have heart to heart talk in time to alleviate their frustration psychology of failure.

2.2 To send warmth at the moment of grievance

In the daily work of students, such as the development of award and excellent organization, which is related to the vital interests of students, counselors will inevitably choose students with similar application conditions due to quota restrictions, which will lead to the students who have lost the election feeling aggrieved. Some students may be so frustrated that they are content with the status quo and even begin to abandon themselves. Therefore, counselors must find relevant students to carry out heart to heart talk activities in time to resolve their grievances, encourage them to cheer up and strive for success next time.

2.3 To help when being difficulties and confusion

In class management, counselors should grasp the ideological fluctuation of the class students at any time and place through various channels, understand the ideological concerns of the students at the first time, conduct heart to heart communication with them in a timely manner, give them verbal encouragement, emotional comfort and give practical help in action. For those students whose learning attitude is not correct, their learning objectives are not clear; their learning thoughts are confused, and their academic achievements are declining. We must first talk with them, analyze the reasons, and put forward solutions together with the students to guide them through the learning bottleneck period.

3. THE CHOICE OF HEART-TO-HEART TALK PLACE

The choice of heart-to-heart talk place between college counselors and students is also very important. In office heart-to-heart talk, counselors ask, criticize or admonish the object of heart-to-heart talk, urging them to abide by school discipline and school rules or correct learning attitude, etc. Although the serious atmosphere in the office can make the parties realize the seriousness of the problem and seriously reflect on their own mistakes, the office is not an ideal place for heart-to-heart talk in most cases. Critical heart-to-heart talks with students should not be conducted in offices or other public places, because it is easy to make students lose face in public, hurt their self-esteem and fail to achieve the effect of heart-to-heart talk. At this time, a quiet meeting room can't be more suitable as a place for heart-to-heart talk. For giving praise to the students, we can put them in front of the whole class, which can greatly meet the students' self-esteem, let them have a strong sense of satisfaction, so as to produce greater enthusiasm for work and learning. It can achieve greater results. The effect is the same as that of awarding certificates of honor to students in public places such as commendation meeting and class meeting.

In the process of visiting students' dormitories, counselors can freely communicate with students. The relaxed atmosphere of dormitories can make students feel at ease and make students feel that teachers are approachable. In the process of chatting, it is helpful for counselors to find out the relevant situation of students, so as to give targeted guidance to students. At this time, the effect of heart-to-heart talk is incomparable to other places. The choice of heart-to-heart talk place should be different from person to person and should be combined with students' personality characteristics. For timid students, counselors can try not to carry out it in the office or in places with many people. These students will feel restrained, which is not conducive to the real expression of their own ideas, and can not achieve the effect of heart-to-heart talk education.

4. HEART-TO-HEART COMMUNICATION SKILLS

4.1 To put yourself in others shoes and listen to others

When talking with students, don't immediately start criticizing or teaching after listening to the students' explanation. Instead, you should carefully understand the information released by the students, find out the true meaning of the students, and then transpose thinking to give their own suggestions and guidance. It requires counselors to make clear the real concerns of students, help them analyze the causes of their doubts, and guide them to gradually solve the doubts in their hearts, so as to achieve better results.

4.2 To treat people with sincerity and equality

College counselors and students should be honest and approachable when they talk to each other.[1] Talking about the heart and treating students with an approachable attitude is conducive to eliminate students' fear and tension, and facilitate them to express their real ideas. In heart-to-heart talk process, counselors should pay attention to control their emotions, show their concern for the object of heart-to-heart talk. They should be single-minded and do not despise them. They should not talk at the same time while they are busy with other work. They should respond to the words of the objects in time and show proper understanding and tolerance. In this way, students are more willing to say their inner words and express their true feelings. For example, we can use our own eyes and other facial expressions to express our understanding when we encounter the heart to heart topic that cannot be coordinated in the work and study of student cadres. Then we can analyze the reasons together with him, talk about the advantages and disadvantages of student work, guide him how to coordinate the relationship between work and study, eliminate his confusion, and better carry out student work.

4.3 To care with enthusiasm and move with emotion

It is necessary to have an equal and respectful attitude to talk with students who have made mistakes. We should be good at finding out their shining points, pointing out their mistakes and shortcomings and the direction of future efforts. This kind of heart-to-heart talk skills can help the object rekindle the flame of self-esteem, thus improving their own mistakes. On the contrary, if the counselors are rude to the students who make mistakes, they will be criticized violently, and the rebellious psychology of the post-90s college students will not achieve the desired effect. The counselors sincerely help students to solve practical problems, so that students have a sense of trust. Such a heart-to-heart communication is helpful to achieve the effect.

4.4 To tolerate silence and keep secrets

When we talk with students, we often encounter students' silence, that is, they don't say a word to our questions or criticisms. At this time, if the counselor is impatient or teaches immediately, the students will be more silent. At this time, counselors should learn to tolerate silence, give students appropriate time to reflect, and then find the right time to talk again. When talking to each other, sometimes it involves students' personal privacy or students' family privacy. As a teacher, we should keep students' privacy, let them have a sense of security, eliminate their concerns, open their hearts and speak freely. When some students dare not disclose their privacy or secrets to their teachers in person, they can be encouraged to try to use QQ, Wechat and other forms of network communication to achieve heart-to-heart communication.

4.5 To innovate ways and have internet heart-to-heart talk

Nowadays, with the continuous emergence of various means of communication, the heart-to-heart communication between counselors and students is no longer limited to the traditional one-to-one communication. The traditional way of heart-to- heart talk has some shortcomings, such as low immediacy or high environmental requirements. The time of both sides need to be coordinated in advance, and the students are easy to be restrained. At this time, network instant messaging has strong instantaneity and low environmental requirements; it's easy to keep heart-to-heart conversation records, and suitable for introverted students who are not good at expressing their feelings face to face.[2] The diversification of the form of heart-to-heart talk makes our counselors have more choices when doing work with students. Counselors need to seriously consider, learn from each other's strengths and make full use of the advantages of heart to heart talk.

5.CONCLUSION

In a word, college counselors should actively learn and improve heart to heart talk skills, innovate heart-to-heart talk methods, choose appropriate time and place for heart-to-heart talk, create a cordial and harmonious heart-to-heart atmosphere and establish good heart to heart relationship, so that students can imperceptibly accept the outlook on world, life and values delivered by counselors in the process of heart-to-heart talk, so as to receive good education effect.

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Research on the Education Reform of Medical Informatics Based on Big Data

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Abstract: Medical informatics is an interdisciplinary period including hospital information, medicine information, nursing information, biomedical information and other medical related information. It mainly studies information technology and information science in medicine. With the development of big data technology in China, great changes have been brought to medical informatics. The paper studies the education reform of medical informatics by combining the current information situation in big data environment as well as the connection between big data environment and the education, and explores efficient and high-quality education methods and education strategies, so as to provide reference for the good development of medical informatics in China under the big data environment.

Keywords: Medical informatics education; In data environment; Education reform

INTRODUCTION

In recent years, Chinese information technology has been rapid development, and rapidly penetrated into all walks of life, forming a big data background environment. In the big data environment, great changes have taken place in medical informatics, which promotes the education reform of medical informatics. In this context, education in medical informatics needs to consider the collection, utilization and use of data information, which further promotes the education reform.

1. BIG DATA AND MEDICAL INFORMATICS EDUCATION

With the rapid development of computer technology and information technology, we have entered the era of data information, and applied in life science and medical information, which makes the data of medical informatics grow explosively. In the face of data authenticity, effectiveness, timeliness and visibility in the big data environment, medical information technology needs to constantly improve its teaching technology and enrich teaching content and keep pace with the pace of the development of big data era. Medical informatics data collection, management, mining, and analysis are carried out to connect biomedicine, life sciences and big data. [1] It is necessary to make full use of big data technology to develop medical technology, explore the laws of biomedicine, and apply it to medical related scientific research, so as to enhance the authenticity and effectiveness of medical, scientific research and teaching, and give full play to the value of big data information technology in medical informatics education.

2. EDUCATION REFORM OF MEDICAL INFORMATICS IN BIG DATA ENVIRONMENT

(1) Realizing the value of big data will become the new goal of medical informatics education

The popularization and application of big data information technology has brought great convenience and efficiency to the medical industry, and it has also shown a high potential development ability in the medical industry. With the support of big data technology, the goal of medical informatics education can be achieved by collecting, analyzing and utilizing medical related information data. However, the premise is to realize the value of big data first and make full use of the content of big data information. Therefore, in the big data environment, how to make full use of big data information and realize the value of big data has become a new goal of medical informatics education and one of the reform directions of medical information education. [2]

(2) The mining and analysis technology of biomedical data will become the new content of medical informatics education

We need to combine medical informatics education with big data technology, use big data information technology to digitize medical information content, and conduct mining and analysis on it. Through the mining and analysis of data-based information, effective and reliable information in medicine is extracted to provide support for the medical industry, increase the authenticity of scientific medical research results, and increase the accuracy of clinical diagnosis. Therefore, in medical informatics education, the mining and analysis technology of medical-related data is particularly conducive to the effective extraction of relevant medical information in the face of the big data environment and finding valuable information content. [3] And the education content of medical related data mining and analysis technology become one of the reform directions of its education.

(3) Medical ethics and data usage norms will become the new norms of medical informatics education

With the popularization of big data technology, information is facing the risks of information transparency, information digitization, and data information abuse exposure. Therefore, the use of data information in medicine needs to follow certain medical ethics and data usage specifications to ensure the security of data information and reasonable use of data and information. Facing the big data environment, medical informatics education needs to be reformed, and medical ethics and data information usage norms are incorporated into the educational content of medical informatics. Therefore, usage norms of medical ethics and data information will become a new aspect of medical informatics education to ensure the healthy development of the data-based information environment in the medical industry.

3. DEVELOPMENT OF MEDICAL INFORMATICS EDUCATION UNDER THE BIG DATA ENVIRONMENT

3.1 To establish a good concept of medical informatics data

Medical informatics education is in a big data environment, it should face the opportunities and challenges brought by the big data environment, and treat medical informatics-related data information correctly. In education, students are guided to establish a good concept of medical information resources, and are encouraged to actively explore the value of opportunities in the big data environment to fully tap and utilize the potential data value and promote the healthy development of medical informatics education in the big data environment. For example, educational text, audio and other resources related to data information are made full use of in medical informatics education to fully explore resources, cultivate students' sensitivity to medical informatics data, so that students can find the valuable information expressed by data through the content of big data information.

3.2 To establish a sound medical informatics education model

In medical informatics education, it is necessary to fully consider the actual situation of the big data environment, clarify the opportunities and challenges it brings and the current status of education, and combine the reform direction, reform content and reform needs of medical informatics education to establish sound medical information teaching mode. Thus, the education of medical informatics can be rationalized, scientific and effective, and computer technology, Internet technology, big data analysis technology and medical information teaching technology can be organically combined to give full play to the advantages of medical informatics education under the big data environment. Furthermore, the improvement of the medical informatics education model can give education a clear direction and clear methods to carry out educational activities, and improve the status of medical informatics education in the big data environment. In the big data environment, the model of medical informatics education can be a wired online and offline model, or a wired practical education model, etc., through the diversified education mode, personalized and diversified professional talents can be cultivated to meet the current social talent training needs.

3.3 To look for appropriate medical education methods

There is a black line change between medical informatics education in big data environment and traditional medical informatics education. Medical informatics education in big data environment needs to involve technologies of big data collection, processing, storage, management, analysis and use. Therefore, under the big data environment, students majoring in medical informatics need to have rich medical knowledge and master certain big data information technology. In medical informatics education, more computer courses and courses related to medical basic knowledge and information technology are included in the medical informatics education. Finally, compound talents of medical informatics are cultivated to meet the needs of big data analysis talents under medical informatics education.

4. CONCLUSION

The big data environment promotes the development of medical informatics education, but medical informatics education needs to face the opportunities and challenges of big data environment, and needs to clarify its development direction and actively seek organic development strategies in the new environment. [4] Combined with the actual situation of big data environment and medical informatics education, the new education objectives and standards related to data information are clarified, and the data technology supported by medical informatics education is explored, so as to guide students to establish correct data information concept, find effective mode and method for medical informatics education, and then cultivate medical informatics professionals with high data information technology.

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Feasibility Research on Preparation of Green Building Materials from Wastes in Xinjiang

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Abstract: This technical research lays a theoretical foundation for the research of waste resource utilization technology in Xinjiang. The research purpose is to provide a way for the utilization of sludge, cotton stalk, and shale resources in this area and to build a recycling economy utilization model in this region, as well as to offer technical support to alleviate the shortage of fuel for Xinjiang's development. It is of great practical significance to improve the conservation and efficient use of resources in rural areas in Xinjiang. In order to implement the rural revitalization strategy and improve rural living conditions, it is of great value to build an ecological system of green development.

Keywords: Waste resource utilization; Raw material matrix research; Green building materials; sludge

1. INTRODUCTION

At present, domestic and foreign scholars have not analyzed the specific research and development of cotton stalk, sludge and shale as raw materials, therefore, the narrative in this article research is based on properties of cotton stalks, urban sludge, and shale in Xinjiang. The purpose is to construct a model of waste resource utilization and to explore a low-carbon recycling system in the region. Finally, achieving the goal to offer certain guiding significance to provide technical support for the recycling of waste in Xinjiang.

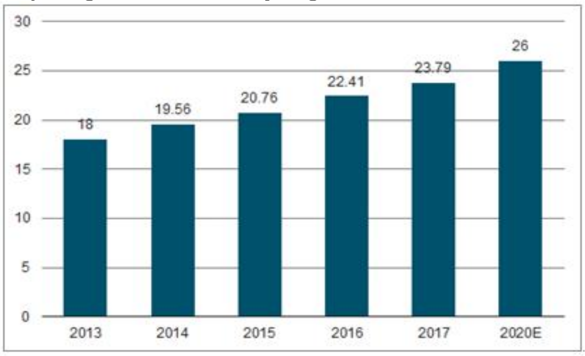

Figure 1 2013-2020 and 2020 China's construction waste production situation and forecast

2. Current Status of Construction Waste 、 Cotton straw、Shale resources and urban sludge.

According to research, which shows that the oil shale in the Junggar Basin of Xinjiang is distributed in an arc-shaped belt at the transition part and the sludge output of a sewage plant in Urumqi, Xinjiang is 500-600t/d, and the disposal fee is 380 yuan/t. Therefore, the cost of dealing with the sludge per day is 19,000-22,000 yuan, which greatly increases the operating cost of the sewage plant . The energy consumption of a building project during the construction phase accounts is about 15%, and the production of energy consumption of building materials accounts for about 75%, which is the largest proportion of the total energy consumption. Xinjiang is a large cotton-producing region in China, whose output accounts for 1/4 of the country's total production.

Research on Sludge 、shale Cotton stalk (straw) is as shown below：

Yue Yanfei [](2010) pointed out in "Sewage sludge mixed with shale fly ash modification and ceramsite preparation" that directly using sludge with a moisture content of about 80% and shale to burn ceramsite is an effective way to use sludge

Su Lei and Shao Wei [](2018) proposed the use of sludge-coal gangue-shale ternary system to prepare sintered bricks and analyzed the sludge particles.

Huang Bangbiao, Liao Tianquan, Liao Tianyuan, Huang Bingzhang, Li Zhi, Pan Jiayu, Qi Weiwei[][], (2017) used two kinds of cement mortar and four kinds of sludge in the "Constitutive Relations of Shale Porous Brick Masonry".

Deng Xinyue and Feng Kunrong [](2014) conducted experiments on the axial compressive performance of sewage sludge shale solid bricks by making multiple sets of test pieces in the "Experimental Study on the Axial Compressive Performance of Sewage Sludge Shale Solid Brick Masonry".

Xiao Zhihua [](2016) studied the characteristics of the sludge and sawdust which mixed fuel products and obtained from the combination of different sludge and sawdust mixed molding fuels and their use in chain furnaces.

Foreign scholars Zhao PT, Ge SF, Yoshikawa K[] (2013) in "An orthogonal experimental study on solid fuel production from sewage sludge by employing steam explosion" studied the mixture of sludge with 80% moisture content and sycamore leaves through orthogonal experiments.

Chen WS, Chang FC, Shen YW, et a1[] (2011) in "The characteristics of organic sludge/sawdust derived fuel" studied the properties and combustion characteristics of the mixed fuel of organic sludge and sawdust.

Chen Mengting, Chen Guoping, Shi Jianjun, and Zhang Heng [](2017) used shale and straw pore formers as raw materials in "Study on the effect of straw pore formers on the process performance of sintered shale microporous bricks" .

Liang Wenxue[]. (2017) In "Study on the Synergistic Effect of Co-combustion of Oil Shale Semi-coke and Dry Corn Straw" studied that oil shale semi-coke is a solid waste remaining in the process of refining shale oil.

Through the above and relevant literature review[, ,], the following findings can be drawn:

In the study of cotton stalk and sludge, most of the researches[, ,] and certain Chinese scholars [,,]mainly focused on trying to prepare biomass charcoal by adding biomass (cotton stalk, straw, chaff, etc.) to the sludge. in the research of sludge and shale[], researchers currently used sludge and shale to prepare sludge spherical ceramsite, sludge shale and solid bricks, building materials, etc; in cotton stalk [] (straw) and In shale research, researchers tried to prepare sintered shale bricks by mixing corn stalks and oil shale, and prepare light-weight, high-strength building materials with good thermal insulation effects.

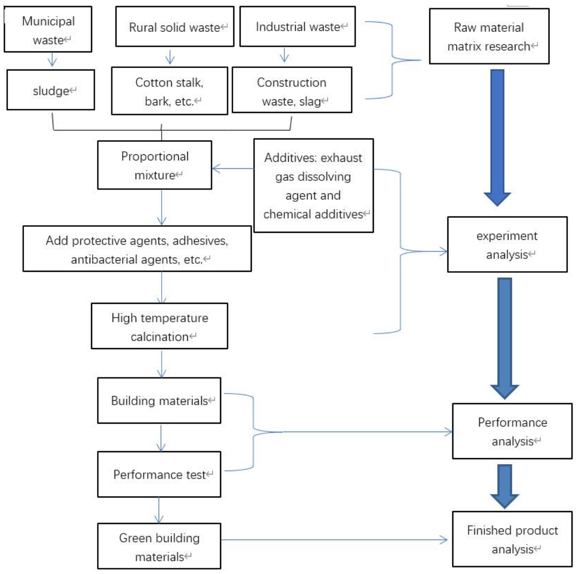

Figure 2 Technical route for preparing green building materials with sewage waste as the main substrate

Based on the composition of solid fuels and the effects of solid fuels, the research is on the mixing ratio and mechanism of cotton stalks, urban sludge, and shale as the main substrates. A waste of cotton stalks, urban sludge, and shale in Xinjiang Recycling mode.

In summary, this research aims at the improvement of rural household fuel in Xinjiang's rural revitalization strategy and develops the use of technical research on resource utilization of green building materials to prepare with cotton stalk, oil shale, municipal sludge, and waste in this area， which constructs a recycling economy utilization model in the region. Providing the technical support to alleviate the shortage of fuel for Xinjiang's development. It is of great practical significance to improve the conservation and efficient use of resources in rural areas in Xinjiang. In order to implement the rural revitalization strategy and improve rural living conditions, it is of great value to build an ecological system of green development. There is certain guiding significance to explore the low-carbon recycling system in the region and promote the plan to provide technical support for the recycling of waste in Xinjiang.

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A Research On Improving Government Executive Power Based On Learning Government

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Abstract: The government is the organ that exercises the state administrative power, which plays an important role in the national economic and social development. The needs of economic and social development and the requirements of administrative modernization put forward higher requirements for the management ability of governments at all levels. The construction of learning government will promote the development of learning party and learning society. In view of the several phenomena that weaken the executive power of the government, such as rent-seeking, packaging and idol phenomenon, this paper puts forward some suggestions to build a learning government, such as changing the traditional thinking mode and structural mode, playing various correct roles, adopting the methods of innovation and handling interest relations, and effectively performing legal functions, which I hope can be used for reference to enhance the executive power of the government and build a better socialist society.

Keywords: learning government; executive power of the government; reform; social phenomenon

INTRODUCTION

The government is the organ that exercises the state administrative power, which plays an important role in the national economic and social development. In the new era, a series of economic and social reforms put forward higher requirements for the management ability of governments at all levels. The original idea of learning organization comes from the paper "New Design of Enterprise" by American scholar J.W.Forrester. As a student of Forrester, American scholar Peter M. Senge put forward the theory of learning organization in “The Fifth Discipline” published in 1990, which emphasized team learning, systematic thinking and organizational thinking ability and that aroused strong repercussions from governments all over the world. Japan tries out "learning city" in Osaka, Singapore wants to build a "learning government", the United States, the Netherlands, New Zealand and so on choose the road of "learning country". It was pointed out in the report of the 19th National Congress of the Communist Party of China that we should do a good job in continuing education, speed up the construction of a learning society, and vigorously improve the quality of the people. The report also emphasized we should construct a Marxism learning party. The government is the most authoritative and influential part of the governance system. The construction of learning government will promote the development of learning party and learning society.

1.THE IMPORTANCE OF GOVERNMENT REFORM AND CONSTRUCTION OF LEARNING GOVERNMENT

The form of a state always changes, so does the content of that form. In history, regime alternation is frequent, and the system of government is not unchangeable. From the feudal autocratic government to the democratic republican government, the government is making continuous progress. Each reform has both repetition and innovation. Repetition is the consolidation of the previous reform achievements, and innovation is the expansion of the scope of reform. The organic combination of the two makes the overall government reform present a gradual process from the surface to the inside, from the shallow to the deep, from the easy to the difficult, mutual connection, mutual support, orderly promotion, gradual deepening and spiral rise. With the concept of service-oriented government, learning government and research-oriented government, the government gradually desalinates the political color, clarifies the relationship between the government and the market, enterprises and society, and focuses more on the good performance of government functions.

Learning government is a government that adapts to social changes through continuous learning. On the one hand, learning government is a process that the government responds actively rather than passively, and it is a change that the government adapts to the changes in all aspects of society. On the other hand, the learning government emphasizes the lifelong learning of its members, and improves the efficiency of government operation through the organic combination of learning and work. Its connotation is embodied in the following three points: first, the essence of learning government is a brand-new concept, which is the combination of management theories and learning methods; second, learning government requires learning should be from top to bottom, which is the unity of organizational learning and individual learning; third, the goal of learning government is to reengineer the government and to enhance the government's implementation and image through functional transformation and efficient administration. The government and its staff emphasize learning, which is different from scholars' learning. They must closely combine the performance of government functions and responsibilities, focus on solving the major problems of theory, morality, intelligence and courage necessary for administrative management, so as to strengthen government construction and promote government work.

Compared with the traditional model, the learning government should meet the requirements of honesty, rule of law and norms; it should choose an efficient, open and democratic reform road; it should have a strong sense of responsibility and adaptability, and be able to deal with various challenges and emergencies.

First, it is an inevitable trend to construct a learning government in globalization and the integration of world economy and culture. With the promotion of the concept of learning organizations all around the world, the relationship between various learning organizations is increasingly close, and the trade exchanges between countries and cultures are increasing, which objectively requires weakening the adverse effects of differences on institutional and governance conceptual levels. In addition, economic globalization also puts forward the requirements of human, cooperation and innovation to the government system.

Second, building a learning government is the internal requirement of the deep development of socialist modernization. The goal of the government and all the people for the timebeing is to build a well-off society in an all-round way and realize socialist modernization as soon as possible. Building a learning government can guide the learning atmosphere of the whole society, perfect and encourage people through continuous learning on the basis of people-oriented principle, promote the overall development of people, and promote the harmonious and unified construction of material civilization and spiritual civilization.

Third, the construction of learning government is the fundamental way for the government to improve itself. The legitimacy of government comes from the trust of the public and the superiority of the government itself. With the continuous development of society, the enhancement of public awareness puts forward higher requirements for the government's ability to govern. Only by continuous learning, innovating and using new thinking and new methods can the government fulfill its duties correctly and efficiently.

Fourth, the construction of learning government is an important measure to improve the quality of civil servants. Civil servants are the most active factors in government behavior. The quality of civil servants determines the management level and efficiency of the government. At the same time, civil servants are a mirror of government work, representing the image of the government. A studious, honest and capable civil servant team can not only enhance the executive power of the government, but also play a positive role in the healthy and stable development of society.

2. THE RELATIONSHIP BETWEEN LEARNING GOVERNMENT AND GOVERNMENT EXECUTION

Government executive power is the practical ability of governments at all levels to implement the CPC and the PRC ' s lines, guidelines, and policies to achieve established goals. Government executive power includes government executive bodies, such as governments at all levels and their functional departments; includes government executive resources, such as funding resources and information resources; includes government executive systems, such as the government ' s organizational structure and its rules and regulations; it also includes government ecological environment and many other factors. Subjects in various environments exert their subjective initiative and jointly determine the ultimate effect of government execution.

The relationship between building a learning government and improving the government's executive power is dialectical, unified and complementary. The core of a learning government is learning and progress, and self-improvement through continuous learning. The improvement of the government's executive power is an important part of building a learning government, and the construction of a learning government must be realized through the correct and efficient implementation of various policies. The importance of improving the government's execution is mainly reflected in the following aspects.

Enhancing the government's executive power is a key factor in building a learning government. Execution is the ability to do things, that is, to choose the right people to do the right things correctly. The government's executive power is a series of processes to finally implement the policy objectives in the legal system environment. The executive power of the government is the vitality of government work and the key to whether the will of the CPC and PRC can be implemented. Building a learning government is a systematic project, which inevitably requires a channel through which government orders can be issued from up to down to ensure the implementation of plans and measures. If there is a lack of executive power, then building a learning government can only be on paper and cannot be achieved.

Enhancing the government's executive power is an important guarantee for building a harmonious society. The learning government is an important part of a harmonious society. Our country is currently in a critical period of reform and transformation. The economic system and political concepts are undergoing profound changes. Changes in the social structure and interest pattern make government management more and more difficult. The adjustment of management content and methods requires a good government execution as an guarantee. The inner meaning of a harmonious society is social fairness and justice. With the emergence of various contradictions in the society and the conflict of values, the government can intervene in unreasonable behaviors through execution, adjust the income gap, and implement the principle of fairness to the bottom of the society. In addition, efficient execution can also reduce disputes and conflicts between the government and the public, and ease social conflicts.

Enhancing the government's executive power is an effective way to improve the quality of government managers at all levels. Government administration needs a management organization with efficient execution, and government personnel as the most important resource in government organizations should have efficient execution. Since the western civil service system was introduced to China, it has been continuously improved in accordance with China's national conditions, and has initially formed a system model of examination recruitment and merit promotion. On the one hand, the best candidates are selected, and the most suitable people are selected into government agencies. On the other hand, people with different abilities are given different positions through performance assessments. This objectively emphasizes the ability requirements for government staff, including the execution requirements. Government personnel are not only policy makers, but also policy executors. The intensity of implementation directly affects the effects of policies.

Enhancing the government's executive power is an important guarantee for strengthening the government's governance capacity, promoting the implementation of government work, and practicing and implementing the scientific development concept. Strengthening the research on the government's executive power has important theoretical and practical significance for building a learning government.

3. SEVERAL PHENOMENA THAT WEAKEN THE GOVERNMENT'S EXECUTION

Any government will have some shortcomings and behave differently in different environments. Xun Yue of the Han Dynasty pointed out that "If feet are cold, the heart will be hurt; if people are cold, the country will be hurt". The people's disappointment towards the government will inevitably reduce their trust in the government, making the government unable to "make sure that every order is executed without fail". As far as China ’ s bureaucracy is concerned, the global risk society and the information dissemination of crisis events have induced a crisis of trust in the government, and the separation of powers and responsibilities in China’s administrative system has led to the entry of systemic risks in economic and social development. It is difficult for government departments to dissolve, and then it is transformed into the internal risks of the bureaucracy and cadres' avoidance of responsibility.The following common phenomena will severely weaken the government's executive power.

The phenomenon of power rent-seeking. Power rent-seeking refers to an unproductive activity in which government officials at all levels use their power to avoid various monitoring, regulations, and audits to seek and obtain their own economic benefits. Power rent-seeking is a serious corruption. From an economic point of view, rent-seeking is a pure wealth transfer activity, not only does not create any wealth, but also means that the predation of weak groups by powerful groups in society is one of the root causes of social conflicts and should be severely cracked down. Without an effective power supervision mechanism, power rent-seeking cannot be eliminated. As Montesquieu pointed out in the " The Spirit of Laws", all people with power love abusing power. The abuse of power will undoubtedly weaken the government's executive power.

Packaging phenomenon. Political packaging is an act of falsification. In the course of China's reform, it has been revealed that some government functional agencies are accustomed to reporting good news but not reporting concerns. This is specifically manifested in blocking contradictions within their jurisdiction and then making false speeches. Thomas Carlyle said: "The government often dies of lies." The packaging phenomenon will undoubtedly make the government's credibility gradually decline.

One-sided mirror phenomenon. The one-sided mirror means that the government knows the behavior of the people very well, but the people do not know much about how the government works. The reason for this phenomenon is the asymmetry of resources and information held by both parties. The asymmetry of information leads to the inability to communicate normally, and the people will therefore keep the government at a respectful distance. Over time, this barrier will alienate the relationship between the government and the people. Only when the Sunshine Government alleviates the asymmetry between information and power and guarantees the public's right to know and supervise can it effectively reduce the chance and possibility of corruption.

The phenomenon of losing a pawn and protecting a rook. Abandoning the pawns in order to keep the rooks when playing chess seems to be for the overall situation, and to abandon the minor ones in order to keep the main ones, but in reality it often becomes an excuse for those in power to harm the public.

Idol phenomenon. Idol originally refers to a human figure made of wood or clay, etc., and later extended to be a person who is personally loved and supported. The essence of idol phenomenon is to establish a model. One can have no idols, but one cannot be without faith. The government should not pin its hopes on the creation of heroes, but should cultivate the dedication and creativity of the people. After all, the working people made history.

Population phenomenon. A population refers to all individuals of the same species that occupy a certain space in a certain period of time. Birds of a feather flock together. The population phenomenon within the government is more manifested in collusion and protection of officials, and there is a tendency to hide. Once a government official engages in nepotism, it will make the people feel that no government officials are honest. Therefore, the black sheep must be wiped out in order to build the party for the public and exercise the state power for the people.

Unspoken rule phenomenon. Unspoken rules refer to a kind of rules made by conventions that are not expressly stipulated. Although they are invisible, they play a practical role and are widely recognized. People have to follow them. The unspoken rule is dark box operation. Although unspoken rules exist in all walks of life, there is no doubt that they should not exist in government agencies, because once the potential underlying interests surface, they will be criticized by the entire society.

4.THE CONSTRUCTION OF LEARNING GOVERNMENT TO IMPROVE THE EXECUTION OF THE GOVERNMENT COUNTERMEASURES

(1) Change the traditional model and establish the foundation for implementation

The first step is to change the mindset of civil servants. In the process of building a learning government, government officials face the pressure of competition and development, and carrying out innovation in the way of performing their duties is a process of changing pressure into power. A civil servant should learn to be a man first and become an official later. Being an official is for doing things and only doing things can realize self-worth. The second is to change the organizational structure of the government. The interaction between the government and the public can be realized by streamlining the hierarchy, perfecting the consultation system and implementing the e-government. Finally change the traditional government supervision mechanism. The government promises happiness to its people, and the fulfillment of that promise needs to be supervised. It is not enough to rely on deputies to the people's Congress to supervise the government. All citizens should be allowed to participate. At the same time, the government should learn to be all ears, but not to accept flattery. Only in this way can the government gain the sincere trust and support of the people.

(2) Play the correct role and clear execution subjects

Every organization and individual has a role to play in society to accomplish specific tasks. The government plays an important role in the social life of the country. First, the government is a spokesman for the people, not a proxy. Dan Webster of the United States pointed out that the people's government belongs to the people, comes from the people and serves the people. The government should speak for the people from their point of view and should not separate the interests of the government from those of the people. Then, the government is the guide, but not the leader, of the people. Governments are elected by the people to lead them to light and victory. The government is not a superior leader who leads the people in circles and hesitates. The government should be a forward-looking guide, pushing the wheel of historical development to lead the people forward. This requires the government to produce satisfactory results. What’s more, the government should be the guardian of the people, not the custodian. The old government regarded the people as the ruling objects of powerful powers, monitored their every move and managed to extract benefits from them. This was a backward idea. The government should exercise benevolence, protect the interests of the people and serve them heart and soul. Then the government should become a sharer rather than a distributor. In the era of planned economy, all resources were allocated by the government, and the public could only passively accept it. In the era of free economy, society advocates the sharing spirit of "all for one, one for all". As the largest resource owner in the country, the government should not only share resources with the public, but also share information with the public, so as to establish a harmonious and stable social relationship. Finally, governments should be teachable rather than didactic. Powerful people like to tell others what to do. The traditional government likes to tell people what they're going to do, how they're going to do it, and blame them when things go wrong. The government should learn to accept criticism from the public with an open mind, correct its own shortcomings, and always remember what I should do and how I should do it so as to make continuous progress.

(3) Adopting effective methods and opening channels for implementation

The government should take effective measures to eliminate the negative impact of emergencies on the government. On one hand, the government should break up interest groups and let interest flow freely. An interest group is a loose or tight organization that uses various ways and methods to exert influence on the government in order to reflect its own interests in public decision-making. The phenomenon of interest groups widely exists in social life, which causes conflicts between vested interest groups and unvested interest groups. The Chinese society has gradually formed multiple interest subjects. The government should be aware of the intention of some interest classes and interest groups, and prevent the government's decisions from being "kidnapped" by them, so as to avoid the imbalance of interest relations, resulting in the situation of Matthew effect, and maintain the social harmony and stability. At the same time, the government should adhere to the principle of putting the interests of the country first when dealing with foreign relations and the interests of the domestic people first in terms of internal affairs, so as to allow the interests to flow freely among different groups and individuals. On the other hand, the government should break the routine and set up a new working system of learning, imitation, innovation and practice. Breaking the routine is to use new thinking, new eyes to see the problem from a new angle and a new way to solve the problem. The first stage is learning. The establishment of a learning government is not only a way for the government to improve itself, but also an internal demand for the construction of a learning society. The second stage is imitation, in which people learn from others to improve themselves. In the process of learning, they learn to imitate, discard the rough and extract the fine, discard the false and retain the true, and apply the doctrine of imitation, which is of certain help to the institutional construction of the government. The third stage is innovation, innovation should be carried out on the basis of imitation, otherwise imitation will lose its meaning. The fourth stage is practice, which is the sole criterion for testing truth. The government should acquire experience from practice, and then put it into another round of practice after sorting out the experience to the theoretical level. Learn on the job, work while you learn. Only in this way can the government improve its executive power and keep pace with the development of the time.

(4) To perform statutory functions and complete execetive tasks

The functions of government are the responsibilities and functions that the state administrative organs should assume when managing the state and social public affairs according to law. To construct a learning government is the transformation of government functions, and the transformation of government functions should be based on the correct understanding of government functions. In a sense, a government should have at least the following six functions. First, basic functions, including public services and public facilities. The public services provided by the government are closely related to people's life, and due to the free-rider effect, public facilities must be provided by the government. Second, development functions, including resource reconstruction and resource allocation. The core of the government's work is to develop the economy, which is the process of organizing human and material resources to reconstruct resources. Resource allocation is mainly reflected in social welfare, and a reasonable distribution system plays an important role in social stability. Third, security functions, including national security and personal safety. The government has the duty to safeguard national sovereignty and territorial integrity externally, while internally, it must ensure to the greatest extent possible the personal safety of its citizens and the inviolability of their lawful private property. Fourth, stabilizing functions, including maintaining order and harmony. The government maintains the normal social order by establishing the police system, while the harmony of the society requires comprehensive consideration of various factors, and various ways such as adjustment and compromise are taken. Fifth, organizing functions, including organizing emergency response and trade. In the face of severe natural disasters and major social accidents, the government should take the responsibility of organizing disaster relief and dealing with emergency incidents, and trade organization is a bargaining process between the government as a domestic trade agent and foreign trade organizations. Sixth, the function of publicity, including the promotion of culture and national prestige. Internally, the government has the obligation to continue and carry forward traditional culture and values, while externally, it needs to establish a good international image through a series of influential activities.

It is the goal of successive governments to promote harmony between government and people,and to thrive all the businesses that have been neglected before. In view of China's traditional culture, development stage and reality, in the practice of transforming to modern government functions, we should uphold a certain sense of problems in the understanding and selection of ideas, structures and tools. In the new era, the government should follow the trend of the time and reshape its image, so as to shoulder the important task of the great rejuvenation of the Chinese nation.

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The Development of Secondary School English Teaching in China Since the Reform and Opening up

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Abstract:Since the reform and opening up, the education in China has generally entered a new period of stable development and made a lot of remarkable achievements. As an important part of education system in China, English teaching has also roughly experienced three important stages of recovery, development and reform and has made great progress. In this article, we will analyze and summarize the development of secondary school English teaching in China based on the middle school English textbooks and mainstream teaching methods since the reform and opening up, with the hope of giving some enlightenment to our future teaching.
Key words: reform and opening up, secondary school English teaching, development

1.INTRODUCTION

Our society has undergone earth-shaking changes since the reform and opening up in 1978, and the development has penetrated into all walks of life. Education is no exception and among which English teaching is deeply affected. According to the programmatic documents , textbooks and mainstream teaching methods of English teaching since the reform and opening up, the development of Chinese middle school English teaching can be roughly divided into three stages: the first stage was from 1978 to 1985, The second stage is from 1985 to 2000, during which the English teaching in China began to develop steadily; the third stage is from 2000 to now, China's English teaching has officially entered the stage of deepening reform as a new round of curriculum reform has been carried out.

2. THE DEVELOPMENT OF SECONDARY SCHOOL ENGLISH TEACHING IN OUR COUNTRY SINCE THE REFORM AND OPENING UP

2.1 Stage 1: Recovery Period (1978-1985)

In terms of teaching material, our country used the national unified general textbooks in this period. The compilation of textbooks was strictly controlled by experts, so its quality was significantly improved. Furthermore, the content of the textbooks was also richer. It mainly included lots of the classic works of western culture, which has strong significance of humanistic education and cultural education. However, the textbooks of this period still had some defects. For example, firstly, the textbooks during this period were not stable and had too many versions due to the frequent changes in the school system. Secondly, the textbook system at this stage was single. There were no other kinds of middle school English textbooks except those published by the People's Education Edition.

In terms of teaching methods, since the two "Syllabus" both emphasized the development of students' reading ability, the Grammar-Translation Method became the main teaching method at this stage. This teaching method plays a positive role in developing students' wisdom, training their memory skills, cultivating their logical thinking and reading skills. However, as it emphasizes cramming the knowledge to students and neglects their learning initiative, this kind of teaching method tend to leaves students in a passive position in their studies. At the same time, it ignores the training of students' listening and speaking skills, which makes “Mute English” become a common phenomenon at that time.

2.2 Development Period (1986 to 2000)

Under the guidance of the policy of “achieving the diversification of textbook under the premise of unified basic requirements and unified review” established in 1998, the diversity of middle school English textbooks in our country has been greatly developed. For example, in addition to the unified textbooks compiled by the people's education publication, a large number of excellent textbooks with local characteristics also have emerged. In terms of the compilation of English textbook, the concept of modern language teaching has been absorbed and the arrangement system combining structure and function has gradually formed. Moreover, the content of the textbook was closer to life and payed more attention to the cultivation of students' language communication ability, overcoming the shortcomings of only focusing on the grammar and sentence structure in the past.

There was a nationwide survey of middle school English teaching launched in 1985. It concluded that: in the process of English teaching, the idea of "only focusing on English grammar teaching, ignoring the cultivation of English ability" directly leads to students' low English learning level. This conclusion has triggered an earthquake in the middle school English teaching, and everyone has turned their attention to the change of teachers' teaching idea. Thus, the Communicative Language Teaching method began to prevail under the call of cultivating students' communicative competence at that period. Communicative Language Teaching method is a kind of student-oriented teaching method which aims to cultivate students' communicative competence. This kind of teaching method makes the English classroom closer to the actual life of the students, which is conducive to the development of students' listening and speaking skills.

2.3 Reform Period (2000 to present)

English textbooks for secondary school during this period mushroomed. A number of local textbooks have gradually emerged which changed the situation of unified national textbooks dominated in our country. The mainstream secondary school English textbooks are "Go for it" published by PEP, textbook published by Beijing Normal University Press and Oxford English textbooks published by Yilin. Besides this. the biggest feature of the English textbooks in this stage is the new development of textbook layout ideas which combines structure, function and topic. The textbooks adopt this kind of arrangement system take topic as the center and the structure and function as the main lines to arrange the teaching content that close to students' daily life. They organize a series of task-based activities including listening, speaking, reading and writing, through which the teaching objectives of cultivating students' comprehensive language competence can be achieved.

In terms of teaching methods, the Experimental Draft of English Curriculum Standard for Full-time Compulsory Education in General Senior Middle Schools in 2001 clearly proposed to promote the use of Task-Based Language Teaching methods in English classrooms. The Task-Based Language Teaching methods is a further development of the Communicative Language Teaching method[2]. It emphasizes the importance of "learning by doing" and advocates learn language knowledge and develop communication skills in the process of completing the tasks given by the teacher[1]. Today, Task-Based Language Teaching methods is still the mainstream of middle school English teaching method, which is highly praised by teachers and experts in our country.

3.ANALYSIS OF THE DEVELOPMENT OF MIDDLE SCHOOL ENGLISH TEACHING IN OUR COUNTRY SINCE THE REFORM AND OPENING UP

3.1 The content of English teaching: from single to diversity

At the beginning, English textbooks in our country showed a single characteristic. Firstly, the types of textbook are single. There are no other kinds of middle school English textbooks except People's Education Press. Secondly, the content of the textbook is also single. The English teaching content of that period pays more attention to the language knowledge that need to be mastered. After the mid-nineteenth century, our English teaching content began to change from single to multiple. In addition to the textbooks compiled by the People's Education Press, a large number of textbooks with local characteristics have also appeared. Besides that, the content of the textbook is also richer and more diverse. It is a sign that the textbook in our country has broken the limitation of single in the past and become more diverse.

3.2The methods of English teaching: from cramming to heuristic

In order to meet the urgent demand for translators in the early stage of reform and opening up, secondary school of our country mostly adopted traditional Grammatical-Translation method in English teaching. Although it can effectively train students' reading and translation skills, it is not conducive to giving full play to students' initiative in learning. Nevertheless, the Communicative Language Teaching method and Task-Based Language Teaching method advocated in the later periods are student-centered, and teachers usually play the role of "facilitator" in students' language learning. This shows that since the reform and opening up, China's English teaching has changed from roughly cram knowledge to students to heuristic them to discover knowledge by themselves.

4.CONCLUSION

In the past four decades, great changes have taken place in the secondary school English teaching of our country. Through combing the development of our middle school English teaching since the reform and opening up, we have found two development laws: teaching contents change from single to diversity; teaching methods change from cramming to heuristic. As a future middle school English teacher, we should grasp these laws and learn from the experience of our English teaching development, which can help us to teach English better in the future.

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The Innovation-Driven Strategy and Research on Strategies of Scientific Management in Private Universities

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Abstract: Scientific research is one of the basic functions of higher education that private universities must perform. It plays a positive role in promoting the characteristic development of private universities, and the implementation of service innovation driven strategy. Taking innovation driven strategy as the research background, this paper expounds the function orientation of private universities in innovation driven strategy, analyzes the difficulties of scientific research management in private universities, and put forward the corresponding improvement strategy. It is expected to be helpful for private universities to build into high-level application-oriented universities under the background of innovation driven strategy.

Keywords: innovation-driven strategy, private university, scientific research management

INTRDUCTION

It was clearly proposed on 18th National Congress of the Communist Party of China that Scientific technological innovation was the strategic support on improving social productivity and comprehensive national strength, and it must be placed in the core position of the overall national development. Under the innovation driven strategy, China has taken the construction of world-class universities and first-class disciplines as the principle part of innovation, which highlights the important position of colleges and universities in the service and implementation of innovation driven strategy. Private universities as an important part of China's higher education system, it is the same as public universities in undertaking the functions of personnel training, scientific research, social service, culture and inheritance. Under the background of innovation driven strategy, private universities must pay close attention to the weak links of scientific research and strengthen the construction of scientific research management system in order to ensure that the scientific research work of private universities can effectively serve the implementation of innovation driven strategy.

1. FUNCTION ORIENTATION OF PRIVATE UNIVERSITIES IN INNOVATION DRIVEN STRATEGY

Under the background of comprehensively promoting the innovation driven strategy in China, private universities must combine their own characteristics of running a school, and define their own functional positioning in the innovation driven strategy.

(1) Private universities are the cultivation areas of scientific and technological innovation and development.

Private universities conform to the development trend of scientific and technological innovation, and determine scientific research projects according to the needs of enterprises in the whole process of production, so they can ensure the innovation of scientific research projects at the source of industrial development, and promote the research results of scientific research projects can be smoothly transformed into practical productivity, bringing advanced scientific and technological means for industrial development, and giving full play to the function of private universities in cultivating new scientific and technological achievements and promoting industrial transformation.

(2) Private universities are the leading areas of innovation driven development

Mass entrepreneurship and innovation are the important carriers for the implementation of innovation driven development strategy. Private universities carry out teaching and research work for local economic development, which can not only cultivate skilled talents for enterprises and employers, but also cultivate a large number of innovative talents for entrepreneurial practice. It makes private colleges and universities become the leading area of innovation and entrepreneurship, and guides more promising young people to participate in innovation and entrepreneurship activities.

(3) Private universities are the feedback area of innovation driven development

Compared with public universities, private universities have more flexibility in the investment of teaching and research funds. According to the needs of technological innovation, enterprises can establish cooperative relationship with private colleges and universities, invest funds into private colleges and universities to carry out scientific research projects, and improve the strength. At the same time, private universities can feed the innovation results back to enterprises, enhance the core competitiveness of enterprises, and drive enterprises into the road of scientific and technological innovation and development.

2. ANALYSIS ON THE NECESSITY OF SCIENTIFIC RESEARCH MANAGEMENT IN PRIVATE UNIVERSITIES UNDER THE BACKGROUND OF INNOVATION DRIVEN STRATEGY

(1) It is the objective need of building a high-level application-oriented university

World class universities and disciplines are one of the main bodies to promote the implementation of innovation driven strategy. In the construction of world-class universities and first-class disciplines, we must focus on the construction of high-level application-oriented universities, so as to lay a solid foundation for the construction of "double first-class"[1].Therefore, under the background of innovation driven strategy, private colleges and universities must pay more attention to scientific research management, continuously improve the quality of running a school, build the university into a high-level application-oriented university, and finally achieve the goal of "double first-class".

(2) It is an inevitable choice to highlight the characteristics of private universities.

At present, most of the private colleges and universities in the process of running schools are faced with the plight of weak teachers, low level of running schools, and homogenization of discipline construction, which is difficult to reflect the advantages of private colleges and universities. However, through the comprehensive development of scientific research activities, it can bring development impetus for private colleges and universities, highlight the characteristics of running schools, and promote the development of private universities towards the road of characteristic development.

(3) It is the only route which must be passed to cultivate innovative talents

Under the background of innovation driven strategy, private universities should follow the school running principles of cooperation of science and education and integration of production and education, and put scientific research projects into students' innovation and entrepreneurship courses and training, so as to lay a solid foundation for cultivating a large number of innovative talents [2]. With the help of innovative education to promote the reform of personnel training mode, private universities should establish an innovative education system, let more students participate in scientific research projects, under the guidance of teachers, independently complete the collection and collation of scientific research project data, form scientific research project achievements, and constantly improve students' innovation ability.

3.DIFFICULTIES IN SCIENTIFIC RESEARCH MANAGEMENT OF PRIVATE UNIVERSITIES

(1) The scientific research management system is not perfect

The scientific research management work of private universities started late, the foundation is weak, and the resources are scarce. There is a lack of innovation in the construction of scientific research management system, and the conservative management mode is still adopted, which restricts the sustainable development of scientific research work [3].The specific performance is as follows: in the scientific research management of private universities, the problem of "attaching importance to project approval and neglecting inspection" generally exists. Most private colleges and universities have not yet formed a sound scientific research evaluation mechanism. They just take the number of papers, the amount of funds, the number of patents and the level of awards as evaluation indicators, and directly link the evaluation results with the promotion, which leads to the utilitarian tendency of scientific research work in universities.

(2) Scientific research team construction lags behind

The overall strength of the scientific team in private universities needs to be improved. From the perspective of the overall quality of the current scientific research team, it is difficult to meet the needs of scientific research projects in universities. The specific performance is as follows: the discipline echelon structure of private universities is unreasonable, high-level young subject leaders lack, most of the teachers with high professional titles are older teachers, which leads to the lack of follow-up of scientific research work; The stability of teachers in private universities is obviously lower than that in public universities. In addition, the workload of teachers is large and the salary is not favorable. It is difficult for teachers to actively participate in scientific research activities; Although some teachers have the consciousness and spirit of scientific research, but they lack team cooperation and innovation consciousness, so it is difficult to reflect the advantages of scientific research.

(3) The management of scientific research funds is not perfect

Scientific research funds are the basis for private universities to carry out scientific research work, but most of them still adopt extensive management mode in scientific research funds management, which reduces the utilization efficiency of scientific research funds. The specific performance is as follows: the University's own scientific research funds, vertical research funds and horizontal research funds are obviously insufficient. Compared with public universities, private colleges and universities can obtain less government financial input, and they often prepare research funds by themselves; The management system of scientific research funds in private colleges and universities needs to be improved. The existing budget system, audit system and cooperation system of various departments are lack of enforceability.

(4) Conversion rate of scientific research achievements is low.

Limited by their own nature, conditions and level of education, private universities have less opportunities to participate in national and provincial key scientific research projects, which leads to the low conversion rate of scientific research achievements of private universities, and has little effect on the implementation of service innovation driven strategy. The cooperation of production, teaching and research in private universities is still in the stage of shallow level cooperation, the transformation effect of scientific research achievements is not obvious, and the social and economic benefits obtained after the application of scientific research achievements are not prominent.

4.INNOVATION STRATEGY OF SCIENTIFIC RESEARCH MANAGEMENT IN PRIVATE UNIVERSITIES

(1) Improve the scientific research management system

Private universities should formulate their own scientific research management system, and make detailed provisions on the declaration of scientific research projects, expenditure, scientific research achievements, incentive measures, intellectual property protection, academic exchanges[4].For example, private universities should regularly hold academic exchange activities around the theme of scientific research and innovation, and create a good atmosphere for scientific research and innovation. Private universities should implement flexible management system, igive researchers flexible working space, and innovate the working mode of scientific research management.

(2) Strengthen the construction of scientific research team

Scientific research talents are an important guarantee for carrying out scientific research work. Private universities should attach importance to the construction of scientific research team, cultivate academic leaders and key scientific research personnel, and consolidate the foundation of scientific research work. Reform the mode of personnel training, construct scientific research management team. Private universities can establish a scientific research team with innovation, outstanding achievements and reasonable age structure through the combination of external introduction and internal training. The team members are required to have high academic level, strong sense of team cooperation and good scientific research innovation literacy, so as to enhance the scientific research strength of private universities.

(3) Make fine management of scientific research funds.

Private universities should change the extensive management mode of scientific research funds, introduce the concept of fine management, and build a fine management system of scientific research funds. First Expand the source of scientific research funds. Private universities should give full play to their own advantages in running schools, expand the sources of scientific research funds, also rely on their own advantages in teaching resources to establish a long-term cooperative relationship with enterprises to provide staff training services and increase economic income. Second,the responsibilities of scientific research funds management should be detailed ,Strengthen the management of scientific research funds, establish and improve the management rules and regulations of scientific research funds, so as to improve the management and controlling level of scientific research funds .

(4) Transform innovative scientific research achievements.

Private universities should actively promote the transformation of scientific research achievements, so that scientific research results can actively serve the innovation driven strategy and smoothly transform them into new productivity of social development. First, encourage the publication of academic papers. Universities should guide teachers participating in scientific research projects to publish academic papers in professional authoritative journals and core journals, or issue final reports through authoritative media and official websites. Second, recommend and introduce the research report，and strengthen the close combination of production, expand the social awareness of scientific research project achievements. At the same time, universities can also apply for patents for scientific research achievements, create their own brands, and directly transform scientific research achievements into economic benefits.

5. CONCLUSION

To sum up, private universities bear an important task in the implementation of service innovation driven strategy, which requires private colleges and universities to strengthen scientific research management, actively carry out scientific research projects, and constantly improve the scientific and technological innovation strength, build a perfect scientific research management system and promote the comprehensive implementation of innovation driven strategy.

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Research on Financial Support for Small and Medium-sized Enterprises

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Abstract: With the continuous increase in the intensity of reform and opening up, the role of small and medium-sized enterprises (SMEs) in the national economy has become more and more prominent. China is in line with international standards, and the group of SMEs is constantly developing and growing, so it is necessary to solve problems of employment and create greater value for the development of the national economy to provide financial support for SMEs. However, the current situation of the development of SMEs is not optimistic. Financial support issues such as "difficult financing" are the bottleneck for the development of SMEs. Through the analysis of the status quo of the development of SMEs, this paper further explores the problems of financial support for SMEs and puts forward some solutions.

Keywords: SMEs; Financial support; Problem research

1. THE DEVELOPMENT STATUS OF SMES IN OUR COUNTRY

With the development of reform and opening up, SMEs have also been constantly progressing, developing, and optimizing, making contributions in the process of promoting national economic development and social construction. First of all, SMEs provide a considerable number of jobs. The population base in our country is large, and SMEs are mostly labor-intensive enterprises, they need more labor resources and relatively loose labor skills and professional qualifications for laborers, which provides jobs for a large part of the population of the society and greatly alleviates the employment pressure of the society. Second, SMEs have become an important force in social innovation, and have promoted social technological innovation and institutional innovation. They are a large group and develop products based on competitiveness for their own survival and development under great competitive pressure. It can be seen that SMEs have greatly promoted social technological innovation, and actively played an important role as innovators in society. The 20th century innovations such as quick-frozen foods in supermarkets, optical scanners and tape recorders used in daily work are all inventions of SMEs. In addition, SMEs can use their own characteristics to provide better personalized services. "Individualization" has become an important label in the new era. People have more and more individual needs. SMEs have high flexibility, which just meets the needs of contemporary people for customized services. In order to adapt to social development, they have obvious personalization.

2. PROBLEMS IN FINANCIAL SUPPORT FOR SMES

2.1 Serious shortage of bank credit support

At present, the main source of financial support for SMEs is bank credit funds, which is the main channel for obtaining funds and an important support for corporate capital turnover. However, from the current point of view, the funds provided to SMEs in the banking system are seriously inadequate, and the process of SMEs' bank credit is difficult. Even if they have obtained bank credit support, the amount of bank credit support for SMEs is still not satisfactory. Four major state-owned commercial banks in our country pay more attention to the services of large enterprises, state-owned enterprises, and key industries, and have issued corresponding policies and systems as support. The neglect of the service of SMEs is obvious, let alone the financial sector that specializes in serving SMEs. For the specific operations of enterprises, banks value wholesale and large loans, and despise retail and small loans. And there is an obvious lack of fairness for SMEs that want to move forward. In short, most of the credit funds supported by state-owned banks are for large state-owned enterprises, and there lacks support for SMEs.

2.2 Imperfect credit guarantee system

At the end of 1990s, the pilot work of credit guarantee system for SMEs in China has been carried out, but there is still a certain gap between the implementation effect and the expected effect. In the process of implementation, there are many problems such as few guarantee institutions and low guarantee funds. Many guarantee institutions control the credit loans of SMEs through the implementation of membership system, and SMEs need to pay a certain amount of membership fees to become one of them. As a result, the financing cost and guarantee difficulty are also increased. On the other hand, SMEs also have a variety of problems in the process of development, such as property rights disputes, property rights changes, and unclear property rights. Consequently, enterprises can not mortgage goods and property rights. Even if they can handle successfully in these cases, they will also produce high intermediary because of involving many government departments and many intermediary agencies cost. Based on the above problems, most SMEs are not willing to participate in the guarantee system, and the difficulty coefficient of credit guarantee implementation in SMEs is rising.

2.3 Imperfect system of direct financing market

The formal financing methods of SMEs can be summarized as follows: equity financing, debt financing, venture capital, asset securitization. However, SMEs can not meet the scale and investment return of the current securities management standards, and securities financing is basically not feasible. Since 1990, the rapid development of venture capital in China has promoted the financing and development of SMEs. In the later stage, because the directional fund-raising of SMEs was turned into disorderly fund-raising, there were certain financial risks, which also disturbed the normal financial order and was not conducive to social stability, so it was strictly prohibited. There are many loopholes in the way of equity financing, and the operation behavior is not standardized, it has caused serious harm to the financial market, and is explicitly prohibited by the government.

3. MEASURES TO SOLVE THE PROBLEM OF FINANCIAL SUPPORT

3.1 To strengthen the financial sector's credit support to SMEs

The financial sector should conscientiously implement the policies and monetary credit measures to support the development of SMEs. According to the different situations of SMEs, the total amount of loans and the proportion of increment can be determined by their contribution in the economy, so as to ensure the capital demand of SMEs. We can provide special help to SMEs that are facing difficulties for the time being but have special development potential, and inject reasonable funds in time to help them tide over the temporary crisis. The establishment of rural credit cooperatives is related to the small commodity economy. Under the condition of ensuring the capital demand, we can appropriately increase the financial support for SMEs to achieve the purpose of mutual assistance.

3.2 To constantly improve the credit loan guarantee system

Strengthening the guarantee strength can effectively solve the contradiction between financial institutions and SMEs. Credit guarantee should choose the guarantee company with good reputation, abundant funds and standardized management. On the one hand, banks can cooperate with relevant departments and SMEs through various channels to establish guarantee fund and formulate corresponding guarantee system to provide more guarantee for credit of SMEs. On the other hand, according to the reputation, capital and credit status of guarantee institutions, the corresponding maximum guarantee multiple is formulated, and the maximum guarantee multiple is dynamically regulated according to the development of enterprises. And it is necessary to register the guarantee and check the accounting regularly.

3.3 To continuously improve the financial service organization system

In order to promote the further development of SMEs, in 2010, China formulated Some Opinions of the State Council on Further Promoting the Development of SMEs, which provides a basis for solving the financing difficulties of SMEs. Large banks should improve their service awareness, enhance their service ability, and establish special financial services for SMEs. Small and medium-sized banks should correctly grasp their own positioning, make use of their own advantages, excavate the effective information of local SMEs, lay a good foundation for credit loans, and actually meet the special financial support service needs of SMEs, and support their sustainable development.

4. CONCLUSION

At present, the development of SMEs in myour country is hindered. In order to solve the problems of serious shortage of bank credit, imperfect credit guarantee system, imperfect direct financing market system, etc., it needs the support and cooperation of banks, financial departments and SMEs. The task of establishing a set of financial support system for SMEs is complex and arduous, which requires us to continuously explore, practice, and test. And SMEs must standardize their management and strengthen their reputation; the government and financial institutions must strengthen the financial sector’s credit support for SMEs. They should work hard to jointly promote the economic development of SMEs and contribute to the control of economic balance.

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Research on the Role of English Language and Literature in Cultivating Students' Language Ability

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Abstract: With the advancement of education reform, more attention is paid to cultivating students' comprehensive qualities in education and teaching. In the development of English language and literature, it is extremely important to strengthen the cultivation of students' language ability, which has a great role in cultivating students' comprehensive literacy. Therefore, in the teaching process, teachers should continuously innovate teaching content, broaden the scope of students' knowledge, further enhance students' language ability, and improve students' comprehensive quality.
Keywords: English language and literature; Language ability; Implementation measures

INTRODUCTION

In the process of English teaching, in order to effectively cultivate students' language ability, teachers are required to strengthen the use of English language and literature, continuously improve students' interest in English learning, and cultivate students' English comprehension ability, so as to improve students' English language ability. And students who have good language skills broaden their horizons and knowledge effectively, and improve their comprehensive ability. Therefore, in English teaching, teachers should pay attention to the importance of English language and literature, and make full use of it in the training of students' language ability.

1. HOW TO USE ENGLISH LANGUAGE AND LITERATURE TO CULTIVATE STUDENTS' LANGUAGE ABILITY

1.1 To attract teachers' attention to the teaching of English language and literature

In the process of English teaching, in order to ensure that English language and literature can fully play its role in cultivating students' language ability, the most important thing is that teachers pay attention to the teaching of English language and literature. Only teachers realize the importance of English language and literature in cultivating students' language ability. Only when teachers realize the importance of English language and literature to cultivate students' language ability, can they better use English language and literature to improve students' language ability. In addition, teachers should integrate English language and literature into English extracurricular activities. It not only helps students further consolidate their basic knowledge, but also makes English language and literature better fit the teaching content. As a result, students' horizons and knowledge can be effectively broadened and students' knowledge of English language and literature will be improved. At the same time, the use of English language and literature in English teaching helps improve students' ability to express in English, so as to effectively improve students' language ability, and promote students' overall development.

1.2 Reasonable selection of English language and literature content in the teaching process

At present, in order to ensure that English language and literature can give full play to its role in improving language ability in English teaching, teachers should start from actual teaching based on teaching needs, and combine with the actual situation of students to reasonably select the content of English language and literature, so as to ensure that English language and literature can be fully used in the teaching process [1]. And teachers should select the content of English language and literature carefully to make the content of English language and literature teaching more suitable for students' learning needs, so as to further improve the effectiveness of English language and literature teaching in the process of English teaching. Consequently, students' good English language ability can be cultivated and students' comprehensive English quality will be improved.

1.3 To actively carry out English extracurricular reading teaching

In the process of English teaching, in order to promote the efficiency of English language and literature teaching and make it further improve students' language ability, teachers should not only carry out classroom teaching activities, but also pay more attention to extracurricular reading activities, guide students to actively participate in extracurricular reading activities, so as to broaden the scope of students' knowledge and broaden their horizons. In the teaching of extracurricular reading, English teachers should give students some guidance, so that students can constantly improve their own language expression under the guidance of extracurricular reading, enrich their use of English rhetorical devices, and enable them to have a more thorough understanding of English cultural knowledge, so as to effectively improve students' language expression ability. In addition, strengthening students' extracurricular reading teaching activities can make students accumulate rich vocabulary and sentences under the influence of imperceptible influence. It is helpful to promote students' English language communication ability to a certain extent, and further improve students' English comprehensive quality and promote their all-round development.

2. THE ROLE OF ENGLISH LANGUAGE AND LITERATURE IN CULTIVATING STUDENTS' LANGUAGE ABILITY

2.1 Conducive to enriching students' language expression

English is a language discipline, in the process of learning English, to improve the reading of English literature can effectively improve students' mastery of English vocabulary. There are various types in English literature works, which promotes students' English expression. Therefore, in English teaching, teachers should guide students to further optimize their own language style from the actual situation in daily writing, so as to ensure that students can express their emotions accurately in the process of writing. Furthermore, in order to effectively improve students' English understanding ability, teachers should constantly optimize the teaching content of English language and literature in daily teaching activities, so as to stimulate students' interest in English language and literature. Under the guidance of rich and colorful teaching contents, students can fully master more diversified language expressions, which is beneficial to effectively improving students' language expression ability and improving the comprehensive quality of students.

2.2 Beneficial to broadening students' vision and knowledge scope

Language is the concentration of history and culture and the crystallization of national culture. Therefore, in the process of English learning, teachers should strengthen students' English culture learning, so that students can fully understand the basic knowledge and language charm of English culture, and fully grasp the knowledge of English language skills, rhetoric and grammar. It requires teachers to integrate English language and literature into English teaching process. In addition, the English language system has a large scale, and teachers only pay attention to the explanation of English grammar, vocabulary and other knowledge in the traditional teaching. They ignore the importance of English context for students' English learning, which requires teachers to improve students' perception of English context, so as to promote the overall development of students. Therefore, in order to enhance students' understanding of English language and literature, teachers should guide students to actively read English literature works, so as to improve students' perception of the emotion contained in English works and further enhance their language ability. And it can also promote the development of students' horizons and knowledge scope, so that students' English level has been improved to a certain extent [2].

2.3 Contribute to students' accumulation of classic cases

In order to effectively improve students' English language ability, teachers can integrate English language and literature into daily teaching activities, so as to provide a large number of typical cases for students' English writing and further optimize students' English writing ability. In addition, in the process of English teaching, teachers help students to fully grasp typical English cases, which enables students to enhance their ability to use English language in English learning, and to fully grasp the use of English words and sentences. At the same time, teachers can provide students with a large number of typical cases to help students master a variety of rhetoric techniques, so as to effectively improve students' professional quality and promote students' English language expression ability. In addition, in the process of English teaching, teachers consciously provide students with cases and guide students to choose appropriate language expression skills in different environments, so as to improve students' perception of English language. Therefore, students can accurately choose a reasonable way of expression to show their thoughts and feelings in different environments.

3. CONCLUSION

From the above, under the guidance of the new curriculum reform, in order to effectively enhance the language ability of students, teachers should continuously innovate teaching methods, take clear teaching goals as teaching guidance, and integrate English language and literature into the daily teaching process, so as to effectively improve students' language communication skills. And in the daily learning process, teachers should optimize the teaching content of English language and literature to cultivate students' good language skills and promote their all-round development.

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Research on the Cultural Interest Appeal and Governance Model of Dulong Tourism Destination in Gongshan County, Nujiang River, Yunnan Province

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Abstract: Due to the long-term lag of economic and social development, the traditional culture of Dulong nationality in Gongshan County is facing unprecedented impact, resulting in the crisis of accelerated loss and weakening self-identity.This paper will explore the protection and inheritance mode of Zhiguo ethnic culture, in order to solve the dilemma of governance of cultural interests and maintain its healthy and stable development.

Keywords: Zhiguo nationality; Dulong nationality; cultural interest appeal

INTRODUCTION

General secretary Xi Jinping once pointed out: "strengthening the great unity of the Chinese nation is a long-term and fundamental way to enhance cultural identity, build a common spiritual home for all ethnic groups, and actively foster the awareness of the Chinese nation community.""Zhiguo ethnic group" is a special member of 56 ethnic groups in China, and is also the "unique scenery" of Yunnan ethnic minorities.Dulongjiang Township in Gongshan County is the only settlement of Dulong nationality in China. Its unique geographical and natural environment has formed a complex ecosystem of convergence, migration and evolution, and is an important ancient rare animal and plant gathering area in China. With the evolution of the complex relationship between human and land, the Dulong ethnic culture with unique characteristics has been created.

1 DULONG CULTUREFEATURES

(1) Dulong River breeds Dulong culture

Dulong River has bred Dulong culture, which has a long history.The Dulong River Basin is the only home of Dulong People and the birthplace of Dulong culture. It is the carrier of inheritance, protection and development of Dulong culture.For thousands of years, Dulong People "work at sunrise and rest at sunset". They make a living by collecting, hunting and fishing, and carry out the primitive agricultural production of "slash and burn cultivation". They have formed a unique "one river, one culture" straight through the national cultural characteristics, and have been in the closed state of being unknown to the outside world.

(2) Retain many original ecological characteristics

The original ecological characteristics of Dulong culture are determined by the stage of its social and historical development. The national cognitive thought, belief, literature and art, social customs, morality and production and life style of Dulong nationality are generally with primitive social and cultural characteristics.

Dulong nationality is an ancient Diqiang nationality.Dulong language retains the features of Tibetan Burmese "living fossils"; it mainly relies on nature and obtains more material and living materials from it, with "slash and burn cultivation" as the main mode of production; it takes "housewife managing warehouse", "housewife sharing food", "Huotang living apart" and "cooking in turn" as the dietary customs; and it follows the "road can not be found", "things have their own owners", "night"In addition, it also maintains clan and family organizations, and believes in the primitive belief that everything has spirit, which generally has the characteristics of primitive religion.

(3) "Word of mouth" as the way of inheritance

For centuries, the Dulong culture has been passed down from generation to generation by means of "mouth ear" or in the form of "fire pond"."Word of mouth" is an important factor in the disappearance of national culture.One is that the factors of inheritors' own quality will inevitably produce some variations and changes; the other is that there is no native language as the carrier, so it is impossible to record in the process of inheritance, which easily leads to the lack of culture.Nevertheless, its cultural theme and spiritual essence will not change and will not affect the disappearance of the whole culture, which is the reason why the national culture can be handed down from generation to generation without losing its core values.

2 DILEMMAS FACED BY DULONG PEOPLE'S CULTURAL INTERESTS

Due to the closed nature of the settlement, it has become a natural barrier for the protection of Dulong culture.With the rapid development of social economy, the support of relevant national policies, and the improvement of traffic conditions, this barrier is irresistible. Under the constant impact of various foreign cultures, Dulong culture is in danger, and inheritance, protection and development are imminent.

(1) The introduction of modern civilization science and technology has broken the inheritance system

Dulong People transmit information by "woodcarving" and record events by "tying ropes". The most important places for cultural inheritance are fire ponds, places of worship and fields. Night is the best time for cultural inheritance. "Encircling the fire pool and telling stories" was once an effective way of cultural exchange and inheritance among families.Nowadays, with the introduction of modern infrastructure in the residential areas, people no longer sit by the fire pool to listen to their parents' instruction at night. When they leave the fire pond, the Dulong people lose the place of cultural inheritance and the reason for communication.With the introduction of modern information technology, the traditional cultural inheritance mode of Dulong nationality has been broken, and the cultural inheritance is facing severe problems.

(2) Economic poverty causes the decline of cultural self-confidence

For a long time, Dulong People have been living in a closed environment and living in extreme poverty.With the improvement of the traffic in the settlement area, the mountain gate has been opened and the closed environment has been improved. The Dulong People, who have never been out of their homes, have begun to contact the wonderful world outside, and begin to have a "worship" psychology to the outside world. They think that the development of their own nation is not in line with the development of modern social economy, and they have a deep sense of loss to the traditional cultureThe inheritance and development of modernization.

(3) The sense of identity and protection of the national culture gradually weakened

In the fierce collision between modern civilization and traditional culture, the younger generation of Dulong People are lack of a comprehensive and clear understanding of their own national culture and a lack of identification with their traditional culture. They are eager to integrate into the contemporary society and gradually lose their way in the process of social development.

(4) Policy country impact on the traditional mode of production and life

The Dulong nationality is mainly engaged in mountain agriculture and lives on gathering, fishing and hunting. In the long-term production practice, Dulong has accumulated a lot of ecological knowledge about the use of nature.Under the circumstances of worsening ecological environment and unreasonable development of natural resources, the state began to implement policies such as "natural forest protection project" and "returning farmland to forest". The original production methods of "slash and burn cultivation" and "hunting" were abandoned, and the related traditional culture was gradually lost.

3 ON THE GOVERNANCE OF DULONG'S CULTURAL INTEREST DEMANDSPATTERN

(1) Coordinate the relationship of cultural interest demands to achieve win-win, symbiosis and integration

A.Cultural heritage and economic development win-win

There are good ecological resources and beautiful ecological environment in the residential areas. We should make full use of the complementary advantages of natural ecology and cultural resources to find the joint point of national cultural protection and economic development, and take the road of win-win.

B.Cultural heritage and tourism development coexist

Through careful analysis, scientific planning and proper management of Dulong folk culture, it is necessary to strengthen economic consciousness, take the way of government leading, enterprise running and market operation to promote the development of economy and culture on the one hand, and push the rich folk customs, folk customs and folk customs culture into the tourism market, so as to "graft" the tourism industry with the national society, and form regional characteristic tourism graduallyDevelopment is the support point of cultural economy.

C.Cultural heritage and new media technology

Using the new media technology to adapt to the development of the times, we should develop and publicize more Dulong customs, lifestyle, original ecological music, dance and other cultural products, so as to arouse the public's awareness of the protection and inheritance of folk culture.

(2) To create "Dulong River intangible cultural heritage protection area"Building a harmonious and stable society

A.It is the most effective, possible and realistic way to protect the folk culture of Dulong nationality by following the principle of "not leaving the local place".Dulong River is not only the gathering place of Dulong nationality, but also the only area where Dulong culture is bred, gathered and inherited. Taking Dulong River Basin as a cultural protection area is conducive to the continuation and inheritance of Dulong culture.

B.The government should fully realize that culture is a productive force, and cultural development has a lasting role in promoting social and economic development.It is conducive to the innovation and development of economy in ethnic areas, to the establishment of a harmonious and stable society in ethnic areas, and to the common prosperity and progress of all ethnic groups.

(3)Establishing rules and regulations to protect cultural interests

Legislation is the fundamental measure to protect and inherit the intangible culture of Dulong oral language."The 13th five year plan" of the National People's Commission clearly puts forward "scientific protection of minority languages and characters, inheritance and promotion of Chinese excellent culture".The State Council issued the 13th five year plan to promote the development of ethnic areas and ethnic minorities with small population. The central government department arranged 37 projects and projects, including comprehensive poverty alleviation in poverty-stricken areas and groups of ethnic minorities, revitalization of advantageous industries with ethnic characteristics, and protection and development of villages and towns with ethnic characteristics.Thus, the state has attached great importance to the protection of national culture and heritage.Gongshan County needs to formulate regulations on the protection of Dulong culture as soon as possible, so that there are laws and regulations to follow for the protection, inheritance and development.

EPILOGUE

Yunnan, as an important province in Western China, is the most important settlement area of "direct ethnic groups" in China, shouldering the important responsibility of building a "community of shared destiny of the Chinese nation".Dulong culture is colorful and unique. We will continue to explore the protection and inheritance mode of Zhiguo ethnic culture, so as to solve the dilemma of governance of cultural interest demands and ensure its healthy and stable development.

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Research on the Status Quo of English Teaching in Senior High Schools in the Process of Curriculum Reform

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Abstract: With the rapid development of society, education is constantly reforming, and the advancement of new curriculum reforms makes traditional education methods unable to meet the learning needs of students for all-round development. The most important change in the new curriculum reform is to change the teacher's traditional teaching concept. The domination of learning is no longer the teacher but the student. While completing the course teaching tasks, it is also necessary to focus on the cultivation of students' autonomous learning ability and exploration of teaching methods that can improve learning efficiency and English proficiency. This paper mainly explores the current situation of English teaching in senior high schools in the process of curriculum reform, and proposes some solutions.
Keywords: Senior high school English; New curriculum reform; Teaching status

INTRODUCTION

Senior high school English directly affects students' future English ability to a certain extent, and English proficiency plays an important role in students' future job search or further studies. In the context of the new curriculum reform, new requirements and challenges have also been put forward for teachers. It is necessary to put aside the shackles of traditional teaching concepts, continuously enhance personal professional quality, constantly explore new teaching methods, and improve the overall quality of students.

1. THE STATUS QUO OF ENGLISH TEACHING IN SENIOR HIGH SCHOOLS IN THE PROCESS OF CURRICULUM REFORM

1.1 The teaching goals are unclear.

Due to the short time for new curriculum reform to be proposed, most teachers have not yet fully adapted to the new educational model required by the new curriculum reform. In order to create a relaxed and pleasant teaching atmosphere in the classroom, they blindly adopt various teaching activities and ignore the main purposes of teaching. These excessive teaching activities make the classroom in a mess. For example, in order to improve students' interest in learning, game teaching method has been introduced to English class, but there exist no clear teaching goals. However, these games are not in line with teaching contents. This sort of arrogant approach will not only slows down the teaching progress, but also makes students unable to obtain enough knowledge.

1.2 Teacher's personal professionalism is insufficient.

Whether the new curriculum reform can proceed normally depends on the teacher's personal professionalism. The new curriculum reform is a big challenge for teachers. With traditional teaching concepts already solidified, the teaching methods of some teachers do not meet the requirements of quality education. As a result, students do not have their own thinking in the learning process, and the cramming-style education method makes students receive knowledge mechanically and cannot apply what they have learned. Some students have mastered the knowledge in class, but they have no opportunity or courage to apply it in real life, causing problems such as weak oral skills and inaccurate pronunciation. It requires teachers to continue to learn and explore new teaching methods to implement the requirements of the new curriculum reform, which requires teachers to have a strong professional quality. At the same time, in order to solve the different problems of listening, speaking, reading and writing, we should establish an efficient teaching method with students as the domination of the classroom.

1.3 The teaching mode and concept have not been changed.

According to the needs of the new curriculum reform, teachers need to change the traditional teaching mode and concepts to improve the overall quality of students. However, in the actual English teaching process, there is still a large proportion of teachers failing to carry out teaching tasks in accordance with the requirements of the new curriculum reform. Part of the reason is that the entrance rate and traditional exam-oriented education make teachers follow the traditional teaching mode. And the other part is the lack of professionalism of the teachers themselves, which leads to insufficient understanding of the new curriculum reform teaching concepts.

1.4 The language learning environment is not good enough.

English, like Chinese, is a language discipline. The difference is that Chinese is our mother tongue, we are in a Chinese language environment, we usually use Chinese for communication, and Chinese will be easy in this language environment learning. The lack of English language environment makes us feel difficult in the process of learning English. Therefore, teachers should establish a good English language environment for students in the classroom and daily life.

2. MEASURES TO IMPROVE ENGLISH TEACHING IN SENIOR HIGH SCHOOL

2.1 Use multimedia teaching.

With the rapid development of information technology, teachers should be good at using the convenience brought by information technology and improve the efficiency of high school English teaching classroom by using multimedia. In the classroom, multimedia devices are used to show students some pictures or videos that help students deepen their impressions, present the textbook content vividly in front of students, and stimulate their interest in learning. With the help of multimedia equipment, teachers can extend their knowledge in class, and make students feel intuitively about the knowledge of specific scenes. For example, when studying courses related to water resources, through videos and pictures, students can feel the importance of water resources to people and deepen students' understanding and memory of knowledge. At the same time, the use of multimedia also enables students to feel the western culture and cultural customs more intuitively, and makes them receive more knowledge, provide students with comprehensive literacy.

2.2 Improve teachers' personal professional quality.

To implement the new curriculum reform, teachers must first be familiar with the content of the new curriculum reform, learn the teaching concepts of the new curriculum reform, thoroughly understand the requirements of the new curriculum reform, and constantly learn and explore new teaching methods during the teaching process to improve personal professionalism [3]. According to the different learning abilities of the students, a suitable teaching plan is formulated. In the teaching process, in addition to teaching students the necessary knowledge, it is also necessary to help students form correct values, world views and moral values. Teachers need to communicate with students more and establish a good teacher-student relationship. In addition, due to the development and progress of the times, teaching based on the content of English textbooks has been unable to meet the learning needs of students. Therefore, teachers should learn to use the Internet to provide students with extracurricular learning materials based on English textbooks and to enrich their own teaching content and broaden students' knowledge.

2.3 Create a good language environment.

English learning is inseparable from a good language environment, teachers should regularly carry out English activities related to teaching content, organically integrate learning and life, and create a good language environment for students [2]. For example, an English corner can be held once a week to let students talk freely in English to encourage students to show their enthusiasm for learning. In the process of carrying out the activities, teachers should also participate in it, guide the students to communicate, observe each student's mastery of English, timely provide appropriate guidance, and teach students in accordance with their aptitude.

2.4 Focus on students and activate the classroom atmosphere.

In the requirements of new curriculum reform, students should be the main body of learning, so students should be the leading role in the classroom. Through a variety of teaching methods, different teaching methods have different effects, and teachers should adjust teaching methods according to different teaching contents in the teaching process to improve students' learning efficiency [1]. On the premise of clear teaching objectives, we should reasonably add games, songs, sitcoms and other teaching methods to create a good teaching atmosphere and provide a platform for students to display. In the classroom, we should encourage students to show themselves to exercise students' autonomous learning ability, so that students can learn knowledge in a relaxed and happy teaching. As the controller of the classroom, teachers need to grasp the opening degree of the open classroom and guide it appropriately to ensure the orderly teaching and improve the teaching quality.

3. CONCLUSION

All in all, the new curriculum reform is a big challenge for both students and teachers. For teachers, they must break the shackles of traditional teaching concepts. While improving students' English proficiency, they must also focus on the overall training of students and explore new teaching mode. For students, they need to develop good study habits, enhance their independent learning ability, adapt to new teaching models, and actively communicate with teachers and classmates. According to the existing teaching problems, the teacher should combine the actual situation of students and the teaching content, and continue to learn and explore ways to improve teaching efficiency. According to different teaching content, the teacher should be flexible, cultivate students' interest in learning, and help students find fun in learning, and active learning.

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The Cultivation of Intercultural Communication Competence in Senior High School English Teaching

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Abstract: Inter-cultural communication is increasing under the background of globalization, and Intercultural Communication Competence (ICC) has become a necessary quality for modern talents. Therefore, cultivating students' ICC has become one of the main goals of our today's English language teaching. Although foreign language teaching in our country has undergone a series of reforms, the actual teaching effect is still not as good as expected. Senior high school is the golden period for cultivating ICC of students as they already have mastered certain language knowledge of English. Therefore, taking high school English teaching as an example, this article analyzes the current situation of culture teaching and ICC training in our country, and puts forward some thoughts on the existing problems for the future teacher like us.
Keywords: High School English Teaching, Intercultural Communication Competence, Culture Teaching

1.INTRODUCTION

Since the introduction of the concept of intercultural communication in 1980s, our country has begun to try to cultivate students' ICC in foreign language teaching. As the Belt and Road Initiative going deeper and deeper in recent years, our country and other countries communicate more and more frequent. The cultivation of cultural awareness and ICC has become the focus of the talent training in new era. The "National Medium and Long-term Educational Reform and Development Plan (2010-2020)" proposes that it is necessary to " cultivate a large number of international talents who have international vision and good knowledge of international rules, and are able to participate in international affairs and competition. Besides that, cultural awareness also be included in the English discipline core competency which indicated the increasing importance of culture in our today's English teaching. Therefore, how to effectively cultivate students'ICC has become an urgent issue in our English language teaching.

2.DEFINITION AND CONSTITUTION OF ICC

For the definition of ICC, scholars at home and abroad have conducted extensive researches and different people have different opinions: Meyer (1991) defines ICC as the ability to flexibly and appropriately respond to behaviors, attitudes and expectations from other cultures[2]. Sercu (2005) proposed that ICC is an expansion of communicative competence on the basis of communicative competence[3]. According to Lustig and Koester (2007), ICC consists of context, appropriateness and effectiveness, knowledge, motivation and behavior[1]. After decades of discussion, the researchers have gradually reached a consensus that ICC refers the ability required for successful cross-cultural communication. That is, the ability to communicate effectively and appropriately with people from different cultural backgrounds.

3.THE CURRENT SITUATION OF THE CULTIVATION OF ICC IN SENIOR ENGLISH TEACHING.

3.1 Awareness of intercultural communication is weak

According to the results of researchers on the students' cultural awareness in senior high school, we can find that most students are still influenced by traditional learning concepts and their attitude towards intercultural communication learning is relatively negative. Some students think that it is not important to cultivate their ICC in senior high school, and teachers should teach more grammar knowledge and exam skills rather than foreign culture. These show that most senior high school students in our country have not realized how important the cultural learning and ICC is for their future development. Generally speaking, the senior high school students in our country are lack of awareness of intercultural communication

3.2 Cultural knowledge is lack

For a long time, the teacher in our country acts more as an imparter of knowledge than a communicator of culture. There is a serious disconnection between culture teaching and language teaching in senior high school English teaching. That is, the teachers attach more important to the input of the language knowledge and the students' cultural awareness and intercultural communication competence are always ignored. Some of them even think that cultural awareness has little to do with language learning and grade improvement. Therefore, the cultural part is often glanced or even ignored in practical English teaching of senior high school. This leads to students' ignorance of the cultural connotation and differences of language when learning English. Therefore, students' cultural knowledge in our country is lacking.

3.3 Competence of language application is poor

The weak awareness of intercultural communication and the lacking knowledge of foreign culture directly result in poor language application ability of students in our country. Although our country has paid more and more attention to the cultivation of students' communicative competence in recent years, cultural differences often lead to the emergence of communication barriers of students which leads to the low efficiency of communication. In addition, even if some students have mastered certain communicative skills, they are still afraid of using what they have learned to communicate with people from different cultural backgrounds, which leads to their unsatisfactory communication performance. In general, the overall communication competence of students in our country is still relatively poor.

4.ENLIGHTENMENT OF CULTIVATING STUDENTS'ICC IN SENIOR HIGH SCHOOL ENGLISH TEACHING

4.1 Strengthen teachers' own cultural quality and improve cultural teaching awareness

As the main implementers of ICC training, Teachers shoulder very important responsibilities. If teachers themselves do not have the ability of intercultural communication, how can they teach students to communicate with people from different culture? Therefore, as a graduate student, before we move towards the position of a teacher, we should first improve our own sensitivity and insight to different cultures, and strive to learn both Chinese culture and foreign cultures to improve our cultural literacy and communication ability. In addition, We should not only position ourselves in the role of a teacher. We need put the life-long development and comprehensive ability of students in the first place in teaching and realize the importance of cultural knowledge learning of students to cultivate their ICC.

4.2 Make full use of existing teaching resources and explore scientific teaching methods

As a teacher, we should first explore the cultural teaching resources around us, and combine language knowledge teaching with cultural knowledge teaching organically. On the one hand, we need make full use of the existing English textbooks and introduce the cultural knowledge involved appropriately. On the other hand, we should continue to explore teaching methods that are suitable for students' learning. For example, we can make full use of the reading text for cultural teaching, and look for those articles with obvious cultural color that conform to the current curriculum standards and college entrance examination requirements. Thus, students can experience the original western culture in reading and teachers can find a balance between the cultivation the cultural awareness of students and meeting the requirements of college entrance examination.

4.3 Cultivate students' communicative competence through practical activities

In essence, intercultural communication competence is a kind of ability at the behavioral level. Without the support of practice, it violates its basic attributes and has no vitality and application value. In fact, we have learned some teaching methods that focus on language output and communicative competence. In the actual English teaching, we can make full use of these teaching methods to consciously create real situations and communication needs for students, and cultivate their ability to use foreign languages. In addition, we can also utilize modern educational technology such as network and multimedia to lead students into a virtual intercultural communication platform. It is beneficial for enriching students' extracurricular practical activities and enhancing their intercultural communication competence.

5 CONCLUSION

Language, culture and communication are closely related and inseparable. In the current situation that intercultural communication has become the world's development trend, the cultivation of students' ICC should be emphasized in the whole teaching process of English .Although there are more calling for the cultivation of students' ICC than ever before, there are still some problems such as students' low awareness of intercultural communication, lacking of cross-cultural knowledge and poor overall foreign language application ability. As a future teacher, we should start by improving our own cross-cultural communication skills. Then carefully study current English textbooks and continue to explore scientific teaching methods that can truly cultivate students' intercultural communication skills.

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Research on Strategies for Cultivating Students' Social Responsibility in Primary School Physical Education

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Abstract:As the first stage of national basic education, primary school has an important influence on the cultivation of social responsibility.This article through to the elementary school sports class middle school students lack of the phenomenon of social responsibility and its influencing factors were analyzed, and put forward effective teaching strategies, including: sports combined with the moral education work, strengthening the elementary school physical education teachers team construction, rational utilization of situation education, make full use of the sports classroom routine and draw lessons from foreign advanced teaching mode.
Key words:Primary school； physical education ； social responsibility

INTRODUCTION

《The Physical Education and Health Curriculum Standards for General High Schools (2017 edition)》 clearly states that:"Social responsibility" is an important aspect covered by sports character, and it is one of the key objectives in the cultivation of high school students' sports character [1].It is said that only "the foundation is strong, the house can be built high", our country is in the primary stage of socialism needs to train a large number of senior socialist construction talents, in order to realize the Chinese dream we should start from the primary school students of the sense of social responsibility.The development of physical education curriculum is an important means to cultivate students' sense of social responsibility. Many sports activities are participated by many people, and each member should play different roles and assume different responsibilities in order to win the victory.In this process, students can not only experience the fun of sports but also promote the development of students' sense of social responsibility.How to take physical education curriculum as the means, based on the reality of the lack of social responsibility of primary school students, put forward the corresponding teaching countermeasures has become an urgent problem to be solved in this paper.

1.LACK OF SOCIAL RESPONSIBILITY AND ITS INFLUENCING FACTORS IN PE CURRICULUM IN PRIMARY SCHOOLS

In the actual physical education teaching process, we find that students' lack of social responsibility is mainly reflected in two aspects: 1 、 Being too self-centered and focusing only on your own satisfying needs.The theory of moral development put forward by educator Kohlberg divides the moral cognitive development of adolescents into pre-customary level, customary level and post-customary level.Primary school students are at the pre-customary level. Their main manifestations are avoidance of punishment and self-centerness, and their specific manifestations in sports activities are too much desire to express themselves at the expense of collective interests.

Collective consciousness and service consciousness, now majority proportion of teenagers only children, every child in the home is to enjoy most resources that is paid work and family responsibility is less, the teenagers in sports teaching activities as well as at home has become a results for lack of collective services and pay for the collective consciousness, their specific performance for recycling equipment class often see only a few people are in active recycling is at to watch most of the students.

Based on the theory of the main factors that affect human development, this paper makes an attribution for the phenomenon of "social responsibility" of primary school students, and considers the environment and education as two important factors.Social environment of indifference and the lack of trust between people, most people lead to the lack of social responsibility, the most common form of the old man fell down upon with no problems, most people will uphold the "sweep the snow from his own doorstep, tile frost on tube others" attitude to choose not to help, grew up in an environment of children easy to cause the lack of social responsibility.Education in a broad sense can be divided into social education, family education and school education.Social education, primary school students because of age small doesn't have his own judgment under the guidance of no parent is vulnerable to extreme individualism and hedonism of Internet culture, family education, now the children are only child at home as a child of the family is the same with treasure, the inside of the little bear family life responsibility lack of exercise, school education, around the academic performance of the baton to carry out teaching activities, often ignore the cultivation of the youth health of body and mind development and the social sense of responsibility.To sum up, the lack of social responsibility of young people is caused by many reasons, and we should take a combination of various measures to solve this problem.

2.STRATEGIES TO CULTIVATE STUDENTS' SENSE OF SOCIAL RESPONSIBILITY IN PE TEACHING IN PRIMARY SCHOOLS

2.1.The combination of physical education and moral education strengthens the cultivation of students' social responsibility.

or a long time, the mainstream education view and physical education view regard "health first" as the primary goal of physical education teaching, and overemphasize the body-building function of physical education curriculum, and the secondary emphasis on the role of physical education in students' skill learning and mastering, and often neglect the important role in students' ideological education development and personality integrity.As a course featured by collectivity, interactivity and cooperation, how to make use of these characteristics to improve students' personality, develop students' thoughts and cultivate their sense of social responsibility should not be ignored.Issued by the CPC Central Committee and the State Council in 2007《Opinions on Strengthening Youth Sports and Enhancing Youth Physique》It is pointed out that physical exercise and sports are important ways to strengthen patriotism and collectivism education, hone strong will and cultivate good moral character [2].In 2016, the General Office of the State Council also stressed in the Opinions on Strengthening School PHYSICAL Education to Promote The All-round Development of Students' Physical and mental health that: give full play to the comprehensive role of physical education in cultivating and practicing socialist core values and promoting quality-oriented education [3].Therefore, in the infiltration of moral education in physical education teaching is necessary, a line of sports workers (should) get rid of the old "only techno-enabled" and "body only" wrong idea, combining sports and the effectiveness of moral education, strengthen the work of "khalid ents, dissemination of socialist core values, promote the development of primary school students physical and mental health and improve the social adaptation ability, strengthen their sense of social responsibility into a new era of socialist builders.

2.2.Strengthen the construction of PE teachers in primary schools to set an example for students.

Pygmalion effect shows that teachers' expectations have a "self-fulfilling language" effect, that is, after teachers' expectations are passed on to students either implicitly or explicitly, students will shape their own behaviors in the direction expected by teachers.It is accorded with the old saying said "talented sparing, a good teacher to the child's life will have a significant impact, a teacher can not only use their excellent professional quality for sports teaching to influence students, also through the subtle influence of good moral character and behavior habits of students physical and mental health development and strengthen students' moral development such as social responsibility.In recent years, teachers' professional slack and teachers team construction has been a research hot spot, the cause of this phenomenon has both external reason and from the internal reasons, on the one hand, from the external environment is the cause of lack of attention to the physical education curriculum of physical education teachers self-awareness skewed muddle along, on the other hand from the internal cause is the sports teachers' teaching service doesn't want to good physical education level and can't do more.

2.3.Rational use of situational education law to strengthen the cultivation of students' sense of social responsibility.

Situational teaching method refers to that teachers can improve students' attention and learning enthusiasm by creating or introducing vivid scenes with emotional colors in physical education teaching activities, so that students can understand the content of textbooks in different situations and thus improve the teaching effect.Primary school students, with a strong psychological development of students jump, psychological development is more unstable characteristics, resulting in pupil hyperactivity, strong curiosity.At the same time, we should adopt different situational teaching methods according to the cognitive level of different ages.The cognitive level of primary school students is poor, so we should carry out situational teaching method more vividly and intuitively.

2.4.Make full use of PE classroom routine and cultivate students' sense of social responsibility.

Physical education classroom routine is the code of conduct that every student must abide by. The regular content of physical education classroom generally includes: assembling the team, greeting teachers and students, sorting out clothes, counting the number of students and attendance, announcing the content and requirements of the class, arranging interns, conducting safety education, safety inspection and preparation activities, etc.Students are generally regarded as regular executors in PE classes, while PE teachers and PE commissioners are in the mode of supervision, which often leads to the lack of sense of responsibility of executors, which is not conducive to students' understanding of their own responsibilities, obligations and rights.Physical education teachers should let students do regular physical education classroom supervisor, let them organize physical education classroom, let students understand in practice as the supervisor and executive responsibility.

3. CONCLUSION

To sum up, in view of the lack of awareness of social responsibility of primary school students, we should solve the problem through a variety of ways, although physical education curriculum as a subject based on physical activity, but it has the physical and mental health and social responsibility of students.Therefore, schools should pay more attention to the role of PE curriculum, and PE teachers should straighten their positions and improve their teaching ability. This process is bound to be long-term, repetitive and progressive.

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Study on Water-and-Land Paintings of Po Ning Temple in Youyu County of Shanxi Province

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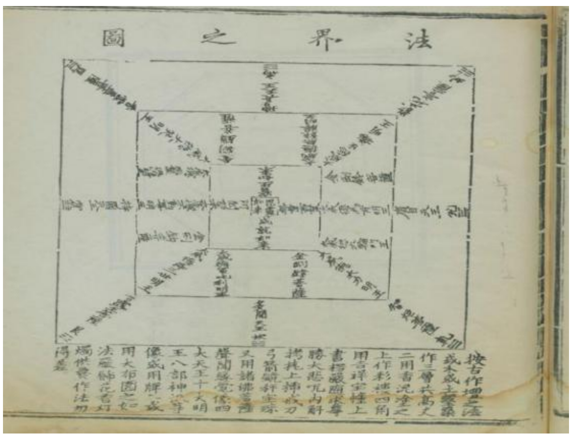
Abstract: Water-and-Land Painting is a religious and cultural heritage which emerged in the Land Air Water Act Ceremony. Its image is mainly based on the water-and- land rituals and folk beliefs. It has high cultural and historical value. This research is about the water －and- land paintings in Po Ning Temple of Youyu County, in Datong city of Shanxi province. After analyzing the Water-and-land paintings collected in Po Ning Temple the current situation of the water- and-land paintings, the author studies the background, cultural characteristics and other information of the water- and -land paintings in this thesis.
Keywords: Water-and-Land Paintings, Buddhism, Religious rituals

INTRODUCTION

Water-and-Land Paintings are religious and cultural heritage which emerged and developed in the Land Air Water Act Ceremony (a grand ritual in Chinese Buddhism). Their images are largely based on the water and land rituals (1-1) and folk beliefs. The paintings reflect not only the Buddhist culture in Yuan and Ming Dynasties, but also the ideas of Buddhist beings, and even the local customs and folk cultures of the Yuan and Ming Dynasties, which enjoys a high cultural and historical value.

1-1he religious rituals of Northern Land Air Water Act Ceremony from Purification Ritual of Shui Liberation



The water-and-land paintings in Youyu County, (Datong City of Shanxi Province) are generally recognized by the scholars. The water-and-land paintings originated from Ming Yingzong’s painting “Chicizhenbian” (a painting granted by emperor to encourage military to safeguard the borders) in Ming Dynasty. After understanding the development of Buddhism, the background and culture of water-and-land paintings, the origin of water-and-land paintings and their unique art and human values can be analyzed deeply. The following painting references the religious rituals of Northern Land Air Water Act Ceremony. (1-1)

Ⅰ. STUDY ON THE HISTORY OF BUDDHISM IN CHINA.

Before learning the water-and-land paintings, you should start with Buddhism. To gain a deeper understanding of the spread and development of Buddhism in China, you have to start with the birth and development of Buddhism in the world. The Buddhism in ancient India has influenced the Buddhism arts in China for three times. It formed at the peak of the Fozaoxiang in Kushan period, the Sindhi period and the Punic period in ancient India, respectively corresponding to the Han, Wei, Western Jin, Eastern Jin to the early Tang Dynasties, and the late Tang to the Northern Song dynasty. It was developed into the three major schools of Chinese Buddhism, namely Han Buddhism, Tibetan Buddhism, and Theravada Buddhism in Yunnan Province.

In the early Wei and Jin dynasties, the Buddhism did not spread wildly in China. The cultural background of the imported Buddhism was different from Chinese culture, so the imported Buddhism was considered as the common divination. After that, the eunuchs and their colleagues fought against each other socially and politically. In that time natural disasters happened frequently, people were in misery. Academically, the Confucians in Western Han Dynasty (202 BC.-8 AD.) and Eastern Han Dynasty (25 AD. - 220 AD.) were caught up in their ambitions, and the commoners lived a long life of misery and spiritual hardship. Buddhism's concept of impermanence and cause and effect relieved them of people ’ s emotions, and their wisdom was enlightened by the idea of Prajna Thoughts. Therefore, the Late Eastern Dynasty （184 AD.-220 AD.） and the early Three Kingdoms (220 AD.-280 AD.), the Buddhism gradually spread from upper class to common people.

Sui and Tang Dynasties（581 AD. － 907 AD.）, the period that ended the north-south split in Chinese history, was also the most politically and economically, as well as culturally powerful period in Chinese history. In that time Buddhism made great progress in its development, thanks not only to the foundations laid during the Northern and Southern Dynasties, but also to the unity, strength and preservation of the country. For instance, during Emperor Wen in Sui Dynasty acceded to his throne, he abolished the policy of resisting Buddhism in North Zhou Dynasty, decreed to repair the temples, preached Buddhism ideas and so on. In Sui and Tang Dynasties, the Buddhism developed rapidly thanks to the emperors’ support, so that it can spread into South Korea, Vietnam and Japan.

The third prosperity of Buddhism is the boom of tantra and tantra paintings. In Northern Buddhism, the Buddhism developed in schools. Although it was not prosperous as in the Sui and Tang dynasties, it has changed traditional form and gradually tended to reconcile with daily life and sectarianism. From Yuan Dynasty to Qing Dynasty (1271- 1912), Buddhism developed in a more secular way. The water-and-land paintings are the concentration of Buddhist secularization.

Ⅱ. The production and background of water and land paintings

The water-and-land paintings are images of Gods and ghosts in spirit used in the Land Air Water Act Ceremony, generally including murals, prints and stone sculptures (picture 2-4), silk scrolls(picture 2-3), ranked water and land paintings (picture 2-3) as well as water-and-land paintings in picture 2-1.

The water-and-land paintings are religious and cultural heritage. They are created according to the water and land rituals and common people’s beliefs. The paintings reflect ideas of Three Religions (to be verified), as well as folk beliefs and the people’s need to make wishes.

2-1 water and land paintings on paper The author took photos in Shanxi Museum

2-2 ranked water and land paintings The author took photos in Shanxi Museum

2-3 water and land paintings on silk scrolls The author took photos in Shanxi Museum

2-4 water and land paintings on walls from Murals of Qinglong temple in Jishan County Atlas

Xie Shengbao and Xie Jing studied the development tendency of the Land Air Water Act Ceremony. They thought that the connection between the Land Air Water Act Ceremony and the Hindustan Jataka is the result of the Chineseization of the open-ended assembly (a kind of Buddhist Lent) and Buddhist Tantra during their spread in China. Specifically, it is derived from open-ended assembly of Emperor Liangwu and his work A Confessing Ritual on the Mercy Site (《慈悲道场忏法》). In the middle and last Eastern Tang Dynasty, connecting with the Tantra , the open-ended assembly rose again and formed the Land Air Water Act Ceremony with complete rituals. After Song Dynasty, the water and land rituals have been further revised from the Tang Dynasty rituals.

After the end of Tang Dynasty and Song Dynasty, the Land Air Water Act Ceremony popularized on and on, and is closely related to the Dharana Sutra,[1] which is a book about saving evil demons from flaming mouths, and stem from the open-ended assembly and food offering activities (an activity to offer food for hungry ghosts in the Buddhism). The Spiritual Monuments in Water and Land Lent (a book written by Yange) recorded Emperor Liangwu set up a water and land Lent to help all living beings due to a dream of monk enlightenment. Then he learned about Anan's food offering activity and created water and land rituals in three years.

The open-ended assembly originated from India and spread in China through west regions. It has existed since Buddhism was introduced to China. The open-ended assembly was popularized by Emperor Liangwu and normally divided into “offering food” and “preaching Buddhism”. During the early development stage, the organizer was ruling class, after that, temples, monasteries and even wealthy merchants became the norm as the society changed. In Tang Dynasty, the dates are often traditional festivals and religious festivals and gradually incorporated a strong secular flavor. Its foundation includes giving alms and rule consolidation. The assembly evolved into celebration and merged with the Land Air Water Act Ceremony in the end of Tang Dynasty. [2]

[1]Dai Xiaoyun . Research on Buddhist Water-and-Land Paintings ［Ｍ］. Beijing：China social sciences press .2009.[2] Chen Lingyan.Study on the Introduction and Changes of the Open-ended Assembly-- Focusing on the paintings of Xiao Liang and Li Tang [J].History Research and Teaching,2014(05):81-86.

The Land Air Water Act Ceremony developed in human history. The ceremonies were not confined to release the departed souls, but associated with praying for good harvests, the celebrating the Mid-Autumn Festival and even funeral rituals in China in the late Yuan, Ming and Qing Dynasties. After that, their function was related to the requirements of the sponsors. [3] Comparing with the traditional pure assembly, the Land Air Water Act Ceremony is more occasional, regionally and common.

Ⅲ.The cultural and art value of water and land paintings

Po Ning Temple is located on the north side of North Street in the old city of Youyu County, Shanxi Province, and is commonly known as "Daning Temple". According to Shuoping Hall (a book records history and geography, written by Liu Zhiming), Po Ning Temple was built in Tenth year of Chenghua in Ming Dynasty (1474), and repaired in forty-eight year of Emperor Kangxi, Qing Dynasty(1709).

The temple faces south and is originally located on an area of about 1500 square meters. There are quadrangle yards and five halls on the axis, they are gate, Shanmen, Tianwang and daxiong Hall (see the picture 2-5). During the War of Resistance against Japan, the temple was ravaged by fire. The mad Japanese broke into the temple, destroyed the Buddha statues, and set fire to many of its buildings. In Culture Revolution, it was destroyed again. Now, with the exception of the Da Xiong Hall and the Passing Hall, all the other buildings in the temple are gone. The Daxiong Temple is at the end of the temple, with total widen of 23.50 meters and depth of 13.60meters. It is gable and hip roof with single eave.

In the existing water-and-land paintings in Ming and Qing Dynasty, Po Ning Temple is one of the most famous paintings. The entire painting is elegant in style, vivid in image, varied in composition and complete in technique. It not only shows the style of religious figures, but also the various states of living beings as well as reproduces the social life of the Ming Dynasty. Therefore, it can be called a treasure trove of art history.

[3] Dr.Daniel B.Stevenson.Text,Image,and Transformation in the History of the shuilu fahui,the Buddhist Rite for Deliverance of Creatures of Water and Land.[J].Cultural Intersections in Later Chinese Buddhism,2001.32

Taking picture 2-3 for an example, the viewer can know that the painter observes the life carefully by the features of the painting, including the distinct dressing lines and the exactly use of the short and long, straight and curved, as well as the non-parallel lines. The technical use of painting lines makes the image of Emperor Ming related closely to the daily life. It can vividly show the immortal image of the Emperor Ming and bring him closer to the viewers, bringing good experience for viewers. The colors in the paintings are bright and warm, as well as full of rhythm, which makes people calm. It also relieves those suffering believers and releases the dead souls, as well as helps all the people.

The water-and-land paintings collected in Po Ning Temple shows people’s daily life in last Ming and early Qing Dynasties. For instance, picture 3-1 describes the dressing styles and temperatures of the literary men in ancient times. Picture 3-2 describes that a family is ransacked by a gang of thrives. This painting vividly shows the environment and architectures, even describes people’s dressing in Yuan and Ming Dynasties with superb painting techniques. It is an important historical material for the study of historical development of Buddhism and fine arts.

3-1 《往古儒流贤士丹青撰文众》the painting collections of the ancient outstanding artists from MING DYNASTY SHUI LU PAINTINGS AT BAO NING SI-PAINTING OF BUDDHIST OR TAOIST RITUALS Atlas

3-2 《兵戈盗贼诸孤魂众》Soldiers, Thieves and Solitary Souls

References from MING DYNASTY SHUI LU PAINTINGS AT BAO NING SI-PAINTING OF BUDDHIST OR TAOIST RITUALS Atlas


3-1


3-2

Ⅳ CONCLUSION

The water-and-landing paintings collected in Po Ning Temple shows the water and land rituals. They have far exceeded the initial expectation in terms of painting, region, culture and history. Their painting lines, complete water and land rituals, the description of the buildings and religious status as well as the religious and social values are worthy to learn comprehensively. The water and land rituals are not only religious ceremony, but also people's desire for a better life and a remembrance of their loved ones who have passed away. These values for holding the ceremony have been far more than their religious ceremonies or connotations. They can also partly reflect that the doctrine and figures image plays an importance role in people's daily life. All in all, these cultural heritages should be absorbed and inherited. The author sincerely hopes that the study can encourage more people to understand the water-and -land paintings and their religious values.

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The Application of Communicative Language Teaching in Domestic English Classes

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Abstract: The goal of English teaching is not only to develop students' listening, speaking, reading and writing skills, but also to cultivate good English communication competence, and it is necessary to actively explore effective methods concerning communicative language teaching. This paper presents the basic theories and characteristics of communicative language teaching, analyzes the challenges it face in domestic English classrooms and finally explores the relevant teaching strategies in order to provide a certain reference for English education.

Keywords: communicative language teaching; English classroom; application

INTRODUCTION

Traditional foreign language teaching methods, whether they are the grammar translation method, the direct method or audiovisual method have the same place in the teaching ideology, the purpose is to teach the language form. Communicative language teaching means that in the teaching process, the teacher no longer unilaterally impart grammar knowledge to students. By creating real life or social scenes for students, the teacher guides students to make good use of English grammar in real scenes and to actively interact and communicate with others in English, in order to achieving their continuous improvement in spoken English[1].

Although most language teachers have recognized its practicality and they have tried to implement communicative language teaching in the classroom, it is a new teaching method, coupled with the influence of traditional teaching habits and concepts, the teaching effect of communicative language teaching in English class has not been fully revealed. Therefore, it is necessary for us to clarify the challenges faced by communicative language teaching in English classrooms in China and actively explore effective countermeasures to improve the quality and level of English teaching in schools.

1.INTRODUCTION TO CLT

The theoretical basis of communicative language teaching is D.H.Hymes' view about communicative competence. In 1972, D.H.Hymes first proposed the theory of "communicative competence" in his thesis On the Communicative Competence, which includes both "linguistic competence" and "language use"[3]. He believes that in order to acquire language communication skills, language skills and language use skills are required. Therefore, communicative language teaching emphasizes the function of language and considers the basic function of language to be a tool of communication. The ideal goal of language teaching is to cultivate communicative competence[4]. The teaching process does not use grammar items as the main line to arrange teaching content and order. It is based on language functions. "Student-centered" is a major feature of communicative language teaching. The student is the main body of classroom activities and teachers are the promoters, organizers, participants and learners of communicative activities.

2.ADVANTAGES OF CLT IN DOMESTIC ENGLISH CLASSES

2.1Improve students' enthusiasm for learning

Because communicative language teaching is a teaching mode with learners as the teaching center, it is a process of guiding students to communicate actively. For instance, the teacher can encourage students to work in small groups, to collect material on a topic and to discuss each other in English. This will help students use the right language in the right context. Through the way of group cooperation and competition, students' enthusiasm in learning can be effectively improved.

2.2Enhance students' learning confidence

The essence of communicative language teaching is to encourage students to learn the language through application and practice. In this way, students can not only be immersed in a relatively relaxed and active language learning environment, but also have more opportunities to express themselves in the learning process. It helps to eliminate their weak willpower in learning and promotes their confidence in learning.

2.3Improve students' comprehensive language ability

Through analyzing the teaching characteristics of communicative language teaching, we can know that it pays attention to the language function and the social significance of language. This teaching method emphasizes the cultivation of students' communicative competence at the discourse level and the improvement of students' listening and speaking ability. When students have these abilities, they can better relate what they have learned to the corresponding background, thus greatly improving the accuracy of using language.

3.CHALLENGES OF CLT IN DOMESTIC

ENGLISH CLASS

3.1The restriction of traditional teaching mode

In the past teaching process, the classroom is dominated by the teacher, and the students only passively accept the knowledge imparted by the teacher. Many students have been used to recording the knowledge taught by the teacher with rarely active thinking even they do not want to think actively. This problem will seriously restrict the development of communicative language teaching.

3.2The influence of exam-oriented system in China

For a long time in the past, exam-oriented education occupies a dominant position in China's education. Until now, teachers and students are affected by exam-oriented education. Teachers will constantly let students accumulate English grammar, vocabulary and a variety of problem-solving ideas in order to successfully pass the various examinations every year. In order to promote students to meet the requirements of the examination, resulting in the lack of English communication content in the teaching process.

3.3Poor oral communication skills of students

In order to meet the requirements of the examination, students pay more attention to the improvement of English reading and writing ability and pay less attention to the oral ability. Few students get the training of oral communication ability. Even after entering free university classes, most students' English listening and speaking skills are still at the average level and they have difficulty in speaking English fluently.

4.THE IMPLEMENTATION STRATEGY OF CLT IN DOMESTIC ENGLISH CLASSES

4.1Change teaching beliefs and adjust some emphases about teaching

English teachers need to be aware that in English teaching the exam is to provide service for students and students should not just study for the exam. In this way, students can avoid do vocabulary, grammar and reading exercises repeatedly during the teaching process. Teachers need to make reasonable adjustments to their teaching priorities. The ultimate goal of teaching is to improve students' English level comprehensively. Besides reading and writing training, listening and speaking training should be highly emphasized. Each class should have 10-15 minutes of listening and speaking training. This can be done by playing listening clips, English movies, etc. Then the teacher can give students some questions to discuss and guide them to discuss in groups. The representatives selected by the group summarize and state the views of the group.

4.2Enhance students' learning beliefs and guide students to think actively

In communicative language teaching, emphasis is placed on the authenticity of oral English communication. In addition to the teaching content required in the textbook, other teaching contents are also added. In fact, during the decades of traditional education in China, most of our students have formed ideological beliefs that are difficult to change and inherent. If we want to make students accept new teaching methods, we need to constantly change students' learning beliefs. By doing so, they can realize the communicative language teaching and feel the pleasure of communicative language teaching. At the same time, the teacher encourages them to think independently and actively in the learning process.

4.3Create a good teaching environment for students and guide students to communicate effectively under the scene

Teachers need to have a clear understanding of students' current English level then set teaching tasks and goals of moderate difficulty. The teaching task should be determined by students' ability to complete it with the help of extracurricular reference materials, reference books or other people. After students complete their learning tasks, teachers need to evaluate their learning effects in time. The teacher should constantly encourage students to express their ideas in English in the process of teaching. In the process of students' expression, teachers can provide students with certain spiritual or material rewards in order to promote their enthusiasm about expression in English and improve their ability of expression.

CONCLUSION

Communicative language teaching is an important way to promote the reform of school English teaching model and improve the quality of school English teaching[2]. However, due to the influence of many factors, its application effect in the current English classroom in China is not significant. Therefore, it is necessary for teachers to change their teaching beliefs, adjust their teaching priorities, enhance their learning beliefs, guide students to think actively, create a good teaching situation for students and guide students to communicate effectively in the scene. Only in this way can the application effect of communicative language teaching in English classes in China be improved and communicative competence of students be improved.

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Reform and Innovation of Talent Training Mode of Electric Power Specialty from the Perspective of Integration of Specialty and Innovation

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Abstract: With the continuous transformation and upgrading of China's electric power industry, the power talent training mode in colleges and universities in China should also be reformed and innovated in a timely manner. In this paper, the connotation of talent training of electric power specialty from the perspective of integration of specialty and innovation is explained, and the talent training mode of "Jiandian Lang" (also called “Building Electricity Talents”) is proposed. The problems of relatively single professional ability of students, imbalance of the proportion of teachers and students in colleges and universities, and unreasonable utilization of school enterprise cooperation resources are analyzed in the current talent training mode of electric power specialty. In view of these problems, this paper puts forward three strategies to build the “Building Electricity Talents” electric power teaching system and teaching content mode, expand the teaching and research resources of “Building Electricity Talents”, and strengthen the utilization of advantageous resources of school enterprise cooperation.

Key words: integration of specialty and innovation; power professionals; teaching reform

1.INTRODUCTION

At present, great achievements have been made in the reform and innovation of electric power talent training mode in colleges and universities in China, but there are still some problems such as the lack of pertinence and depth of teaching, which leads to the lack of professional ability of students. Therefore, colleges and universities should focus on the improvement of students' professional employment skills, strengthen the integration of professional and creative teaching, so as to continuously improve the quality of power personnel training, and deliver more and more high-quality "Building Electricity" talents for China's power industry.

2.CONNOTATION OF TALENT TRAINING OF “BUILDING ELECTRICITY TALENTS” IN POWER SPECIALTY FROM THE PERSPECTIVE OF INTEGRATION OF SPECIALTY AND INNOVATION

"Integration of specialty and innovation" refers to the organic integration of professional education and innovation and entrepreneurship education, which promotes the professional knowledge and innovation and entrepreneurship knowledge by means of opening interdisciplinary subjects and strengthening practical learning, so as to cultivate high-quality "Building Electricity" talents. The name of "Jiandian Lang" (“Building Electricity Talents”) training mode is based on the professional name and local characteristics. The school is located in Quanzhou City, Fujian Province. The word "Jiandian" is the abbreviation of Building Electrical major. In Minnan dialect, Lang means human beings. "Jiandian Lang" (“Building Electricity Talents”) represents a group of young and promising building electricity talents. The core connotation of talent training of building electricity requires that colleges and universities should show their own strengths in innovation and entrepreneurship education and professional education, and cultivate high-quality technical and skilled talents with professional knowledge and certain innovation and entrepreneurship ability. Therefore, the current electric power professional education reform should update and supplement the traditional education concept, curriculum system and teaching methods of higher education, so as to achieve the best effect of power professional personnel training. [1]

3. THE EXISTING PROBLEMS OF TALENT TRAINING MODE OF ELECTRIC POWER SPECIALTY FROM THE PERSPECTIVE OF INTEGRATION OF SPECIALTY AND INNOVATION

3.1 Students' professional ability is relatively weak

With the continuous improvement of industrial technology, the requirements for the professional ability of the graduates of electric power specialty are also higher and higher. In addition, China's current power industry is facing industrial transformation and upgrading, and China needs more technical talents with complicate skill. From the perspective of the current graduates' comprehensive ability, many students' knowledge content and professional skills during their schooling are very limited, which makes their comprehensive ability not reach the level required by the industry and lack of innovation and entrepreneurship ability. At present, the cultivation of students' professional ability in many colleges and universities is still limited to the cultivation of traditional technical skills, and most of the course teaching is not well combined with the current education concept of "integration of specialty and innovation". As a result, the current college students' professional ability is relatively single; the labor ability is inclined to the technical type, and the awareness and ability of innovation and entrepreneurship are lacking. The development of modern society can not meet the requirements of compound technical talents.

3.2 Imbalance of the proportion of teachers and students in colleges and universities

In the current education and teaching reform of electric power specialty in colleges and universities, an obvious problem is that teachers' help to students is limited, and the main reason for this problem is the imbalance of the proportion of teachers and students in colleges and universities. At present, most schools still carry out large class teaching. A teacher has to face too many students and has no time to take into account the learning progress of each student, so teachers can not meet the requirements of the current teaching reform for teaching means. In the discussion of problems, cases and projects, there are not many opportunities for students, so teh teacher only makes a unilateral statement. This kind of classroom atmosphere is not conducive to the cultivation of students' comprehensive professional ability and the improvement of their professional and creative quality. Another reason for the limited help of university teachers to students is that many teachers are from the school directly, and have little work experience in enterprises. Therefore, the talent training mode of electric power specialty in colleges and universities has not been well connected with the practical application. [2]

3.3 The resources of school-enterprise cooperation have not been used reasonably

With the increasing intensity of teaching reform in recent years, more and more colleges and universities begin to use the talent training mode of school enterprise cooperation to improve the practical ability of students majoring in electric power. However, in the process of school-enterprise cooperation, the practice resources of enterprises and the students resources of schools are not equal. This phenomenon also leads to many enterprises first choose to cooperate with key universities in China, thus reducing the practice teaching opportunities of other colleges and universities. In addition, the project of school-enterprise cooperation can not produce stable economic benefits for the enterprise, so the enterprise can not provide practical teaching for the school for a long time. Therefore, the practice opportunities obtained by students in the school-enterprise cooperation teaching are also very limited. To sum up, in the current reform of talent training mode of electric power specialty in colleges and universities in China, the resources of school enterprise cooperation have not been reasonably utilized, and the school and enterprise have not reached a benign cooperation mechanism. As a result, the quality of practical teaching has been weakened to a certain extent.

4. REFORM STRATEGY OF TALENT TRAINING MODE OF ELECTRIC POWER SPECIALTY FROM THE PERSPECTIVE OF INTEGRATION OF SPECIALTY AND INNOVATION

4.1 To build "Building Electricity Talents" electric power teaching system and teaching content

Based on the problem that the professional ability of the students majoring in electric power is relatively weak in colleges and universities, the construction electrical major should implement the talent training mode of integration of specialty and innovation, establish a set of talent training quality evaluation system of "Building Electricity Talents", and reconstruct the corresponding teaching system and teaching content, so as to improve the comprehensive quality of power professionals. Therefore, colleges and universities should combine the characteristics of the industry and cooperate with the enterprises to form a multi modular process assessment teaching system, so as to make the professional courses, practical courses and research courses have a certain logical connection. According to the training needs of "Building Electricity" talents, relevant elective courses are developed to fill in the comprehensive professional quality of students and cultivate their innovation and entrepreneurship consciousness, so as to optimize students' professional skills into compound skills and upgrade from technical talents to innovative talents. [3]

4.2 To expand the teaching and research resources of "Building Electricity Talents"

In order to cultivate "Building Electricity" talents who are competent for future jobs, colleges and universities should first make clear whether the current teaching and research resources are enough to match the teaching needs. Even if colleges and universities enrollment expansion or lack of teachers' ability lead to students' limited help in learning, but this does not mean that students can not continue to improve their professional level. In addition to the course content, colleges and universities should also make use of a variety of teaching channels to expand students' learning resources, such as designating recommended bibliographies of electric power majors, providing experimental facilities for students, encouraging students to carry out project research in groups, so as to enable students to play their independent learning ability and exercise their independent innovation consciousness. In addition, colleges and universities should continue to introduce and cultivate high-quality electric power professional teachers to alleviate the imbalance between teachers and students, so that more students can receive a more standardized and formal power professional education, so that their ability can be competent for future jobs. [4]

4.3 To strengthen the utilization of the superior resources of school-enterprise cooperation

In order to improve the students' professional skills, colleges and universities should make clear the gap between the power professionals in their own school and those in other colleges and universities in enterprise practice, and actively strive for cooperation with large enterprises. Colleges and universities should take the initiative to apply to the government for coordination and intervention, and establish relevant practical teaching mechanism, so that the students of electric power major can enter the enterprise for practical learning in the form of practice. In the early stage of cooperation with large enterprises, a stable practical teaching mode can be formed by introducing professional power engineers to give regular lectures for students, so that students can understand the operation mechanism of electric power enterprises, and enable students who aspire to start businesses to establish their own innovation and entrepreneurship model; in the later stage, colleges and universities can recommend excellent students to enter the enterprise internship. In this way, these students can not only contribute to the production activities of enterprises, but also accumulate valuable practical experience. Finally, colleges and universities should encourage students who participate in the internship to share their own experience with other students, so as to promote the overall professional level of electric power majors.

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Discussion on the Problems in Financial Management of Enterprises and Solutions to Solve Problems

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Abstract: Economic efficiency is important in the survival and development of an enterprise. Reasonable financial management can help companies improve their efficiency and help them better occupy the market in fierce competition. Most enterprises in our country have correctly recognized the help of financial management to enterprises, but there are still some problems. Therefore, the author analyzes the problems in financial management of enterprises, and proposes targeted solutions to these problems.
Keywords: Financial management of enterprises; Problems; Solutions

INTRODUCTION

Financial management occupies an important position among enterprises, and sound financial management enhances the competitiveness of enterprises and helps them develop better and faster. Financial management is relatively complex, and companies need to deepen their management awareness, optimize the capital allocation structure, and avoid risks reasonably, so that they can better occupy the market and obtain higher benefits. It is still urgent to solve the current problems in financial management.

1. FIVE MAJOR PROBLEMS IN FINANCIAL MANAGEMENT OF ENTERPRISES

(1) The accountability system for financial management is vague.

The management work is relatively complex, and loopholes will appear in the management content of the company if the responsibilities of the relevant personnel in each position are not clearly defined, which will affect the development of the company. At present, when many companies divide the responsibilities of financial management, there will still be many personnel and one position, or there will be no personnel, which will have a great impact on enterprises.

(2) The financial structure is imperfect.

Enterprises have financial capital structures in financial management, but the current capital structure of some companies is not established based on the actual situation of the social and economic system, nor is it effectively combined with the actual situation of their own development. The randomly established financial capital structure is full of loopholes, so that the financial capital structure of enterprises is unscientific and unreasonable.

(3) Enterprises rely too much on bank loans.

In the financial management activities of enterprises, main sources of funds are bank loans, financial financing and free funds. Bank loans, as a stable and common way of obtaining funds, directly affect the development of enterprises. If a company relies too much on bank lending, its economic loss will be even greater once the financial market risks increase and exceed the company's tolerance, and the company will have to face greater financial management challenges.

(4) It is difficult to recover funds.

Capital withdrawal is a common problem, but most companies eventually face bankruptcy due to capital recovery issues. The market economy system in our country is relatively young. In the process of gradual improvement, diversification and complexity are gradually increasing, and enterprises are bound to face diversified markets when they operate. If a sound and complete credit risk assessment is not done before the capital is exported, large capital flows will cause the company to directly face the break of the capital chain, and the difficulty of small capital recovery will also affect the investment of the company.

(5) The overall quality of financial management staff is not high.

Financial management personnel lack of professional knowledge and work experience, the efficiency and quality of financial management will be discounted, and it even causes unnecessary losses, making enterprises bear greater risks.

2. STRATEGIES TO SOLVE THE PROBLEMS IN FINANCIAL MANAGEMENT OF ENTERPRISES

(1) To strengthen talent management and training and the management of financial sector from the perspective of informatization

People occupy an important position in the financial management of enterprises, so it is important to improve the comprehensive quality and professional knowledge of financial management personnel, which can improve work efficiency, improve work accuracy and avoid potential risks. We can strengthen the professional knowledge and comprehensive quality of financial management personnel according to the meeting, training, practical assessment and other ways. And we also need to strengthen lifelong learning concept and awareness of financial management personnel, so that they can actively improve themselves, learn new knowledge and master new skills according to the development of the current era, and combine it with practical work to effectively improve the financial management level. With the advent of informatization, financial management can also be improved by information-based equipment and elements. First of all, enterprises need to set up a full-time financial management department to employ professional talents to assist in the process of integrating informatization with the actual situation of the company, and finally make the informatization content fully implemented. If it is necessary, enterprises can separate the financial management department and clarify the responsibilities of each post. In addition, it is necessary to introduce management talents, encourage team innovation, master overall awareness and give full play to financial management ability. The introduction of advanced information equipment and information technology can effectively improve the ability of financial management of enterprises, making the financial management work of the whole enterprise have a qualitative leap.

(2) To carry out diversified financing and multi-channel credit evaluation

Financing is important. Enterprises should not rely too much on bank loans when managing. They can try diversified and multi-channel financing to solve the problem. Appropriate introduction of investors is a good choice, intermittent financing mode is also desirable, both of which can achieve mutual benefit and win-win. Good reputation is the basis of cooperation, and credit evaluation itself is more flexible. It is not only to evaluate the other side, but also to self-assessment. Therefore, enterprises can formulate detailed systems and terms, and not cooperate with enterprises whose reputation does not meet the requirements. The evaluation contents generally include product quality, profit and loss situation, internal operation of the enterprise, etc., so as to reduce risks and ensure the safety of financial investment.

(3) To focus on financial budget

In the financial management of enterprises, the most basic and important point is financial budget. The financial budget of an enterprise decides the development of the whole year. Financial budget must be standardized and clear, which can help the financial management of enterprises. Thus, each department of the enterprise should be scientific and detailed when making the budget, make clear the details of funds used in the enterprise, and conduct a comprehensive analysis of financial situation of the department in which it belongs. After the department reports the financial plan, the enterprise will make overall planning and formulate the financial budget of the year. The financial budget work needs to be standardized, deepening and scientific, and can reasonably carry out financial work according to the budget. It is "Stabilizing the Enterprise" in the enterprise financial management work.

(4) To make accountability system clear

The financial management of an enterprise is important. After the establishment of a management department and the clearing of the management structure, it is necessary to clarify work responsibilities again according to relevant work requirements. Different job responsibilities need to correspond to different management objectives and management processes. Only by post and content management can we achieve value for money and orderly promote financial management. Financial management is not done once and for all. After the most complete content is initially determined, it needs to be adjusted according to the market and actual development, and it needs to keep pace with the times to ensure the effectiveness of management. Only in this way can enterprises achieve better financial management.

3. CONCLUSION

Domestic financial management still has certain shortcomings. There are five common problems in financial management of enterprises, such as low comprehensive quality of managers, vague functions, imperfect capital structure, dependence on loans and difficulties in fund recovery. So we first needs to improve comprehensive quality and clarify job responsibilities, and then do diversified financing and multi-channel credit evaluation, and ensure that the annual financial budget work is carried out as scheduled, and finally return to the responsibility system to help the enterprise stand firm in the fierce competition.

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Individual Psychological Protection Strategies of Junior High School Students in the Public Health Emergency--Taking the Novel Coronavirus Pneumonia as an Example

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Abstract: As a typical event of public health emergency, the COVID-19 pandemic in winter vacation in 2020 make an impact on mental health of junior high school students. Taking the COVID-19 pandemic as an example, this paper aims to explore the psychological behavior and performance of junior high school students in the face of public health emergencies. In order to alleviate their stress state, junior high school students are ought to scientifically learn more about the latest on public emergencies and do a better job in personal physical protection. Besides, they need to learn how to adjust themselves psychologically and seek professional aid.

Key words: individual psychological protection; junior high school students; public health emergency

1. RESEARCH BACKGROUND

In 2020, the outbreak of COVID-19 pandemic raged across the country in the winter vacation. We have to stay at home for ourselves and for the health of others. Everyone needs to wear masks outdoors and avoids going to crowded places. The COVID-19 not only threatens everyone's health, but also has more or less impact on people's mental health.[1]

Junior high school students are in puberty and their emotional changes fluctuate greatly. Moreover, their psychological mechanism is not mature. The resistance to external influences is weaker than that of adults, and is more vulnerable to the influence of external environment. Compared with adults, they are more likely to have psychological problems and need timely intervention confronted with public health emergency. If junior high school students can receive sound individual psychological protection in the face of public emergencies, the occurrence of many psychological problems can be reduce. Hence, it is more likely for them to achieve inner stability in crisis.

2. PSYCHOLOGICAL BEHAVIOR AND PERFORMANCE OF JUNIOR HIGH SCHOOL STUDENTS IN THE EARLY STAGE OF PUBLIC HEALTH EMERGENCIES

In sudden public health events, the reaction is mainly manifested in the aspects of cognition, emotion and behavior.

In terms of cognition, junior high school students may be afraid that themselves or their family members and friends get infected. They may also worry that the epidemic situation is difficult to control. Moreover, they may even worry about medical difficulties and material shortage. There are many common symptoms junior including dizziness, chest tightness, rapid heartbeat, shortness of breath, loss of appetite, or weakening physical fitness in the aspect of body status. In the mood, junior high school students will feel irritability, loneliness, depression, panic, fear, worry, anxiety, depression and so on. Some junior high school students' mood will fluctuate greatly. In behavior, some junior high school students will frequently check the relevant information of the epidemic situation. Therefore, they can't concentrate and fidgety. They will repeatedly clean and disinfect and measure their body temperature. Due to the decrease of frequency of going out and the integrity of vacation time, the students will become lazy. They always indulge in watching TV, playing games and mobile phones. The activity of the body is greatly reduced; life becomes irregular, and the day and night are reversed.[2]

3. INDIVIDUAL PSYCHOLOGICAL PROTECTION STRATEGIES OF JUNIOR HIGH SCHOOL STUDENTS IN THE EARLY STAGE OF PUBLIC HEALTH EMERGENCIES

The mentioned performance of junior high school students is very normal when the stress event comes. However, some junior high school students' psychological performance and behavior will be prolonged, which will affect their normal life as well. Therefore, they need to settle down in the uncertain environment to alleviate the stress state. From the individual psychological protection level, junior high school students can do the following three things:

3.1 To scientifically understand the progress of public emergencies and do a good job in personal physiological protection

Emotions change with attention. It is suggested to choose a fixed time every day instead of real-time attention to the progress of emergencies. If continuous attention is paid, it will cause anxiety and panic. It's a must to believe authoritative media reports. And it is not allowed to spread rumors. In terms of personal physiological protection, we should follow the guidance and suggestions of experts. During the epidemic period of novel coronavirus pneumonia, it is necessary to keep in mind the three-word formula of prevention and control: "Stay, wear, wash" (stay at home, wear masks, wash hands frequently), and care for the health of yourself and our family.

3.2 To pay attention to emotional reaction and learn to adjust psychology

Chinese Academy of Social Sciences Novel made a public survey. It proves that coronavirus pneumonia epidemic is more than 90% of the population in China. The fear and anxiety are spreading among the people. This is a normal phenomenon. When we encounter a life crisis from the instinct of human biology, we naturally have such a reaction. This is the normal reaction of normal people under abnormal circumstances. Therefore, the junior high school students need to accept emotions and understand that all the emotional reactions are normal firstly. When you fear, worry, and feel anxiety, or have other similar emotions, don't blame yourself, feel guilty, and suppress these emotions. Everyone should learn to embrace emotions.

Secondly, on the basis of accepting emotions, we need to relax and vent in time. We can adjust our emotions by shifting our attention, such as reading, painting, listening to music, and playing games with friends. We can use reasonable catharsis ways, such as chatting with trusted people, singing, sports, writing diaries to control ourselves rationally. We can also use some emotional skills to ease our mood, such as abdominal breathing relaxation method, pigment pot relaxation method, mindfulness method, etc.

3.3 To do a good job in self-management and improve the sense of control

In the face of sudden public events, junior high school students' life order will be disrupted. The irregular life, and no-supervision learning, junior high school students will gradually feel idle; procrastination become worse; sense of achievement is extremely low, and students gradually lose control of life.

To regain control of our life, we need to plan your time properly. For example, we can use the pomodoro technique.[3] Taking one day as an example, we first think and list each task. Before listing each task, we think about this task in four aspects: can we cancel this task? Can we combine this task with other things? Can we do it in a simpler way? When is it more appropriate to complete this task? Secondly, according to the importance of these tasks, they are sorted from important to unimportant things. Third, we should divide the time of the day into periods of "tomato time", and each period of tomato time can be 25 minutes. Meanwhile, we should focus on the task during the tomato time, and do not do anything unrelated to the task. Then, we need to take a short break (5 minutes) and move on to the next tomato time. Fourth, it's necessary to draw the tomato time divided by oneself into a table, fill in the list of tasks in the table, fill in the tomato time for important tasks, and fill in the non-tomato time for the rest of unimportant tasks, such as noon and evening. Every time a project is completed, tomatoes are labeled. At the end of the day, we should check whether our tasks are completed. In this way, the time will be arranged in order, without panic. The combination of work and rest is very full.

3.4 To seek professional psychological help

If the mentioned self-help adjustment strategies can not alleviate psychological discomfort, junior high school students can seek professional psychological help, such as school psychological teachers, local mental health centers, etc.

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Research on Prevention and Control of Sports Safety Risk in Primary and Secondary Schools

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Abstract: Although it is difficult to avoid the safety risk in sports, it can be reduced to the minimum through a scientific and reasonable risk prevention and control system. Through the investigation and understanding of the current situation of students' understanding of the prevention and control of sports safety risks in primary and secondary schools, the current situation of teachers' management and the current situation of school management, we can find that there are some problems, such as students' awareness of sports risk is not in place; the management of physical education teachers is not in place, and the school safety management system is not perfect. In view of these problems, we can take measures to solve these problems, such as carrying out special knowledge lectures, reasonably planning physical education classes, and improving the safety management system, so as to provide strong support for improving the level of sports safety risk prevention and control in primary and secondary schools.

Keywords: primary and secondary school sports; sports safety; risk prevention and control

1.INTRODUCTION

Under the guidance of "National Fitness" and "Sports Power", China's sports have been further developed. As the future builders of China, primary and secondary school students should be influenced by sports, which can not only help students build up their body, but also temper their spirit of perseverance and difficulties. However, it needs to be noted that the safety risks in sports may bring harm to primary and secondary school students, and even some injuries are irreversible and accompanied by life-long. Therefore, it is imperative to strengthen the prevention and control of sports safety risks in primary and secondary schools.

2. CURRENT SITUATION OF PREVENTION AND CONTROL OF SPORTS SAFETY RISKS IN PRIMARY AND SECONDARY SCHOOLS

2.1 Current situation of students' understanding

In the investigation of many primary and secondary schools, it is found that many primary and secondary school students do not have enough understanding of the importance of sports. They think that physical education is only a "minor subject" and does not need to be given too much attention. When asked whether they are interested in sports, almost all students choose "yes". This reflects the contradiction of primary and secondary school students' understanding of sports. On the one hand, students expect the arrival of physical education, but on the other hand, they do not put in full energy in physical education, resulting in the lack of sports knowledge.[1] Although physical education is not the only way to obtain sports safety risk knowledge, it is the main channel. Other channels, such as non physical education teachers' notification, only through parents' notification and network search, can gain some knowledge of sports safety risk. However, the lack of students' professionalism will greatly reduce the effect of obtaining. Therefore, the neglect of physical education will greatly affect students' understanding level of sports safety risk.

2.2 Current situation of teacher management

Teachers, especially physical education teachers, should bear the responsibility of instilling sports safety risk knowledge into students. In order to achieve good results, first of all, we should ensure that physical education teachers have qualified professional quality. In the investigation, it is found that many physical education teachers in primary and secondary schools have bachelor's degree or above, but few of them have reached the title of senior teacher. This shows that the teaching ability and teaching effect of physical education teachers are not ideal. In the teaching organization, many P.E. teachers only carry out physical education according to the established process, first warming up, then teaching sports movements and informing the precautions, and then let students practice in person, instead of giving students too much knowledge of sports safety risks. On the whole, the professional quality of primary and secondary school physical education teachers needs to be improved, which is the most important part of the construction of sports safety risk prevention and control system.

2.3 Current situation of school management

The school's attitude towards sports will directly affect the quality of sports teaching management. In the investigation, it is found that most of the primary and secondary schools attach great importance to physical education, and have made good plans in the provision of sports facilities and the selection of physical education teachers. In addition, most primary and secondary schools will also give students regular physical examination, the purpose is to understand the physical condition of students, so as to provide the basis for the next step of sports work. In terms of prevention and control of sports safety risks, many schools have set up clinics to provide timely treatment and protection for students after sports injuries; sports venues and sports facilities are also constantly updated, such as the replacement of cement track with plastic track, and sports equipment with protective devices.[2] It is gratifying that the hardware conditions are gradually improved, but the software conditions need to be improved to improve the level of sports safety risk protection, and primary and secondary schools need to continue to work on this.

3. PROBLEMS IN THE PREVENTION AND CONTROL OF SPORTS SAFETY RISKS IN PRIMARY AND SECONDARY SCHOOLS

3.1 Students' sports risk cognition is not in place

Primary and secondary school students are an important period of physical development, and sports can provide support for students to obtain good physical development. Due to the influence of exam oriented education, physical education in primary and secondary schools is in a low position. Although many students like sports, they lack enough attention to physical education, resulting in a lack of sports knowledge. In addition, the "perfunctory" of physical education teachers increases the probability of safety risks in sports. For example, some students do not have any safety protection in order to show off their temporary ability. Some students ignore the warm-up exercise, blind exercise causes muscle strain, serious cramps and other injuries; some students blindly imitate without knowing their own sports ability, resulting in body injury, etc. If we want to change this situation, it is not enough to blindly indoctrinate knowledge, but more important is to guide them step by step.

3.2 The management of PE teachers is not in place

The lack of management of PE teachers is also an important problem in the prevention and control of sports safety risks in primary and secondary schools. First, physical education teachers lack responsibility. It is difficult to completely avoid the safety risk in sports. In order to reduce the risk, some physical education teachers adopt the way of reducing the curriculum standard. Although it seems that the students' sports injury accidents have been greatly reduced, in fact, it makes the physical education class "nominal", and will increase the probability of sports injury because of the decline of students' sports ability. Second, the schools lack professionalism of physical education teachers. Although many PE teachers have rich teaching experience, they are not professional enough to teach students how to avoid sports safety risks scientifically and effectively. Third, the physical education teacher preparation work is not in place. Many P.E. teachers do not make a detailed teaching plan in PE class, and the course content is very random, which will not only reduce the teaching effect of physical education, but also increase the risk probability of sports safety.[3]

3.3 School safety management system is not perfect

From the above school management status quo, we can understand that most primary and secondary schools provide hardware guarantee for sports work, but due to the imperfect safety management system, hardware conditions are difficult to play their due role. For example, in the aspect of physical education assessment, many schools only pay attention to the students' final physical education results, but do not include the physical education course development process into the assessment. As a result, physical education teachers often adopt a sudden or violent way to carry out sports teaching, which not only makes students more prone to sports injury, but also weakens students' interest in sports. In addition, the lack of institutional guarantee in the management of medical clinics and sports facilities has led to problems such as the "virtual existence" of clinics and the lack of routine inspection of sports facilities.

4. ANALYSIS ON THE PREVENTION AND CONTROL STRATEGIES OF SPORTS SAFETY RISK IN PRIMARY AND SECONDARY SCHOOLS

4.1 To carry out special knowledge lectures to comprehensively improve the risk awareness of sports of primary and secondary school students

Primary and secondary schools should pay more attention to sports work, and improve the position of PE courses in the teaching system by effective measures. For example, special knowledge lectures related to sports can be held regularly, so that the primary and secondary school students can realize the importance of sports and obtain rich sports knowledge from them, thus laying a foundation for comprehensively improving the risk awareness of sports of primary and secondary school students. It’s essential to understand the risk is not to stop sports, but to let students master how to reduce risks. For example, when students participate in sports, they should understand the role of warm-up sports. For example, when students try some new actions, they should realize that they can not ignore other "ignore" for the purpose of attracting people's eyes, but under the guidance and protection of special personnel.

4.2 To reasonably plan physical education classroom and ensure the safety of physical education classroom

Physical education classroom is an important channel for students to learn sports knowledge and master sports activities. Only by planning the physical education classroom reasonably, can PE classroom play its due role and improve the safety of physical education classroom. First, PE teachers should make a perfect classroom plan, and clarify the key points, difficulties and precautions in this section; secondly, PE teachers should make flexible adjustments to the physical conditions of each student, rather than requiring unity at all. Especially for students with poor physical quality, it is necessary to gradually increase the difficulty to avoid sports damage caused by too much difficulty; finally, the paper discusses the following aspects: PE teachers should do a good job of reflection; after each PE class, we should summarize the classroom effect, explore "bright spots" and "deficiencies", and then improve the physical education courses on the basis of this.

4.3 To improve safety management system and promote the implementation of risk prevention and control work in place

In the construction of the sports safety risk prevention and control system, the construction of safety management system plays an important role, so we should formulate a reasonable management system in the physical education classroom. On the one hand, we should strictly require the physical education curriculum, and prevent the phenomenon of reducing the intensity of physical education curriculum. On the other hand, we should strictly demand the PE teachers, urge them to take the physical education class seriously, improve the quality of the class and reduce the safety risk through rigorous planning.[4] In addition, we should improve the physical examination system of students, closely link the results of physical examination with physical education courses, help physical education teachers make targeted curriculum arrangements, improve the sports venues and sports facilities testing system, and establish detection files to realize dynamic monitoring, so as to provide guarantee for students to participate in sports safely.

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Research on Inheritance and Innovation of Green Logistics Theory

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Abstract: With the rapid development of my country's economy, increasing economic activities have had an unprecedented impact on the environment. Logistics is the arterial system of the national economy, promoting social production and driving the rapid growth of consumption. In actual logistics activities, transportation, warehousing, packaging, and circulation are closely linked. Transportation is the basic link of logistics, and without exception brings a huge burden to the environment. For example: noise pollution, air pollution, specific manifestations are: noise generated during transportation, air pollution, waste oil pollution, traffic congestion, etc.; the layout of logistics nodes is unreasonable, exhaust emissions and noise pollution are aggravated; warehousing is equally important in the logistics link , It also causes a certain degree of pollution to the environment, which is reflected in the storage and maintenance of some products in logistics nodes such as warehouses. In addition, some flammable, explosive, corrosive and radioactive dangerous goods may also cause pollution and damage to the surrounding environment due to improper storage. Facing the pollution problem, the green logistics theory has caused in-depth research and discussion by many scholars, aiming to plan and solve the contradiction between logistics activities and the environment. This article will start from the theory of green logistics, deeply discuss the inheritance and innovation of its green logistics, systematically study the theory of green logistics, and lay a good theoretical foundation for the operation of green logistics, which has a good reference
significance.

Keywords: logistics; environmental pollution; green logistics; inheritance; innovation.

1. PROPOSAL AND DEVELOPMENT OF THE CONCEPT OF GREEN LOGISTICS

1.1 The concept of logistics

The concept of logistics originated in the 1930s in the book "Countermeasures to Business Problems" published by American marketing scholar Archie. W. Bernard Shaw first discussed the role of logistics in circulation strategy in 1915. In 1921, he proposed the concept of logistics-"logistics distribution". It was introduced to Japan in 1963 and means "the circulation of things". With the emergence of a large number of logistics-related papers, books, and magazines, the formation and development of logistics science has been promoted[1].

1.2 Development of the concept of green logistics

"Green" is a very beautiful color, and it represents many meanings. First, it can express life and prosperity. Internationally, green has once again achieved peace. In real life, the red light stops and the green light is on. In short, green is a very beautiful word. At present, the significance of green environment is even stronger. The reason why green is given this meaning is because of the rise of the green wave. In the last century, European and American countries vigorously developed industrial economy and urbanization. While pursuing economic benefits, it has also produced a large number of uncontrolled pollutant emissions. Because economic activities have a negative impact on the environment, crises have emerged in the fields of energy and food. With the depletion of resources and the extinction of some species, people began to realize the seriousness of environmental problems and set off a green wave. Under the continuous promotion of the government and non-governmental environmental protection organizations, the green behavior of enterprises and industries has been affected. In the production and operation links, it is environmentally friendly, resource saving, green consumption, and correctly establishing a good corporate image[2].

Humans desire a better living environment, which requires logistics to transform to environmental symbiosis logistics to meet the needs of economic development. At the same time, the new concept of harmonious coexistence with the environment is adopted to organically unify the healthy development of the economy and society. Therefore, the theory of green logistics was born.

2. CONCEPT AND DEFINITION OF GREEN LOGISTICS

My country advocates building a resource-saving and environment-friendly society, and exploring economic development models under conditions of increasing pressure on resources, environment, and population. "The "two-oriented society" puts forward the new proposition of modern logistics and green logistics, which requires modern logistics to have a green concept to realize the sustainable and coordinated development of people, environment and resources [3]. The concept of green logistics has lasted forever and appeared first In the 1990s. It refers to the realization of resource utilization and environmental purification in the transportation, packaging and processing links in the logistics operation. The birth of this concept not only considers the forward logistics link, but also includes reverse recycling[4] , So as to realize the recycling and effective use of resources.

3. The inheritance of green logis-
tics theory

Green logistics theory focuses on the coordinated development of logistics, economy and environment. It considers the effective combination of sustainable development theory, ecological economics and ecological ethics, and puts forward a new concept suitable for the logistics field on this basis. Aiming at the new environment and new problems, it effectively explained the ecological environmental behavior of logistics, the relationship between logistics and the environment and the law of development, and fully combined the two to seek a better future to achieve ecological and economic development.

4. THE INNOVATION OF GREEN LOGISTICS THEORY

In the new era background and historical conditions, the development of the logistics industry has brought new opportunities and challenges to my country's social economy. For logistics enterprises, it is necessary to keep pace with the times, innovate management methods, actively use Internet technology and its convenience, transform and innovate logistics and transportation methods, fully cooperate with all walks of life, communicate, exchange and utilize resources, and reduce Repeated purchases of equipment form resource sharing and form a linkage development mechanism. Protecting the earth's environment and protecting nature has become the inescapable responsibility of mankind. With the world's multilateral cooperation, the role of logistics is becoming more and more important. Green logistics not only involves production, consumption and circulation, but the most important thing is to establish an overall idea, to green optimization and systematic analysis of the entire supply chain.

5. STRATEGIC ANALYSIS OF DEVELOPING GREEN LOGISTICS

(1) Adhere to government guidance and market leadership. In the process of developing green logistics, the invisible hands of the government play a very important role. The government should formulate relevant laws and regulations to effectively curb the environmental pollution caused by logistics activities. For example, formulate exhaust emission standards, rationally plan the driving time of freight vehicles in urban areas, plan logistics companies to areas far away from the city center, collect pollution fees, and support the use of green trams. Through the guidance of the government, enterprises can establish green and reasonable logistics centers through multimodal transportation, use low-polluting vehicles, and pay attention to the discharge of pollutants, thereby improving the efficiency of cargo transportation.

(2) Promote green consumption. The final link of logistics is the flow of goods to the consumer market. The green purchase intention and green awareness of the terminal market have played a reverse role in promoting the green development of logistics. In the future development, green consumption should become the main consciousness[5]. The media and consumers can supervise and guide enterprises to realize sustainable logistics operations to establish their own green image, cater to the green consumption trends of the market and the public, and further encourage enterprises to implement green logistics behaviors. , To supervise the enterprise's green logistics management based on the requirements of green consumption.

(3) Establish a green international image. In the fierce trade competition, green trade barriers have a significant impact on enterprises. When facing foreign business, enterprises must improve product quality and green quality, and correctly establish brand awareness. It is necessary to learn to use modern marketing methods, strengthen the construction of logistics information network, and do a good job in logistics services. We must actively explore overseas markets, establish our own logistics service website abroad, and better expand the international and domestic markets.

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Mechanisms of Succession in Natural Communities: Illustrated by the Examples of Mount St. Helens and the Red Mangrove of South Florida

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Abstract: Community succession refers to an ecological process in which communities change over time from one type to another within a certain area. Succession is the cumulative result of long-term changes in the community, which is mainly marked by qualitative changes in the species composition of the community, that is, changes of dominant species or all species. The development of the natural community causes the change of environmental conditions inside the community, which leads to the change of the relationship between biological components, which creates the conditions for the generation of a new community, and finally, the new community replaces the old community. This essay systematically analyzes the succession mechanism of Mount St. Helens and mangroves in South Florida and studies the variation of species and quantity of the constituent communities in these two areas.

Keywords: community succession, succession mechanism, diversity of species

1. INTRODUCTION

Community dynamics refer to changes in community structure and composition over time, usually following environmental disturbances such as volcanoes, earthquakes, storms, and climate change. Succession is the process by which species in a community appear and disappear over time after being seriously disturbed. This process can take decades, centuries or even millions of years. According to the different initial conditions, succession can be divided into two different forms, primary succession and secondary succession. In this essay, I will give two examples to explain the patterns and mechanisms of primary succession and secondary succession.

2.PRIMARY SUCCESSION ON MOUNT ST. HELENS

Primary succession refers to habitats that have never had life, typically bare rock. This environment is formed in a variety of ways, including lava flowing out into hard rock through volcanic activity, bare rock exposed by melting and retreating glaciers and landslides. Ecosystems start with these bare rocks. As a result of weathering and other natural forces, fast growing, hardy organisms, such as lichens or weeds, form in the rocks. They are collectively called pioneer species because they first appeared. These species break down when they die, breaking down rocks into soil, allowing other species, such as trees or shrubs, to grow here and eventually replace the pioneer species. Over time, the region will reach a state of equilibrium.

On May 18, 1980, Mount St. Helens erupted in Washington, causing catastrophic landslides. This was followed by a lateral blast that destroyed trees 20 kilometers away. Initial avalanches, massive lateral explosions, massive pyroclasts and rapid melting of glaciers have created a new landscape of nutrient loss, severe drought, and erosion. This habitat can be used as a primary succession site to explore the mechanism of plant formation in new terrains.

Del Moral, R., Titus, J.H. and Cook, A.M. mainly studied succession on the pumice plain. Formed on the northern slopes of Mount st. Helens, the plain is formed by avalanches and pyroclastic flows. Parts of the region were affected by Lahore until 1984. Most watersheds have been eroded, hindering succession. There are four habitat types in pumice plain. Pumice barren areas occur where previously existing vegetation has been destroyed by explosions or pyroclastic flows and is covered by sediments. The barren land is concentrated in the eastern half of the pumice plain. The surface of pyroclastic rock erupts at very high temperatures and is relatively free of large-scale erosion. Mudslides sweep down broad channels of pumice and pyroclastic rock. These surfaces remain unstable and heavily eroded. Sanctuaries include habitats where some of the original vegetation lives. Most refugia are located on north-facing slopes east of debris avalanches. Here, the explosive force has been somewhat improved. Some soil, seeds or buried plant parts may have survived. No conifers survived, and the remaining vegetation was usually dominated by understory shrubs and herbs, as well as the contributions of immigrants from the surrounding arid lands. Pyroclastic and drainage rivers are dotted with special sites that formed dense lepidoptera lupines in the first two years after the eruption. The biological oases they created encouraged the invasion of other species and the special case of representing primary succession. The results show that the lepidoptera on the pyroclastic surface are all produced by a few intrusions. Del Moral, R., Titus, J.H. and Cook, A.M. sampled 141 plots of 100-m² plots to reflect the range of mountain vegetation and environment. Vegetation data is the percentile coverage of each species in each small area, and the percentile coverage of species with the coverage less than 5% is determined as 0.01m² for by using the grid quadrate framework. The location of each plot is recorded on a grid on the pumice plain map. Lupine patches are a type of vegetation that is considered a unique habitat type because the presence of lupine has significantly altered the surface of wilderness and volcanic debris. This study used the non-trend correspondence analysis (DCA) to obtain indirect ranking. The results showed that the species frequency of different habitat types was different. There is a well-defined group of species that is almost limited to refuges, including forest shrubs and herbs, but no conifers. Other subforest species typical of mountain forests are sporadic and restricted to sanctuaries, rarely appearing on native surfaces.

Vegetation changes rapidly in some parts of the plain and slowly in others. Relict vegetation contributes little to the barren land a few metres away, and only in the vicinity of the relict does the vegetation structure of the barren land change. The existing vegetation of the sanctuary includes surviving understory species and many species that have invaded from arid lands. However, since many of these species have recovered their reproductive capacity, they can quickly settle on barren land once habitat allows them to survive. Occasional patches of lupine have accumulated a distinct flora in number. As these systems develop, they may become more predictable, as biological interactions limit species to narrower distributions and strengthen the relationship between environmental factors and the occurrence of species. The vegetation on this land is closely linked to the fastest recovery environment. In addition to the reserve and lupine fields, new wetlands are rapidly developing and will strongly affect the vegetation of the pumice plain.

3.SECONDARY SUCCESSION IN RED MANGROVE OF SOUTH FLORIDA

Secondary succession occurs in areas that were once inhabited. Such disturbances can be fires, floods, storms, droughts, landslides or human activities such as logging or farming. Secondary succession occurs faster than primary succession because soil is usually fully developed and suitable for the growth and colonization of organisms. In secondary succession, pioneer species are plants that adapt to use disturbances rather than bare rock. They usually include plants such as weeds and birch trees. Organic matter from pioneer species improved the soil, allowing other trees and plants to enter the area.

Mangroves are the dominant form of vegetation along the southern Florida coast. Formed in response to the salinization of areas along the biscany bay in north Miami, Florida, that formerly supported freshwater marshes. There are three species: red mangrove, white mangrove and black mangrove. Although the composition and structure of mangrove forests may vary greatly depending on local natural conditions, the species of mangrove forests are distributed in bands. In the 20th century, vegetation in south Florida underwent extensive changes due to human changes in hydrological conditions. Hydrological changes have led to salinization of soil and water, leading to landward expansion of mangrove vegetation along key Biscayne bay into previously freshwater swamps.

Urban development and associated hydrological changes have led to the expansion of mangrove vegetation. The digging of the mosquito ditch in 1935-1936 slowed the resistance to tidal water flow and promoted an effective average high water level to land. Freshwater marsh community experienced the succession of mangrove community, and its hydrologic changes led to salinization. The swamp appeared in 1938. The mosquito ditch appears to have contributed to the spread of mangrove areas in the western part of the site, while mangroves in other areas spread horizontally from the edges of streams and ponds. White mangroves are the main component of most of this new growth. In 1945 the freshwater marshes were surrounded by mangrove vegetation. Tidal ponds have shrunk in size. Rhizophora colonizes shallow water areas, forming scattered “islands of trees”. In 1958, mangrove vegetation covered the entire wetland area. The size of the tidal pond shrank further, and the merger of “tree islands” almost covered the central pond.

As individuals mature and need more space and resources to develop, competition becomes critical. These individuals influenced the development of the later colonists. Water-borne propagates are distributed seasonally and cotyledons are stored in such a way that seeds can develop temporarily under unfavorable conditions. When seedlings of impervious species grow under cracks in the forest canopy, they can grow into seedlings and gain fixed space and other resources. Minor damage, such as lightning, may sometimes make an intolerant species a crown member. However, a large number of fault zones are caused periodically by hurricanes, and may be the most important factor in maintaining the diversity of intertidal mangrove communities. Thus, intertidal mangroves can be conceived as mosaics at different stages of succession, with local interference facilitating the establishment of less shade-tolerant species, even in mature communities.

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Research on the Path to Improve the Employability of Financial College Students

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Abstract: At present, finance major with strong application and wide employment scope is one of the top ten popular majors in recent ten years, but there are still increasingly prominent employment problems. Employability, as the core influencing factor of College Students' successful employment, is an important breakthrough to improve the employment rate of financial majors. This paper starts with the analysis of the connotation of College Students' employability, and on the basis of studying the employment status of financial majors, probes into the factors restricting the employment quality of college students majoring in finance, and finally puts forward the possible ways to improve the employability of college students majoring in finance.

Key words:Finance major; College students; Employment; Ability

INTRODUCTION

The employability of college students is the summation of all kinds of sustainable abilities of grasping employment opportunities and smooth employment, including professional awareness, theoretical knowledge foundation, practical ability, professional awareness, social adaptability and professional development ability.

1.EMPLOYMENT STATUS OF FINANCE MAJORS

（1）Financial technology talents are especially favored by financial enterprises

Compared with previous years, banks, insurance, securities, trust and other financial enterprises are actively expanding the enrollment scale. In this year when digital transformation has become the consensus of financial institutions, financial technology talents are particularly favored by financial enterprises. This year, CITIC Securities has opened the recruitment of financial technology schools in 2021. The recruitment positions involve Internet finance, data application, big data, artificial intelligence, quantitative model, etc.; the recruitment objects are full-time undergraduate and above graduates at home and abroad; the majors are mainly financial engineering, data science, artificial intelligence, computer science, etc. The recruitment positions of CCB financial technology, a wholly-owned subsidiary of CCB, involve artificial intelligence, blockchain development, cloud computing, database development, mobile application development, platform system development, software test development, data management and analysis, technical operation and maintenance, etc.

（2）The employment field tends to be diversified gradually

College students majoring in finance tend to be diversified in the field of employment in the financial industry. The corresponding employment fields mainly include: commercial banks, securities companies, insurance companies, fund management companies, trust companies, leasing companies, private funds, policy financial institutions, Internet finance companies, third-party wealth management companies, the four major audit, management consulting, financial regulatory units and new financial companies. Due to the preference of school recruitment, banking industry is the main employment destination of financial industry every year. In general, the positions provided by commercial banks to new students mainly include teller, customer manager, investment banking department, financial market department, corporate business department, personal finance department, risk management department, etc. compared with banking financial institutions, securities, trust and fund have higher requirements on personal investment management and financial operation ability, which have a greater demand for employment every year, and attract a lot of them A college graduate majoring in finance.

2.FACTORS RESTRICTING COLLEGE STUDENTS' EMPLOYMENT QUALITY

（1）The post operation skills are not suitable for the actual needsThe financial industry is a service-oriented industry, which is more cutting-edge, and has higher requirements for the comprehensive ability of graduates. At present, the knowledge and ability of students majoring in finance can not meet the needs of work. On the one hand, because the specialty and curriculum of colleges and universities fail to keep up with the development and changes of the times, the dislocation between the demand side and the supply side of talent training is more prominent, and the requirements of the knowledge learned by the employment post are higher than the knowledge level of the students when they leave school. On the other hand, due to the limitations of the venues and teachers, as well as the incomplete design of training content, the current practice teaching can not play a good role, and the teaching effect is difficult to show. It leads to the lack of practical experience of college students, the ability of post skills operation is not high, can not meet the requirements of all aspects, help students to improve their employability is limited, which has become a practical obstacle to employment.

（2）Classroom teaching is not in line with the requirements of improving students' practical ability

After graduation, students majoring in finance are mainly engaged in insurance, banking, securities, futures, micro loans and other industries. Each industry has different requirements for students' business operation ability, and there is a parallel migration relationship between them. Before the students do not know what industry they will be engaged in, that is, before employment, students should fully master the relevant skills of various industries during their study in school, but the reality is that it is difficult to meet this requirement no matter from the time of study or the allocation of teachers in the school. Therefore, many schools can only focus on the teaching of a few industries, and can not fully cover the relevant business capabilities of various industries, which limits the improvement of students' employability. Especially in emerging industries, although there is a large demand for financial college students, but due to the lack of students' ability, many students are difficult to adapt.

3.WAYS TO IMPROVE THE EMPLOYABILITY OF FINANCE MAJORS

（1）To meet the new demand of financial market to train talents

In the new era of financial internationalization, new normal of economy and rapid development of financial science and technology, the cultivation of financial professionals should be guided by social needs, take employability and employment posts as the breakthrough, focus on training talents in urgent need of regional economic development, and cultivate students' solid financial professional theory and skills, comprehensive application ability, entrepreneurial consciousness, innovation ability and multi learning Subject background and cross-cultural communication ability as the main line, layer by layer decomposition, make full use of various network platforms, unlimited extension of teaching time and space, extend teaching time. At the same time, the university should strengthen the contact with the industry. Through the industry's information feedback on the current talent demand, such as ability, competency and knowledge reserve, the university should jointly formulate a talent training program that conforms to the development characteristics of the University and the actual situation of college students, further innovate and improve the talent training mode oriented by the new market demand, and realize the seamless link between talent cultivation and market demand.

（2）Reform and innovation of professional courses

In order to cooperate with the implementation of the market demand-oriented talent training mode of finance, the school should comprehensively carry out the professional investigation and Research on the financial industry, determine the training objectives of the finance major, realize the transformation to the theory + practice teaching mode as soon as possible, strengthen the integration of Finance and the background of the times, and constantly optimize the finance education. The school should work with banks, securities companies and insurance companies to refine typical practical tasks, and determine and develop practical curriculum contents that can highlight regional and industrial characteristics. According to the working process and the law of talent growth, design practice teaching system such as practice, training and experiment, encourage college students to participate in financial innovation competition, stock speculation competition and financial technology competition, so as to improve students' practical ability. At the same time, we should broaden students' knowledge and increase their learning opportunities in big data, cloud computing, blockchain, artificial intelligence, psychology, behavioral science and other fields.

CONCLUSION

Financial industry is not only a high salary industry, but also a high rate of job hopping. Therefore, it is necessary to run through the whole teaching system. The school should grasp the concept of "enrollment means employment", adhere to the concept of all staff, the whole process and the whole career, carry out the employment guidance work in different levels, categories and stages, and do a good job in the whole process of students' employment education and service from the beginning of enrollment. Under the premise of adhering to universal guidance, colleges and universities should expand the personalized employment guidance mode, introduce the actual needs of financial employers into the classroom, include graduates' employment indicators in the comprehensive assessment of departments, actively advocate colleges and universities to take overall responsibility for the employment work of graduates, and relevant functional departments should implement it step by step to help students establish a correct outlook on employment and career choice to improve the level and ability of job hunting and employment.

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The Spectator in the Self-Identity Examination——On the Death of Daisy Miller by Henry James

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Abstract:Born in America but later naturalized as British in 1915 and spent almost two thirds of his life there, Henry James was always conscious of his transnational identity. Attributing to his unique living environment and experience, he tended to observe the identity as a spectator and always portrayed some characters with strong sense to have self-examination on themselves in his literary works. Meanwhile, these characters seem to reflect James' role in his life as a calm and wise spectator to observe the world as well as himself. This study attempts to have dialectic analysis on the tragedy of character Daisy Miller with consideration of Daisy's weakness--ignorance and Winterbourne's strength——self-examine. Finally, seeing how destructive it is to be ignorant and how wise it is to have sense of self-examination, the importance of non-ignorance would be brought so to make us be conscious of self-examination as a spectator in the process of self perfection.

Keywords: Identity Self-examine Spectator Tragedy Daisy Miller

INTRODUCTION

Henry James (1843-1916) is an outstanding American writer in19th century after Nathaniel Hawthorne and Herman Melville. Meanwhile, he was also an exceptional one in the literary firmament with a unique view to portray the character in his literary works due to his special living environment and experience. Born in America but later naturalized as British in 1915 and spent almost two thirds of his life there, James made his works more enlightening with his unique identity in surrounding environment. Since his father always brought him to travel around the world and provided him with various educational modes by sending him to different schools now and then, James started to be a spectator when he was young. Being a spectator to view the world in a circumstance that was different from that he was accustomed to before; he gradually formed the habit and more caution minded rather than engaged into the activity with self lost. With more consciousness on the society and people, James chose to be a spectator who turns out to be more intuitive and insightful than those always stayed in one immobile society and took everything for granted without critical mind. As a spectator, James realized how important the consciousness of self-examination was after he calmly viewed the world full of impotence, tragedy and imperfections, especially in the passing of his cousin Minnie Temple and the collision between different societies. Therefore, James put his moral view carefully in his work — self-examining, which turned out to be the ultimate truth that he seeks in all his life. The metaphysical faith he pursues is the truth, to reveal what is essential for people to pursue a complete and perfect life. Although he is commented as the one who never taught moral lessons in his works, his moral view, which turned to be the emphasis on the truth that required people live with self-examination. In many of his works, James makes people have deep reflection on themselves. Although James not only experienced the pain in tragedy but also looked coldly from the side-lines at various tragedies, he never gave up the noble calling of literature as Arnold Matthew pointed, "culture is a concept that included-a refining and elevating element, each society's reservoir of the best that has been known and thought." So he earnestly advised people to realize the importance of living with sense of self-examining as a calm spectator.

As Edward W. Said said, "culture is a sort of theater where various political and ideological causes engage one another". From his point of view, there is some relationship between literary works and hidden ideology to be expressed in literary works. By constructing an ideal world in his works as an Utopia for fine society and human beings, Henry James set good example for people to realize and pursue the self-examining. In one hand, he presented the tragedy in the character who lives without consciousness of self-examining. In the other hand, he presented the wise one who views the world as a spectator to educate us examine ourselves and keep perfecting our nature, so to achieve the improvement for both individuals and the whole society.

Daisy Miller won the tremendous success for James for the first time. The story is told through the eyes of spectator Fredric Winterbourne about an American girl's tragic experience in Europe. Daisy Miller was a rich and charming American girl who enjoys the social activity with self-value maintained and ignorance of living environment. Since Winterbourne met Daisy in Switzerland, not only he kept observing Daisy from words to behavior, but the characters of other figures. From Switzerland to Rome, after seeing how Daisy behaved in various countries, how people commented with negative opinion on her, Winterbourne examined himself as well from tragedy in Daisy's fate.

BEING IGNORANT

With no regard to contemporary social norm, Daisy liked to get her own way, which not only drew harsh critique and even despise on her, but also lead to her tragic fate--died of Roman fever as he did something that was uncommon in the society which she was in. As Hannah Arendt pointed the absolute goodness is no better than absolute evil in his work On Revolution. Although she did not do anything harmful to others and society, her ignorance committed the guilt.

Death of Daisy is suitably dramatic. Although leaving of an ignorant and beautiful girl was such a sudden strike for us, it seems the ending of plot was within our expectation as our worry on Daisy for her improper behavior in certain circumstance was fixed when we read the story at the beginning. Therefore, Daisy is not innocent but ignorant. In a word, her ignorance was the greatest weakness.

Karl Marx ever said "Human Nature is in fact a sum of all social relation". Since we came to the world, there is no moment for us to be separated with society. Once we live without the consciousness of the circumstance around us, then we would become the strange and horrible monster for the society, and finally been kicked out with miserable ending.

When Winterbourne met Daisy for the first time, though he thought Daisy was extraordinary attractive and "not seen for a long time anything prettier than his fair countrywoman's various features" with "the tournure of a princess ", Daisy still left him as impression of "common" "wild" and " American flirt". Being different from other girls in Geneva, Daisy neither offended nor flattered with Winterbourne's chatting way which was thought improper in contemporary Geneva, but also became more talktive than Winterbourne which made him aware that "it was many years since he had heard a young girl talk so much" after he moved away from American and lived in a totally different circumstance that stressed the different social norm.

Later when Daisy was invited to have a mini trip to Castle of Chillon with the only partner Winterbourne, she still followed her way of doing things no matter what others say or think, though the journey with only male friend was regarded as "an escapade" or "an adventure".

Daisy Miller was extremely animated; she was in charming spirits; but she was apparently not at all excited; she was not fluttered; she avoided neither his eyes nor those of anyone else; she blushed neither when she looked at him nor when she felt that people were looking at her.(qtd. In James:25)

It is not clear whether her over-confidence or self-centeredness made her be ignorant of the surrounding environment, but it is obvious that such behavior under the guide of ignorance made her notorious and rejected by society. When Winterbourne arrived at Rome after several months, he was even shocked with his aunt's description on Daisy's social affair. She was paraphrased as the girl who comes to a party and brings with her "a gentleman with a good deal of manner and a wonderful mustache" that makes much talk. Nevertheless, finally Winterbourne's confusion and doubt was convinced by his eyes. When he visited Mrs. Walker after he arrived in Rome, he met Daisy again. Although all people except Daisy were sensitive to her bad fame of being with Mr. Giovanelli all day long, Daisy still put forward to bring her intimate partner Giovanelli to Mrs. Walker's party and introduced her intimate friend Giovanelli "without a tremor in her clear little voice or a shadow in her brilliant little face." When she was almost doubted and challenged in her living environment, Daisy still maintained ignorant and didn't put herself in others' or society's position to have closely examine on herself. Just as she said "I don't see why I should change my habits for THEM." Therefore, she kept being ignorant and sneezed the social norm. What's worse, by doing what common people feared or despised, she even did on the opposite side. She wanted to prove that she was the unique one who is different from others, she went to the Colosseum with Giovanelli in the most dangerous time of the year when the possibility of getting infected by pernicious was most high. As a result, it is natural for her to pay the price for her reckless behavior, which turned out to be her tragic ending--death.

Like as her name symbolized, the flower language of daisy are ignorance and purification, character Daisy also was a perfect incarnation of ignorance. However, being different form flower, swaying in the wind with leisure, which rooted in the ground with self blossom and fade, Daisy live in the society. Even she maintained the quality of "Natural Man" of being ignorant and pure, it is still necessary for her to take society into consideration. Since social norm is formed and agreed by most people in the society, once Daisy totally ignored the general-accepted acquiescent rule, she would face the trouble brought by this kind of conflict between self-norm and social norm. Finally, this duality will inevitably pushed her to be the victim of her tragic character. The danger of being completely ignorant is no less than being absolute sophisticated. As a result, both these two kinds of people reach to the same destination.

Ignore ignorance

Daisy made mistake again when she didn't realize her weakness, in other words, she ignored the harm of being ignorant. Busily engaged into various social activities, she hardly examined herself as a calm and wise spectator. Therefore, it is impossible for her to get any improvement. In her mind, everything she did was reasonable and right. Being so self-centered, Daisy never questioned herself: Am I right?

After getting known that she was refused to been introduced to Winterbourne's aunt Mrs. Costello, who thought Daisy was "wild and common", Daisy laughed it off. Rather than having deep reflection on herself to see why Mrs. Costello didn't want to know her through introduction of Winterbourne, she just laughed and said "Gracious! She IS exclusive" to attributed the reason of being refused as exclusiveness in Mrs. Costello instead of her own improper behavior that is irreconcilable with society. How self-centered she was. Her arrogance blinded her mind to conceive her dangerous ignorance and prevented her to examine herself as an imperfect object.

Later, when almost everyone besides her prevented her going to walk with Mr. Giovanelli, arrogant Daisy still kept quite closed-minded and do everything at her will according to her principled nonconformity. Both Mrs. Walker and her mother all gave friendly and decent advice to Daisy not to hang out with Giovanelli at the "hour for the throng of carriage and of contemplative pedestrians" which was destructive to her reputation, but Daisy still went her own way. Her ignorance was very obvious in others' eyes. When others convinced her not to be that rude all out of kindness, Daisy even refused the kind advise from those calm spectators. Since it is very difficult to examine oneself as a spectator, then her refusal of spectator's advise made it more difficult to examine herself. For the sake of her face after considering the presence of Winterborune, Mrs. Walker and her mother gave her indirect advise not to behave improperly like that, so they respectively said "Alone, my dear--at this time?... I don't think it's safe, my dear", " you'll get the fever" ,"my dear young friend, don't walk off to the Pincio at this hour to meet a beautiful Italian". However, Daisy didn't listen to them at all, which made the kind Mrs. Walker more worried and cared about her. Finally, taking Daisy's reputation into consideration, Mrs. Walker "cannot sit still for thinking of it" and decided to try her best to prevent the girl "ruin herself" before she "running absolutely wild" as "fifty people have noticed her"，so she planned to take Daisy home. From her point of view, Daisy was "crazy". However, Daisy was still obdurate, which made Mrs. Walker have to prevent her with a more direct way. She told to Daisy, "It may be enchanting, dear child, but it is not the custom here", "you should walk with your mother". Since "you are old enough to be more reasonable", you cannot be regarded as a "very reckless girl". She asked or even pleased Daisy to drive with her. Advising Daisy in earnest words and with good intentions, still she was pushed away mercilessly with rebellious and cold refusal.

Daisy gave a violent laugh. "I never heard anything so stiff! If this is improper, Mrs. Walker," she pursued, "then I am all improper, and you must give me up. Goodbye; I hope you'll have a lovely ride!" and, with Mr. Giovanelli, who made a triumphantly obsequious salute, she turned away. (qtd. In James: 40)

By ignoring her ignorance, Daisy further strengthen the impression that she left on others: "indelicate" "uncultivated" and "horrible". She took everything she did for granted, so it is unlikely for her to examine herself as a spectator, which made us thought she deserved her tragedy.

Since we saw the similarity that we shared with Daisy about the weakness of being ignorant, which even leads Daisy to death, we would feel been purified and be more cautious about this terrible fault rather than only being thankful that we are not victims of this weakness. As Aristotle ever said, tragedy could "imitate actions arousing fear and pity." By showing how harmful ignorance is, James taught us an important lesson in our life--the importance of being not ignorant.

EXAMINE MYSELF AS A SPECTATOR

With a special point of view, the story was also spread with the limited third person narrator's psychological activity, thus showed us how self-examining guides our life and made us to be the more civilized. From the beginning to the end of the story, Winterbourne never stopped having examine on both himself and others. Without his examine, the story was like the huge iceberg with a large part calved.

Winterbourne examined Daisy since they met each other as a wise and calm spectator, but he never interfered and left well alone. Being placid and calm, he watched how Daisy made her tragedy with much care and worry, just as he said "it makes very little difference." From the vague and confused impression on Daisy to the clear and deep understanding of Daisy, there is no moment that he stopped examining Daisy as a spectator. From the impression of Daisy as "folly and light flirt, to the conclusion of "odd mixture of audacity and puerility", it is his examine made he more and more objective and tolerant on the forming of tragedy.

On the other hand, one more remarkable quality is his self-examining, which was not only critique for his mistakes, but also warning to require him to have more examine on himself. No matter what happened before him or what he saw strange to him, he would always examine himself at the first time. Putting himself in a humble and tolerant position to view the world, he always improved and perfect ed himself in the process of self-examining. Therefore, he was the only complete man in the story as he maintained the vitality when he examined himself while others were portrayed as dull and immobile character compared with him.

At the very beginning of the story, Winterbourne showed his caution in his self-examining as a spectator on the difference between exotic environment and local environment. After he saw the things in front of him, what comes to his mind firstly was if his long day in Geneva made him “lost his instinct”. Being discouraged and disappointed with Daisy’s change after several months when he arrived in Rome, he told himself “not definitely flattered himself that he had made an ineffaceable impression upon her hert” rather than accused Daisy as a cold and unfeeling girl. Later, lost in the anger that Daisy showed more favor on Giovanelli but not himself, Winterbourne controlled his emotion in time. He examined himself and came to the conclusion that it is his own one-sided thought that made him angry and dispirited from his deep reflection on Daisy. The story ended with a melancholy scene that gentleman Winterbourne “listened to him: he stood staring at the raw protuberance among the April daisies.” Facially seen, he stared at tomb peaceful, but it could be inferred that how turbulent in his heart with various pain and infinite regret after he realized what big mistake he made. Daisy left the world with over and over order to her mom “mind you tell Mr. Winterbourne”, which required her to tell Winterbourne that she was not engaged with Giovanell for three times. Winterbourne always thought Daisy might got engaged with Giovanell, which made Daisy left the world with concern and pity. Examining himself again and again, finally by repeating the words of his aunt “I was booked to make a mistake. I have lived to long in foreign parts,” Winterbourne criticized himself on his mistakes.

Nevertheless, his self-examining relieved the grief of readers had on the death of Daisy as it made us felt pleasant to some extent in his self-improvement. Meanwhile, readers would also get alerted in his good example setting to have more consciousness on self-examining, thus civilized themselves as the spectator to see their faults.

As Socrates ever said “Unexamined life is not worthy living.” Henry James examined himself during all his life. In James’ Autobiography, he expressed the consciousness of self-examining as a spectator in surrounding environment. By revealing conflicts in his family as a spectator, he also summarized all his life and what is most important in his life. Therefore, stand high with consciousness of humanistic concern and critics, he stressed how important and earnest it is to examine ourselves for more complete conscious being. As E.M. Forster pointed out in his work Aspects of the novel, he stressed “when it acquires new sensitiveness; and the novel's success lies in its own sensitiveness, not in the success of its subject-matter. ” It is Jame’s special living experience and his sensitiveness that is to keep sensitive to the environment and ourselves, and make progress in reflection after comprehensively examine on ourselves. What’s more, in order to make it clearer, James tries to construct an Utopia full of ideal models who have consciousness of self-examining and good nature to be further civilized in self-examining. Then all of these models were like invisible necessity in his works observing themselves and others as spectators, which left us great influence in which learn to be the one with consciousness of self-examining with calm observation and reflection and have further improvement of our nature in self-examining.

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Gender Income Inequality and Female Poverty from the Perspective of Human Capita

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Abstract： The income inequality of the labor force under the gender difference forms a long-term income gap between the female group and the male group, which makes women more likely to fall into relative poverty, resulting in an ever-increasing and inextricable cycle of poverty. Human capital is a powerful perspective to interpret gender income inequality. From the perspective of human capital, family care responsibility and maternity responsibility affect the competitiveness of women's human capital. The accumulation process of women's human capital deviates greatly from the needs of enterprises. Maternity insurance increases the risks of human capital investment in enterprises. The low rate of return of women's human capital results in a vicious circle of human capital investment.

Key words: human capital, income inequality, female poverty

INTRODUCTION

Over the years, countries all over the world have taken various measures and made various efforts to reduce poverty. However, poverty is still a "cancer" that has not been conquered and eliminated in the world. With the deepening of poverty research, the research perspective of individual or specific groups as the research object has attracted more and more attention, with female poverty bearing the brunt.

As to why women are more likely to fall into poverty, previous studies have explored the mechanism of action from the perspectives of family care, labor market, occupational segregation and discrimination, economic dependence, etc. From the perspective of dynamic evolution, this paper regards poverty as a continuously deepening abnormal state, which is characterized by lower income than normal people in economy. Based on Muir's causal principle of cyclic accumulation, this paper attempts to explain the general and continuous relative poverty of women through gender income inequality in the labor market.

I. AN IMPORTANT WAY TO EXPLAIN FEMALE POVERTY: GENDER INCOME INEQUALITY IN THE LABOR MARKET

Income inequality and poverty are two distinct but closely related concepts. A simple understanding of the relationship between the two can be regarded as an expression of unequal resource allocation, which leads to polarization between the rich and the poor. Extreme and persistent income inequality will lead to poverty. It is undeniable that the economic situation affected by income inequality is indeed an important indicator to measure poverty, and gender income inequality in the labor market has an important explanatory power for female poverty.

In 1974, Nobel laureate Muir proposed the famous "circular cumulative causality principle", which was highly praised by western economists as "a new standard of socio-economic analysis method", and provided a new analysis perspective on the occurrence of poverty. Muerdahl believes that social factors are interrelated and influence each other. Changes in one social factor will lead to changes in other factors. These driven change factors will once again strengthen the initial changes, thus the process of social and economic development will change in the direction of the initial changes in a cyclic manner. Although Muir takes the country or region as the analysis perspective, this theory is also applicable to groups or individuals. For the poor groups, the income gap with non-poor groups will keep them in a vicious circle. Only by breaking the ever-widening income gap trend, narrowing the income gap and curbing the cumulative causality of this circle can the poor groups end the downward circulation force in the dynamically evolving process of poverty, fundamentally reverse the vicious circle of poverty and break the shackles of poverty.

The phenomenon of female poverty is interpreted from the gender income gap in the labor market. After the development and expansion of the gender income gap in the labor market, the weak economic status of women is continuously strengthened, and the long-term weak economic status finally forms the relatively poor status of women. The income gap between women and men in the labor market can be regarded as the initial change factor. The lower income affects women's various inputs to obtain higher labor remuneration, thus creating a vicious circle of "low return-low input-lower return". The lower income in the labor market, like a magic spell, firmly imprisons women in a weak economic position, making women more likely to fall into poverty than men.

As a special social phenomenon, gender income inequality has been widely concerned by the academic circle because of its influence[1]. This paper chooses the perspective of human capital, and analyzes the formation path of gender income inequality in the labor market to explain how female poverty is formed step by step.

II. GENDER INCOME INEQUALITY FROM THE PERSPECTIVE OF HUMAN CAPITAL

Human capital is the main theoretical tool to explain the income difference between men and women, and it is also an important theoretical tool to explain poverty. Adam Smith, the originator of economics, was the first to realize the role of human capital. He regarded human capital as part of fixed capital. However, Schultz and Becker pushed the concept of human capital into theory and conducted a large number of empirical studies with wide influence. Becker pointed out clearly in his book Human Capital published in 1964 that human capital plays an important role in the process of economic growth and increasing national income. Similarly, Schultz believes that the theory of human capital is a new discovery in anti-poverty research. In his view, the reason for poverty in poor countries lies in the low proportion of human capital investment in many capital investments. In modern economy, the contribution of human capital attached with knowledge, ability, health and other factors to economic growth is more significant, and the improvement of human capital is far more important than the increase of material capital and labor force. Schultz's theory of human capital and the traditional theory of agricultural transformation together constitute an important solution to his anti-poverty strategy research.

In the framework of neoclassical economics, human capital represents stronger production capacity, higher profits for enterprises and higher wages for individuals. This framework acquiesces to the assumption of complete competition in the labor market, regards the differences in labor's human capital as the main source of income inequality, and the main way to promote wage growth is to increase the input and accumulation of human capital[2]. However, the neoclassical economists explained the gender income inequality in the labor market from the perspective of human capital with the two-way rational choice of women and employers. On the one hand, women actively and "rationally" chose occupations that have relatively small investment in human capital but are able to take care of their families. Compared with men, women need to focus more on family affairs, resulting in a corresponding reduction in their efforts in work[3]; On the other hand, employers "rationally" choose women to work in positions with relatively low dependence on experience or skills, so as to prevent women from quitting work due to childbirth or family burden, thus reducing the return on training investment[4].

1. Family care and reproductive responsibilities, resulting in low competition for female human capital

Under the framework of human capital theory, the fact that women bear more family care responsibilities and explain the income difference between different genders has diverted the energy to invest in human capital after entering the labor market. Due to the asymmetry of market information, rational employers often follow the principle of large numbers and have a low preset of women's energy distribution in the labor market. This preset affects the evaluation of women's human capital, thus creating a gender income gap[5]. In the family structure, women are given more care responsibilities due to the confinement of traditional ideas. Although with the development of the society, women's participation in social life is getting higher and higher, but the usual division of labor in the family is still continuing. Women bear more responsibility for caring for the family in the home and are engaged in most or all of the daily cleaning, food care, child care and other household chores, which are far higher than the proportion of men engaged in these household chores. Children's education and support for the elderly, which require the joint participation of both husband and wife, are also much more shouldered and participated by women than by men. Compared with married and childless women, child care makes women spend more time on housework, and the time for work, leisure and rest is diverted.

Family care and reproductive responsibilities have encroached on a large amount of time and energy of women, squeezed working hours and affected work efficiency, resulting in the common judgment of rational employers that women have limited human capital accumulation, low competitiveness and low quality. In addition, due to the biological characteristics of reproductive behavior, it is more sensitive to women's reproductive age. Most women choose to have reproductive behavior at the right age stage, which coincides with women's employment period. Reproductive behavior has serious conflict with the accumulation of human capital during employment period. Over-heavy family care responsibilities and the responsibility of procreation and nursing for nearly a year have even led to the interruption of the accumulation of women's human capital.

2. The process of accumulation of female human capital deviates greatly from the expectation of enterprises

From the perspective of human capital, equality of education should lead to equality of gender income, but this is not consistent with the fact that gender income is constantly expanding in reality. The explanation of the gender wage gap in the current Chinese labor market by human capital theory is not satisfactory[6].

Scholars who hold this view mainly focus their research on the pre-employment period. However, the accumulation of human capital is not only a way to obtain education and training, "learning by doing" is also an important way to accumulate human capital[7]. Family care and reproductive responsibilities have affected or interrupted the accumulation of human capital in "learning by doing" so that the accumulation rate of human capital for women lags behind that for men. At the present stage when knowledge changes are accelerating, the accumulation of human capital before taking up employment plays a more signal screening role and becomes a stepping stone or admission card for obtaining a certain employment opportunity. However, compared with the accumulation of human capital acquired through academic qualifications, employers attach more importance to the acquisition of human capital acquired through "learning by doing" after joining the job, which means closer to the job demand and continuous ability output. Driven by the interests of the enterprise, employers need to consider the return on human capital investment when selecting employees, and will pay special attention to the return on human capital investment after employees enter the job. The employer's expectation for the return of human capital is different from that of the accumulation of female human capital, which results in the employer's "rational" tendency to choose male employees.

As a "rational person", an enterprise will make rational calculation when selecting employees, investment-income analysis of human capital. At the stage of employment of labor force, due to the influence of traditional concepts and family division of labor, enterprises have a low degree of anticipation on the accumulation of women's human capital[8]. Fertility behavior makes it more difficult to judge whether women will continue to work. Once women choose to leave the labor market after giving birth, enterprises will face huge sunk costs of investment due to the loss of human capital. Even if women return to their posts in time after giving birth, the interruption of work during childbirth will also increase the business burden of enterprises. Enterprises, as "rational people", have higher costs of employing female labor force and lower returns on human capital[9]. In order to avoid such human capital investment risks, they are bound to adopt evasive human capital investment strategies in their recruitment. In the competition in the labor market, the female labor force cannot compete with the male labor force and is in a weak position, which is actually the result of rational choice of enterprises. When recruiting, enterprises will take the initiative to recruit fewer or no women of childbearing age, thus externalizing the risk of such human capital investment.

3. Maternity insurance has increased the cost of human capital investment in enterprises and intensified discrimination against women in employment

In the previous perspective of human capital theory, one problem has also been neglected. The essence of maternity insurance is to ensure the continuation of women's work during childbirth, but in reality it has resulted in employers' purposive choice-employment discrimination. A system aimed at protecting the reproductive rights and interests of working women has to some extent weakened its influence on women's employment.

From the social attribute, reproductive behavior and parenting behavior are to increase and cultivate labor force for the society, which is a very important social behavior. It is unreasonable for the burden of reproductive behavior to be borne solely by enterprises or by individual women and families. However, in the current maternity insurance system, the enterprises that employ employees pay maternity insurance, and regard the enterprises as the main body responsible for female reproductive behavior. Employing female labor force means that they need to bear an extra portion of the reproductive cost. The reproductive behavior results in the operating cost of the enterprises, and the enterprises themselves have no logical basis to bear it. For enterprises, the production cost is inherent and has to be borne. However, the birth behavior is external and has no inevitable connection with the business process of the enterprise itself. Enterprise's aversion to cost and natural preference for profit have resulted in the transfer and externalization of human cost. In reality, due to information asymmetry, employers cannot know exactly the probability that employees will enjoy maternity insurance and return to their original positions after completing their reproductive behaviors. This uncertainty makes employers who tend to bear maternity insurance face the risk of adverse selection of female employees (all women employed by enterprises enjoy maternity insurance and tend to leave their jobs at the end of their reproductive period). While compulsory and universal maternity insurance protects the rights of women during their childbearing period and prevents adverse selection in the maternity insurance market, it may also strengthen the enterprises' constant externalization and transfer of increased costs due to the provision of maternity insurance. For enterprises that are not willing to bear maternity insurance and increase operating costs, either reduce women's wages or reduce the proportion of women employed. No matter how enterprises choose, it will further lead to distortion of the labor market and reduction of the efficiency of human resources allocation.

Under the condition of market economy, the maternity insurance responsibility borne by the enterprise will cause the female employees to significantly increase the enterprise's maternity cost. The essence of an enterprise is profit-seeking. In order to reduce the cost increased by the sex of employees to the greatest extent, the enterprise either avoids employing women, or evades maternity insurance after employment, or employs at a lower cost. Maternity discrimination leads to employment discrimination of women in the labor market. At present, China's maternity insurance focuses on the protection of women's reproductive rights, but it only compensates for the value of women's reproductive responsibilities. The low labor supply efficiency caused by reproductive behavior will further strengthen the exclusion of women in the labor market. This over-protection of women's reproductive rights in employment is likely to turn into a double-edged sword.

4. Income inequality leads to a vicious circle of female human capital investment

Human capital accumulation is firstly an investment behavior, involving rational calculation. Rational people will inevitably compare costs and returns before investing in human capital. According to the theory of human capital, investment in human capital can obtain returns. For individuals, investment in human capital is to obtain ideal returns in the future. Only under the expectation of ideal returns can early human capital investment behavior occur[10]. Investment in human capital such as education improves the production capacity of individuals and can bring greater output to enterprises. Therefore, enterprises are willing to pay wages for higher human capital.

However, the income gap between women and men in the labor market provides a natural barrier for this "investment-return" transformation. Women's employment discrimination and relatively low income in the labor market have caused women to face high input and low output of human capital investment when entering the labor market. The low rate of return on human capital has led to increasing investment risks of women's human capital, which is easy to further cause women to reduce human capital investment. At the present stage, the theory of "useless reading", which is widely spread among the middle and lower classes and is in full swing, is a vivid portrayal of the hesitation in human capital investment caused by the low rate of return on human capital. According to the Matthew effect, this rational choice based on "investment-return" will lead to a vicious circle of human capital accumulation, which will lead to a vicious circle of income inequality among women. The phenomenon of women's relative poverty will intensify under this "rational choice".

III. CONCLUSION AND PROSPECT: HOW TO REVERSE FEMALE INCOME INEQUALITY AND ALLEVIATE FEMALE POVERTY

The long-standing gender income inequality in the labor market has an important explanatory power to the relative and dynamic poverty of women, and the human capital theory is a powerful perspective to interpret the gender income gap in the labor market. Previous human capital theories have neglected employment discrimination and income inequality caused by maternity insurance. Maternity insurance borne by enterprises increases the risk of investment in human capital. Due to the consideration of "rational people" pursuing profits, rational behavior in enterprise recruitment will aggravate employment discrimination and affect women's income. At the same time, family care and reproductive responsibilities affect the accumulation of women's human capital, resulting in low competitiveness of women's human capital and low rate of return on human capital investment. The negative effects of the two have in turn intensified women's human capital investment.

To reverse the income inequality of women and alleviate the relative poverty of women, it needs to be strengthened from the perspective of human capital. From the perspective of human capital, we need to perfect the maternity insurance system, reform the old-age care system and strengthen the support for early childhood care to compensate the burden of women's roles and release the potential of women's human capital. Pay attention to the value of women's human capital and tap the potential of women's human capital through the development of flexible employment market. Strengthen consciousness guidance, emphasize male fertility and family responsibilities, improve citizens' awareness of gender equality, and partially relieve women from family responsibilities.

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Research on Improving Quality Management by Applying Big Data

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Abstract: Big data is a product of the Internet era, which can provide comprehensive data, obtain data details and mine data value for quality management when applied in quality management. The main process of applying big data to improve quality management is divided into data acquisition, data processing and data analysis application. Big data technology can be used in different types of quality management and lay a solid technical foundation for the development of China's market economy.

Keywords: big data technology; quality management; big data

1.INTRODUCTION

The application core of big data technology is mainly divided into the use of big data for cross replication reconstruction of things and the use of data mining technology for deep mining of target data to meet the needs of users. The application core of big data technology plays an important role in quality management, which can be used in quality process control, quality detection, quality optimization and other quality management work, providing rigorous and scientific quality management means.

2. BIG DATA

At present, there is no accurate definition of big data in various fields. Compared with ordinary data, the essence of big data is "big". Big data is the product of computer network, which has massive data and can realize the rapid transmission of data. Big data has a diversified foundation, such as data acquisition technology, data processing technology, statistical analysis technology, and result presentation technology. Each technology can provide branches according to user needs. For example, results can be rendered using cloud computing, cloud tags, or diagrams. The value of big data technology is not only to master the massive data information, but also to carry out professional processing on the massive data and to mine the data value.[1]

3. THE ROLE OF BIG DATA IN QUALITY MANAGEMENT

3.1 Big data provides comprehensive data for quality management

In the past, as long as the data collection was completed, the data would be discarded. After the product leaves the factory, the relevant quality management data will be stored in the file. As long as there is no after-sales service, the production quality management data will not be called. In the era of big data, product quality management data will enter the enterprise production database, and the automatic analysis program will track and analyze the data, explore the rules between the data, and provide information basis for production management. Enterprises can transform the big data generated in the production process into core competitiveness and improve the market share by improving product quality.[2]

3.2 Big data obtains data details for quality management

In the era of big data, data analysis technology can be used to analyze massive data, and data related to one aspect of product quality can be specially processed. It is no longer necessary to rely on the traditional data sampling processing. Compared with data sampling, it has higher accuracy, and can also mine the detailed information that cannot be obtained by sampling from massive data. In the process of product production, product quality data can be obtained through online monitoring equipment and automatic intelligent data acquisition and analysis system.

3.3 Big data mines data value for quality management

Data in traditional quality management often only focus on accuracy and repeated data collection, which needs to be processed by statistical software, and the value of the data obtained is limited. In the era of big data, quality management can obtain large-scale data through big data mining technology, and discover the rules and changes of data from massive data, deeply mine the value of data, and find the starting point of quality optimization reform from data.

4. APPLYING BIG DATA TO IMPROVE QUALITY MANAGEMENT

4.1 Big data quality management process

The first is data acquisition. Under the title of big data technology, a long time of information collection is needed to form a valuable product quality report. In the process of collecting quality management information, big data needs to pay attention to two key points: one is the whole process collection of quality information. In the past, quality management attached great importance to the quality of products themselves, while modern quality management focused on highlighting the performance of products and extending the service life of products. It is not only necessary to control the production process of products, but also to control the early process of product production, such as material procurement, production technology, production process, shipping process and after-sales service, so as to realize the quality information of products and to ensure the quality of products. In this process, in order to collect quality information, it is necessary to collect all the quality information in the discrete stage of the product, and strive to obtain the complete data of the product, Which is helpful to lay the foundation for the later data mining work. The second is the accurate collection of quality information. In the period of product information collection, due to the limitation of professional skills, work attitude and information collection quantity of information collection personnel, the collected information may exceed the quality management requirements or cannot meet the quality management requirements, resulting in a large number of useless information. Or in the process of information collection, due to the limitation of product quality testing tools or data collection channels, the collected product quality information is not accurate, and valuable information and worthless information are interlaced.[3] In view of the problems that may occur in the process of product information collection, the quality management work needs to improve the accuracy of information collection according to different product characteristics, and ensure the accuracy of data through the process of collection, verification, judgment and storage, so as to provide accurate data materials for the next data processing.

The second is data processing. The data collected in the process of product quality management by applying big data technology are not all valuable. One of the characteristics of big data is that it has massive data, and the data value density is not high. After the application of big data, unstructured data in product quality management has been significantly increased. Therefore, it is necessary to process the collected information of the whole process of products, classify, sort out, summarize and store all kinds of information, judge whether the collected information is related to quality management, and clarify its connection degree, eliminate the worthless information, and retain the closely related data. In the process of data processing, it is necessary to ensure the amount of data in this stage, in order to further improve the accuracy of subsequent data analysis and to avoid the occasional data becoming representative data due to the lack of reserved data.[4]

The third is data analysis and application. The internal technical system of big data technology is more complex, which can provide perfect analysis means for product quality management. The data provided in the above stages can be used to judge product quality and provide basis for product quality management. When the big data technology collects enough valuable data, the product quality control work can establish a product quality data control platform according to the corresponding data, carry out the whole process quality control of the product, and use high-precision and high-value data to predict the information with high reliability.

4.2 Application of big data in product quality management of iron and steel enterprises

The application of big data technology in the product quality management of iron and steel enterprises starts with the establishment of big data platform, and integrates the process data and production data in the process of steel production by means of automation and intelligence. The quality database of the whole process of steel production is established. The comprehensive report of product quality can be formed by mining the data of big database, which can be used for steel production. The analysis and decision-making of production quality will promote the continuous optimization of production technology and improve the product quality in an all-round way. The application process of big data in product quality management of iron and steel enterprises is as follows. Firstly, it can establish a big data platform for enterprises, collect real-time data of different processes such as steel making, hot rolling and cold rolling in the process of steel production, and store it in the big data platform. For example, the application network is shut down; the guide data gateway of Linux operating system is used to collect the data of the equipment, and the data is transmitted to PI real-time database system by standard protocol; secondly, TPQC big data quality control system is applied to monitor the steel production process. Comparing the data of steel production curve and quality control, it provides more accurate data support for the quality monitoring system to judge the product quality; thirdly, the comprehensive data base of quality is formed by integrating the data of various processes of steel production with big data technology and data mining technology. On this basis, the quality control investigation report is constructed to optimize the reform of production process basis. The comprehensive management database establishes different dimensional relationships among the process, technology, quality data and product quantity used in the product production process, stores them by category, and processes the data in a centralized way. Thus, it helps realize a comprehensive data warehouse based on the product, realize the whole process control and meet the needs of decision-making. The high efficiency and centralized management of mass product quality data provide more comprehensive and accurate data for the decision-making of product quality management of iron and steel enterprises.

5. CONCLUSION

Quality management is a complex work, with the development of social economy. Consumers put forward higher requirements for the quality of products. As an important tool based on internet technology, big data can realize massive data storage and analysis, provide big data system for quality management, and promote the efficient development of product quality management.

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The Enlightenment of the Thought of "Three Kind of Education" in Locke's Some Thoughts Concerning Education to the Cultivation of Normal Students

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Abstract: Some Thoughts Concerning Education is the concentrated reflection of Locke's educational thought, and the thought of "three kind of education" is its important content. In this book, Locke puts forward for the first time the educational conception of "moral, intellectual and physical". In order to cultivate gentlemen, Locke gives the corresponding exposition respectively from the sports, moral education and intellectual education. Locke's thought of "three educations" is of great significance to the education and training of normal students. Normal colleges and universities should adhere to the coordinated development of "three educations", so as to cultivate excellent teachers with high level of knowledge, strong moral ability, ability to impart knowledge and dispel doubts, and to impart knowledge and educate people.

Keywords: Locke's educational thought; Some Thoughts Concerning Education; training of normal students

1.INTRODUCTION

Some Thoughts Concerning Education was compiled by Locke and his friend Clark when he was in exile in Holland. It was published in 1963. In the book, Locke deeply ponders and analyzes gentleman education, mainly discusses sports, moral education, intellectual education, the profundity and philosophic nature of his educational thought, the comprehensiveness of educational methods and the operability of educational means, which still have a great guiding role in the development of contemporary education. Therefore, this paper attempts to explore how to carry out educational activities in the training of normal students from the perspective of the educational thoughts in Locke's Some Thoughts Concerning Education.

2."THREE EDUCATIONS" THOUGHT IN LOCKE'S SOME THOUGHTS CONCERNING EDUCATION

Locke's Some Thoughts Concerning Education is a short and exquisite but contains a profound educational philosophy of education, the core of which is gentleman education. Locke thinks that the main purpose of education is to cultivate virtuous and talented gentlemen, so as to meet the needs of the new bourgeoisie aristocrats for elites in the process of British social modernization. In order to cultivate gentlemen, Locke puts forward a series of educational contents from the aspects of physical education, moral education and intellectual education.

Physical education is the basis of gentleman education. Locke believes that "a healthy spirit lies in a healthy body". The understanding of health should be measured not only from the physiological level, but also from the psychological, social adaptability and moral aspects. Physical and mental health are two essential elements for a person to obtain happiness. If one of them is defective, he will never be happy even if he is successful. He believes that parents should not coddle their children. He advocates to develop a healthy body through exercise so that children can adapt to various difficult and changeable environmental conditions and grow into useful talents in the future.

Moral education is the core of gentleman education. Locke points out that "virtue is the first and most essential gift that a person or a gentleman should have. If a person lacks virtue, he can never be respected and loved by others, or even be accepted or tolerated by himself." In this regard, Locke's "Virtue" mainly refers to the sound development of spirit and morality of children and adolescents on the basis of healthy body. He thinks that the task of moral education is to exercise will, cultivate character, sense of reputation, sense of shame, self-restraint, and develop gentleman's etiquette and demeanor.

Intellectual education is equally important in gentleman education. Locke thinks that a virtuous person is far more valuable than a wise man, and learning is very helpful for the growth of wisdom with sound mind. However, for a person with unsound mind, the more knowledge he has, the greater the harm to himself and society. Locke's knowledge and skills education is not only limited to learning cultural knowledge, but also includes acquiring various skills and abilities. The basic knowledge includes arithmetic, reading, foreign language, composition, geography, astronomy, law and so on. In addition, there are some sports and practical projects, such as dance, music, horse riding, swimming, fencing, gardening, carving and carpentry.

In his book Some Thoughts Concerning Education, Locke puts forward for the first time the educational conception of trinity of "morality, intelligence and physique". Physical education is the foundation of gentleman education, moral education is the soul of gentleman education, and intellectual education is the auxiliary means of virtue. He thinks that the cultivation of gentlemen should realize the all-round development of health, morality, knowledge and wisdom.[1]

3.THE ENLIGHTENMENT OF LOCKE'S THOUGHT OF "THREE EDUCATIONS" ON THE CULTIVATION OF NORMAL STUDENTS

The development and cultivation of normal students are closely related to the quality of education in China. The effect of moral education directly affects the basic quality and mental state of teachers. Therefore, it is of great theoretical and practical significance to apply Locke's educational thought to the cultivation of normal university students, which can be done from the following three aspects.

3.1 To attach importance to sports and adhere to sports as the basis

Although most normal colleges and universities have set up the general course of College Physical Education in the first and second year of university, most students do not consciously carry out physical training after class, only mechanically complete the physical education. The specific improvement suggestions are as follows:

The first is to emphasize the basic role of physical education in education and pay attention to the all-round development of students' morality, intelligence and physique. Physical education in normal colleges and universities should pay attention to the role of physical education in university education, through college physical education and extracurricular physical exercise, to improve the health level of students. Normal colleges and universities can organize various campus sports and sports competitions on the basis of mass organizations to fully mobilize students' enthusiasm for sports participation and make physical exercise a habit.

Second, the classroom teaching content should be in line with the students' interest in learning, and reasonably set up the course selection content, so that students can participate in the sports they are interested in as far as possible. Teachers colleges should offer more popular elective courses of physical education, and introduce Taekwondo, Sanda, tennis and other items into college physical education classes, so as to attract students to participate in sports to a great extent.[2]

3.2 To moralize people and adhere to moral education firstly

Normal colleges and universities should conscientiously implement the national education policies, adhere to the basic goal of running a school with morality and cultivating people, optimize the curriculum, innovate the educational environment, and constantly improve the ideological and moral level of normal students. The specific improvement suggestions are as follows:

The first is to realize the "three complete education". Moral education is a process of comprehensive education. Therefore, in the process of moral education for normal students, we must fully integrate family, society and school resources based on their growth needs, so as to form a joint force, create a harmonious moral environment, and promote the harmonious growth of normal students' moral quality. In order to realize the "three complete education", we should first strengthen the guidance of family education, create a harmonious family atmosphere, and integrate moral education into family culture. Second, we should actively optimize the social environment, strengthen the control of social influence, and create a good moral education environment on the Internet. Finally, it is necessary to further improve the moral education system of schools, deeply reform the contents and methods of moral education, innovate the cultural atmosphere of moral education, form close cooperation inside and outside the school, combine the "first classroom" of school with the "second classroom" of family society, so as to improve the development layout of "three complete education".[3]

Second, we should cultivate teachers' professional ethics. Teachers' colleges and universities should combine the characteristics of contemporary college students' psychological development and the requirements of modern teachers' professional quality, and reasonably carry out teacher's ethics education for normal university students. It is necessary to strengthen the education of teachers' ethics around the aspects of loving their jobs, loving students, conducting rigorous academic research, uniting and cooperating, being a model of others, and educational feelings.

3.3 To implement multiple evaluation and emphasis on intellectual education

At present, the assessment of normal college students is mainly based on examination papers; most of the examination questions are knowledge-based, and the assessment mode is relatively simple; the curriculum is based on the subject curriculum, rarely covering skills. The specific improvement suggestions are as follows:

The first is to realize the diversification of evaluation mode. The examination of normal students' quality is not limited to the examination papers and papers, but to the comprehensive evaluation of students in the way of process assessment and practice.

Second, normal universities should set up a curriculum system based on practical subjects, and set up skills learning courses and practical links. Locke's comprehensive curriculum system includes not only humanities and natural sciences, but also music, art and handicraft skills.[4] Based on students' learning desire and development prospect, normal colleges can provide students with various quality development courses such as traditional Chinese painting, calligraphy, vocal music, dance and physique to meet their self-development needs.

4.CONCLUSION

The formation of normal students' healthy physique, solid knowledge and faith, and the cultivation of teachers' professional ethics is a gradual process. We should combine the psychological development characteristics of contemporary college students and the requirements of modern teachers' professional quality to carry out the education and training of normal students reasonably and orderly. Normal education should realize the coordinated development of "physical education, moral education and intellectual education", emphasize the parallel development of educational theory and educational practice, and further deepen the reform of normal students' training mode.

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The Pragmatic Analysis of L'Oreal's Advertisement Slogan——'Because You'Re Worth It'

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Abstract: 'Because you're worth it' ranks the top twenty most successful slogan in the world. It was coined by L'Oreal, the most famous cosmetic company about forty years ago. 'Because you're worth it' revolutionised the role of women in TV commercials as women were first allowed to talk in that commercial. The slogan became a hit and struck a chord after the advertisement was released. In the following paragraph, the merits of the slogan will be discussed based on a pragmatic basis.
Keywords: slogan; L'Oreal; Presupposition; Politeness Principle;

1.INTRODUCTION

Advertisement is a kind of medium with figurative language, aiming to convey a message to the customers and persuade them to buy or use specific products. As one of the essential elements in an advertisement, a slogan is often the most memorable part of its unique features. According to Robinsons & Urdang, 'slogan is a group of words that promise a reward in a dramatic way which is easy to read, easy to say, and easy to remember[1].' In other words, 'slogans can draw the readers' attention and reflect the characteristics & identity of the product[2].' Inderagiri analyzed slogans in different areas, claiming that from a meaning perspective, considering that slogans are used to 'asserting, commanding, persuading, and informing.' Among the four functions, asserting and persuading are the most frequently seen functions. In this essay, L'Oreal's slogan 'Because you're worth it' will be analyzed from the pragmatic aspects of what makes it one of the most successful slogans in this world. The analysis will be based on L'Oreal's shampoo commercial in which the slogan was first used.

2.HISTORY & BACKGROUND OF 'BECAUSE YOU'RE WORTH IT'

'Because you're worth it' ranks the top twenty most successful slogan in the world. Coined before 40 years ago by the most prominent cosmetic company, L'Oreal, the slogan was first appeared in its shampoo TV commercial. Gradually it appears in every kind of advertisement, posters, product packages. 'Because you're worth it' is also a slogan for feminism. In that commercial, women were first allowed to talk and show their attractiveness. Back at that time, women were not allowed to talk in TV commercials, but their husbands did all the talking and demonstrating. L'Oreal revolutionized the role of women in every area of TV commercials, and they set the slogan as a call for women's independence and confidence. According to the women readers' feedback, the slogan became a hit and struck a chord after the advertisement was released. The four words represented what they think of themselves, confidence, style & personal decision. The following paragraph will be discussed the merits of the slogan and some personal suggestions for its improvement.

3.MERITS

(1) Enlarge information of the advertised products

The enlargement function in 'Because you're worth it' is achieved by presupposition. According to Yule, presupposition is 'what a speaker/writer assumes is true or known by the listener/reader[2].' Presupposition is used to emphasize the characteristics of the product, and to improve the function of advertisement. Since information seldom appears solely, the advertised information can be enlarged by presupposition. The primary information in 'Because you're worth it' is by using the L'Oreal shampoo, your hair could turn soft and bright again, and you deserve having beautiful hair. Thereof, the 'it' here could refer to the product. However, readers would think about what other things they can get. Based on the social context, women are increasingly demanding for gender & social equality. Therefore, the readers and the advertisement's co-context bring women information that they not only deserve beauty, but also deserve confidence and change. The assertation (women deserve better) and presupposition (women deserve confidence & change) of the slogan help enlarge information density and indirectly promote the strong effect of the products.

(2) Winning customers' support through Approbation and Agreement

'Because you're worth it' perfectly demonstrates how the Politeness Principle application enhances the function of advertisement. Politeness is regarded as one of the most effective strategies to maintain relationships in human communication. Specified by Leech (1983), Politeness Principle states that 'if speakers express themselves with politeness and honesty, it could leave the listeners a good impression and make them feel respected[3].' The slogan first follows the Approbation Maxim of the PP. The

Approbation Maxim requires speakers to 'minimize the expression of beliefs which express dispraise of others while maximizing the expression of beliefs which express approval of others[3].' One the one hand, L'Oreal affairs women's value and social status by telling them they deserve good treatment. On the other hand, the slogan tells women by using the advertised product; they could better because of the high quality. The application of the Agreement maxim demonstrates to 'minimize the expression of disagreement between self and others; maximize the expression of the agreement between self and others[3].' 'Because you're worth it' reflects L'Oreal's belief toward women's social status. The encouragement of women's independence and confidence, which conform to women's desire. The agreement of the customers' benefits helps gain favor from them, and subsequently, the advertised also supported by the customers.

(3) Modest persuasion avoids readers' antipathy

The slogan's success also contributes to its modest persuasion, which could be explained by Austin's Speech Acts Theory, widely adopted in the advertisement. Based on the theory, language is used for 'doing a thing' and perform an act, and it mainly focuses on the real-life usage of language. According to Austin, 'speech act could be divided into Direction Speech Act, whose intension is expressed directly, and Indirect Speech Act, whose intension is expressed implicitly[4].' Obviously, 'Because you're deserve it' is an Indirect Speech Act because it does not contain explicit word to require the customers to buy the product. It is not always effective to express directly to people in daily communication. Instead, it is more appropriate to use euphemism in some situations, e.g., advertisement. Therefore, instead of asking people to buy the product directly, L'Oreal uses 'You're worth it' to demonstrate the quality of the product. For readers, direct invitation to buying products sound repulsive sometimes as it seems very hard-sell and oppressing. 'You're worth it' offers readers space for thinking what the 'it' refers and what they deserve. Is it the product, the beautiful look it brings, or confidence? The indirect persuasion could motivate readers' purchasing desire and trigger their thought to try the products to see what it can bring. Moreover, the purpose of the Indirect Speech could better provoke the locutionary act. By telling the readers 'you're worth it', L'Oreal seems unintentionally promote their products, but the ultimate purpose is to get readers to try their products.

(4) Reinforce readers' ideal of 'they are worth it'

Besides triggering readers' purchasing interests or persuading them to buy the products, the slogan could reinforce the readers' idea that 'they are worth L'Oreal.' The reinforcement is also realized by presupposition. Such a technique makes full use of people's psychological characteristics. The presupposition of 'Because you're worth it' presupposes 'you're worth it' or 'there is something that you deserve.' When readers read the slogan, they would likely think 'they're worth it' rather than 'they aren't worth it' because no one is willing to think they do not deserve something. Meanwhile, the slogan conveys a message to the readers: 'they are worth the product and are worth being elegant and confidant.' The slogan is such a trick because it makes readers think, 'I am worth it so that I should buy it.'

4.DEMERIT & PERSONAL SUGGESTION

Though the slogan has been popular for dozens of years because of its merits, it still has some demerits. 'Because you're worth it' might sound greedy for people from countries like China, Japan and Korea. People in those countries are not that accustomed to receiving such direct compliment because of their cultural and tradition. Meanwhile, 'you're' seems inclusive and the customers might not think is refers to them. Therefore, to make the slogan sounds more softer-sounding, 'you're' can be changed into 'we're', while other characteristics of the slogan still unchanged.

5.CONCLUSION

The success of L'Oreal's slogan. Because you're worth it' is because it could tactically assert its benefits and persuade potential buyers to believe its power. By basing on its advertised strategy on the social context and understanding the needs of the customers' physical & psychological needs, e.g., women's independence, the slogan gained support from its readers. Meanwhile, indirect persuasion makes customers feel comfortable and willing to try their products. Though it sounds greedy for people from some comparatively conservative countries, it is still a powerful slogan.

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Expand the English Vocabulary Through Word-Building to Improve Reading Ability of Students

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Abstract: Vocabulary learning plays an important role in language acquisition. The project is aimed at improving the students' reading ability by learning the skills of word-formation. Reading is an important element in English study. However, they often get half the result with the twice effort, especially when they meet with unfamiliar words. Therefore, new words become a big barrier for students to do reading comprehension and a source of scare and discouragement. But if students learn some useful word-formation strategies to solve the problem, their reading ability should be improved.I read in the language learning strategies based on the theory, the use of word-building to improve their vocabulary and improve reading comprehension of students to explore. As Chamot (1987) put it: learning strategies for students to take the skills, methods or deliberate action, its purpose is to enhance the learning of language and easy to recall the form and content. In this project, the investigator will make a questionnaire survey and knew the students worked out many unknown vocabulary by using the word-formation methods, and their reading ability has improved. What's more, the investigator spent fifteen weeks teaching them word-formation methods and doing some practice. And the scientific research was carried out in two natural classes in senior three. Two classes have the similar average marks. After that, they gave a test and it showed that their scores were higher. That is, after the experiment of 5-week, comparing the experimental group with the contrast group, the results showed that learning skills of word-formation had a positive effect on vocabulary learning. The effective application of word-formation could help the students with the vocabulary acquisition and improved their reading ability. It can value the development of intelligence, creative thinking and learning ability of students and the foundation for work and study all the life[1].

Keywords ： English learning, Word-formation techniques, Senior high school, Reading comprehension.

1 INTRODUCTION

As is known to us all, the increasing use of English in written documents of every kind, read by vast numbers of people from every imaginable linguistic background has led to considerable interest in the learning and teaching of vocabulary. Vocabulary is not only important, but plays a significant role in cultivating students' minds and hearts.

After I graduated from the Teachers' College of Inner Mongolia, I began my career as an English teacher in Ordos No.3 High School. Through several years of teaching, I found out that the English level in the school was lower. One of the most influential factor is reading ability. However, many of the students are not skilled at it, especially when they meet with unfamiliar words. They often stop reading and look up new words in dictionary or e-dictionary, which either wastes lots of time or the meaning they get doesn't necessarily meet the one in the context, which influences the understanding of the whole passage and slows down reading speed. Even some students lose interest and fail to continue reading. So this paper is aimed at improving the students' reading by learning the skills of word–formation【2】.

In this project, the investigator will spend two terms in teaching them these methods and doing some practice from two classes in senior three. After that, they were given a test and it showed whether their scores were higher. What's more, the investigator made a questionnaire survey to check the result.

The Reading Teaching in High Schools and the Significance of Vocabulary in English teaching

When one learns English as a foreign language， reading is essentially important. At mother's knees, reading is the main process and practical solution to improve one's second or foreign language. And vocabulary is of great importance. Firstly， it is stipulated in English teaching syllabus that English teachers should lay emphasis on the basic language skills, especially on the development of reading comprehension. Secondly, vocabulary is an important foundation of all language activities. Especially in high school, the real obstacles to further improve English language proficiency factor is no longer a voice grammar issue, but word problems, vocabulary, language fluency and the poor constitute a serious obstacle to accuracy. Thus vocabulary teaching in English language teaching is granted an indispensable link. Thirdly, vocabulary provides an opportunity for students to have an access to a new world, and it opens a door to the world's treasure.

Current situation of teaching English vocabulary in high school and the problems in Vocabulary Teaching

The present situation in vocabulary course is serious. The students in high schools are faced with great pressure， they have to learn more than five subjects to do so well that they can pass the national college entrance examination. What's worse, the situation is bad for those students who have weak English knowledge and can't master the enough vocabulary【3】. They must shorten the gap that they made when they were in primary and junior schools. But most of them do not have enough time to learn English and improve it satisfactorily. On the contrary, they should study hard to make up for their lost of the past.

Reading is particularly annoying to Chinese students. They are lacking in reading ability and it has become a big problem for them to learn English. Failure in reading has been attributed to emotional problems, as well as reading disability. Obviously, Students who experience difficulty in learning to remember words usually become disappointed. They become convinced that they are inferior and lose confidence in their ability to learn English. On the other hand, both the schools and the community fail to regard vocabulary as a continuous process.

The General Situation of English teaching in Ordos City

Ordos city is a new and prosperous city in Inner Mongolia, but its education is backward. Compared with other cities in Inner Mongolia, the city has a lower rate of the college enrollment. Though many measures have been taken to improve education here, the results are far from being satisfying. When I was reaching in the city, it was still short of English teachers, because teachers' social position was still low, and in the rural, the situation is worse. Nobody wants to live and work in such places for they think they have no proper future for them.

I have been an English teacher in the No. 3 High School for 16 years, which was founded in 2000, so I know its English teaching level is not advanced, and students are from all parts urban areas and rural areas. These places are unequally developed and the students from the rural areas have an adequate command of English. Therefore, these students usually fail in English reading comprehension, the problem is prevailing in vocabulary learning and teaching【4】.

So this thesis seeks to find out what leads to students' difference in reading ability and provides some suggestions about how to help students to improve reading comprehension ability by the vocabulary study, especially enlarge the size of vocabulary by word-formation learning.

2 LITERATURE REVIEW

Definition of Reading Comprehension

Comprehension is the complex process of understanding the meaning of word or a series of words or a text presented in oral or printed form. It includes not only the ability to decode words, but also the awareness of their meaning. Thus, the ultimate objective program is to help students understand what they are reading. There are at least two levels at which understanding may operate. At the lower level, it is sufficient that the reader satisfies himself with the matter which he reads and makes some sort of sense. But the reader needs to penetrate beyond the verbal form of the text to underlying ideas. He must compare these ideas both with what he already knows and with each other, So as to pick out what is essential, and thereby alter his previous conception in line with the novel information. Hence reading comprehension involves the use of one's knowledge of syntax and semantics to extract meaning form a series of sequential perceptions of words , and also involves both reconstructing an author's message and constructing one's own meaning using the print or the page by the use of prior knowledge . Some reading researchers and educators consider reading and comprehension as the same process【5】.

So reading is considered be synonymous with comprehension, or reading comprehension.

The importance of vocabulary in reading comprehension

In the High School English Syllabus and English Curriculum standards, it is clearly demonstrated that the purpose of high school English students should focus on reading comprehension and learning ability. It makes students think that spending too much time learning vocabulary is not necessary. This phenomenon is worrying. Famous American writer and educator L. Ron Hubbar thought that vocabulary is the most important factor of affecting the understanding and application, and vocabulary is the smallest unit of meaning, like the brick is the smallest unit of the same building. So mastering the vocabulary of the size of a person directly affects his language skills and affects the expression of his thinking and accuracy. What's more, vocabulary is not only the basic material, but also one of three elements of the language. Leave the vocabulary, language loses its practical significance. Wilkins foreign British Linguist once said, "There is no grammar, people express very few things, not words, people can't express anything." In language learning, if you don't reserve a certain number of words, you can't actually use the language. That is, mastering a certain amount of vocabulary is the key to learning the reading. However, the current vocabulary teaching in reading in secondary schools is inefficient and ineffective. In amount of demanding in the vocabulary of today, in my opinion, teachers should do a lot of aspects【6】. （Reference document： Lawrence Jun Zhang; Suain Bin Annual,(2008) "The Role of Vocabulary in Reading Comprehension"）

Reading and Vocabulary development

Research in LI reading indicates that the major way in which vocabulary knowledge is increased by learning through context. No text comprehension is possible, either in one's native language or in foreign language without understanding the text's vocabulary. Students' comprehension of a text is directly related to the amount of words the student knows in that text (Laufer,1997).

Vocabulary knowledge is the fundamental to reading comprehension. Anderson and Free body (1981, cited in Lanfer, 1997) surveyed various studies (correlation, factor analysis. Read ability analysis), and later they found that the word variable is more highly predictive of comprehension than the sentence variable, the inference ability, and the ability to grasp main ideas.

Vocabulary development in practice usually owes to the two approaches: explicit teaching and incidental learning. The explicit teaching plays a great role, especially at the early stage. Teacher can use various intentional instruction and exercises to increase students' vocabulary. However, Nagy, Anderson, and Herman (1987) argue that with the vast number of words students encounter, there is not enough time to individually teach all words. Students will acquire incidentally to enlarge their vocabulary size and deepen their vocabulary knowledge, which implies at the same time that wrong guessing should be prevented as incorrectly guessed meaning will also stick in the learners' mind. Thus the correct and full use of context clues is a skill that educator should instruct in order to facilitate students to make sense of unknown words when they are reading.

2.4 Present Situation of Word-formation Learning Home and Abroad

A decision about deepening the education reform and advancing quality-oriented education made by the State Council of the Central Committee of the Communist Party of China was issued in 1999. It has emphasized the cultivation of students' initiative spirit and further training of practical ability. The new English Curriculum Criterion still emphasizes the focal point, cultivates initiative spirit and practice ability.

In order to make the new course used successfully and improve the students' abilities of application of language, a teaching method was being tried by some English teachers in senior high school【7】.

3 METHODOLOGY

Hypothesis: the previous chapter has brought to light the important role vocabulary plays in reading comprehension. If students master the word-formation skills to enlarge their vocabulary, they can cultivate students' self-confidence about vocabulary learning. So the focus of this chapter is to conduct an experiment, aiming at finding out the effectiveness of application of vocabulary in English reading teaching as a foreign language.

Subjects: there are 108 students in two classes of senior 3 in Ordos No. 3 High school. Most of them are from less-development countryside. They live far from cities and most of their parents do not have much schooling. So their atmosphere of English learning is not as good as that of urban students. Their average mark of examination is lower than that of those students who are in city schools. But they have the same goal to be admitted to a key university. Teachers want to develop the students' ability to use English, improve their ability to comprehend English texts. The text book is senior English for China Students (Book5). The subjects of the experiment included all the students in the two classes, and the experiment lasted 15 weeks. The 55 students in class one constituted the experimental group, and the 53 students in class Two comprised the comparison group. The background of the two groups is shown.

Table1

Group	Number	male	Female	Class
Experimental	55	38	17	One
Control	53	32	21	Two

Instruments: this experiment was carried out in the Ordos city No. 3 High school. I adopted two ways of obtaining the information. Before the experiment, teacher collect data through two instruments—a questionnaire and a test—to find the attitude of students, family formation, beliefs, interest and gains in English vocabulary learning. First design a questionnaire to get the students' opinion about their vocabulary learning. Then design a test to analyze the students' score about their vocabulary learning before the experiment.

Vocabulary Learning Questionnaire

Questionnaires were distributed to two classes, which were randomly chosen the 24 classes for the questionnaire. There are 108 students in the two classes. I handed out 108 questionnaire papers and the students were given 20 minutes to finish them. Then the papers were collected and 108 papers were reliable. Responses to these items were scored according to their choice. Consistent with the students' English level, the response to ten was categorized as low, medium and high. The questionnaire focuses on the opinions about the English vocabulary learning. The students are asked to choose any one of the answers from several choices. Students' answers can reflect their attitudes, beliefs, methods and difficulties of English vocabulary learning. The results show quite a number of students think that learning English vocabulary is hard and boring【8】. They do it just for fulfilling the task the teacher assigned. The number of the students selecting each alternative is counted. After the data are collected, teacher carries out the analysis by computer. The results show that though the students think that learning vocabulary is necessary and is good for learning English, they generally feel that the present vocabulary learning is difficult. They want to change other different methods instead of repeating and practicing the words again and again. In addition, they admit that they need more training in strategies and skills of vocabulary teaching.

Pre-test: in order to testify the practical effect of word-formation learning in the instruction of vocabulary, a comparative experiment is conducted among 108 students. The subjects are senior 3 high school students. There are 53 students in Contrast Group and 55 students in Experimental Group. Their ages range from 18-20. To check the homogeneity of the two groups in terms of vocabulary knowledge, a previous English vocabulary test is used as the pre-test for the subjects. The reliability and validity of the test were checked, and the results were satisfactory. The vocabulary test scores show that there is no significant difference between the control and experimental groups in terms of lexical knowledge to be taught in the experimental period.

Experiment: the experiment started 6 days after the pre-test which was held on December first, 2018. The experiment ended 4 days after the post-test which was held on May 12th, 2019. The experiment lasted 20 weeks. The experiment mainly uses the group cooperation learning form and the individual learning form.

The Design of Word-formation learning for Vocabulary Teaching Group building

Many specialists suggest that the group should be neither too large nor too small and groups of three or six are ideal for cooperative activities. In the first week of the experiment, students in the experimental class are divided into 11 heterogeneous groups of 5. Five is the best suitable size for English vocabulary teaching of experiment class. At the beginning students did not know one another very well, so it took one-class time to announce the groups, explain the overall project and make them acquainted with each other. Each group consisted of one top-level student, three middle-level students and one struggling student. The average level of all eleven heterogeneous groups in the class was approximately equal. In order to mobilize group learning atmosphere, each group should have an outward-looking student who can take good care and encourage other students.

How to enlarge the numbers of vocabulary to develop the Reading skills

First, memorize word accumulate important vocabulary and usage of example. One of the major causes of the reading inability is limited vocabulary. So the students used to fail to comprehend what they read. For one thing, the teacher should enlarge their vocabulary by accumulating the vocabulary of English which were turned up frequently. For another, they should grasp the change forms of each word. Only by doing so can they enlarge their vocabulary. In addition, students always meet some general words in the daily life and some words and phrases of hot point, while reading. In this case, take time to review them look. Everyday you should remember several daily records, and continue to consolidate.

Second, teach vocabulary on word – formation. During the course, teachers may well introduce some basic on word–formation, especially derivations and compounds. In this step, examples are quite necessary to help students understand how a new word formed and where on earth it comes from, besides, it also helps memorize new words more effectively and easily【9】. There are some methods and techniques the following aspects: Speculate the meaning of a word according to the prefix. Speculate the meaning of a word according to the suffix. Speculate words according to pats of compound. Speculate that of speech change and meaning change the meaning of new words.

Third, enlarge vocabulary by using synonyms and antonyms. Semanteme net refers to the relationship between the semanteme of one word with others, thus teachers can help students memorize new words by chain – words , because the synonym or antonym of a certain word has a close tie in semanteme , which is of great help in understanding and memorizing new vocabularies .

Fourth, associate measures on Semantics. Every word has a tie with others in meaning or semanteme, so teachers can help build up semanteme chain to memorize new words, which makes use of association and imagination in psychology, helps connect and classify what have already been learned.

Another form of it is to present students a word and then guide them to think and connect as many words as possible according to the meaning of the given word, which affectively helps memorize words in a systematic way and expand their thinking ability.

Fifth, extend vocabulary using word group. Word group is frequently used in the course of in –put and out – put of a language, so we they should not only memorize the separate words, but a group of related words conveying certain meaning. Only in this way can we get twice the result with half the effort. Word group is generally divided into four groups: idioms and sayings, set phrases, regularized structures, sentence patterns.

Sixth, encourage reading, especially extensive reading is a best way to enlarge vocabulary and learn a language. As the saying goes "Reading makes a full man." In brief, teachers should encourage them to read different kinds of English art ides and stories and help them form a good habit of reading, for reading is the best way to learn a language.

Case of Learning for Word-formation

Students are willing to use the activity to learn new knowledge. It is a relaxation or entertainment for students after the dull study. Teacher identifies learning tasks. Word-formation has three kinds: Derivation, Compound and conversion in English. It is important to learn word-formation and the certain amount of vocabulary.

Groups explore word-formation in the way of the activities. Groups use the different activities to explore word-formation. Some groups make the cards to display their production. Some groups play games.

The students participate in the group movement positively. They study the word-formation in the activity. Finally they select the most useful activities and the most attractive games according to the product. The entire atmosphere is active and warm【10】.

Generalizing activity is a learning strategy that can activate the classroom and create a relaxing study atmosphere so that they can remember the vocabulary unconsciously.

Post-test: after the experiment, both the control group and the experimental group are given the reading comprehension test, and all the students take it seriously within 45 minutes. The subjects in the experiment take the exam right after they finish the word-formation and other vocabulary strategies training process and the results of the tests are compared to find the effects of the training.

4 FINDINGS AND DISCUSSIONS

Findings from Questionnaire

The number of the students selecting each alternative is counted. After the data are collected, teacher carries out the analysis by computer.

Table2

Version	1	2	3	4	5	6	7	8
Mean	2.41	2.17	4.53	4.50	4.16	4.50	3.47	3.59
sd	1.1	0.9	0.6	0.7	0.8	0.7	1.1	0

		5	8	1	0			.97

As can be seen from the table above, lots of problems existed in the students' vocabulary learning. Students seldom tend to study the English vocabulary, especially by word-formation. The students claim that they study long hours, but do not seem get the rewards from the hours they put in. Gradually, they lose heart and self-confidence. Unconsciously they are at a loss facing so many new words. Many students complain that they forgot most of the newly memorized words quickly and had to start over again. Furthermore, most of my students had no interest in learning vocabulary and they are also lacking of some efficient vocabulary learning methods. We all know that if a person wants to learn a language well, he must read a lot and practice a lot. For those who have not formed a good habit of reading, they have a poor reading ability. So we should help students enlarge their amount of vocabulary by word-formation learning and form a good habit of reading. Above all, we should help students build up self-confidence in learning English by word-formation.

Findings from Results of the Two Tests

Findings from Results of the Pre-Test: by comparing the differences of the scores in the pretest between the experimental groups and comparison groups, the author tries to find out whether the two groups are at the same level before the word-formation learning. The examination was taken in December first, 2018, the papers are the same and the test paper was corrected by the same teacher, so the results were true. The table below is the analysis of the scores of the two groups for the pretest

Table3

Group	number	max	min	mean	SD	median	mode
experimental	55	36	16	23.45	4.61	22	24
control	53	38	14	23.94	5.09	22	26

As is shown in the pretest, there was no significant difference between two classes. Although the mean score of the Controlled class was slightly higher than that of the Experiment class and the standard deviation of the Experiment class was slightly lower than that of the Controlled class. According to the table, the two groups have the same median, with a difference of 2 score of the mode.

Findings from Results of the Post-Test: after the post -test, the scores of the two groups are collected. The table below is the analysis of the scores of the two groups for the post-test

Table4

Group	Number	max	Min	mean	SD	median	Mode
Experiment	55	40	18	29.36	4.01	28	32
Control	53	38	16	25.97	5.97	26	28

In the post-test, for the Experiment class, m=29.36, sd=4.01; for the Controlled class, m=25.97,sd=5.97. The mean score of EC is 3.39 point higher than that of the CC. The difference means that the Experimental group has improved its reading proficiency as a whole. And the max score and min score are both higher than that of the comparison group; the variation of the median (2 points in the post-test) is higher than that of the pretest (0 points); and the mode, the variation (4 points in the posttest) is evidently higher than that of the pretest (4points).
Based on the above findings, the results of the post-test reveal that the experimental group outperformed the comparison group in reading comprehension after the training.
Discussion: the theory of word-formation learning while applied in English vocabulary teaching in senior high school has many advantages: it can exchange the traditional vocabulary teaching methods. The teacher can make the best of the role as counselors, while students will be able to do research, work together and make progress in a relaxing atmosphere. In addition, it can improve students' reading ability with the amount of vocabulary enlarged.

5 CONCLUSION

English teaching and learning got great popularity in the whole Chinese society. Simultaneously, it aroused many questions, which deserve father researching to make English teaching and learning more effectively【 11 】. Vocabulary is the fundamental element of every aspect of critical importance to the typical language learners; and the size of vocabulary is the reflection the learners' language proficiency. As a matter of fact, the size of vocabulary is in positive proposition reading speed. If all of these will be done well, students' reading ability will be improved and can get high marks in reading comprehension. Gradually, they will get the interest in the vocabulary study and reading, and like studying English.

Limitation of the present research

Certain limitation of this study should be noted. Though the author did her best to control disadvantageous variables to ensure the paper as valid as possible, there were still some limitations emerged during the research. Firstly, the size of selected sample is limited, so we need further explorations when generalizing the findings to other contexts. Secondly, the course syllabus indicated some challenges in dealing with large quantity of vocabulary through learning activities in limited hours and it proved a slow process to move from traditional classroom instruction to collaborative classroom learning. Thirdly, due to the limited time and manpower, the scope of this study was limited to English class and the subjects were limited to 55 students. Therefore, the result of this study is far from conclusive and further research investigation is needed【12】.

Suggestion for the future research

Above all, the study on the effect of word-formation learning in improving learners' amount of vocabulary and English reading ability which might help teachers to use the English reading teaching skills and strategies based on the word-formation skills to guide students to do reading comprehension. Next, much more research needs to be done. Besides, future studies should also determine how to stimulate all different kinds of students' interests to take part in the activities and what the differences between boy students and girls students in word-formation learning. In view of these benefits, the author hopes that much more time will be given for further study in the word-formation in the future.

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Research on College English Reading Teaching Based on Task-based Teaching Method

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Abstract: Compared with traditional teaching mode, task-based teaching has many advantages. This research will combine the characteristics and advantages of task-based teaching, analyze the characteristics of current college English reading teaching, and start from the teaching practice, from the three-in-one reading task model design, reading task model optimization, and the construction of multiple evaluation systems to explore the implementation of task-based teaching method in college English reading teaching.

Keywords: task-based teaching; English reading; optimization

1 INTRODUCTION

Task-based teaching is a teaching model introduced from the West as the motivation or motivation of learning, the process of completing tasks reflects the teaching achievements by showing the results of the tasks, instead of testing students' test scores. In task-based teaching, students are divided into groups or two-person activities, everyone has a task to complete, so that teaching can be oriented to all students and expand the coverage of teaching influence.[1] The content of teaching activities involves a wide range and a large amount of information, which helps to broaden students' knowledge.[2]Cultivate students' interpersonal communication, thinking, decision-making and adaptability abilities, which is conducive to the overall development of students.[3] Task-based teaching enables foreign language learners to learn languages naturally, expands communicative vocabulary and promotes foreign language learning progress.

2. FEATURES OF COLLEGE ENGLISH READING TEACHING

Traditional college English Reading teaching pays more attention to the role of personal thoughts and experience in extracting information in reading rather than obtaining problem information from real society.[4] Limited to the cognitive analysis of written language, reading activities are described as a bottom-up mode of operation.[5] During the reading process, readers gradually analyze the thoughts and reading activity is called a decoding process that reconstructs the author's ideas, while reading comprehension barriers are regarded as written decoding barriers that are barriers to obtaining meaning from printed symbols. Traditional reading teaching generally adopts grammar translation teaching method which required students to preview new lessons by searching for new words and listening to text recordings. The teacher explains the new words and the prescribed grammatical content with examples.

3. THE ADVANTAGES OF TASK-BASED TEACHING METHOD

① Task-based teaching required students reading tasks have knowledge gaps, ability gaps, skills gaps, information gaps, and cultural gaps. In order to complete the task, students need to actively collect information around the task, organize and summarize, and then solve the problem.

② In task-based teaching, each student assumes a certain responsibility and plays a role. In group activities, they constantly use the language they learn to exchange information, exchange opinions, and communicate feelings with others in the division of labor and cooperation. Cultivated the spirit of unity and cooperation, and developed the ability to use communication strategies.

③ Task-based teaching has a clear specific purpose beneficial to stimulate students' learning motivation. In the process of completing the reading task, students can easily see the value of learning, which is conducive to stimulating the initiative of learning to stimulating the enthusiasm of learning.And they can feel their own shortcomings, which is conducive to stimulate the desire for self-improvement and start the inner motivation of continuous learning.

④ In task-based teaching, students cannot simply use one skill or one language knowledge, but often use multiple skills or multiple language knowledge. Therefore, it is helpful to the cultivation of comprehensive language ability.Implementation of task-based teaching method, teachers should start from the essential characteristics of reading tasks, deeply analyze the cultural background, thoughts and emotions, communicative use, and realistic orientation of reading tasks in order to construct a multi-level and effective reading teaching system.

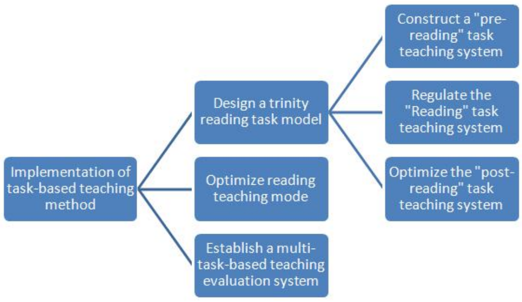

Fig.1 Implementation of task-based teaching method in college English reading teaching

4.1 Design a trinity reading task model

First, it is to construct a "pre-reading" task teaching system. During the implementation of this link, teachers should construct a basic task mechanism consisting of interactive reading, text cognition, and skill manipulation, and use the form of "group cooperative exploration" to study the vocabulary, pronunciation, and text characteristics of the reading text. Path, encourage students to independently complete the preparatory discussion tasks of relevant background knowledge. Teachers can choose forms such as comparison tables, questionnaires, and information summary appraisals to effectively integrate the progress and scientificity of the students' preparatory tasks.

Second, it is to regulate the "Reading" task teaching system. From the perspective of the composition of foreign language reading materials, these text materials have the characteristics of wide coverage and prominent clue structure. Students are required to choose a learning mode that combines "skimming" and "intensive reading" to develop necessary semantic extensions and topics. Practice activities such as exploration, content rearrangement, and feedback review, and with the help of the relevant characteristics of the "task-based" teaching model, set up a scientific and systematic teaching task design plan for the existing reading teaching, and strive to promote students' understanding of language structure and diagrams. Information, material expansion and text in-depth grasp of keywords.

Third, optimize the "post-reading" task teaching system. As a key link in the effectiveness review and evaluation, the "post-reading" reading task teaching advocates focusing on the implementation effectiveness of individual unit teaching and feedback on results, and promotes relevant texts with the help of professional curriculum skills and language "transmission" skills acquired in different links Master and innovation of reading mechanism.

4.2 Optimize reading teaching mode

In order to achieve better results in task-based reading teaching, efforts must be made to construct a new reading teaching model. The analysis and integration of reading textbooks is the prerequisite for better results in reading teaching. Teachers should pay attention to the inherent fit and thinking orientation between different reading materials. In the process of designing reading problems, they should emphasize the accuracy, explicitness, implicitness, and correctness of text information. Inquiry, the cooperation of the reading team, the pre-setting of reading effects, and the personalized design are the key tasks. It breaks out of the traditional reading teaching's "teaching circle" of text semantic restoration, text context construction, and conventional problem design to create a more coherent, efficient and scientific Reasonable "task-based" reading teaching mode.

4.3 Establish a multi-task-based teaching evaluation system

First, we should ensure the "comprehensiveness" and "diversity" of the evaluation content. In the process of effectiveness evaluation, teachers should fully consider English teaching strategies, students' cognitive demands and language ability, and pay attention to the collaborative construction of "formational evaluation" and "summative evaluation" mechanisms, such as comprehensive consideration of students' written assignments and presentation skills , Demonstrate achievements, participation levels and emotional attitudes, set test and non-test reading teaching evaluation methods, establish and improve task files, interview mechanisms and other modules to respond to the realistic requirements of the new curriculum standards in multiple dimensions.

Secondly, based on the principles of scientific and overall evaluation system construction, teachers should pay attention to the "two-way monitoring" of the task teaching process and results, and pay attention to the effective construction of students' self-awareness, learning strategies, language practice skills and other multi-levels. In order to comprehensively promote the hierarchical development and comprehensive evaluation of reading tests, teachers can use the practical advantages of multiple teaching carriers such as "self-evaluation sheets", reading text drafts, group comparative evaluations, and evaluation software.

Finally, the effective implementation of the task-based reading teaching process aims to start from the language expression, value concept, cultural understanding, and practical orientation of the reading text, through the determination of reading tasks, data collection, group discussion, and infiltration guidance. Task chain" to coordinate the consideration of students' cognitive needs and practical experience.

5. CONCLUSION

Task-based teaching method is to transform the basic concept of language application into a new type of classroom teaching method with practical significance. Applying task-based teaching methods to college English reading comprehension teaching, on the one hand, will help stimulate students' interest in learning, promote students' active participation in language communication activities, and inspire imagination and creative thinking. On the other hand, in task-based teaching, students are divided into groups or two-person activities, and everyone has a task to complete, so that teaching can be oriented to all students and expand the coverage of teaching influence. The content of teaching activities involves a wide range and a large amount of information, which helps to broaden students' knowledge. Cultivate students' interpersonal communication, thinking, decision-making and adaptability abilities, which is conducive to the overall development of students.

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Discussion on the Application of Multimedia Technology in Badminton Teaching in Colleges and Universities

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Abstract: With the continuous development and progress of the times, modern science and technology are constantly being used in the teaching, especially in the teaching in colleges and universities. It has become a normal expression to apply multimedia technology in the teaching. Physical education is a compulsory course in a university curriculum. It mainly focuses on improving students' physical fitness, cultivating students' sentiments, and improving students' sports skills. In order to comprehensively improve the efficiency of sports teaching in universities, it has become a teaching trend in physical education in colleges to introduce multimedia technology into sports teaching. Therefore, this paper mainly takes badminton teaching as an example to analyze the current problems in badminton teaching in universities, and discusses the innovative teaching methods of badminton teaching through the analysis of significance of multimedia technology teaching, so as to provide certain reference for the reform of physical education.

Keywords: Multimedia technology; College teaching; Badminton training

1. INTRODUCTION

The physical education in colleges is rich in its content, and learning content for students is richer and more independent compared with the physical education in middle school. In order to further improve the efficiency of physical education, the introduction of multimedia technology enables teachers to combine teaching content to better integrate training content with students' learning. For example, in the process of badminton teaching, teachers can repeatedly study the students' learning situation by combining with multimedia video, and can stimulate students' interest in learning by collecting some materials related to badminton for teaching. At the same time, by playing teaching videos and decomposing slow motion, it can teach students the details of badminton playing. It can be seen that in the process of badminton teaching, through the use of multimedia technology, the classroom can become more lively and interesting, so that students can improve their own training effects through a combination of audio and video [1].

2. THE SIGNIFICANCE OF APPLYING MULTIMEDIA TECHNOLOGY TO BADMINTON TEACHING

It is of great significance to combine multimedia technology in the course of badminton training. First of all, the application of multimedia technology to the badminton teaching can effectively stimulate students' interest in learning and broaden their horizons in badminton training. In the teaching process, through the combination of multimedia teaching equipment, students can be stimulated by watching badminton game videos. Students are interested in learning, so that they actively participate in sports training. Second, the application of multimedia technology to badminton teaching process can effectively enrich teaching methods and improve the efficiency of teaching demonstration. In badminton training, through the use of multimedia teaching methods and multimedia videos, as well as the guidance of slow motion, it can play an effective demonstration role, so that students can watch videos repeatedly to improve their training efficiency and play a targeted role in guidance. Third, it can further enrich and integrate physical education content. In the teaching process, by combining multimedia technology, teachers can better explain the principles of badminton, and show students the knowledge and principles of badminton in an intuitive way to help students better understand the sport of badminton, and help them to better decompose and learn badminton movements, and to reduce the difficulty of students' learning and improve their learning motivation [2].

3. INNOVATIVE MEASURES OF APPLYING MULTIMEDIA TECHNOLOGY TO BADMINTON TEACHING

3.1 Using multimedia courseware to provide teaching materials

In badminton training for students, the use of multimedia technology and multimedia courseware to provide teaching materials can enhance students' interest in learning and enriches students' classroom.

In the process of badminton training, teachers need to mobilize students before learning to effectively enhance students' learning motivation and interest. Through the use of multimedia courseware, teachers collect some videos and materials related to badminton playing on the Internet. By playing the materials, students can actively participate in the learning process of badminton playing. By watching the videos of Chinese athletes participating in the competition, students' learning motivation is stimulated, and students can feel the exciting moment of badminton competition, and then students' interest in learning can be stimulated. It can be seen that using multimedia courseware for teaching can provide more perceptual materials for the teaching [3].

3.2 Improving students' sense of rhythm through music rhythm in sports training

In the badminton training process, in order to prevent students from feeling boring in the learning process, or avoid students from more rigid badminton training, teachers use multimedia equipment to improve students' sense of rhythm through music rhythm in physical training. As a result, it improves students' sense of rhythm, and effectively improves students' learning efficiency, so that students can quickly adapt to the rhythm of badminton training by playing rhythmic music. In addition, students can master the rhythm of badminton as soon as possible, and quickly improve their learning ability to improve their level of badminton playing as soon as possible. And in the teaching process, the exciting music rhythm can stimulate students' senses, so that students can maintain a more excited mood in the training [4].

3.3 Correcting student's posture with the use of video

Teachers can effectively correct students' posture by combining the video function of multimedia technology in badminton training for students. When guiding students, the teacher can record the posture, action, emotion and the moment of outbreak of badminton training by using the video function of multimedia. Through the analysis of the content in the later stage, it can help teachers better find out the disadvantages in the process of badminton training, and provide targeted guidance to students, so that students can quickly find their own shortcomings, and make effective improvement, so as to enhance students' learning motivation and effectively correct students' actions.

3.4 Using multimedia to record students' training results

In physical education, the traditional way of performance assessment for teachers is to record students' performance at ordinary times and final examination. A single assessment method is not conducive to comprehensive evaluation of students. Through the combination of multimedia technology, teachers can effectively carry out comprehensive assessment and evaluation of students' learning performance by recording students' usual training results. By using various performance-recording software in multimedia technology, it can analyze students' learning situation over a period of time through the data and performance curves automatically generated by the software. And by analyzing the score curve, students' recent progress and retrogression can be comprehensively considered, so that students can get a comprehensive evaluation, which is conducive to improving the disadvantages of traditional evaluation method [5].

4. CONCLUSION

To sum up, in the course of physical education, many students do not pay much attention to badminton training and lack interest in learning when they conduct badminton training. Some students even choose badminton just to get credits and ignore the professionalism of badminton training, leading to poor results of sports training. The application of multimedia technology in badminton training stimulates students' interest in learning badminton, broadens their horizons, enriches teaching methods, improves the efficiency of teaching demonstration, and integrates physical education content. In order to further apply multimedia technology into badminton teaching, teachers can use multimedia courseware to provide teaching materials, improve students' sense of rhythm through music rhythm in sports training, correct students' posture with the use of video recording, and record students' training results with multimedia, so as to improve the efficiency of students' badminton learning and enhance their physical fitness.

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Study on Designing Complex Characters in Screenplay

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Abstract: Creating a character with a complex and profound image is a key factor of screenplay creation. With specific cases of film and television creation as examples, it is analyzed in this paper the methods for designing complex characters in screenplay creation from three aspects: the law of possibility and the law of inevitability as the principle for the design of a character's motivation, the motivational events that give a character pressure, and the binary design of a character.

Keywords: Character image; motivation design; motivational events; binary system

INTRODUCTION

Characters are the core segment of screenplay creation. Creation of complex and classical characters is the common pursuit of every screenwriter. However, in practical creation, characters presented by screenwriters often lack sufficient distinctiveness in their personalities, and characters' behavioral motivation lacks sufficient emotional support, resulting in the characters presented by screenwriters lack authenticity while prominent in homogeneity. In view of this, it is highly important for novice screenwriters to grasp and comprehend the methods of complicated design of some characters. In this paper, it will be briefly analyzed the design methods for complex characters in screenplays from three dimensions: motivation design of characters, pressure presentation and binary rule.

1. MOTIVATION DESIGN FOR A CHARACTER

If screenwriters want to create profound and classical characters, they must have a in-depth comprehension of their characters. When a screenwriter writes a biography of a character, he / she has to write about the life situation of the character in the story (from the beginning to the end of the story) as well as the context in which the character is existing (from the time the character is born to the beginning of the story). The reason of its importance is to enable the screenwriter to clearly understand what kind of life experience brings the protagonist what kind of character motivation. For example, the character presented by a screenwriter is a little girl from a poor family, because of congenital factors, she has a conspicuous nevus on her face from birth, and because of family difficulties, she has never been treated in a hospital. Therefore, from an early age, because of this huge nevus, the little girl often ridiculed by her fellow students, and the "nevus" has become a scar that always make girl's heart ache. As a result, when the girl eventually completed her school education, and earned salary for the first time through hard work, immediately ran to the hospital, it would be logical established for her behavior of receiving treatment for her nevus at a hospital. Therefore, from careful analysis of a character's life situation and we can thereby figuring out the character's motivation, so as to produce a series of behavioral actions based on the character's motivation.

In the analysis of the internal driving factors of a characters' motivation, Chinese scholar Sun Chengjian borrowed Maas H. Uzel's view that "literature is a record of human weakness" and put forward the conclusion that film is "a card recording human weakness". He mentioned in his book: in the deep structure of a narrative text, generally, there would be different degrees of "human weakness" revealed, such as greed, fear, selfishness, laziness, conceit, jealousy, speculation, etc. would have different degrees of expression and presentation in a film narrative text. Even include Hollywood films with "hero's course" as the "dominant narrative structure", in the classic narrative paradigm with "growth" as the motif, human weakness is often taken as the breakthrough point to carry out narration. The inner weakness of "the hero" is gradually constructed around the weakness of "human nature". "The weakness of human nature" constructs the internal driving force in film narration, and the story unfolds gradually around how the protagonist overcomes the weakness.

2. MOTIVATIONAL EVENTS THAT PUT PRESSURE ON CHARACTERS

Robert Mckee emphasized in his book "Story" that the motivational event is the first major event in story telling, which is the primary cause of all subsequent plots, and is the key factor for the characters in the story to take action to break the original balance. Generally speaking, at the beginning of a movie, the hero tends to live in an almost balanced state, no matter the state is a success or failure. And the occurrence of the story lies in a powerful event that suddenly breaks the original balance, which pose the hero to a critical position of facing significant choices.

This is the significance for the existence of motivational events. For example, Gracie Hart, the heroine of the film “Miss Congeniality”, is still in a relatively balanced state, although her life is a complete mess, while the occurrence of the “Citizen threat letter” incident has completely broken her original rhythm of life and forced her to go undercover in the “Miss America” beauty pageant.

Secondly, as a screenwriter, another important part of your thinking should be how to make the characters in your screenplay more persuasive. For example, you want to shape a doctor with a kind heart. If you rely solely on indirect presentation, for example: the protagonist has received a lot of pennants from patients, praise from colleagues, recognition from leaders and so on, such persuasion for the character is clearly not adequate. Instead, it is necessary to create motivational events for the character, and to put substantial pressure on the character in the events. For example, the doctor’s father is seriously ill and needs a renal transplantation, but due to a shortage of renal sources, all they could do was to wait anxiously. Finally, the renal source arrived, but he learned that before his father, there was another patient in critical condition and waiting for treatment. According to common sense, his father can only continue to wait for the next suitable renal source, but his father is dying and could not persevere. Such a plot will push the protagonist to an awkward place of kinship and righteousness: on the one hand, as an internal member of the hospital, he can privately change the order to have his father treated first; but on the other hand, the other patient is likely to die for missing the due treatment. The screenwriter only have to put great pressure on his characters to pose them in a difficult choice between “life and death”, and thereby eventually fulfill the creation of the characters through the specific actions of the characters.

3. DESIGNING FOR CHARACTERS AT THE BINARY LEVEL

As mentioned above, the truth about a character can only be revealed when a person makes a choice under pressure. However, if the characters in a work choose a difficult road of “redemption” after the occurrence of the motivational events, whether the inner driving force (or belief) of the characters can support them to reach the end of the story becomes the key to the success of the characterization. The 2018 TV series “Story of Yanxi Palace” is on the stage. With innovative types of expression, vivid characters, exquisite image language and other reasons, the play instantly became a “popular style” work. The play draws lessons from the narrative techniques of “fighting monsters and upgrading” in game narration, and brings unparalleled aesthetic pleasure to the audience with a fast rhythm of narration. Admittedly, the works of “popular culture”, represented by “Story of Yanxi Palace”, are well aware of the increasing pressure of the contemporary audience in the social environment, which can firmly grasp the psychology of people’s desire to vent their emotions, and arouse broad resonance of the audience by creating the “popular” effect. However, from the perspective of the playwriting, if characters in a story who encounter all kinds of difficulties will have the good luck as favored by the god, and the characters can make breakthroughs of all difficulties straight forward till the end of the story, then there will be distortion or idealization of the characters. Especially in the creation of realistic works, it is often impossible for the characters to go all the way and have everything goes well. In view of this, when creating characters, a screenwriter should put special emphasis on the binary shaping of characters.

The so-called “binary” refers to whether to give a character a chance to retreat and give up when the character faces many sufferings, and then have a functional figure to realize plot boosting, so that the character would back on the right path to fulfill the end of the story. For example, the 2018 film “Dying to Survive” tells the story of how a small drug store owner became the exclusive selling agent of a cheap Indian generic drug against Chronic Granulocytic Leukemia in China. In the story, Cheng Yong plans to give up the old business after obtaining huge profits by smuggling cheap but unproven cancer medicine from India. But when he encountered the leukemia patient group (the motivational event), he was shocked and decided not to make no more profit but continue smuggling drugs for the patients. There were many difficulties in drug smuggling, including suppression by the industry and tracing by the police. Under all kinds of difficulties, Cheng Yong gave up drug smuggling. At this moment, due to the death of his good friend Lu Shouyi (a functional figure), Cheng Yong decided to make change and continued to embark on the difficult road of “smuggling drugs”.

From to the clue of Cheng Yong’s character development in the story “Dying to Survive”, he did not go forward after difficult choices and started the journey of saving the whole people like a saint. On the contrary, in the face of legal sanctions and industrial pressure, he hesitated, regretted, and even gave up; it was because of the death of a close friend, the character had a strong impact, which prompted Cheng Yong to return to the road of redemption. Compared with “popular culture”, in which the characters would meet noble people everywhere to open their good luck, characters who have a binary dimension like Cheng Yong are full of human reflection and realistic sensation.

In a word, creating a character with complex and in-depth image is the key factor in screenplay creation. Enabling a character to have reasonable motive, and make the motive of the character in line with the law of possibility and the law of inevitability as the principle, creating a stressful motivational event for the character, and designing the binary dimension of the character is an effective way to enhance the credibility and classicality of the character.

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Research on Business English Teaching Model Based on CBI

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Abstract: How to effectively cultivate English talents is an urgent problem to be solved in teaching business English in colleges. The content-based instruction (CBI) concept fits this requirement, which forms a three-dimensional teaching model by specifically integrating the four major modulesof Business English Teaching: English knowledge module, business knowledge module, critical thinking module, and comprehensive practical ability module to effectively improve the teaching of business English.
Keywords: Business English; CBI; Teaching Mode

1 INTRODUCTION

With Business English as an independent major, how to effectively train interdisciplinary English talents has become an important topic in foreign language teaching reform. Business English majors have to solve the problem of the integration of language skills and professional subject knowledge in order to cultivate compound English talents. In this context, CBI has gained the attention of domestic teaching researchers. [1] Few researchers have applied CBI teaching method to the classroom teaching practice of the core course "Business English" of the major. [2]This paper designs the course of "Business English", implement and evaluate the teaching effect through teaching practice based on the CBI framework theory, hoping to provide useful experience for the reform of business English teaching.

2 CBI AND BUSINESS ENGLISH

CBI is a "content-based" teaching that organically combines language and content. The focus of teaching has shifted from language learning itself to learning language through learning subject knowledge. While improving students' subject knowledge and cognitive ability, they also promote their language proficiency. CBI organizes teaching based on the content or information that students will learn, rather than relying on language outlines or other forms of outlines to organize teaching. [3]The major difference between the CBI and the traditional foreign language teaching model is that it advocates the acquisition and improvement of language skills through the study of the subject content, rather than simply through the study of the language. Therefore, CBI has great flexibility, enabling students to acquire language skills, knowledge skills, and critical thinking skills while acquiring subject knowledge, which can bring students intellectual challenges and new feelings, thereby enhancing students Learning interest and motivation.

3 CLASSROOM TEACHING PRACTICE BASED ON CBI

The purpose of business English teaching is to guide students to acquire knowledge and skills such as second language patterns, pragmatic rules, and communication strategies in the environment of foreign-related business activities.[4] Based on years of teaching exploration and in-depth research on the CBI teaching model, the author organically integrates the CBI theme model teaching and business English teaching, from the aspects of English knowledge module, business knowledge module, critical thinking module, and comprehensive practical ability module. Explain the teaching application of this model.

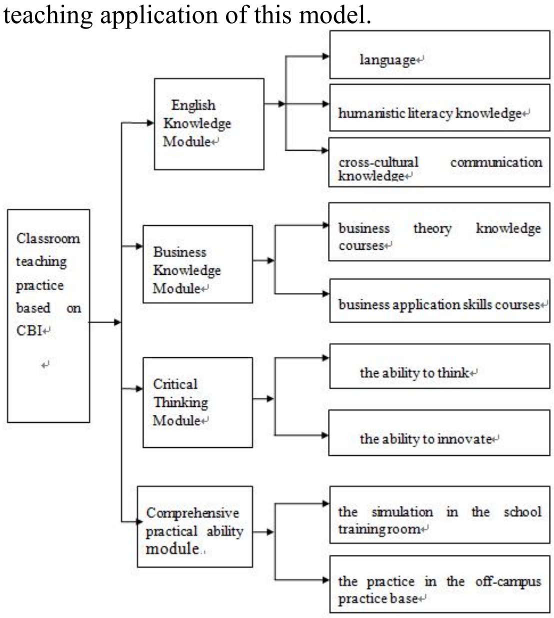

Fig.1 Classroom teaching practice based on CBI

3.1 English Knowledge Module

In the three-dimensional teaching model of business English, the main purpose of the English knowledge module is to consolidate the students' basic language skills, improve the students' English language application ability, and reflect the principle of "English-based" for business English majors.[5] In the teaching process of the English knowledge module, the theme mode and content practice mode under the CBI teaching mode can be used, and the material of the theme should be derived from n addition, in the process of selecting themes, language, humanistic literacy knowledge and cross-cultural communication knowledge should be considered comprehensively. After determining the theme, students can carry out a series of teaching activities under the organization of the teacher to practice content: group activities, access to materials, theme reports, summary writing, etc., to consolidate language skills while learning business topics. In addition, the auxiliary model can be effectively used to provide language assistance for the learning of subject knowledge, so that the content can be used reasonably and effectively in the English knowledge module based on the teaching concept.

3.2 Business Knowledge Module

The purpose of the business knowledge module is to train students to have business knowledge and business practice abilities, and to reflect the principle of "business as the key link" for business English majors. According to the nature of the course, business knowledge module courses can be divided into business theory knowledge courses and business application skills courses. The former includes courses such as Introduction to Business, Western Economics, International Economic Law and Commercial Law, while the latter includes courses such as business correspondence, business negotiation, and business etiquette. The immersion mode, protection mode, and theme mode of CBI can be applied to the course teaching of this module. For business theory courses, the original textbooks in English should be used in the selection of textbooks to create an immersive environment so that students can improve their language skills while learning business content; for business application skills courses, drills can be conducted in the form of topics. And adopt the teaching method in English, flexibly use the immersion mode, protection mode and theme mode of CBI.

3.3 Critical Thinking Module

The training objectives of business English professionals have clear requirements: Business English majors should have the ability to think and innovate. The cultivation of innovative talents requires that business English teaching not only pays attention to language and content, but also pays attention to the cultivation of students' critical thinking ability. CBI teaching models, such as theme models, can effectively improve students' critical thinking ability. In the content-based business English teaching, teachers must first introduce the awareness of critical thinking, guide students to evaluate the content and opinions of teaching materials, express their own opinions and opinions on business cases, and debate a certain business behavior, so that students On the basis of deepening the understanding of the content, improve one's own thinking ability and at the same time improve one's own language ability.

3.4 Comprehensive practical ability module

Different from General English, Business English pays more attention to practical application ability and the practical ability of students to use English in business activities. Therefore, the comprehensive practical ability module is an important module in the entire business English three-dimensional teaching system. The comprehensive practical ability training of business English can adopt the method of combining the simulation in the school training room and the practice in the off-campus practice base. The simulation training in the training room can be carried out based on the content-based immersion mode and thematic mode of teaching. After the teachers and students work out a business theme, they will conduct a simulation exercise in the training room to consolidate the business knowledge and skills they have learned in the operation. The off-campus internship base allows students to be exposed to the real business environment, and truly "use in middle school, use in learning".

4 CONCLUSION

The business English major aims to cultivate international, compound, and application-oriented talents, and requires students to have comprehensive abilities such as English application ability, business practice ability, cross-cultural communication ability, thinking and innovation ability, and independent learning. CBI teaching method can promote the integration of language skills and professional subject knowledge in classroom teaching, and provide feasible solutions for the teaching reform of business English majors.

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On the Development of Distance Education under the System of Lifelong Education

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Abstract: Under the system of lifelong education, high attention is paid to today's learning trend, and the whole people are enthusiastic about learning. How to develop distance education has become a key content that should be considered today. Information technology plays a key role in the development of distance education. The use of scientific distance education models to carry out educational activities is conducive to improving learners' enthusiasm for learning, helping students find the resources they want and break the puzzle of being restricted by learning resources under traditional education, and realizing the personalized education and lifelong education that traditional education cannot achieve. This paper mainly discusses the basic structure of lifelong education system, current development status and development ideas of distance education, so as provide references for the development of distance education under the system of lifelong education.
Keywords: Lifelong education; Distance education; Development status; Ideas

INTRODUCTION

In the late 1960s, some scholars put forward the theory of lifelong education, but lifelong education had not been promoted due to the limitations of social education development. Nowadays, with the rapid development of society and the rapid improvement of information technology, society's requirements for talents are getting higher and higher. People at different stages hope to enrich their ideas, improve their abilities, and create higher levels by learning more knowledge. The concept of lifelong education is valued by most people. Our country has a large population, vast land and abundant resources, but lack of human resources in remote areas. Teachers are increasingly scarce, so we hope to change the way of education so that more people have opportunities to learn. In this context, the goal of our country's education reform and development is to build a lifelong education system and build a "learning society where all people learn and learn for life". And it has become an urgent problem to be solved that how to develop distance education to maximize its effect and provide new learning opportunities for the whole society. [1]

1. UNDERSTANDING OF THE LIFELONG EDUCATION SYSTEM

The theory of lifelong education has been put forward earlier. In the context of the new era and new economy, our country has begun to vigorously promote the construction of a lifelong education system and study the development of distance education. In our country's economic structure, knowledge economy is the main source, and the economic benefits brought by the rapid development of cities have promoted the transfer of more and more rural laborers to big cities. The lifelong education system runs through the whole life of people from preschool education and the old age, which truly embodies the idea of "live and learn". On the whole, China's ideology system of lifelong education includes school education, online education, corporate education and social (community) education. In terms of teaching methods, it includes preschool education, compulsory education, diploma education and non-diploma education. At present, school education is still the main way for the whole society to receive education. Most of kindergarten, elementary school, junior high school, university, postgraduate education and adult education are taught in fixed places by fixed teachers according to fixed teaching arrangements. School education is only a basic part of lifelong education. After entering society, people will receive new corporate education (industry education) in their work. After retirement, the elderly enriches their thoughts and their lives through community education. Since online education should run through the whole person, it is an auxiliary and important means of school education, corporate education and social education.

2. THE DEVELOPMENT SITUATION OF DISTANCE EDUCATION

2.1 Problems in education mode

At present, distance education mode is mainly aimed at diploma education, focusing on the direction of training higher education talents and providing education services for people who want to improve their academic qualifications or their own knowledge level. However, it is not conducive to the development of distance education. Since then, distance education has opened up a new road, that is, the development of non-diploma education. But it is not strong enough due to the geographical environment, technical level and educational resources. In addition, distance education plays an important role in preschool education and compulsory education. [2]

2.2 Problems in teaching methods

The teaching method of distance education is mainly based on the combination of recording course and offline tutoring. Most of recording courses are taught with traditional teaching methods that focus on teaching, teachers and classroom. This kind of teaching form plays an active role in traditional education, but it is peaceful and indifferent in distance education. Students are faced with a grim picture, and their enthusiasm can not be stimulated if the course is not novel and strange, which is not conducive to students' understanding and mastering of the knowledge they have learned.

2.3 Problems in techniques

Modern distance education, with high technology as its core product, has higher requirements for talents and environment. Improving the level of information technology can promote the smooth development of modern distance education. At present, there are still some problems in techniques. First of all, from the perspective of media and methods, it started late; from the perspective of educational resources, there is a lack of high-tech talents. In primary and secondary schools, some teachers lack the summary of teaching experience and have many technical problems. In addition, the lack of technical level of network media in remote and backward areas leads to the lack of network education in the classroom or in the process of imparting knowledge. And there is no advanced technology to build the website, which leads to the confusion of website content arrangement and the poor communication between teachers and students. Furthermore, teachers lack the ability to make excellent courseware, can not stimulate students' interest in learning through interesting content, and the characteristics of multimedia and distance education are not effective performance, resulting in unsatisfactory effects of network teaching.

3. THE DEVELOPMENT IDEAS OF DISTANCE EDUCATION

3.1 Education of students

On one hand, distance education can be used as a form of assisting local teachers. During the class, the teaching video recorded by national excellent teachers can be played through multimedia. In the process of listening, students can ask local teachers for advice if they have some knowledge points that they don't understand or have questions. For the key and difficult points, teachers can play and teach by themselves. And it is helpful not only to enhance students' interest in learning, but also to stimulate students' thinking about problems. On the other hand, distance education can be used as after-school guidance for students. Students can repeat the video after returning home to the problems that they do not understand in the class. It can not only stimulate students' autonomous learning ability, but also improve their learning quality. For those students who are absent due to special circumstances, repeated teaching and guidance can be carried out, and the time is relatively free.

3.2 Building modern education with the support of information technology

The construction of modern distance education and open universities can integrate high-quality higher education resources, which can not only cross geographical boundaries, but also withstand a large scale of education. Students who complete their academic requirements can be awarded academic certificates and degree certificates. Distance education has greatly reduced the cost of education and created a platform for fair learning, providing an opportunity for students, office workers and other people who need to improve their knowledge. Moreover, distance education network teaching is rich in resources. With the development of science and technology, learning will become more and more convenient. It is possible to realize mobile terminal learning and on-the-school exams, and is not limited by the academic year. After reaching the required credits, students can graduate, which not only saves valuable time, but stimulates students' enthusiasm, as well as improving the quality of education.

3.3 Innovative distance education teaching methods

The traditional face-to-face teaching method of education is not suitable for distance education. In order to receive the love and attention of the majority of members of society, distance education should open up thinking, explore new teaching methods, and develop educational technology that meets the times, and impart vivid, colorful and flexible knowledge to students. Teachers need to implement teaching through activity games. For example, to explain the teaching content through the development of games, to stimulate students' psychological motivation by using students' interest in games, and to create a specific learning environment for those with weak self-control. When students have completed all the game clearance items, they have already mastered what they need to learn. knowledge. And it also needs to carry out incentive teaching methods. If students can quickly and well complete the knowledge according to teaching requirements, they will be given relevant material and learning points reward to promote their learning enthusiasm. [3]

4. CONCLUSION

To realize lifelong education, it is necessary to integrate the school and social resources to form a unified whole that can meet the lifelong learning needs of social personnel. On the one hand, we should reform traditional education and integrate life-long education ideas into it to meet the requirements of life-long learning and life-long education; on the other hand, we must vigorously develop distance education and enable distance education to serve preschool education and compulsory education, academic education, and non-academic education, so as to make high-quality resources serve more people and realize education equity, and implement lifelong education for social members as far as possible. Lifelong education provides opportunities for the development of distance education and points out the development direction. It is believed that distance education will benefit more people in the near future, and it is not far ahead to realize a learning society.

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Evaluation of ERP System Failure: Critical Factors, Failure Types, and Recommendations

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Abstract :ERP system is a very important system, it can realize the enterprise integration management. Furthermore, it helps sales process control, real-time inventory query, production schedule tracking and financial reminder.
Keywords:ERP systems,IT, business

1.INTRODUCTION

ERP systems is an integrated software that integrates the functional units of the businesses and enterprises in a coordinated and supportive manner in order to present an inclusive image of the business as a single IT architecture and enable the firms for a better decision making facilities (Hong&Kim,2008)[1]. While implementing an ERP system in a particular organization there are multiple elements, processes and units to be considered for the integration into ERP, that makes it a complex multi-criteria decision taking problem. Therefore, as suggested by Parthasarathy & Sharma (2016) different technicalities, factors and multiple aspects need to considered for the successful implementation of the ERP, otherwise despite of all the efforts, resources and knowledge executed into the implementation process can lead to failure [2]. This report will analyze two case studies related to two different industries and their ERP implementation process in their respective companies. The companies faced ERP implementation failures that need to be analyzed in order to avoid such mistakes in the future. Four most critical factors that will be identified for the Soft drink company that contributed to the failure of the ERP system at this company. For the case of SME in Norway, the classification of the factors will be done in the terms of the IT systems failure taxonomy proposed by Lyytinen and Hirschheim(1987) for the better understanding of the taxonomy of IT systems failure and its classification.[3].

2. TASK 1:FOUR CRITICAL FACTORS

Four most critical factors contributed in the failure of Soft Drink Company are:

2.1. IT Consultants guidance:

IT consultants re the most critical factor in the initial phases of the IT system implementation. According to Hong & Kim (2008) the responsibility of the IT consultants and technical staff members is to organize, schedule and arrange the existing hardware and human resources to integrate into a successful implementation of the IT project [1]. The soft bottle company, consulted the specialists in the pre-implementation phases for the evaluation and recommendation of the appropriate systems but in the later phases i.e. in the implementation phase, it ditched their particular advice and preferred their own perspective. Bhatti (2005) specifies that although the documents provided by the IT consultants are prepared by gathering necessary information and requirement for the system, but it is not essential that those documentation can be implemented 100 percent as it is [4]. During the planning and implementation phases, the initial decided requirement plans and strategies might need to be changed in order to avoid future complications. The mistake made the bottler was to avoid the consultants in the later phases, which burdened the staff members and made them perform poorly in the assigned tasks.

2.2. Communication Issues:

Communication among the team members of the IT project as well as other managerial staff is of great importance to the company and the IT processes being executed in it. Better and enhanced internal communication and interaction among the staff members from the highest to the lowest grade in an enterprise lead to a cultivated, motivated, efficient and productive workforce that is the key to the success of the implementing any new innovative solution in the organizations (Bhatti, 2005) [4]. According to Koch & Mitteregger (2016) communication cannot be enough and abundant in the implementation of ERP system, and more amount of information being communicated among the team members mean a strong path developed towards the successful and fruitful ERP system deployment [5]. Therefore, the importance of communication cannot be denied at any point of ERP implementation and verbal, non-verbal or written form of communication increases the chances of successful ERP system. The mistake observed by the bottler was to overlook the importance of the communication that its higher managerial staff took for granted that resulted in financial and reputational consequences for the company and also an unsuccessful system implementation.

Lack of communication also result in unmotivated and inert attitude of the working team that results in decreased amount of productive work (Wong et al,

2012) [6]. This unproductivity, become a cause of loss of time for the company and loss of resources also. Therefore, for an enhanced moral and productive outcome from the IT staff members, communication and interactive atmosphere is necessary so that maximum information is shared and fed into the different modules of the ERP systems.

2.3. Top management support:

Top management of any organization involve the head of the company, team leaders, higher managerial staff and higher working staff of the IT department. All these officials are responsible for motivating and encouraging their corresponding staff and team members. Ahmed & Khan (2013) explain that this motivational attitude runs from the higher management staff to the lower ones, and if the higher ranked members are encouraged and appreciated from their superior command, they will pass on that motivational attitude to their subordinates [7]. Therefore, the support of the top management is highly appreciated at different levels and phases of new project development. In bottler case, ERP system was a high revolutionary change for the company and in order to implement it successfully and achieve maximum profitability from this system, the support and moral sustenance from the higher staff was highly required that was not provided efficiently in the starting as well as later phases. Management support is also delivered in the form of effective communication for ERP implementation (Hong & Kim, 2008), that was also not observed in this case and resulted in failure of the ERP implementation struggles. In accordance to the ERP systems, high management plays a vital role in ensuring that the ERP plan and the organizational goal are on the same wavelength and are struggling towards the same goals for the better implementation of the system [1]. However, for the bottler case top management showed lack of communication, motivational and managerial support that caused the failure of the system.

2.4. Inexperienced staff:

The involvement of educated and relevant technical knowledge is necessary but also the importance of trained and experienced staff should not be neglected while implementing large IT solutions into the companies. This was the blunder made by the bottler where the involvement of the experienced and well-known staff members was ignored and other new members with technical degree holders were hired. Zach et al (2014) specifies that companies must involve all employees, unconditionally and entirely shift them on the concept of ERP for it to be an overall success. [8]. A successful implementation can only occur through the involvement, supervision, recognition, and holding such staff members who have previously worked with such system or at least have knowledge about the manual system previously used. Such people are capable of producing an effective environment for the implementation and should not be ignored at nay phase. Although they might not have technical knowledge for the system implementation but their experience can be combined with the new technical knowledge oriented team members to produce an effective and workable ERP system in pre-defined time and resources.

3. TASK 2:IT FAILURE TAXONOMY FOR ABC COMPANY:

According to Lyytinen and Hirschheim (1987) the 3 types of IT systems project failures include Correspondence failure, Process failure and Interaction failure.[3]

3.1. Correspondence failure:

Correspondence failure identified by Lyytinen and Hirschheim (1987) is that the IT system does not come across its predefined business objectives and goals that were previously set by its senior management [3]. In case of ABC Company, the ERP system was to be implemented with very less customization and go live with the implemented system in a scheduled time period. However, the initial planning and correspondence from the senior members and the other related staff members was not very effective and the system planned and that was developed was very different. For example; the initial plan was to implement the system with very less customization but the end product resulted with lots of customized modules because of non-written and non-documented correspondence between the CEO of the company and the ERP consulting company that resulted in unnecessary and excessive adjustments.

3.2. Process failure:

This failure occurs when the IT systems to be implemented are not completed within the defined budget or the defined time period (Lyytinen and Hirschheim, 1987)[3].In case of ABC Company, the budget and the time period both for the ERP system exceeded than the initially planned and scheduled budget and plan. The initial budget allocated for the ERP system to be implemented was US$3 million, but it exceeded to the US$6 million. Also the time allocated for the planned system was 6 months and it could not get fully implemented on the estimated month and got delayed with a significant time that resulted in increased budget and employee dissatisfaction.

3.3. Interaction failure:

The ERP system implementation failed because of the lack of coordination among the individual consultants and employee of the soft drink company. The messages and implementation guidelines were given orally and very less record of the process to be implemented was kept by the system managers and the related employees that led to the dissatisfaction and the antipathy grew among users. Lack of interaction and communication also made the overall

ERP system complex as the guidelines were not clear and a simple task got converted into a complex and chaos for the overall implementation. The accounting errors were not recorded professionally and fed into the system, rather they were distributed manually by the internal manager that did not help in keeping the record and made the situation worse for the company.

4. TASK 3:RECOMMENDATIONS AS THE CHIEF INFORMATION OFFICER FOR THE SOFT DRINK COMPANY:

4.1. Involvement of the trained IT consultants:

The first recommendation as CIO for the soft drink company is the involvement and expert opinion of the trained, experienced and educated IT consulting companies and third-parties at each and every level of the ERP implementation is very necessary. Wong et al (2012) suggests that IT systems including ERP and other high IT solutions should be integrated and planned with the assistance of highly educated and trained third-part consultants along with the guidance from the internal staff members, so that designed and planned system is implemented within the budget as well as provide all the benefits of an automated system to the company [6]. It is recommended for the company to select the competent ERP vendor that is capable of implementing such system that can integrate all the necessary processes into one single system and remove the disintegration and incompatibility of the existing system. Furthermore, the system should be capable of tracking future profit, forecast the relevant sales, and manage the cash flow between the suppliers and the company in an effective manner. For this purpose, it is necessary that these consultants re involved at every phase of the implementation and not just in the initial phase. According to Zach et al (2014) availing full services of the IT vendors help in effective and successful deployment of the ERP services because they will work in an unbiased manner and utilize their previous skills and human expertise to make the system as much successful as possible.[8]

4.2. High managerial support:

The second recommendation is based on the internal support and maintenance of the financial and human resources. During the critical implementation of the ERP system for the soft drink company it will be ensured that the moral, financial and motivational support is provided from the high end of the management to the subordinate working staff. According to the research of Koch & Mitteregger (2016) the goal associated with the implementation of the ERP system and its functional output within defined time period is only possible when the upper management morally supports the staff and encourages them to achieve their target within given time frame [5]. For this purpose, smaller time frames can be allotted for a particular time period, so that a small module is completed within smaller time frame instead of larger time frames that are difficult to keep track of. Therefore, it is recommended that high management gets involved in the ERP implementation at all levels.

4.3. Involving experienced and skilled employees:

This recommendation involves the hiring of both technically educated and qualified team members and the company's internally experienced and skilled employees for the ERP implementation. As the research of Esteves (2015) shows that former experienced staff of the company that has been working for several years in a curtain company possess all type of implicit and explicit knowledge that cannot be conveyed sometimes but can be effectively utilized during the decision making process[9]. Therefore, the soft drink company will form a coalition among the new hired IT specialists and the former experienced staff in order to work together and work towards a common goal of implementing a successful ERP system. Such type of alliance will help in gaining financial and reputational advantage for the company (Esteves, 2015)[9]. The system can be implemented in very less resources and future risk of failure can be avoided because of inclusion of knowledge from the company's past requirements and the technical knowledge of the new experienced staff.

4.4. Regular Communication flow:

The communication between the employees at the internal level as well as the external members of the ERP project is recommended with regular flow. It will be ensured that regular communication is carried out between Project team members, ERP consultants hired by the company and the designated systems integrators for the ERP modules. The information from one part of the module is necessary to be carried efficiently at required time. For this purpose, an effective communication medium will be planned through which documented information flows and there is very chance of loss of the information (Koch & Mitteregger, 2016) [5]. According to Bhatti (2005), without a clear communication structure between the employees and an effective strategy, the employees who will use the ERPsystem in the future will not be able to get their concerns or comments on the system and required essential changes in the system could not be made. Therefore, an effective communication strategy, communication medium and plan is necessary at all levels.[4]

5.CONCLUSION

Considering the ERP failure cases of these two companies, it is evident that there are certain factors that should not be avoided in order to make the ERP implementation successful. First of all, the support of high management is highly required, secondly internal and external communication should enhanced by delivering all necessary information from each module of the ERP. Furthermore, the IT consultants that are hired in the initial phases should be involved at each phase along with the involvement of the perfect team members in the ERP implementation projects. The IT failure taxonomy also help in recognizing the threats and risks associated with the ERP implementation, so that these could be avoided in future for a successful ERP implementation in the respective companies.

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Research on the Current Situation of the School-Based Course of Entrepreneurship and Innovation Combined with Chemical Engineering Specialty Education

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Abstract:Since Premier Li Keqiang put forward "mas s entrepreneurship and innovation", colleges and univ ersities across the country have set off a wave of inno vation and entrepreneurship education. However, co mpared with foreign developed countries, China&apo s;s entrepreneurship and innovation education is still very weak. Based on the domestic and foreign compa rison and the dilemma faced by the dual bed educatio n, this paper studies the current situation of the devel opment of the double bed education combined with th e chemical specialty education, and puts forward the i mprovement strategies accordingly.

Keywords:chemical engineering，innovation and entr epreneurship education， school-based course

1.CURRENT SITUATION OF THE DEVELOPMENT OF SCHOOL-BASED CHEMICAL INDUSTRY ENTREPRENEURSHIP COURSES IN COLLEGES AND UNIVERSITIES

1.1 Development of entrepreneurship and innovation education in colleges and universities at home and abroad

Since Premier Li Keqiang put forward the concept of "mass entrepreneurship and innovation", it has received positive response from Chinese governments . Under the influence of this era, the society pays more and more attention to the training of innovative talents. Domestic universities have begun to launch the "innovation drives employment" entrepreneurship and innovation education, and actively promote the reform and practice of entrepreneurship and innovation education. As early as 2002, the Ministry of Education began to explore innovation and entrepreneurship education, and identified nine universities as pilots for preliminary exploration. With the help of the Chinese government, these universities have developed their own theoretical system and practical basis.However,there are still many colleges and universities in the development of entrepreneurship and innovation education in many deficiencies.

Compared with the situation in China, the education of mass entrepreneurship and innovation in western developed countries should be improved a lot. For example, Harvard College in the United States first put forward the concept of "entrepreneurship education" as early as 1947, and the government attaches great importance to the development of entrepreneurship and innovation education, and invests lots of money every year to cultivate a large number of high-quality innovation and entrepreneurship talents, thus forming a relatively complete education system of entrepreneurship and innovation.

According to the survey, the success rate of Chinese college students in starting a business is only about 5%, far lower than the 30% in western developed countries.Therefore, there is still much room for improvement in the education of entrepreneurship and innovation in China.

1.2 The current situation of the development of school-based courses of entrepreneurship and innovation combined with majors in China

Entrepreneurship and innovation school-based curriculum is a series of curriculum research and development launched by the school according to its own teaching philosophy to improve students' innovation and entrepreneurship quality. In recent years, the state has continuously carried out new curriculum reform and enriched the school-based curriculum of innovation and entrepreneurship education.However, the number of entrepreneurial school-based courses combined with majors is very small. Among the currently developed school-based courses, most of them are only superficial courses that attract students' interest, such as humanistic cultivation, rather than in-depth courses related to the basic knowledge of professional disciplines, which cannot actually meet students' professional needs for the future development of innovation and entrepreneurship, and still need to be continuously improved.

1.3 The current situation of the development of entrepreneurship and innovation school-based courses related to professional education of chemical industry in China

Chemical engineering is chemical engineering and process, applied chemistry, environmental engineering is equal to chemical chemical engineering related majors collectively.Because the chemical industry is more extensive professional, with a strong practical, can meet the needs of various industries, such as clothing, cosmetics, pharmaceutical, environmental protection, food, etc.,with a broad space for innovation and entrepreneurship. For example, it is mentioned in the Training and Practice of "Entrepreneurship and Innovation" chemical Engineering professionals that "exploring the new teaching system and mode of integrating entrepreneurship and innovation education into classroom teaching is of great strategic significance to the teaching of chemical engineering specialty. "

The training of chemical engineering entrepreneurship and innovation talents cannot be separated from the knowledge imparting of school-based courses. However, school-based entrepreneurship and innovation courses related to chemical engineering professional education are very scarce at present, which needs further exploration and development.

2.PROBLEMS EXISTING IN THE DEVELOPMENT OF SCHOOL-BASED COURSES FOR CHEMICAL INDUSTRY ENTREPRENEURSHIP AND IMPROVEMENT STRATEGIES

2.1 Difficulties in the development of school-based courses for chemical industry entrepreneurship and innovation

Compared with other majors, chemical industry is more inclined to belong to an industry with high investment and risk. It is very difficult for the innovation and entrepreneurship of chemical industry. For example, it is pointed out in the Plan that"China's petrochemical and chemical industries still have many problems in industrial innovation:(1) The industrial innovation ability is obviously insufficient; (2) Overall low investment in science and technology. "In the future, China's chemical industry needs to change from big and all-directional to strong and cutting-edge, which inevitably requires the innovation and entrepreneurial thinking of scientific and technological personnel. Under the background of the new era, it is required to integrate the concept and skills of mass entrepreneurship and innovation into the chemical industry.

At the same time, China's overall education on entrepreneurship and innovation also has many problems: most of China's education on entrepreneurship and innovation only emphasizes the transmission of entrepreneurial ideas and knowledge, and lacks of practical guidance and help for students' specific and entrepreneurial orientation; Entrepreneurship and innovation teachers is still scarce; The quality of entrepreneurship and innovation among college students in China is generally low. They are extremely lack of confidence and worry about the high risk of entrepreneurship, so they do not dare to try.[1]

Under the influence of these factors, it is particularly urgent for colleges and universities to cultivate innovative and entrepreneurial talents in the chemical industry, and it is also very important to develop school-based courses of chemical entrepreneurship and innovation, which have a broad prospect.

3. IMPROVEMENT STRATEGY

3.1To strengthen the investment of colleges and universities in the education of mass entrepreneurship and innovation in chemical industry

Universities must play a decisive role in developing the school-based courses of chemical industry entrepreneurship and innovation. Universities should increase their efforts and invest more funds in the research and development of school-based courses of chemical industry entrepreneurship. And we will expand the faculty, build a professional chemical entrepreneurship and innovation education team, refine the cutting-edge knowledge, technology and fields related to chemical industry, so as to make the chemical entrepreneurship and innovation school book more full.[2]

3.2 To organically combine theoretical knowledge and practical skills

Entrepreneurship education in colleges and universities should not just stay in theory. Therefore, it is necessary to bring entrepreneurs and resources from the chemical industry into the campus to carry out entrepreneurship exchanges and lectures, and at the same time to carry out various forms of entrepreneurship simulation practice activities, so as to help students to apply what they have learned. To integrate the theoretical knowledge and practical experience of entrepreneurship of chemical engineering into the school-based curriculum.

3.3To introduce new era technologies to create an educational atmosphere for chemical industry entrepreneurship and innovation

Combined with the present new media Internet platform, innovative chemical entrepreneurship and innovation transmission platform of school-based curriculum,through online means in chemical extensive publicity and innovative entrepreneurial spirit, professional for business model innovation, actively encourage innovation entrepreneurship public opinion atmosphere, improve the students' approval of chemical innovation entrepreneurship education, for chemical double gen school-based research and development power.

At the same time, information technology should be introduced and strengthened in research and development. At present, information technology has a strong impact in every industry, and the future development of chemical industry is bound to be upgraded with the help of information technology.

Therefore, it is necessary to introduce and introduce information technology in the school-based courses of chemical entrepreneurship and innovation, so as to meet the requirements of the new situation for chemical majors.

3.4 Todraw on the successful experience of other countries

Through years of development, foreign colleges and universities have made remarkable achievements in entrepreneurship and innovation education.[3] We should appropriately draw lessons from their diversified educational concepts, perfect education system and excellent teachers, so as to provide reform direction and reference experience for the development of school-based courses of chemical engineering entrepreneurship education in colleges and universities.

4. SUMMARY

In the era of "mass entrepreneurship and innovation", it has become an inevitable trend to integrate mass entrepreneurship and innovation into chemical engineering majors. School-based courses, as the representative of characteristic courses in colleges and universities, play an important role in cultivating students' innovation and entrepreneurship ability with professional characteristics. However, at present, the research and development of school-based courses for chemical industry entrepreneurship and innovation is still in a weak stage, and there are many difficulties. Therefore, it is necessary to increase the support of national policies, the investment of teachers in colleges and universities, and the reference of excellent foreign experience, so as to establish a perfect school-based course system for chemical industry entrepreneurship and innovation.

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Enumeration for the Young Tableaux of the Shape of Approximate Letter E

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Abstract: Combinatorial counting theory is a basic research direction in combinatorial mathematics, and the enumeration for Standard Yang tableaux is an important research content of combinatorial counting. By using nested order statistics, multiple integral calculation and the properties of combinatorial mathematics,Enumeration for the Young tableaux of the shape of Approximate Digital 3 is studied. The method is to calculate the multiple integral of the nested simplex corresponding to the letter E. In the process of integration, the complex integral is transformed into the third order determinant integral and the number of Standard Yang tableaux is obtained.

Keywords: Standard Yang Tableaux; Combination Count; Order Statistics; Multiple Integral

1 INTRODUCTION

Combination counting is an important branch of combinatorial mathematicsCounting of Standard Young tableaux (SYT) is one of the important research contents in combination count。Each row in the standard table is a set of independent, left-to-right, ascending from top to bottom sequential statistics [1] given in the literature 。 The existing Yang table counting formulas include the Standard Young tableaux (SYT) counting formula given in the literature [2], that is, the famous Hook-length formula, some truncation formulas given in the literature [3-10], ladder type and rectangular SYT counting formula, The hollow SYT counting formula given in the literature.。

2.1 Counting Formula of $\left(m^{2k+3}\right)/\left(m-1\right)^k\left|\left\{\left(2,2\right)\right\}/\left(m-1\right)^k\right|\left\{\left(k+3\right),2\right\}$

Lemma2.1.1 [11] Notes N_λ is number of λ SYT-type chart，then

$$N_\lambda=\left|\lambda\right|!\int_{S_\lambda}\cdots\int 1dx_{1,\lambda_1}\cdots dz_{\lambda_d,\lambda_d} \tag{2.1.1}$$

where S_λ is the nested simplex corresponding to the SYT-type chart of shape λ.

The following young tableaux of shape of $\left(m^{2k+3}\right)/\left(m-1\right)^k\left|\left\{\left(2,2\right)\right\}/\left(m-1\right)^k\right|\left\{\left(k+3\right),2\right\}$ is represented by $\left(m^{2k+3}\right)/\left(H_2\right)$ Make the $N_{\left(m^{2k+3}\right)/\left(H_2\right)}$ to represent the number of the shape of $\left(m^{2k+3}\right)/\left(H_2\right)$.

Known the shape of SYT-type chart of $\left(m^{2k+3}\right)/\left(H_2\right)$ as shown below:

x_1	x_2	$\cdots$	x_t	$\cdots$	x_{m-1}	x_m
t_1						
$\vdots$						
t_k						
y_1	y_2	$\cdots$	y_t	$\cdots$	y_{m-1}	y_m

t_{k+1}						
$\vdots$						
t_{2k}						
z_1	z_2	$\cdots$	z_t	$\cdots$	z_{m-1}	z_m

Figure(2.2.1)

Theorem2.1.1 ： For $m \geq 4, k \geq 0$ ， the number of standard tableaux of truncated straight shape $\left(m^{2k+3}\right)/\left(H_2\right)$ is：

$$N_{\left(m^{2k+3}\right)/\left(H_2\right)} = (3m+2k-1)!I_2$$

$$= (3m+2k-1)!\frac{1}{(m-2)!}\frac{1}{(m-3)!}\frac{1}{(m-4)!}(-1)^{m-4}$$

$$\left[\frac{(-1)^{3m-2}(k+2)(m-4)!(2m+k+1)!}{m(m-1)(m+k+2)!(2m+2k+2)!} + \frac{(-1)^{3m-2}(k+2)(m-4)!(2m+k-1)!}{(m-2)(m-1)^2(m+k+1)!(2m+2k)!}\right.$$

$$\left.+\frac{(-1)^{3m-2}\left(-4m-2mk-3k-k^2-2\right)(m-4)!(2m+k)!}{m(m-2)(m-1)(m+k+2)!(2m+2k+1)!}\right]$$

(2.1.2)

Proof：

Integral region D_3 is:

$$D_3 = \left(\begin{array}{ccccccc}
0 & < & x_1 & < & \cdots & < & x_m & & \\
 & & \wedge & & & & & & \\
 & & t_g & & & & & & \\
 & & \wedge & & \cdots & & \wedge & & \\
 & & \vdots & & & & & & \\
 & & \wedge & & & & & & \\
 & & y_1 & < & \cdots & < & y_m & & \\
 & & \wedge & & & & & & \\
 & & t_h & & & & & & \\
 & & \wedge & & \cdots & & \wedge & & \\
 & & \vdots & & & & & & \\
 & & \wedge & & & & & & \\
 & & z_1 & < & \cdots & < & z_m & < & 1
\end{array}\right)$$

From the formula (2.1.1) can get

$$N_{\left(m^{2k+3}\right)/\left(H_2\right)} = (3m+2k-1)!I_2$$

$$= (3m+2k-1)!\int_{D_3}\cdots\int dx_1\cdots dx_m dy_1\cdots dy_m dz_1\cdots dz_m dt_1\cdots dt_{2k}$$

(2.1.3)

The D_3 is the nested simplex corresponding to the shape of young tableaux of $\left(m^{2k+3}\right)/\left(H_2\right)$.

The integral of D_3 of the integral region is equivalent to the integral D_4 of the integral region.

$$D_4=\begin{pmatrix} 0 & < & x_2 & < & \cdots & < & x_m & \\ \wedge & & & & & & & \\ t_g & & & & & & & \\ \wedge & & \wedge & & \cdots & & \wedge & \\ \vdots & & & & & & & \\ \wedge & & \wedge & & & & & \\ y_1 & < & y_2 & < & \cdots & < & y_m & \\ \wedge & & & & & & & \\ t_h & & & & & & & \\ \wedge & & \wedge & & \cdots & & \wedge & \\ \vdots & & & & & & & \\ \wedge & & & & & & & \\ z_1 & < & z_2 & < & \cdots & < & z_m & < & 1 \end{pmatrix}\left(g=1,\ 2\cdots k, h=k+1,\cdots 2k\right)$$

Therefore (2.1.3) can be converted into

$$N_{\left(m^{2k+3}\right)/\left(H_2\right)}=\left(3m+2k-1\right)!I_2$$
$$=\left(3m+2k-1\right)!\int_{D_4}\cdots\int dx_2\cdots dx_m dy_1\cdots dy_m dz_1\cdots dz_m dt_1\cdots dt_{2k}$$

(2.1.4)

The D_4 is the nested simplex corresponding to the shape of young tableaux of $\left(m^{2k+3}\right)/\left(H_2\right)$.

First ,integrating with respect $t_1\cdots t_k, t_{k+1}\cdots t_{2k}$, the integral region becomes

$$D_m=\begin{pmatrix} 0 & < & x_2 & < & \cdots & < & x_m & & \\ \wedge & & \wedge & & & & \wedge & & \\ y_1 & < & y_2 & < & \cdots & < & y_m & & \\ \wedge & & \wedge & & & & \wedge & & \\ z_1 & < & z_2 & < & \cdots & < & z_m & < & 1 \end{pmatrix}$$

$$N_{\left(m^{2k+3}\right)/\left(H_2\right)}=\left(3m+2k-1\right)!I_2$$
$$=\left(3m+2k-1\right)!\int_{D_m}\cdots\int\frac{y_1^k}{k!}\frac{\left(z_1-y_1\right)^k}{k!}dy_1dz_1\times 1dx_2\cdots dx_m dy_2\cdots dy_m dz_1\cdots dz_m$$

(2.1.5)

$$I_2=\int_{D_m}\cdots\int\frac{y_1^k}{k!}\frac{\left(z_1-y_1\right)^k}{k!}dy_1dz_1\times 1dx_2\cdots dx_m dy_2\cdots dy_m dz_2\cdots dz_m \tag{2.1.6}$$

$$J_m=\int_{D_m}\cdots\int dx_2\cdots dx_m dy_2\cdots dy_m dz_2\cdots dz_m \tag{2.1.7}$$

$$I_2 = \int_{D_m} \cdots \int \frac{y_1^k}{k!} \frac{(z_1 - y_1)^k}{k!} dy_1 dz_1 \times J_m \tag{2.1.8}$$

In the next section,the region of integration $\begin{pmatrix} 0 & < & x_2 & & & & & & \\ \wedge & & \wedge & & & & & & \\ y_1 & < & y_2 & < & y_3 & & & & \\ \wedge & & \wedge & & \wedge & & & & \\ z_1 & < & z_2 & < & z_3 & < & z_4 & < & 1 \end{pmatrix}$ is represented by Ω ,

The integral of J_m is obtained from(2.2.6),then the integral of I_2 is obtained from (2.1.8),Finally , the number of the young tableaux of the shape of $\left(m^{2k+3}\right)/\left(H_2\right)$ can be calculated from(2.1.5).

For m=4,

$$J_4 = \int_{D_4} \cdots \iiint dx_2 dx_3 dx_4 dy_2 \cdots dy_4 dz_2 \cdots dz_4$$

$$= \int_{\substack{0 < x_2 < x_3 \\ \wedge \quad \wedge \quad \wedge \\ y_1 < y_2 < y_3 < y_4 \\ \wedge \quad \wedge \quad \wedge \quad \wedge \\ z_1 < z_2 < z_3 < z_4 < 1}} \cdots \iiint \begin{vmatrix} 1 & x_3 \\ 1 & y_4 \end{vmatrix} dx_2 dx_3 dy_2 dy_3 dy_4 dz_2 dz_3 dz_4$$

$$= \int_{\Omega} \cdots \iiint \begin{vmatrix} 1 & x_2 & \frac{x_2^2}{2!} \\ 1 & y_3 & \frac{y_3^2}{2!} \\ 1 & z_4 & \frac{z_4^2}{2!} \end{vmatrix} dx_2 dy_2 dy_3 dz_2 dz_3 dz_4$$

$$= \int_{\Omega} \cdots \iiint \frac{1}{2!} (y_3 - x_2)(z_4 - x_2)(z_4 - y_3) dx_2 dy_2 dy_3 dz_2 dz_3 dz_4 \tag{2.1.9}$$

For m=5,

$$J_5 = \int_{D_5} \cdots \iiint dx_2 \cdots dx_5 dy_2 \cdots dy_5 dz_2 \cdots dz_5$$

$$= \int_{\substack{0 < x_2 < x_3 \\ \wedge \quad \wedge \quad \wedge \\ y_1 < y_2 < y_3 < y_4 \\ \wedge \quad \wedge \quad \wedge \quad \wedge \\ z_1 < z_2 < z_3 < z_4 < z_5 < 1}} \cdots \iiint \begin{vmatrix} 1 & x_3 & \frac{x_3^2}{2!} \\ 1 & y_4 & \frac{y_4^2}{2!} \\ 1 & z_5 & \frac{z_5^2}{2!} \end{vmatrix} dx_2 dx_3 dy_2 dy_3 dy_4 dz_2 \cdots dz_5$$

$$=\int_{\Omega}\cdots\iiint\begin{vmatrix}1 & x_2 & \frac{x_2^2}{2!} & \frac{x_2^3}{3!}\\ 1 & y_3 & \frac{y_3^2}{2!} & \frac{y_3^3}{3!}\\ 1 & z_4 & \frac{z_4^2}{2!} & \frac{z_4^3}{3!}\\ 1 & 1 & \frac{1}{2!} & \frac{1}{3!}\end{vmatrix}dx_2dy_2dy_3dz_2dz_3dz_4$$

$$=\int_{\Omega}\cdots\iiint\frac{1}{3!}\frac{1}{2!}\begin{vmatrix}1 & x_2 & x_2^2 & x_2^3\\ 1 & y_3 & y_3^2 & y_3^3\\ 1 & z_4 & z_4^2 & z_4^3\\ 1 & 1 & 1 & 1\end{vmatrix}dx_2dy_2dy_3dz_2dz_3dz_4$$

$$=\int_{\Omega}\cdots\iiint\frac{1}{3!}\frac{1}{2!}\begin{vmatrix}1 & x_2-1 & x_2^2-x_2 & x_2^3-x_2^2\\ 1 & y_3-1 & y_3^2-y_3 & y_3^3-y_3^2\\ 1 & z_4-1 & z_4^2-z_4 & z_4^3-z_4^2\\ 1 & 0 & 0 & 0\end{vmatrix}dx_2dy_2dy_3dz_2dz_3dz_4$$

$$=\int_{\Omega}\cdots\iiint\frac{1}{3!}\frac{1}{2!}(-1)^5\left(x_2-1\right)\left(y_3-1\right)\left(z_4-1\right)\times\begin{vmatrix}1 & x_2 & x_2^2\\ 1 & y_3 & y_3^2\\ 1 & z_4 & z_4^2\end{vmatrix}dx_2dy_2dy_3dz_2dz_3dz_4$$

$$=\int_{\Omega}\cdots\iiint\frac{1}{3!}\frac{1}{2!}(-1)\left(x_2-1\right)\left(y_3-1\right)\left(z_4-1\right)$$
$$\times\left(y_3-x_2\right)\left(z_4-x_2\right)\left(z_4-y_3\right)dx_2dy_2dy_3dz_2dz_3dz_4$$

(2.1.10)

For m=6,

$$J_6=\int_{D_6}\cdots\iiint\frac{\left(y_1-x_1\right)^k}{k!}\frac{\left(z_1-y_1\right)^k}{k!}dx_2\cdots dx_6dy_2\cdots dy_6dz_2\cdots dz_6$$

$$=\int_{\substack{0<x_2<x_3<x_4\\ \wedge\quad\wedge\quad\wedge\quad\wedge\\ y_1<y_2<y_3<y_4<y_5\\ \wedge\quad\wedge\quad\wedge\quad\wedge\quad\wedge\\ z_1<z_2<z_3<z_4<z_5<z_6<1}}\cdots\iiint\begin{vmatrix}1 & x_4 & \frac{x_4^2}{2!}\\ 1 & y_5 & \frac{y_5^2}{2!}\\ 1 & z_6 & \frac{z_6^2}{2!}\end{vmatrix}dx_2dx_3dx_4dy_2\cdots dy_5dz_2\cdots dz_6$$

$$= \int\limits_{\substack{0 < x_2 < x_3 \\ \wedge \quad \wedge \quad \wedge \\ y_1 < y_2 < y_3 < y_4 \\ \wedge \quad \wedge \quad \wedge \quad \wedge \\ z_1 < z_2 < z_3 < z_4 < z_5 < 1}} \cdots \iiint \begin{vmatrix} 1 & x_3 & \frac{x_3^2}{2!} & \frac{x_3^3}{3!} \\ 1 & y_4 & \frac{y_4^2}{2!} & \frac{y_4^3}{3!} \\ 1 & z_5 & \frac{z_5^2}{2!} & \frac{z_5^3}{3!} \\ 1 & 1 & \frac{1}{2!} & \frac{1}{3!} \end{vmatrix} dx_2 dx_3 dy_2 dy_3 dy_4 dz_2 \cdots dz_5$$

$$= \int\limits_{\Omega} \cdots \iiint \begin{vmatrix} 1 & x_2 & \frac{x_2^2}{2!} & \frac{x_2^3}{3!} & \frac{x_2^4}{4!} \\ 1 & y_3 & \frac{y_3^2}{2!} & \frac{y_3^3}{3!} & \frac{y_3^4}{4!} \\ 1 & z_4 & \frac{z_4^2}{2!} & \frac{z_4^3}{3!} & \frac{z_4^4}{4!} \\ 1 & 1 & \frac{1}{2!} & \frac{1}{3!} & \frac{1}{4!} \\ 0 & 1 & 1 & \frac{1}{2!} & \frac{1}{3!} \end{vmatrix} dx_2 dy_2 dy_3 dz_2 dz_3 dz_4$$

$$= \int\limits_{\Omega} \cdots \iiint \frac{1}{4!}\frac{1}{3!}\frac{1}{2!} \begin{vmatrix} 1 & x_2 & x_2^2 & x_2^3 & x_2^4 \\ 1 & y_3 & y_3^2 & y_3^3 & y_3^4 \\ 1 & z_4 & z_4^2 & z_4^3 & z_4^4 \\ 1 & 1 & 1 & 1 & 1 \\ 0 & 1 & 2 & 3 & 4 \end{vmatrix} dx_2 dy_2 dy_3 dz_2 dz_3 dz_4$$

$$= \int\limits_{\Omega} \cdots \iiint \frac{1}{4!}\frac{1}{3!}\frac{1}{2!} \begin{vmatrix} 1 & x_2 - 1 & x_2^2 - x_2 & x_2^3 - x_2^2 & x_2^4 - x_2^3 \\ 1 & y_3 - 1 & y_3^2 - y_3 & y_3^3 - y_3^2 & y_3^4 - y_3^3 \\ 1 & z_4 - 1 & z_4^2 - z_4 & z_4^3 - z_4^2 & z_4^4 - z_4^3 \\ 1 & 0 & 0 & 0 & 0 \\ 0 & 1 & 1 & 1 & 1 \end{vmatrix} dx_2 dy_2 dy_3 dz_2 dz_3 dz_4$$

$$= \int\limits_{\Omega} \cdots \iiint \frac{1}{4!}\frac{1}{3!}\frac{1}{2!} (-1)^5 (x_2 - 1)(y_3 - 1)(z_4 - 1) \begin{vmatrix} 1 & x_2 & x_2^2 & x_2^3 \\ 1 & y_3 & y_3^2 & y_3^3 \\ 1 & z_4 & z_4^2 & z_4^3 \\ 1 & 1 & 1 & 1 \end{vmatrix} dx_2 dy_2 dy_3 dz_2 dz_3 dz_4$$

$$= \int\limits_{\Omega} \cdots \iiint \frac{1}{4!}\frac{1}{3!}\frac{1}{2!} (-1)^5 (x_2 - 1)(y_3 - 1)(z_4 - 1) \begin{vmatrix} 1 & x_2 - 1 & x_2^2 - x_2 & x_2^3 - x_2^2 \\ 1 & y_3 - 1 & y_3^2 - y_3 & y_3^3 - y_3^2 \\ 1 & z_4 - 1 & z_4^2 - z_4 & z_4^3 - z_4^2 \\ 1 & 0 & 0 & 0 \end{vmatrix}$$

$dx_2 dy_2 dy_3 dz_2 dz_3 dz_4$

$$=\int_{\Omega}\cdots\iiint\frac{1}{4!}\frac{1}{3!}\frac{1}{2!}\left[(-1)^{5}(x_2-1)(y_3-1)(z_4-1)\right]^{2}\begin{vmatrix}1 & x_2 & x_2^2\\ 1 & y_3 & y_3^2\\ 1 & z_4 & z_4^2\end{vmatrix}dx_2dy_2dy_3dz_2dz_3dz_4$$

$$=\int_{\Omega}\cdots\iiint\frac{1}{4!}\frac{1}{3!}\frac{1}{2!}\left[(-1)(x_2-1)(y_3-1)(z_4-1)\right]^{2}\begin{vmatrix}1 & x_2 & x_2^2\\ 1 & y_3 & y_3^2\\ 1 & z_4 & z_4^2\end{vmatrix}dx_2dy_2dy_3dz_2dz_3dz_4$$

$$=\int_{\Omega}\cdots\iiint\frac{1}{4!}\frac{1}{3!}\frac{1}{2!}\left[(-1)(x_2-1)(y_3-1)(z_4-1)\right]^{2}$$

$$\times(y_3-x_2)(z_4-x_2)(z_4-y_3)dx_2dy_2dy_3dz_2dz_3dz_4$$

(2.1.11)

From(2.1.9),(2.1.10),(2.1.11),the expression for guessing formula J_m

$$J_m=\int_{\Omega}\cdots\iiint\frac{1}{(m-2)!}\frac{1}{(m-3)!}\frac{1}{(m-4)!}\left[(-1)(x_2-1)(y_3-1)(z_4-1)\right]^{m-4}$$

$$\times(y_3-x_2)(z_4-x_2)(z_4-y_3)dx_2dy_1dy_2dy_3dz_1\cdots dz_4$$

(2.1.12)

Proving expression (2.1.12) by mathematical induction

For m=4,5,6,the formula (2.2.11) is introduced .

Hypothesis,that is true when m is equal to n-1,

There is $J_{n-1}=\int_{\Omega}\cdots\iiint\frac{1}{(n-3)!}\frac{1}{(n-4)!}\frac{1}{(n-5)!}\left[(-1)(x_2-1)(y_3-1)(z_4-1)\right]^{n-5}$

$$\times(y_3-x_2)(z_4-x_2)(z_4-y_3)dx_2dy_1dy_2dy_3dz_1\cdots dz_4$$

(2.1.13)

And for m=n

$$J_n=\int_{\Delta=\left(\begin{array}{ccccccccccc}0 & < & x_2 & < & x_3 & & & & & & \\ \wedge & & \wedge & & \wedge & & & & & & \\ y_1 & < & y_2 & < & y_3 & < & y_4 & & & & \\ \wedge & & \wedge & & \wedge & & \wedge & & & & \\ z_1 & < & z_2 & < & z_3 & < & z_4 & < & z_5 & < & 1\end{array}\right)}\cdots\iiint\frac{1}{(n-3)!}\frac{1}{(n-4)!}\frac{1}{(n-5)!}$$

$$\times\left[(-1)(x_3-1)(y_4-1)(z_5-1)\right]^{n-5}(y_4-x_3)(z_5-y_3)(z_5-y_4)dx_2dx_3dy_1\cdots dy_4dz_1\cdots dz_5$$

(2.1.14)

$$(y_4-x_3)(z_5-x_3)(z_5-y_4)$$

$$=\left[(y_4-1)+(1-x_3)\right]\left[(z_5-1)+(1-x_3)\right]\left[(z_5-1)+(1-y_4)\right]$$

$$=(y_4-1)(z_5-1)^2-(x_3-1)(z_5-1)^2+(x_3-1)^2(z_5-1)$$

$$-(y_4-1)^2(z_5-1)+(y_4-1)^2(x_3-1)-(x_3-1)^2(y_4-1)$$

(2.1.15)

Putting (2.2.14)into(2.2.13),there will be the following formula.

$$J_n=(-1)^{n-5}\frac{1}{(n-3)!}\frac{1}{(n-4)!}\frac{1}{(n-5)!}$$

$$\times\left[\int_{\Delta}\cdots\iiint(x_3-1)^{n-5}(y_4-1)^{n-4}(z_5-1)^{n-3}dx_2dx_3dy_1\cdots dy_4dz_1\cdots dz_5\right.$$

$$+\int_{\Delta}\cdots\iiint\left(x_3-1\right)^{n-3}\left(y_4-1\right)^{n-5}\left(z_5-1\right)^{n-4}dx_2dx_3dy_1\cdots dy_4dz_1\cdots dz_5$$
$$+\int_{\Delta}\cdots\iiint\left(x_3-1\right)^{n-4}\left(y_4-1\right)^{n-3}\left(z_5-1\right)^{n-5}dx_2dx_3dy_1\cdots dy_4dz_1\cdots dz_5$$
$$-\int_{\Delta}\cdots\iiint\left(x_3-1\right)^{n-4}\left(y_4-1\right)^{n-5}\left(z_5-1\right)^{n-3}dx_2dx_3dy_1\cdots dy_4dz_1\cdots dz_5$$
$$-\int_{\Delta}\cdots\iiint\left(x_3-1\right)^{n-5}\left(y_4-1\right)^{n-3}\left(z_5-1\right)^{n-4}dx_2dx_3dy_1\cdots dy_4dz_1\cdots dz_5$$
$$-\int_{\Delta}\cdots\iiint\left(x_3-1\right)^{n-3}\left(y_4-1\right)^{n-4}\left(z_5-1\right)^{n-5}dx_2dx_3dy_1\cdots dy_4dz_1\cdots dz_5$$

(2.1.16)

$$J_1\left(a,b,c\right)=\int_{\Delta}\cdots\iiint\left(x_3-1\right)^{n-a}\left(y_4-1\right)^{n-b}\left(z_5-1\right)^{n-c}dx_2dx_3dy_1\cdots dy_4dz_1\cdots dz_5$$
$$=\int_{\Omega}\cdots\iiint\frac{\left[\left(y_3-1\right)^{n-a+1}-\left(x_2-1\right)^{n-a+1}\right]}{\left(n-a+1\right)}\frac{\left[\left(z_4-1\right)^{n-b+1}-\left(y_3-1\right)^{n-b+1}\right]}{\left(n-b+1\right)}$$
$$\times\frac{\left[-\left(z_4-1\right)^{n-c+1}\right]}{\left(n-c+1\right)}dx_2dy_1\cdots dy_3dz_1\cdots dz_4$$

(2.1.17)

Putting(2.1.17)into(2.1.16),there will be the following formula.

$$J_n=\left(-1\right)^{n-5}\frac{1}{(n-3)!}\frac{1}{(n-4)!}\frac{1}{(n-5)!}\times J_1\left(5,4,3\right)+\left(-1\right)^{n-5}\frac{1}{(n-3)!}\frac{1}{(n-4)!}\frac{1}{(n-5)!}\times J_1\left(4,3,5\right)$$
$$+\left(-1\right)^{n-5}\frac{1}{(n-3)!}\frac{1}{(n-4)!}\frac{1}{(n-5)!}\times J_1\left(3,5,4\right)\quad-\left(-1\right)^{n-5}\frac{1}{(n-3)!}\frac{1}{(n-4)!}\frac{1}{(n-5)!}\times J_1\left(4,5,3\right)$$
$$-\left(-1\right)^{n-5}\frac{1}{(n-3)!}\frac{1}{(n-4)!}\frac{1}{(n-5)!}\times J_1\left(5,3,4\right)$$
$$-\left(-1\right)^{n-5}\frac{1}{(n-3)!}\frac{1}{(n-4)!}\frac{1}{(n-5)!}\times J_1\left(3,4,5\right)$$
$$=\left(-1\right)^{n-4}\frac{1}{(n-2)!}\frac{1}{(n-3)!}\frac{1}{(n-4)!}$$
$$\times\int_{\Omega}\left[\left(x_2-1\right)^{n-4}\left(y_3-1\right)^{n-3}\left(z_4-1\right)^{n-2}\right]dx_2dy_2dy_3dz_2\cdots dz_4$$
$$+\left(-1\right)^{n-4}\frac{1}{(n-2)!}\frac{1}{(n-3)!}\frac{1}{(n-4)!}$$
$$\times\int_{\Omega}\left[\left(x_2-1\right)^{n-2}\left(y_3-1\right)^{n-4}\left(z_4-1\right)^{n-3}\right]dx_2dy_2dy_3dz_2\cdots dz_4$$
$$+\left(-1\right)^{n-4}\frac{1}{(n-2)!}\frac{1}{(n-3)!}\frac{1}{(n-4)!}$$
$$\times\int_{\Omega}\left[\left(x_2-1\right)^{n-3}\left(y_3-1\right)^{n-2}\left(z_4-1\right)^{n-4}\right]dx_2dy_2dy_3dz_2\cdots dz_4$$

$$-(-1)^{n-4}\frac{1}{(n-2)!}\frac{1}{(n-3)!}\frac{1}{(n-4)!}$$

$$\times\int_{\Omega}\left[(x_2-1)^{n-3}(y_3-1)^{n-4}(z_4-1)^{n-2}\right]dx_2dy_2dy_3dz_2\cdots dz_4$$

$$-(-1)^{n-4}\frac{1}{(n-2)!}\frac{1}{(n-3)!}\frac{1}{(n-4)!}$$

$$\times\int_{\Omega}\left[(x_2-1)^{n-4}(y_3-1)^{n-2}(z_4-1)^{n-3}\right]dx_2dy_2dy_3dz_2\cdots dz_4$$

$$-(-1)^{n-4}\frac{1}{(n-2)!}\frac{1}{(n-3)!}\frac{1}{(n-4)!}$$

$$\times\int_{\Omega}\left[(x_2-1)^{n-2}(y_3-1)^{n-3}(z_4-1)^{n-4}\right]dx_2dy_2dy_3dz_2\cdots dz_4$$

$$=\int_{\Omega}\cdots\iiint\frac{1}{(n-2)!}\frac{1}{(n-3)!}\frac{1}{(n-4)!}\left[(-1)(x_2-1)(y_3-1)(z_4-1)\right]^{n-4}$$

$$\times(y_3-x_2)(z_4-x_2)(z_4-y_3)dx_2dy_2dy_3dz_2\cdots dz_4$$

(2.1.18)

Putting m=n into(2.1.12),there will be the following formula.

$$J_n=\int_{\Omega}\cdots\iiint\frac{1}{(n-2)!}\frac{1}{(n-3)!}\frac{1}{(n-4)!}\left[(-1)(x_2-1)(y_3-1)(z_4-1)\right]^{n-4}$$

$$\times(y_3-x_2)(z_4-x_2)(z_4-y_3)dx_2dy_2dy_3dz_2\cdots dz_4$$

That is the same thing as formula (2.1.18).So formula (2.1.12) is proved.

$$I_2=\int_{D_m}\cdots\int\frac{y_1^k}{k!}\frac{(z_1-y_1)^k}{k!}dy_1dz_1\times J_m$$

$$=\int_{\Omega}\cdots\iiint\frac{1}{(m-2)!}\frac{1}{(m-3)!}\frac{1}{(m-4)!}\frac{y_1^k}{k!}\frac{(z_1-y_1)^k}{k!}\left[(-1)(x_2-1)(y_3-1)(z_4-1)\right]^{m-4}$$

$$\times(y_3-x_2)(z_4-x_2)(z_4-y_3)dx_1dy_1dy_2dy_3dz_1\cdots dz_4$$

(2.1.19)

$$(y_3-x_2)(z_4-x_2)(z_4-y_3)$$

$$=\left[(y_3-1)+(1-x_2)\right]\left[(z_4-1)+(1-x_2)\right]\left[(z_4-1)+(1-y_3)\right]$$

$$=(y_3-1)(z_4-1)^2-(x_2-1)(z_4-1)^2+(x_2-1)^2(z_4-1)$$

$$-(y_3-1)^2(z_4-1)+(y_3-1)^2(x_2-1)-(x_2-1)^2(y_3-1)$$

$$\left[(x_2-1)(y_3-1)(z_4-1)\right]^{m-4}(y_3-x_2)(z_4-x_2)(z_4-y_3)$$

$$=(x_2-1)^{m-4}(y_3-1)^{m-3}(z_4-1)^{m-2}+(x_2-1)^{m-2}(y_3-1)^{m-4}(z_4-1)^{m-3}$$

$$+(x_2-1)^{m-3}(y_3-1)^{m-2}(z_4-1)^{m-4}-(x_2-1)^{m-4}(y_3-1)^{m-2}(z_4-1)^{m-3}$$

$$-(x_2-1)^{m-2}(y_3-1)^{m-3}(z_4-1)^{m-4}-(x_2-1)^{m-3}(y_3-1)^{m-4}(z_4-1)^{m-2}$$

(2.1.20)

Let

$$J_2(a,b,c)=\int_\Omega\cdots\iiint\frac{y_1^k}{k!}\frac{(z_1-y_1)^k}{k!}(x_2-1)^{m-a}(y_3-1)^{m-b}(z_4-1)^{m-c}dx_2dy_1dy_2dy_3dz_1\cdots dz_4$$

(2.1.21)

Putting(2.1.21)into(2.1.19),there will be the following formula.

$$I_2=\frac{1}{(m-2)!}\frac{1}{(m-3)!}\frac{1}{(m-4)!}(-1)^{m-4}$$

$$\times\left[J_2(4,3,2)+J_2(2,4,3)+J_2(3,2,4)-J_2(4,2,3)-J_2(2,3,4)-J_2(3,4,2)\right]$$

(2.1.22)

$$J_2(a,b,c)=\int_\Omega\cdots\iiint\frac{y_1^k}{k!}\frac{(z_1-y_1)^k}{k!}(x_2-1)^{m-a}(y_3-1)^{m-b}(z_4-1)^{m-c}dx_2dy_1dy_2dy_3dz_1\cdots dz_4$$

$$=\int_{\substack{0<y_1<y_2\\ \wedge\quad\wedge\\ z_1<z_2<z_3<1}}\cdots\iiint(-1)\frac{y_1^k}{k!}\frac{(z_1-y_1)^k}{k!}\left[\frac{(y_2-1)^{m-a+1}}{m-a+1}+\frac{(-1)^{m-a+2}}{m-a+1}\right]$$

$$\times\left[\frac{(z_3-1)^{m-b+1}}{m-b+1}-\frac{(y_2-1)^{m-b+1}}{m-b+1}\right]\frac{(z_3-1)^{m-c+1}}{m-c+1}dy_1dy_2dz_1dz_2dz_3$$

$$=\int\cdots\iiint\frac{y_1^k}{k!}\frac{(z_1-y_1)^k}{k!}\times\frac{(-1)\times(y_2-1)^{m-a+1}(z_3-1)^{2m-b-c+2}}{(m-a+1)(m-b+1)(m-c+1)}dy_1dy_2dz_1dz_2dz_3$$

$$+\int\cdots\iiint\frac{y_1^k}{k!}\frac{(z_1-y_1)^k}{k!}\times\frac{(y_2-1)^{2m-a-b+2}(z_3-1)^{m-c+1}}{(m-a+1)(m-b+1)(m-c+1)}dy_1dy_2dz_1dz_2dz_3$$

$$+\int\cdots\iiint\frac{y_1^k}{k!}\frac{(z_1-y_1)^k}{k!}\times\frac{(-1)^{m-a+3}\times(z_3-1)^{2m-b-c+2}}{(m-a+1)(m-b+1)(m-c+1)}dy_1dy_2dz_1dz_2dz_3$$

$$+\int\cdots\iiint\frac{y_1^k}{k!}\frac{(z_1-y_1)^k}{k!}\times\frac{(-1)^{m-a+2}\times(y_2-1)^{m-a+1}(z_3-1)^{m-c+1}}{(m-a+1)(m-b+1)(m-c+1)}dy_1dy_2dz_1dz_2dz_3$$

(2.1.23)

$$J_3(i,j)=\int\cdots\iiint\frac{y_1^k}{k!}\frac{(z_1-y_1)^k}{k!}(y_2-1)^i(z_3-1)^jdy_1dy_2dz_1dz_2dz_3$$

$$=\iiint_{0<y_1<z_1<z_2<1}\frac{y_1^k}{k!}\frac{(z_1-y_1)^k}{k!}\left[\frac{(z_2-1)^{i+1}}{i+1}-\frac{(y_1-1)^{i+1}}{i+1}\right]\left[-\frac{(z_2-1)^{j+1}}{j+1}\right]dy_1dz_1dz_2$$

$$=\frac{1}{i+1}\times\frac{1}{j+1}\times\iiint_{0<y_1<z_1<z_2<1}\frac{y_1^k}{k!}\frac{(z_1-y_1)^k}{k!}\left[-(z_2-1)^{i+j+2}+(y_1-1)^{i+1}(z_2-1)^{j+1}\right]dy_1dz_1dz_2$$

$$=\frac{1}{i+1}\times\frac{1}{j+1}\times\iiint_{0<y_1<z_1<1}\frac{y_1^k}{k!}\frac{(z_1-y_1)^k}{k!}\left[\frac{(z_1-1)^{i+j+3}}{i+j+3}-(y_1-1)^{i+1}\frac{(z_1-1)^{j+2}}{j+2}\right]dy_1dz_1$$

$$=\frac{1}{i+1}\times\frac{1}{j+1}$$

$$\times\iint_{0<y_1<z_1<1}\left[\frac{y_1^k}{k!}\frac{\left(z_1-y_1\right)^k}{k!}\frac{\left(z_1-1\right)^{i+j+3}}{i+j+3}dy_1dz_1-\frac{y_1^k}{k!}\frac{\left(z_1-y_1\right)^k}{k!}\left(y_1-1\right)^{i+1}\frac{\left(z_1-1\right)^{j+2}}{j+2}\right]dy_1dz_1$$

$$=\frac{1}{i+1}\times\frac{1}{j+1}\times\int_{0<y_1<1}\frac{\left(i+j+3\right)!}{\left(i+j+k+4\right)!}\left(1-y_1\right)^{i+j+k+4}\frac{y_1^k}{k!}\frac{\left(-1\right)^{i+j+3}}{i+j+3}dy_1$$

$$-\frac{1}{i+1}\times\frac{1}{j+1}\times\int_{0<y_1<1}\frac{\left(j+2\right)!}{\left(j+k+3\right)!}\left(1-y_1\right)^{i+j+k+4}\frac{y_1^k}{k!}\frac{\left(-1\right)^{i+j+3}}{j+2}dy_1$$

$$=\frac{1}{i+1}\times\frac{1}{j+1}\times\left[\frac{\left(-1\right)^{i+j+3}\left(i+j+2\right)!}{\left(i+j+2k+5\right)!}-\frac{\left(j+1\right)!}{\left(j+k+3\right)!}\frac{\left(-1\right)^{i+j+3}\left(i+j+k+4\right)!}{\left(i+j+2k+5\right)!}\right]$$

(2.1.24)

$$\int\cdots\iiint\frac{y_1^k}{k!}\frac{\left(z_1-y_1\right)^k}{k!}\times\frac{\left(-1\right)^{m-a+3}\times\left(z_3-1\right)^{2m-b-c+2}}{\left(m-a+1\right)\left(m-b+1\right)\left(m-c+1\right)}dy_1dy_2dz_1dz_2dz_3$$

$$=\frac{\left(-1\right)^{m-a+3}}{\left(m-a+1\right)\left(m-b+1\right)\left(m-c+1\right)}\times\int\cdots\iiint\frac{y_1^k}{k!}\frac{\left(z_1-y_1\right)^k}{k!}\left(z_3-1\right)^{2m-b-c+2}dy_1dy_2dz_1dz_2dz_3$$

$$=\frac{\left(-1\right)^{m-a+3}}{\left(m-a+1\right)\left(m-b+1\right)\left(m-c+1\right)}$$

$$\times\iiint_{0<y_1<z_1<z_2<1}\frac{y_1^k}{k!}\frac{\left(z_1-y_1\right)^k}{k!}\left(z_2-y_1\right)\frac{-\left(z_2-1\right)^{2m-b-c+3}}{\left(2m-b-c+3\right)}dy_1dz_1dz_2$$

$$=\frac{\left(-1\right)^{m-a+3}}{\left(m-a+1\right)\left(m-b+1\right)\left(m-c+1\right)\left(2m-b-c+3\right)}$$

$$\times\iiint_{0<y_1<z_1<z_2<1}-\frac{y_1^k}{k!}\frac{\left(z_1-y_1\right)^k}{k!}\left[\left(z_2-1\right)+\left(1-y_1\right)\right]\left(z_2-1\right)^{2m-b-c+3}dy_1dz_1dz_2$$

$$=\frac{\left(-1\right)^{m-a+3}}{\left(m-a+1\right)\left(m-b+1\right)\left(m-c+1\right)\left(2m-b-c+3\right)}$$

$$\times\iint_{0<y_1<z_1<1}-\frac{y_1^k}{k!}\frac{\left(z_1-y_1\right)^k}{k!}\left[\frac{-\left(z_1-1\right)^{2m-b-c+5}}{2m-b-c+5}+\frac{-\left(1-y_1\right)\left(z_1-1\right)^{2m-b-c+4}}{2m-b-c+4}\right]dy_1dz_1$$

$$=\frac{\left(-1\right)^{m-a+3}}{\left(m-a+1\right)\left(m-b+1\right)\left(m-c+1\right)\left(2m-b-c+3\right)}\times$$

$$\left[\int_{0<y_1<1}\frac{\left(2m-b-c+5\right)!}{\left(2m-b-c+k+6\right)!}\frac{\left(-1\right)^{2m-b-c+5}}{\left(2m-b-c+5\right)}\frac{y_1^k}{k!}\left(1-y_1\right)^{2m-b-c+k+6}dy_1\right.$$

$$\left.+\int_{0<y_1<1}\frac{\left(2m-b-c+4\right)!}{\left(2m-b-c+k+5\right)!}\frac{\left(-1\right)^{2m-b-c+4}}{\left(2m-b-c+4\right)}\frac{y_1^k}{k!}\left(1-y_1\right)^{2m-b-c+k+6}dy_1\right]$$

$$=\frac{(-1)^{m-a+3}}{(m-a+1)(m-b+1)(m-c+1)(2m-b-c+3)}$$
$$\times\left[\frac{(-1)^{2m-b-c+5}(2m-b-c+4)!}{(2m-b-c+2k+7)!}+\frac{(-1)^{2m-b-c+4}(2m-b-c+k+6)(2m-b-c+3)!}{(2m-b-c+2k+7)!}\right]$$

(2.1.25)

Putting(2.1.24)and(2.1.25)into(2.1.23),there will be the following formula.

$$J_2(a,b,c)=\frac{(-1)}{(m-a+1)(m-b+1)(m-c+1)}J_3(m-a+1,2m-b-c+2)$$
$$+\frac{1}{(m-a+1)(m-b+1)(m-c+1)}J_3(2m-a-b+2,m-c+1)$$
$$+\frac{(-1)^{m-a+3}}{(m-a+1)(m-b+1)(m-c+1)(2m-b-c+3)}$$
$$\times\left[\frac{(-1)^{2m-b-c+5}(2m-b-c+4)!}{(2m-b-c+2k+7)!}+\right.$$
$$\left.\frac{(-1)^{2m-b-c+4}(2m-b-c+k+6)(2m-b-c+3)!}{(2m-b-c+2k+7)!}\right]$$
$$+\frac{(-1)^{m-a+2}}{(m-a+1)(m-b+1)(m-c+1)}J_3(m-b+1,m-c+1)$$

(2.1.26)

Putting(2.1.26)into(2.1.22),there will be the following formula.

$$I_2=\frac{1}{(m-2)!}\frac{1}{(m-3)!}\frac{1}{(m-4)!}(-1)^{m-4}\times$$
$$\left[J_2(4,3,2)+J_2(2,4,3)+J_2(3,2,4)-J_2(4,2,3)-J_2(2,3,4)-J_2(3,4,2)\right]$$
$$=\frac{1}{(m-2)!}\frac{1}{(m-3)!}\frac{1}{(m-4)!}(-1)^{m-4}\times\left[\frac{(-1)^{3m-2}(k+2)(m-4)!(2m+k+1)!}{m(m-1)(m+k+2)!(2m+2k+2)!}\right.$$
$$+\frac{(-1)^{3m-2}(k+2)(m-4)!(2m+k-1)!}{(m-2)(m-1)^2(m+k+1)!(2m+2k)!}$$
$$\left.+\frac{(-1)^{3m-2}(-4m-2mk-3k-k^2-2)(m-4)!(2m+k)!}{m(m-2)(m-1)(m+k+2)!(2m+2k+1)!}\right]$$

(2.1.27)

Putting(2.1.27)into(2.1.5),there will be the following formula.

$$N_{\left(m^{2k+3}\right)/(H_2)}=\left(3m+2k-1\right)!I_2$$

$$=\left(3m+2k-1\right)!\frac{1}{\left(m-2\right)!}\frac{1}{\left(m-3\right)!}\frac{1}{\left(m-4\right)!}\left(-1\right)^{m-4}$$

$$\times\left[\frac{\left(-1\right)^{3m-2}\left(k+2\right)\left(m-4\right)!\left(2m+k+1\right)!}{m\left(m-1\right)\left(m+k+2\right)!\left(2m+2k+2\right)!}+\frac{\left(-1\right)^{3m-2}\left(k+2\right)\left(m-4\right)!\left(2m+k-1\right)!}{\left(m-2\right)\left(m-1\right)^{2}\left(m+k+1\right)!\left(2m+2k\right)!}\right.$$

$$\left.+\frac{\left(-1\right)^{3m-2}\left(-4m-2mk-3k-k^{2}-2\right)\left(m-4\right)!\left(2m+k\right)!}{m\left(m-2\right)\left(m-1\right)\left(m+k+2\right)!\left(2m+2k+1\right)!}\right]$$

(2.1.28)

The proof of Theorem2.1.1 is complete.

2 CONCLUSION

In this paper, the nested order statistics model is constructed, and the determinant integral is used to solve the Yang tableaux counting problem of approximate digital type 3 , on the basis of which the Yang tableaux counting problem of digital type 9 can be solved.

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Analysis on the Logistics Efficiency of Agricultural Products in Northwest China

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Abstract: In order to effectively promote the regional agricultural products logistics efficiency, this paper uses DEA model to analyze the logistics efficiency of agricultural products in northwest China, and the results show that the 2012 and 2018 are the northwest agricultural products logistics comprehensive efficiency and technical efficiency of a watershed; the scale efficiency fluctuated between 2009 and 2014 and rose steadily between 2015 and 2018. Except for Shaanxi Province, which was in the descending return on scale between 2009 and 2011 to 2017, all other provinces were in the state of increasing return on scale.
Keywords: northwest, agricultural products logistics efficiency, DEA

1INTRODUCTION

With the continuous progress of social economy and the continuous improvement of people's income level, people have a higher pursuit for the quality of agricultural products. This means higher requirements on the quality and timeliness of transportation of agricultural products from producing areas to sales areas. Many factors such as the basic national conditions of small farmers in large countries, relatively backward rural transportation infrastructure and the characteristics of agricultural products different from industrial products interweave together, leading to high loss of agricultural products in the circulation process. According to the data released by China Logistics Information Center network, the loss rate of agricultural products in the process of transportation in China is as high as 20%-30%, far from the level of 5% compared with that of developed countries.

Agricultural products logistics is the object of agricultural output, in the process of circulation, do the maintenance and appreciation of agricultural products. Northwest region of 2019 rural residents per capita income is 11892.202 yuan, 12999.56 yuan lower than that of the western rural residents level, more than rural residents income and central area, that is partly because the role of agricultural products logistics in the value of agricultural products has not been fully played out, confines the enhancing of the northwest region of farmers' income. Northwest China is selected as the research object, used DEA model to analyze the efficiency of agricultural product logistics, and drew an objective and true conclusion, which is of great practical significance to the development of agricultural product logistics in northwest China and the promotion of farmers' income.

2 LITERATURE REVIEW

Most studies on the efficiency of agricultural products logistics use DEA to analyze its input-output efficiency. Chen Lequn et al. (2018) used the DEA-Malmquist to analyze the changes of total factor productivity of agricultural products logistics and its decomposition index in 27 regions of China from 2007 to 2016.Studies have shown that the the efficiency of agricultural product logistics is susceptible to the influence of economic environment and national macro policies, with significant regional differences [1]. Liu Yanan (2018) used SE-DEA and DEA-Malmquist, the results showed that the logistics efficiency of agricultural products in eastern and western China was generally low and decreasing in turn, mainly due to the lack of technical innovation ability [2].

From the research results of scholars, very few studies have been done specifically on the Northwest. As an agricultural characteristic province and an important trade channel of the Silk Road, the development of agricultural products logistics is also extremely important in northwest China. Based on this, this paper uses DEA model to measure the efficiency of agricultural products logistics in northwest China, and analyzes the efficiency level of agricultural products logistics in northwest China.

3EMPIRICAL ANALYSIS OF DEA MODEL

3.1 Index selection and data sources

In this paper, the employment and fixed asset investment of the transportation, warehousing and postal services in the provinces of northwest China from 2009 to 2018 are selected as the input indicators, freight volume, cargo turnover, and the added value of the transportation, warehousing and postal services are selected as the output indicators. For the missing data in some provinces, interpolation method is adopted to fill it. Using the method of Wang Renxiang et al. (2014) for reference, the data related to transportation, storage and postal industry are processed [3].For the missing data of some provinces, interpolation method is used to fill the missing data.

3.2 Empirical analysis of DEA model

The analysis results with DEAP2.1 software are shown in Table 1:

Table1. DEA analysis results

	region	crste	vrste	scale	
	G	1.000	1.000	1.000	-
	X	0.654	0.695	0.942	irs
2009	N	0.903	1.000	0.903	irs
	S	0.414	0.833	0.497	drs
	Q	0.490	0.852	0.576	irs
	Mean	0.692	0.876	0.784	
	G	0.903	0.919	0.983	irs
	X	0.636	0.677	0.940	irs
2010	N	0.745	0.840	0.887	irs
	S	1.000	1.000	1.000	-
	Q	0.510	0.959	0.531	irs
	Mean	0.759	0.879	0.868	
	G	0.951	0.958	0.993	irs
	X	0.671	0.689	0.973	irs
2011	N	0.967	1.000	0.967	irs
	S	0.401	0.844	0.475	drs
	Q	0.605	1.000	0.605	irs
	Mean	0.719	0.898	0.803	
	G	1.000	1.000	1.000	-
	X	0.800	0.826	0.968	irs
2012	N	1.000	1.000	1.000	-
	S	0.844	1.000	0.844	drs
	Q	0.520	1.000	0.520	irs
	Mean	0.833	0.965	0.866	
	G	0.825	0.841	0.981	irs
	X	0.673	0.681	0.988	irs
2013	N	0.848	0.855	0.991	irs
	S	0.781	0.926	0.844	drs
	Q	0.340	0.737	0.461	irs
	Mean	0.693	0.808	0.853	
	G	0.728	0.786	0.926	irs
	X	0.643	0.688	0.935	irs
2014	N	0.579	0.588	0.984	irs
	S	0.766	0.934	0.820	drs
	Q	0.406	0.875	0.465	irs
	Mean	0.624	0.774	0.826	
	G	0.653	0.686	0.952	irs
	X	0.639	0.679	0.940	irs
2015	N	0.696	0.701	0.994	irs
	S	0.579	0.631	0.918	drs
	Q	0.388	0.736	0.527	irs
	Mean	0.591	0.687	0.866	
	G	0.635	0.655	0.970	irs
	X	0.687	0.714	0.963	irs
2016	N	0.576	0.591	0.975	irs
	S	0.573	0.621	0.922	drs
	Q	0.386	0.677	0.570	irs
	Mean	0.571	0.652	0.880	
	G	0.678	0.685	0.989	irs
	X	0.794	0.807	0.983	irs
2017	N	0.383	0.391	0.980	irs
	S	0.526	0.577	0.912	drs
	Q	0.382	0.613	0.624	irs
	Mean	0.553	0.615	0.898	
	G	1.000	1.000	1.000	-
	X	0.555	0.584	0.950	irs
2018	N	0.491	0.547	0.897	drs
	S	0.414	0.656	0.631	irs
	Q	0.620	0.689	0.890	irs
	Mean	0.620	0.689	0.890	
	Mean	0.666	0.784	0.853	

3.2.1 Technical efficiency analysis

From 2009 to 2018, the average technical efficiency of agricultural products logistics in northwest China is 0.784, which is in the non-effective state of DEA. From 2009 to 2012, the average technical efficiency was on the rise, then fell from 2013 to 2017, and finally rose in 2018.It shows that in recent years, the logistics technology and logistics management means in northwest China are relatively backward, and there is no combination of modern technology and agricultural products logistics. Therefore, attention should be paid to the improvement of logistics technology and management means, and modern services such as the Internet should be applied to logistics to improve the technical level of logistics industry.

From 2009 to 2012, Xinjiang ranked last among the five provinces in terms of technical efficiency of agricultural products logistics. However, after 2012, Xinjiang began to see its technical efficiency rise. On the contrary, in Gansu Province, the technical efficiency of agricultural products logistics was always at a high level in northwest China from 2009 to 2012, and then began to decline after 2012.Ningxia's agricultural product logistics technical efficiency is the most unstable, with a low of 0.391 in 2017, showing great fluctuations.

3.2.2Scale and efficiency analysis

From 2009 to 2018, the scale efficiency of the average agricultural products is 0.853, which is in the non-effective state of DEA. It can be seen that the development of scale efficiency was not stable from 2009 to 2014, but generally speaking, it was in the state of increasing return on scale. In terms of provinces, except in 2009, 2011 and 2018, the scale and efficiency of Agricultural products logistics in Shanxi province was at the bottom among the northwest provinces, and in other years, Qinghai Province was at the bottom. In addition, except in 2009 and 2011-2017, Shanxi province showed diminishing returns to scale, while other provinces showed increasing returns to scale, indicating that Shanxi province's investment in agricultural products logistics exceeded the reasonable investment level, while other provinces did not reach the reasonable level. Therefore, other provinces should attach importance to the infrastructure construction, technical services and modern management of agricultural products logistics.

4 CONCLUSION

From the DEA analysis results, the northwest agricultural products logistics overall efficiency is not high.2012 and 2018 can be said to be a watershed for the efficiency of agricultural product logistics in northwest China, because after 2012, the comprehensive efficiency and technical efficiency of agricultural product logistics were in a downward trend, and began to pick up in 2018, indicating that the development of agricultural product logistics in Northwest China had not been achieved in recent years under the background of general policies. Therefore, the local government should pay attention to the combination of modern science and technology with agricultural products logistics, pay attention to the implementation effect of policies, and reasonably integrate all resources according to the provincial conditions to promote the development of agricultural products logistics.

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A Review of Domestic Fresh Agricultural Products Distribution in the Same City

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Abstract: The logistics development of agricultural products is becoming more and more mature, and the distribution of fresh agricultural products in the same city is the process that primary agricultural products directly reach the public table from the fields through logistics transportation. This article reviews the related issues of intra-city distribution of fresh agricultural products, and points out its future research directions.

Keywords: fresh agricultural products; agricultural products; logistics; city distribution

1 INTRODUCTION

At present, e-commerce is developing rapidly. In 2019, the scale of China's fresh e-commerce market increased by 19.1% year-on-year[1].In his graduation thesis, Zhang Kun designed the distribution mode in the same city by means of questionnaire survey and relying on modern agricultural park[2]. The purpose of this paper is to provide a new model for the sales of fresh agricultural products in the same city, so as to solve the problems of farmers"difficulty in selling vegetables, low price and low income". Connecting rural production with urban consumption can not only reduce the intermediate cost of agricultural products sales, but also provide convenience for urban residents. Through summarizing the current research on the issues related to the distribution of fresh agricultural products in the same city, we can understand its future research direction.

2 REVIEW OF RESEARCH

2.1 Connotation

The research on the distribution of fresh agricultural products in the same city is a problem of logistics and transportation of agricultural products. The future development of agricultural products logistics mainly presents the "last mile" of agricultural products logistics park, agricultural products e-commerce, agricultural-residential docking and intelligent distribution[3]. The "last-mile" distribution means that logistics and distribution personnel deliver agricultural products to users [4], understand the customers' real demands through direct contact with customers, and study the improvement of customer service quality in the "last-mile" delivery stage of fresh agricultural products distribution in the same city.

2.2 Current situation

At present, the problems of parking and loading and unloading of urban distribution vehicles still exist. Although some cities put forward many new models to solve these problems when developing the same-city distribution, the problems of low efficiency and high cost still exist [5], which leads to the difficulty in starting and slow development of the same-city distribution of agricultural products. Fan Chen influence consumers' purchasing decisions based on price and product freshness. Through numerical calculation online and offline cooperation will significantly reduce the wholesale price of suppliers [6]. At present, most of the agricultural products sales rely on the third-party platform, which needs to invest in operating expenses, and cooperate with the third-party logistics to develop agricultural products circulation channels mainly based on e-commerce. The e-commerce platform provides trading places, which leads to lax quality control and high cost [7]. The decentralized characteristics of block chain technology can be used to solve the problem of quality inspection trace ability of agricultural products from production to transportation and finally to consumers [8]. Most of our country has a small-scale farming economy and small planting scale, which makes it difficult to carry out the distribution of fresh agricultural products in the same city.

2.3 Fresh agricultural product distribution model

Most domestic scholars build a new distribution model suitable for current economic development and market demand based on the main model. As shown in table one：

Table 1 Fresh Agricultural Product Distribution Model.

Wei Guochen[9]	third-party logistics + consumer pick-up/third-party delivery
Lu Hua[10]	Supplier + Distribution Center + Customer
Xu Guangshu[11]	third-party logistics distribution + refrigerated shuttle bus

	+ consumer pick up / door-to-door delivery
Chen Yaoting [12]	Crowd sourcing distribution model of fresh food e-commerce

2.4 Delivery method affects customer satisfaction

(1)Quality problems of intra-city delivery service

Zhou Nijun studied the same-city distribution model of agricultural products in order to meet the customer's time window requirements and minimize the distribution cost, and applied the improved economy method to the agricultural product logistics distribution method [13]. Han Shilian considered customer demand attributes into the problem of logistics distribution path planning, and using accurate algorithms can quickly obtain the optimal distribution path of the customer group and improve customer satisfaction [14].Yang Hualong believe that customer needs occur randomly, and combine virtual customers with real customers to formulate a vehicle scheduling plan [15].

(2) Pickup method of intra-city delivery

At present, the problem of how to ensure safe and low-cost delivery of fresh agricultural products to every customer after arriving in the urban area in the same city and establish a long-term trust relationship with customers is the last link in the delivery of fresh agricultural products in the same city. Yang Juping analyzed the conditions for the successful operation of the pack station "last mile" delivery mode self-pickup system of the major German logistics company DHL and the successful operation of the same city delivery and pickup mode of SF Express in cooperation with chain convenience stores in Taiwan [4].Chen Yiyou used a queuing model to describe customers choosing self-pickup service or home delivery based on bounded rationality of customers, and constructed a four-piece corporate profit maximization model under the bounded rationality of customers[16]. Wang Xuping took the carbon tax into account in the last-mile delivery model of e-commerce, and compared the cost of home delivery, self-service receiving and dispatching boxes and self-receiving stations when the carbon tax was imposed. The cost of the box model has the greatest impact [17]. Shao Tengwei implanted consumer experience on the supply side when conducting research on fresh foods, and constructed a C2B2B2C model. The empirical evidence showed that consumer experience can help reduce transaction costs, achieve production and marketing docking, improve the quality of agricultural products, and enhance consumers Trust [18].

4 CONCLUSION

There are few researches on chain problems, so such problems need to be discussed and studied in depth. In addition, there is less research on the consumer behavior theory of intra-city delivery service targets. At present, more and more people tend to shop online, but there is less research on whether fresh agricultural products such as vegetables and fruits can be delivered within the same city.The current problems of farmers' income increase, agricultural development, and rural stability require us. Turn more attention to "three issues of agriculture, the countryside and farmers", transform more theoretical research into practical results, and truly realize agricultural modernization.

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Study on the Change of Value Orientation of Aesthetic Education Curriculum in Primary School

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Abstract: Aesthetic quality is the core dimension of talent training goal in the new era.To primary school of music and fine arts curriculum standard in our country since the early of the republic of China as the research object, by which about aesthetic education curriculum goal, content, implementation and evaluation of comb, reveals the elementary school six main stages of aesthetic education curriculum value orientation change.
Keywords: Aesthetic Education; Aesthetic Education Curriculum; Curriculum Value Orientation

1.INTRODUCTION

The curriculum value orientation is a concentrated reflection of the course objective, course content, teaching strategies, teaching assessment, and other course factors. Different value orientations can mirror different course design concepts[1] . The value orientation of aesthetic education curriculum tends to change along with changes of social politics, economics and culture in different periods of time, so it can reflect the aesthetic pursuits and aesthetic educational concepts of the country and society in different periods of time. Since the advent of the 20th century, Chinese material living standards have been significantly improved, thus enabling Chinese to pursue a more enriched spiritual life. How to further improve the modernity construction of aesthetic education in China, and realize the nationalization and globalization of China's aesthetic educational discourse system has been an imperative facing aesthetic educational construction[2]. In this paper, the course value orientation changes of China ' s aesthetic education over the recent one hundred years are analyzed, which holds vital significance to the reconstruction of the aesthetic curriculum value orientation and further clarification of the essence and functions of aesthetic education. In order to examine value pursuits of aesthetic educational curriculum, this paper adopts fine arts and music courses as research objects, and uses the textual analysis method to identify the course value orientation change track and to provide valuable references for aesthetic educational course construction in the new era.

From the period of the Republic of China to present, aesthetic educational curriculum, affected by politics, economics, culture and different educational concepts of different eras, can reflect the value orientation of era characteristics through their functional positioning, value orientation, course content, course implementation and course assessment. After thousands of years of development, the value orientation of aesthetic educational courses in China can reflect aesthetic educational concepts and course positioning in different eras. Based on the coding analysis of curriculum standards, this paper divides the value orientation evolution process into the following six stages:

Early 20th century: Children-oriented orientation with aesthetic taste and morality at the core.

In the early 20th century, Cai Yuanpei, the Minister of Education of the Republic of China, put forward the educational guideline of "jointly developing five kinds of education", of which aesthetic education was officially pinpointed as an important part of China's educational system. In terms of music education, the "Primary School Teaching Guidelines and Timetable" promulgated in 1912 and the "Detailed Rules on Implementation of School Rules in the Republic of China" promulgated in 1916 both mention that "the main goal of singing is to cultivate children's aesthetic taste and morality through learning some simple songs so that children can be in a lively and beautiful mood." [3] In terms of fine art education, the "Primary School Teaching Guidelines and Timetable" in 1912, "Detailed Rules on the Implementation of School Rules in the Republic of China" in 1916, and "Detailed Rules on the Implementation of School Rules in Higher Primary Schools" in 1916 all mention that "the goal of drawing is to lead children to observe objects, develop their counterdraw skills, and foster their aesthetic taste. Teachers can ask children to teach objects already taught by other subjects or things common to see for children, and develop their habit of keeping clean and thinking meticulously" [4]. During this period, the curriculum goal was to develop children's morality and aesthetic taste.

2. FROM THE 1930S TO THE 1940S: ORIENTED TOWARDS AESTHETIC TASTE CULTIVATION WITH THE NATIONAL SPIRIT AT THE CORE

From the 1930s to the 1940s, aesthetic educational courses emphasized on accommodating to children's natural instinct of being happy and vivacious, developing children's aesthetic taste as well as their interest and talent in music and fine arts, and paying attention children's understanding of aesthetics and ability to appreciate beauty. This period marked China's entry into the Comprehensive Anti-Japanese War period, when people of different nationalities fought together against foreign invaders. Thereby, aesthetic educational courses attached great importance to fostering children's national spirit of unity, braveness, cooperation, mutual help, and obedience. These course objectives had a close bearing on the national and social background at that time. On the whole, China's aesthetic course value orientation aimed at developing the aesthetic taste with the national spirit at the core.

3. FROM THE 1950S TO THE 1960S: ORIENTED TOWARDS PRAGMATICALLY SERVING SOCIAL CONSTRUCTION

According to "Tentative Standards for Primary School Music Courses", the main objective of music education is to equip students of "basic music knowledge and skills, such as distinguishing sounds, making sounds, singing, and performing simple pieces, developing students' interest in music and encouraging them to entertain their body and mind and enrich their life with music, stimulate them to serve the people, be vivacious, happy, enthusiastic, brave and patriotic, and safeguard the peace of the world." [5] The "Interim Curriculum Standards (Draft) for Primary School Drawing Courses" in 1950 and the "Teaching Outline for Primary School Drawing" in 1956 both mention that the goal of drawing courses "is to enhance and develop students' basic knowledge and abilities, cultivate children's preliminary aesthetic abilities and interest in fine arts, and gradually foster children's ability to observe, imagine and create so that children can apply the drawings to the real life, pursue the ideal of glorifying the motherland and people's life, and commit themselves to motherland construction and serving the people". The value orientation of aesthetic educational courses was reflected as the training and development of basic skills, and emphasis on use of knowledge and skills to the beautiful countryside construction.

4. THE LATE 1960S: ORIENTED TOWARDS IDEOLOGICAL AND POLITICAL EDUCATION

In March 1951, the Ministry of Education held the first nationwide secondary education conference, which put forward the guideline and development goal of regular high schools, that is, "to pursue all-around development for the younger generation in terms of intelligent education, morality education, PE, and aesthetic education, and become an active member in the new-democratic society". In February 1957, Mao Zedong clearly put forward the socialist educational guideline in the report named On How to Correctly Deal with Internal Contradictions among the People. "Our educational guideline should help educators pursue all-around development in morality education, intelligence education, and PE, and prepare them into well-educated laborers with the socialist awareness." In 1964, the criticism over "modern revisionism" swept the whole country, and "education to bring up talents with the political awareness and professional knowledge", "education on love", "listing of aesthetic education into an important part of comprehensive development of education", etc. Following that, aesthetic education was denied as a cover for "feudalism, capitalism and revisionism". As a result, aesthetic education failed to gain a foothold in the society.

5. FROM THE 1970S TO THE 1990S: ORIENTED TOWARDS SOCIAL DEVELOPMENT OF CHILDREN

According to the "Outline (Trial) for Middle and Primary School Music Education" promulgated in 1979 for full-time ten-year schools and the "Music Teaching Outline (Trial)" promulgated in 1982 in full-time five-year schools, the objective of music curriculum standards is pinpointed to preliminarily learn music language of different nationalities in China, develop passion for the music art of the motherland, expose them to fine music works abroad, and grasp basic music knowledge and skills, and develop noble sentiments and optimism so that students can achieve all-around development both in mind and body. The "Full-Time Music Teaching Outline (Trial)" for nine-year compulsory education promulgated in 1988 and the "Full-time Music Teaching Outline (Trial)" for nine-year compulsory education in 1992 focus on developing students' ability to experience, appreciate, and express the music, and develop students' abilities to imagine and think, and clarifying the goal for students' sentiment, attitude, and values development, that is, "love the motherland, love the people, love to work, love to learn science, and love socialism; become a moral, educated, and disciplined socialism successor and constructor with an ideal; feel proud for and confident in the motherland's art of music". The objective of fine arts courses set by the "Fine Arts Teaching Outline (Trial) for Primary and Middle Schools" for the full-time ten-year schools in 1979, "Fine Arts Teaching Outline for Full-time Primary Schools (Trial)" for the full-time ten-year schools in 1988, and "Fine Arts Teaching Outline (Trial)" for nine-year compulsory education full-time primary schools in 1922 is to emphasize on equipping students with the basic fine arts knowledge and styling skills and developing students' ability to observe, memorize, imagine and create, and to develop a fine aesthetic taste. Meanwhile, they pursue the development of sentiments, attitudes and values, aiming at making students patriotic and moral and perseverant. During this period, the music and fine arts education in China revolved around the national and traditional cultural connotation in China, and development of students' music and fine arts accomplishments, and internal aesthetic accomplishments. It also stressed on the development of students' patriotism and morality to devote themselves to building a greater China. The value orientation of aesthetic educational courses of this period was concentratedly reflected as the orientation towards children's social development, and emphasized on development of patriotism, national conditions, fine qualities, physical and mental health, etc.

6. FROM THE 21ST CENTURY TO THE PRESENT: ORIENTED TOWARDS COMPREHENSIVE AND THREE-DIMENSIONAL AESTHETIC EDUCATIONAL COURSES

According to the "Full-time Music Teaching Outline for Nine-year Compulsory Education (Trial and Revised)" of the 2000 version and the "Music Curriculum Standards" of the 2011 version, the goal is "to explore, discover, and appreciate the artistic charm of music by attending music courses and participating in a variety of art practices…and develop a fine aesthetic taste and active and optimistic attitude towards life" [6. The objective set by the "Fine Arts Teaching Outline" of the 2000 version for nine-year compulsory education primary schools and the "Fine Arts Curriculum Standards" of the 2011 version is to learn and grasp basic knowledge and skills of fine arts, learn methods for fine arts appreciation and review, cultivate students' ability to observe, think and imagine as well as their healthy aesthetic taste and morality, maintain their interest in learning, form basic aesthetic accomplishments, know how to connect fine arts creations with the daily life, and improve the environment and life. At this period, the value orientation of fine arts courses attaches importance to not only the development of basic knowledge skills, but also the development of students' music and fine arts qualities, stress on students' individual spiritual construction, value and internal emotions of individual existence.

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Evaluation and Adaptation of Language Teaching Materials a Case Study of Just Right

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Abstract**:** To use or not to use coursebooks has been under debate since the early 1970s. Despite the critical voice, coursebooks are still widely used because of broad applicability. Due to the fact that every class or learner has varied learning motivation, style, level, and cultural background, it is necessary for teachers to adapt the coursebooks according to the practical teaching circumstances. This paper is going to conduct a case study of adapting a language teaching material and demonstrate the detailed theoretical context and rationale.

Keywords: Materials adaptation; Language teaching materials; In-class activities; Pre-intermediate level

1. THEORETICAL CONTEXT

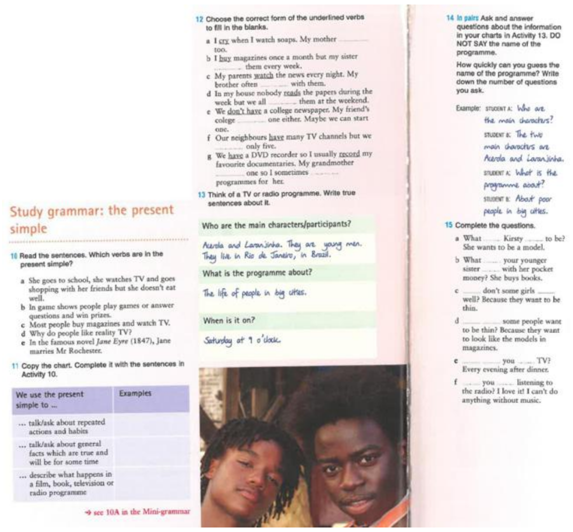
Before starting to do the adaptation, a systematic and principled evaluation and judgement about the effect of the materials is needed at the outset[1]. The criteria frameworks for materials evaluation differ in focus and scope, but McGrath[2] concludes their common aspects for universal use: design, language content, subject matter, and practical considerations[3]. When coursebooks stand for language learning materials, tasks are the essential resource of scaffolding the learners to move through zones of proximal development[4] as it helps learners to develop systemic knowledge and communicative ability by both form-focused and meaning-focused activities. Therefore, not only specific language and cultural aspects, but also particular in-class tasks included in the materials which drive teachers to study on the assumption behind designed tasks and the approaches to put it into practice[5] should be evaluated beforehand.

Materials adaptation can be made at the level of activity, unit, or syllabus through lengthening, deleting, modifying, simplifying, and personalising materials, focusing on the aspects of language (in the teaching material and in learners' production), process (classroom management, interaction, activities and learning styles), content (learning context, topic, cultural background) and level (of learners' linguistic and cognitive perspectives) [6][7]. Owing to all these cases, except the teachers' own preference including personality, teaching style, and own rationale, the other factors such as teaching circumstances, learner capacity (including age, language level, experience, learning styles), and course objectives should also be considered[8].

2. RATIONALE

According to the theoretical basis demonstrated above, the following content is going to conduct a case study, adapting a Western teaching material in order to fit a Chinese context. The coursebook studied in this paper is *Just Right* [9], an integrated English language course appropriate for the learners at CEFL A2-B1 which is also considered to be pre-intermediate level applicable to junior-high school students in China, aging at 12 to 14. The grammar task on present simple tense is selected for the reason that it is fundamental to students' regular communication and further difficult grammar knowledge.

The adaptation is made at the level of activity and syllabus in aspects of design, language content, subject matter, and practical considerations by adding, deleting, modifying, and simplifying materials.


Study grammar: the present simple

10 Read the sentences. Which verbs are in the present simple?

a She goes to school, she watches TV and goes shopping with her friends but she doesn't eat well.
b In game shows people play games or answer questions and win prizes.
c Most people buy magazines and watch TV.
d Why do people like reality TV?
e In the famous novel *Jane Eyre* (1847), Jane marries Mr Rochester.

11 Copy the chart. Complete it with the sentences in Activity 10.

We use the present simple to ...	Examples
... talk/ask about repeated actions and habits	
... talk/ask about general facts which are true and will be for some time	
... describe what happens in a film, book, television or radio programme	

→ see 10A in the Mini-grammar

12 Choose the correct form of the underlined verbs to fill in the blanks.

a I cry when I watch soaps. My mother ______ too.
b I buy magazines once a month but my sister ______ them every week.
c My parents watch the news every night. My brother often ______ with them.
d In my house nobody reads the papers during the week but we all ______ them at the weekend.
e We don't have a college newspaper. My friend's colege ______ one either. Maybe we can start one.
f Our neighbours have many TV channels but we ______ only five.
g We have a DVD recorder so I usually record my favourite documentaries. My grandmother ______ one so I sometimes ______ programmes for her.

13 Think of a TV or radio programme. Write true sentences about it.

Who are the main characters/participants?
Acerola and Laranjinha. They are young men. They live in Rio de Janeiro, in Brazil.
What is the programme about?
The life of people in big cities.
When is it on?
Saturday at 9 o'clock.

14 In pairs Ask and answer questions about the information in your charts in Activity 13. DO NOT SAY the name of the programme.

How quickly can you guess the name of the programme? Write down the number of questions you ask.

Example: STUDENT A: Who are the main characters?
STUDENT B: The two main characters are Acerola and Laranjinha.
STUDENT A: What is the programme about?
STUDENT B: About poor people in big cities.

15 Complete the questions.

a What ______ Kirsty ______ to be? She wants to be a model.
b What ______ your younger sister ______ with her pocket money? She buys books.
c ______ don't some girls ______ well? Because they want to be thin.
d ______ ______ some people want to be thin? Because they want to look like the models in magazines.
e ______ ______ you ______ TV? Every evening after dinner.
f ______ you ______ listening to the radio? I love it! I can't do anything without music.

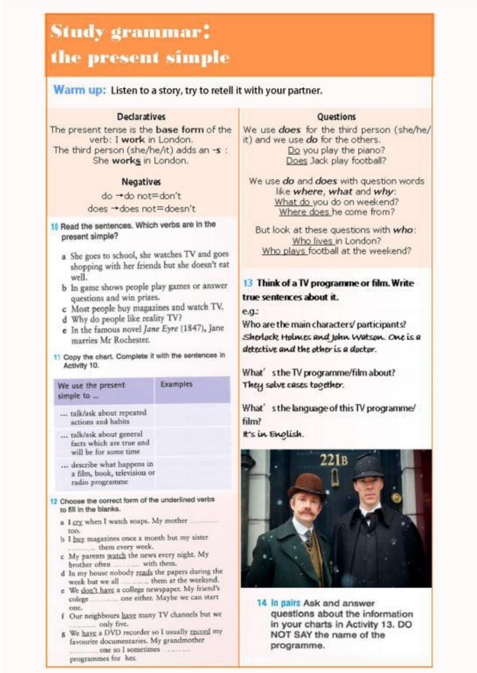
Figure 1 The Original Copy

(1)Design

The design of activities should firstly be considered. The systemic knowledge task designed in the original copy is suitable: language-focused (form-focused) core activity with meaning-focused activity working to lead in support the core stage. However, there is no preparatory task to elicit the context or introduce the vocabulary required in this class. The activities are also neglecting listening and speaking skills, so an inductive warm up activity requiring students to listen and retell a story has been added, aiming to stimulate the 'noticing' of the form and encourage an earliest 'structuring' through using the target language. In this input-based approach, students need to not produce the target form precisely, but pay attention to the contextualized feature of the target language and discover the form[10].

'Quality is far more important than quantity of practice,' Swan claimed that, 'the practice is not simply a meaningless, repetitive drill[11].' Therefore, activity 15 is deleted for being similar to activity 13 and lacking in integrated skills to be a featured proceduralisation activity in the follow-up activity stage.

Besides, the design of layout is also adapted. I reorganized the contents and scattered pieces into one page, making the format trimmer and clearer.



Study grammar: the present simple

Warm up: Listen to a story, try to retell it with your partner.

Declaratives

The present tense is the **base form** of the verb: I **work** in London.

The third person (she/he/it) adds an -s : She **works** in London.

Negatives

do →do not=don't

does →does not=doesn't

Questions

We use ***does*** for the third person (she/he/it) and we use ***do*** for the others.

Do you play the piano?

Does Jack play football?

We use ***do*** and ***does*** with question words like ***where***, ***what*** and ***why***:

What do you do on weekend?

Where does he come from?

But look at these questions with ***who***:

Who lives in London?

Who plays football at the weekend?

10 Read the sentences. Which verbs are in the present simple?

a She goes to school, she watches TV and goes shopping with her friends but she doesn't eat well.

b In game shows people play games or answer questions and win prizes.

c Most people buy magazines and watch TV.

d Why do people like reality TV?

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12 Choose the correct form of the underlined verbs to fill in the blanks.

a I cry when I watch soaps. My mother ____ too.

b I buy magazines once a month but my sister ____ them every week.

c My parents watch the news every night. My brother often ____ with them.

d In my house nobody reads the papers during the week but we all ____ them at the weekend.

e We don't have a college newspaper. My friend's colege ____ one either. Maybe we can start one.

f Our neighbours have many TV channels but we ____ only five.

g We have a DVD recorder so I usually record my favourite documentaries. My grandmother ____ one so I sometimes ____ programmes for her.

13 Think of a TV programme or film. Write true sentences about it.

e.g.:

Who are the main characters/ participants?

Sherlock Holmes and John Watson. One is a detective and the other is a doctor.

What' s the TV programme/film about?

They solve cases together.

What' s the language of this TV programme/ film?

It's in English.

221B

14 In pairs Ask and answer questions about the information in your charts in Activity 13. DO NOT SAY the name of the programme.

Figure 2 Full Version of the Adapted Copy

(2)Language content

From the linguistic aspect, the original syllabus covers only present simple tense, overlooking the distinction between different forms, so basic form, question form and negative form should be added to enrich the language content. The different forms are added and highlighted under the title where is convenient for students to check at any time. Each rule is explained by one or two examples, making it authentic and easier to understand.

(3)Subject matter

The subject is about TV and media which are authentic and related to students' daily life, but the coursebook as a whole is in a European cultural context, indicating that the cultural and social issue is the major problem needed to adapt. For example, activity 13 asks students to answer the questions about a TV programme or film. The original copy gives an example on a Brazilian drama, *City of Men*. Though it goes together with a picture, Chinese adolescence may not be engaged with that. So the picture is adapted into *Sherlock*, which is more famous among Chinese adolescence. This topic is more inspiring which may motivate students to produce expressions than given. The third question in this activity is also adapted. The original copy asks "When is it on?" but few people know the release date of a drama nowadays. So, the question is adapted into an easier one but still involves the target grammatical knowledge: "What's the language of this TV programme/film?"

(4)Practical considerations

From the learners' point, students need to restructure the knowledge they learned before emerging the proceduralised knowledge. This procedure is concluded by McLaughlin as 'noticing', 'structuring' and 'proceduralisation'[12]. Accordingly, teaching process of a grammar lesson can be designed as follow: grammar rules taught firstly to notice the target knowledge, then practices helping to structure the knowledge, and finally, integrated tasks promoting the comprehensive output.

For the students' pre-intermediate language level, some of them may have realized the form while some others may not due to varied learning capacity, so the totally implicit grammar teaching might not be suitable for this teaching context owing to the large class size. It is not practical to wait until all students discover the form. Therefore, after the Warm-up activity, teacher explicitly illustrates the basic form, negative form and question form in present simple tense, allowing greater precision and clarity for all students.

3. CONCLUSION

To conclude, this paper has illustrated the adaptation of a Western coursebook to fit a Chinese class organized in the PPP (present-practice-produce) pattern. The dynamics and personalities factor including motivation, language level of learners, and social-culture background are the major factors of material adaptation. In the pre-class stage, teaching material is mainly adapted at the level of activity by adding content, deleting activity, simplifying instruction, personalising the example, and reorganizing the layout. The original syllabus focused on basic form and the adapted one balanced the basic, negative, and question forms. During the while-class stage, the preparatory stage is added, aiming to prepare and engage students to the target knowledge. The way of feedback is also adapted. Because of the large class size, the use of peer check, individual check and choral check is combined. With the adapted and well-organized coursebook, learners would monitor their learning procedure with autonomy to some degree, being less dependent on teacher; and class could also be conducted smoothly and effectively in this teaching context.

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Analysis on the Effectiveness of Monetary Policy's Interest Rate Transmission under the Marketization of Interest Rate

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Abstract: In order to study the effectiveness of the interest rate transmission mechanism of my country's monetary policy, a VAR model was established based on the monthly index data from 2009 to 2019 for empirical analysis, and the unit root test and cointegration test were performed on the model data. Through the generalized impulse response to the model, it is found that the interest rate transmission mechanism of my country's monetary policy has a significant effect on economic operation in the short term. The market interest rate can be transmitted to the real economy such as investment relatively quickly, but the change in the money supply has a certain time lag effect on the market interest rate. Finally, based on the conclusions of the research and the actual development of our country, we put forward corresponding suggestions for the optimization of our country's monetary policy interest rate mechanism.
Keywords: interest rate marketization; monetary policy; interest rate transmission; VAR model

1.Model setting
In 1980, Sims introduced the vector autoregressive model (VAR) into the study of economics. Later, Granger and Engle supplemented the theory with co-integration theory, making the model often used in time series systems and random error versus variable systems. Dynamic shocks explain the impact of various economic shocks on economic variables. Therefore, this article studies the dynamic relationship between financial development, industrial structure adjustment and urbanization by establishing a VAR model[1].

$$Y_t = \alpha_0 + \alpha_1 Y_{t-1} + \alpha_2 Y_{t-2} + \cdots + \alpha_p Y_{t-p} + \beta_1 X_t + \cdots \beta_q X_{t-q} + \quad (1)$$

Among them, Y_t is the k-dimensional endogenous variable vector, X_t is the r-dimensional exogenous variable, $\alpha_0,\alpha_1,\alpha_2,\cdots,\alpha_p$ and $\beta_1,\beta_2,\cdots,\beta_q$ is the parameter matrix to be estimated. The endogenous variable and the exogenous variable have p and q order lag periods respectively, U_t is a random error term.
2.Empirical analysis
(1) Unit root test
The stationarity test of the established time series index data is carried out through the ADF unit root test, so as to avoid the phenomenon of "false regression" caused by the data instability. This article conducts a stability test on selected indicator data to determine the influence of money supply, interest rate changes, and investment changes. From the test results, it can be seen that at the significance level of 0.05, M2, I_SA, and R cannot pass the stationarity test, indicating that the established index data is not stable, and it is necessary to perform first-order difference processing on all data and follow the information criteria The form of judgment test. After the difference, all the index data have passed the stationarity test, indicating that M2, I_SA, and R are first-order single-integration sequences. It also shows that there may be a co-integration relationship between each index data, which needs to be determined by co-integration test.
(2) Cointegration test
Before performing the cointegration test, the optimal lag order of the established model needs to be determined, and the cointegration test can be performed after the optimal lag order is known. Establish a VAR model for all index data to determine the lag order, and determine the optimal lag order according to the five information criteria. The specific results are shown in Table 2. It can be judged from the table that when the lag period is 3, Three of the five evaluation indicators passed, indicating that the establishment of the VAR(3) model is more reasonable.

Table 1 Selection of model lag period

Lag	LogL	LR	FPE	AIC	SC	HQ
0	-3125.668	NA	2.15e+19	53.02827	53.09871	53.05687
1	-2609.982	996.4099	4.01e+15	44.44038	44.72214*	44.55478

2	-2595.294	27.63454	3.64e+15	44.34396	44.83705	44.54417*
3	-2584.885	19.05365*	3.56e+15*	44.32008*	45.02449	44.60609

Note: NA is the vacant value, * represents the best result of each column.

(3) VAR model establishment and stability test

According to the analysis, the VAR model with three periods of lag is selected for parameter estimation, and the VAR(3) model is established through Eviews9.0.

$$\begin{pmatrix} M1 \\ I\_SA \\ R \end{pmatrix} = \begin{pmatrix} 0.6312 & 0.0156 & -2518 \\ -0.0721 & 0.3192 & -824.5 \\ 0.0001 & -1.1704 & 0.7478 \end{pmatrix} \begin{pmatrix} M1(-1) \\ I\_SA(-1) \\ R(-1) \end{pmatrix} + \begin{pmatrix} 0.1227 & 0.0262 & -336.78 \\ 0.0041 & 0.3460 & -824.52 \\ -1.7103 & 0.00003 & -0.0543 \end{pmatrix} \begin{pmatrix} M1(-2) \\ I\_SA(-2) \\ R(-2) \end{pmatrix} + \begin{pmatrix} 0.1926 & 0.0333 & -590.63 \\ 0.0719 & 0.3186 & 463.12 \\ 9.6313 & 2.8126 & 0.1613 \end{pmatrix} \begin{pmatrix} M1(-3) \\ I\_SA(-3) \\ R(-3) \end{pmatrix} + \begin{pmatrix} 17926.72 \\ 5207.09 \\ 0.4713 \end{pmatrix}$$

The test results of the established model are shown in Figure 1. All root models fall within the unit circle, indicating that the established The model is stable, and the established model can be further analyzed.

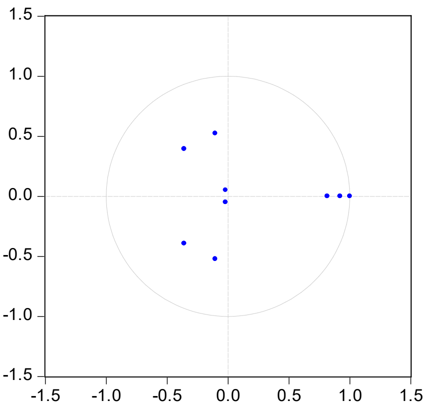

Figure 1 Model AR root diagram

(4) Impulse response

The establishment of a VAR model does not require a priori constraints on each variable, so when analyzing the model, it is generally not analyzed how the change of one variable affects another variable, but how the model will affect the system when it is subjected to a certain impact Dynamic impact, which requires the use of impulse response function method[2]. This paper chooses the impulse response of 15-period asymptotic analysis method, and reflects the response changes of endogenous variables to the impact of other endogenous variables through the impulse response function.

①Impulse response of money supply

According to the impulse response of the money supply, after a standard deviation impact on the market interest rate R and fixed asset investment I_SA, it will have a negative impact on the money supply M2 in the short term. , But in the long run, market interest rates and money supply have a positive effect, and fixed asset investment has a negative effect on money supply. This shows that there is a long time lag in the effect of interest When interest rates rise or fixed asset investment decreases, the money supply in monetary policy will increase, which is in line with actual economic development.

②The impulse response of market interest rates

The impulse response to the market interest rate is shown in Figure 4. From the figure, it can be found that when the money supply M2 impacts the market interest rate I_SA by one standard deviation, except for the positive impact of the second period, the overall situation is negative. influences. The fixed asset investment I_SA has a positive impact on the market interest rate R after the impact, while the money supply and fixed asset investment have a more obvious impact on interest rates in the short term. It shows that the interest rate mechanism in monetary policy has a certain time lag effect. When the money supply changes, the market interest rate changes need to be delayed for two periods to reflect the effect of monetary policy, but the market interest rate can more quickly reflect the changes in investment demand.

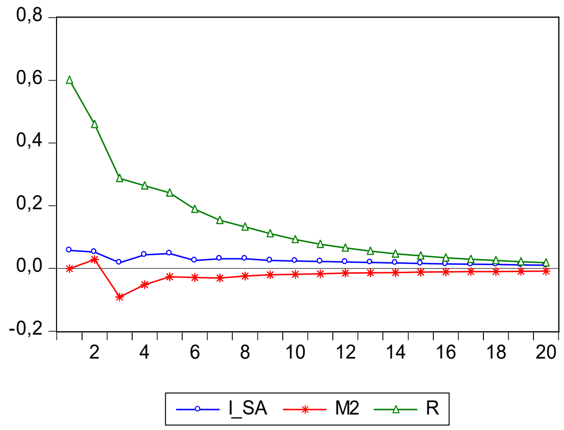

Figure 2 Impulse response graph of market interest rates

3. Conclusions and recommendations

In order to study the transmission mechanism of the interest rate mechanism of my country's monetary policy, by analyzing the impact of changes in the money supply in the monetary policy on changes in market interest rates and the changes in market interest rates on the changes in demand for investment in the real economy, the interest rate transmission mechanism of the monetary policy is analyzed. Effectiveness. From the results of the impulse response, the short-term impact of changes in the money supply and market interest rates on fixed assets is obvious and rapid. The transmission of market interest rates to the real economy is more effective, but changes in the money supply in monetary policy have a sticky effect on changes in market interest rates. The influence of money supply and market interest rates on real economy investment is long-term, but lacks certain sensitivity. Therefore, based on the conclusions of the analysis, the following suggestions are made:

① Continuously optimize and improve the financial market, and strengthen the connection between various markets. When the country implements monetary policy by changing the money supply, the close connection of various markets can quickly conduct interest rate transmission, so that market interest rates can be reflected in the financial market in a timely manner, thereby reducing the time lag of money supply transmitting interest rates.

② Improve the guiding effect of monetary policy. Since monetary policy has a certain stickiness in the transmission of interest rates, the intention signal of monetary policy can be communicated to the society in an open manner, which can effectively eliminate the sticky effect of interest rates on money supply and improve the effectiveness of the monetary policy interest rate transmission mechanism.

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Analysis of Weibo Marketing Model Based on Big Data With Fan Portrait

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Abstract:In recent years, social media services have developed rapidly, and their user volume and coverage have increased year by year. It has become an important social entertainment method in people's daily life, and has also become an entry point for major marketing accounts to carry out brand building, precision marketing and other personalized services point. The personal information and behavioral information left by Internet celebrity fans on social networking sites has become an important data source for marketing accounts to study fan characteristics, understand fan needs, and deeply analyze fans. Fan portrait technology can express users as user prototypes composed of multiple tags through analysis and mining of user data, which can help marketing accounts to accurately locate online celebrity fans. It is the basis for subsequent personalized recommendations and other services and has important commercial value. At the same time, fan portraits are also a good idea in brand communication and construction. This has laid a good foundation for the marketing account to formulate a scientific and accurate marketing plan
Keywords Marketing Model; Big Data; Fan Portrait

1 INTRODUCTION

In the era of big data, the interaction between Internet celebrities and fans on mobile terminals will generate massive consumption data and behavioral data. This rich data resource helps merchants develop mathematical modeling of fan behavior, and analyze fan characteristics through portraits. The in-depth description also helps to divide the fan groups of influencers, so that fans and influencers can be related, and targeted influencer message push services are provided to fans, so as to better serve fans and influencers. With the introduction of intelligent recognition technology based on machine learning, it has become possible to mine useful information from massive and complex structured data, providing reliable theoretical support and effective technical means for the construction of fan portrait models. Combining fan behavior and attributes, and then combining with the attribute information related to the influencer, the fan portrait of the influencer can have a clear foundation for use. Take the use of search engines as an example. People with a high degree of education may be more interested in internet celebrities or big Vs in economics, politics, and education, and may not care about online novels and game anchors; middle-aged and elderly people are more interested in medical care, health, and children's education. Internet celebrities or big Vs are more concerned about other aspects, while teenagers are more concerned about Internet celebrities in travel, food, and games. In many Internet applications, many machine learning intelligent recognition algorithms are based on the private attributes of fans, so that they can be effective. However, in the process of using network applications, fans are unwilling to expose their sensitive information in consideration of their privacy, and may even fill in some false information, which causes the problem of lack of fan attributes. Therefore, it is particularly important to effectively infer the missing information of fans. Using intelligent recognition technology to model the existing fan data, and then accurately calculate fan attribute information, this is the process of building fan portraits. As one of the four key application areas of artificial intelligence research, fan portrait technology attracts a large number of scholars to conduct research and effectively realize fan portraits, which has extremely important practical value and research significance.

2 BIG DATA AND FAN PORTRAITS MARKETING

2.1 Data source acquisition of fan portraits

The Internet has gradually entered the era of mobile big data, and a series of changes and reshaping of marketing accounts and fan consumption behavior will follow. The biggest change is that consumer behavior will be "visualized" in front of marketing accounts. With the in-depth research and application of big data technology, the focus of online celebrity marketing accounts has increasingly focused on how to use big data to serve fans with accurate message delivery, so the concept of "fan portrait" emerged spontaneously[1]

Fan portraits, that is, the labeling of fan information, are virtual representatives of real fans of Internet celebrities, and a target fan model based on a series of data. Fan portrait technology extracts one or a type of fan tags based on the fans' social attributes, living habits, consumption behavior and other information to realize the structured processing of fan information. The meaning of fan portraits is to understand fans, guess their true and potential needs, finely locate fan characteristics, explore potential fan groups, and fully understand the differentiated characteristics of fans for media websites, influencers, marketing accounts and advertising companies , To help the website find fan marketing opportunities and operating directions, and comprehensively enhance the core influence of Internet celebrities.

2.2 Fan Portrait Tag Modeling

The current mainstream fan portrait generation includes three steps: basic data collection, fan feature extraction and multi-dimensional portrait construction.

First, it is necessary to collect basic data sets according to the needs of analysis. Fans generally submit personal information such as gender and birthday as required when registering an account on the website. After registration, more detailed personal information in different dimensions can also be displayed on the personal homepage. This kind of basic information is the most basic and easiest for fan portrait construction. The acquired data set. For example, the personal homepage of Sina social media is divided into four sections: basic information, contact information, career information, and education information. The basic information includes the location of the fan, gender, relationship status, birthday, blood type, profile, and registration time; contact information There are email, QQ, MSN three contact methods to choose from; occupation information includes unit name, department, working hours and location; education information can display the school name, enrollment time and department from elementary school to junior high school. It is worth noting that although major websites try their best to encourage fans to enrich their personal information, as fans pay more attention to personal privacy, more and more fans choose to hide detailed personal information or fill in false information. The construction of fan portraits increases the difficulty. In addition to demographic information, users can also collect network behavior data such as login, click, page stay time, favorites and comments of fans according to the actual application of fan portraits, as well as transaction data such as purchases, returns and exchanges in e-commerce platforms, and further Enrich the content of fan portraits.

3 INTELLIGENT RECOGNITION OF FEATURE OF INTERNET CELEBRITY FAN PORTRAIT BASED ON SOCIAL MEDIA

3.1 Analysis of the effectiveness and specificity of primer probes

In order to construct social media fan portraits more comprehensively and accurately, and improve the accuracy and applicability of portrait descriptions, this article first subdivides fans based on their overall characteristics, and then introduces the time factor based on two aspects of fan social media content and personal basic attributes. , Extract the interest features of fans, and construct social media fan portraits based on feature tags. In the massive data of social media, it is impossible to analyze the interest tendency behind every fan’s social media. For this reason, social media gathers people who are also interested in the same influencer through topics of interest to participate in topic discussions. In this way, through topic aggregation, information about fan groups can be obtained, fan tags can be extracted, and the portrait of influencer fans can be constructed. In this way, as influencer marketing, social media information and popularity can be promoted to influencer fans to achieve the purpose of precision marketing. In order to strengthen the research pertinence of this article, this article uses Sina Weibo platform data as the research object.[2]

3.2 Fan portrait construction

Sina Weibo provides a platform for online celebrities to communicate with fans. Fans can follow their favorite online celebrities on Weibo, interact with them, and stimulate the interaction between them and their fans; while the commercial activities of online celebrities are For fans, it is a kind of stimulating consumption. Commercial activities here include advertisements endorsed by Internet celebrities, movies, TV series, and attending events. The corresponding economic model is called "fan economy". Said that combining the marketing decision of the marketing account with the influence of internet celebrity, aggregating this type of fan population, using big data to perform fan portraits of the crowd, grasping the characteristics of this type of population, and targeting these fans with targeted fan messages, is targeted and avoided User disgust caused by excessive marketing information output.

In the power list of Sina Weibo, two Internet celebrities were selected to conduct crowd portraits of their fans. The Weibo power list will score the top 50 influencers in a period of time. The scoring dimensions include mentions, interactions, searches, and fan admiration.

Select the top 10 Internet celebrities in the Weibo power list in May 2020, and in descending order of their comprehensive scores: Wang Yibo 90.17 points, Xiao Zhan 88.65 points and Zhang Yixing 82.61 points.

4 FAN DATA AND PRECISION MARKETING ANALYSIS

Sina Weibo generates a large amount of data every day. Based on massive fan behavior data and blog post data, Sina Weibo provides users with keywords and Weibo indices, and uses scientific calculation methods to reflect the development of different event fields. situation. The Sina Weibo Index includes three parts: hot word trend, geographic interpretation and attribute analysis. Based on the Weibo data, it is possible to model the fan portrait of the Weibo topic crowd on the influencer tags.

Enter the keywords Wang Yibo and Zhang Yixing to compare the hot word trends between the two in the past month. From the figure, the trends between the two are relatively similar, but with the launch of TV series or variety shows (such as creation The broadcast of Camp 3), the popularity of fans will also be adjusted.

Wang Yibo’s fan base is mainly concentrated in Guangdong, Chongqing and Beijing. Women account for the majority of the fan population, and the age distribution is mainly concentrated in the 12 to 24 years old. The fan population’s self-labeling is mainly "Celebrity Internet Red", which means that this part of the fans mainly prefers It is a "Celebrity Internet Red", and the constellation ratio is more evenly distributed.

Precision marketing relies on the advantages of data resources and channel optimization, combined with the marketing communication channels of the influencer information, to deliver the content of the influencer to the target population. The core of precision marketing lies in the fans who directly need them, and then provide corresponding customized services and offline activities. Only through this targeted marketing can a better traffic conversion rate be achieved. After obtaining the fan portrait information of a topic, the business can place advertisements on this part of the group based on the fan portrait.

5 CONCLUSION

Through the above research, this article has analyzed the characteristics of fan portraits of internet celebrities, and the marketing accounts of internet celebrities can formulate information benchmarking and precision marketing plans based on fan portraits. First, the online celebrity marketing account can establish online celebrity brands and topics related to online celebrity on Sina Weibo; secondly, through web crawling technology, all the fan information participating in the discussion of the topic is collected, mainly including the ID and gender of the fan , Region, personal tag and the fan’s past Weibo content; then, perform fan preference analysis based on the Weibo relationship and the Weibo content posted by the fan. Through the relationship, the fan’s Weibo attention can be determined Do users of this topic have influencers or fans related to this influence, or whether there are keywords of this topic influencers in the microblogs published to fans through big data technology, and how often do they appear? Finally, accurate fan groups were obtained through data mining. Then the last step of precision marketing is advertising promotion. The marketing account can cooperate with Sina Weibo to purchase Sina Weibo’s ad ranking for advertising.

In precision marketing, by quantitatively or qualitatively describing the behavioral characteristics of fan groups, Internet celebrity marketing accounts can realize the shaping of fan portraits, which brings the possibility of modern digital marketing. The fan portrait system provides the marketing account with an all-round grasp of the information labels of the customer groups, so that Internet celebrities can understand and recognize their fan characteristics. At the same time, fan portraits are undoubtedly a good choice in the creation and dissemination of Internet celebrity brands.

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Research on Influencing Factors of Consumers' Trust in Food Stores under C2C Mode

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Abstract:With the widespread use of the Internet and the rapid development of the network economy, the country's emphasis on the electronic network environment is increasing, and the relevant e-commerce network security laws are becoming more and more perfect, which has promoted the continuous expansion of the online shopping food market and the continuous expansion of consumer groups. With the increase, online food shopping has gradually become an important way and trend of food purchase in people's daily life. Traditional food companies have entered e-commerce under the macro background of "Internet +" to seek a place for enterprise transformation. There are also various pure networks. Food merchants, such as Three Squirrels, Baicaowei, and Liangpin Shop, respectively lead the online food shopping market. While the rapid development of food e-commerce has brought more shopping choices and convenience to consumers, the existing problems have become increasingly obvious. The low barriers to entry for online food, the unrestricted online transaction area, the diversity of food purchase channels, the asymmetry of food safety information, and other factors have caused many factors that affect consumers to establish trust in online food stores. The article will Based on the C2C model, consumers have investigated the factors affecting the trust of food shops and proposed methods and strategies for consumers to establish trust relationships in food shops.

Keywords: Semi-supervised learning, Boosting idea, algorithm

1 INTRODUCTION

Thanks to the analysis and utilization of data and the popularization of mobile payments, the tremendous development of online shopping has facilitated people's lives, allowing many people to buy their favorite products without leaving home. The final establishment of electronic transaction orders depends on the formation of a trust relationship between food stores and consumers. The establishment of trust in food safety not only brings convenience to consumers' online shopping, but also brings more economic benefits to merchants. Further promote the development of e-commerce food. Based on the investigation and research on the factors affecting consumers' trust in food shops under the C2C model, this article will focus on whether consumers are willing to choose the products of the shop under the influence of certain conditions, and explore the specific factors affecting consumers' trust in food shops. Methods and suggestions to effectively build trust between consumers and food shops,

2 DEFINITION OF C2C E-COMMERCE

C2C is an electronic transaction, which is a customer-to-customer e-commerce model. Among them, C: refers to the consumer, because the English word for consumers is C:us-tourer, all abbreviated as C:,The pronunciation of CTC is the same as To, so CTC is abbreviated as C2Co. The C2C model has become the hottest electronic transaction nowadays by simplifying the traditional face-to-face transaction steps and using the Internet as a medium to save the cost of information search and assist consumers in normal purchase behavior. One form, from the perspective of e-commerce product classification, e-commerce product classification mainly includes clothing, accessories, digital, department stores, beauty and food, etc. Looking at Taobao's sales amount data, the top categories are: apparel, food, digital, beauty, accessories, and department stores. From this point of view, online food users are at the active terminal in e-commerce transactions[1].

3 ANALYSIS ON THE PROBLEMS IN THE ESTABLISHMENT OF C2C CONSUMERS' TRUST IN FOOD STORES

3.1 Analysis of the product itself

The sales cost of e-commerce food is low. There is no limit to the scale of business. Compared with physical food sellers, there are fewer factors that restrict e-commerce food sales. As an emerging e-commerce model, the degree of legal renewal or the lack of relevant aspects of construction has led to the imperfect supervision of relevant laws and regulations, leading to many e-commerce food shops under the C2C model and uneven quality. Food is a commodity that directly affects the health of consumers. Due to the lack of real purchase experience and intuitive comparison in offline physical stores, various inferior products or fakes are mixed, which makes consumers who buy food online lack the ability to distinguish. After investigation, when shopping online, consumers are more willing to buy green and organic foods, such as milk and fruits; they are more inclined to buy products with quality inspection marks and other products that are more representative of health and safety. Therefore, the trust building of food shops is related to whether the selected products are green and organic products, whether there is a quality inspection mark, and other signs that are more representative of health, safety and quality assurance, and the products sold in food shops themselves greatly affect consumers' confidence in businesses degree.

3.2 Analysis of the food store itself

Take Taobao, a well-known online shopping platform, as an example. The number of Taobao stores in 2017 has exceeded 950,000. For now, the number of stores has also been increasing. Consumers are dazzled by the large number of Taobao stores. As far as the food store itself is concerned, after investigation, consumers are more inclined to have a good reputation, high reputation, and good reputation when buying goods and choosing the final food store to place an order. Food shops with a large share of the market and guaranteed food safety and quality. As an important factor for consumers to trust the food store, consumers can refer to the reputation of the food store based on the good or bad reputation of the store, such as the degree of conformity with the description, the service attitude, and the score of the logistics service; "Goodwill is owned or A controlled intangible resource that can bring excess economic benefits to the enterprise but cannot be specifically identified is an asset that is separated and independently confirmed from intangible assets. "The goodwill of online food stores is more reflected in consumers' The overall view and overall impression are specifically expressed as the proportion of buyers' favorable comments and buyer negative comments. Therefore, the trust building of food shops is related to whether the selected food shops have a good reputation, whether they have a high reputation, whether the buyer's praise rate is large, and whether the food safety and quality are guaranteed.

4 SUGGESTIONS FOR BUILDING TRUST BETWEEN CONSUMERS AND FOOD STORES UNDER C2C MODE

4.1 Recommendations on the product itself to promote trust between consumers and food stores

Optimizing traded commodities should implement the principles of reliable and adequate supply and localization of commodities. The supply of goods is reliable and sufficient, manufacturers are required to have production qualifications, products have quality inspection marks and other signs that ensure food safety, and the manufacturers' self-requirements and moral standards are so high that the possibility of shoddy goods is minimized; localization of goods is online Food stores provide opportunities for on-site inspections and upload pictures of product-related qualification certificates on the transaction page, which is more conducive to the establishment of trust relationships between consumers and food stores; because of the principle of preference for product localization, food stores can further contact logistics companies for a large number of discussions Specific discounts for sub-cargo express delivery and signing of activities, so that food shops can minimize logistics transportation costs and time waiting costs. The cost saved by food shops. The building of goodwill in food shops and the improvement and improvement of customer service attitudes can strengthen the construction of food shops; through commodity-related hot events and discount activities, attract consumers' attention and establish a relationship with consumers The establishment of a trust relationship with corresponding material conditions[1],

4.2 Recommendations on food shops themselves to promote trust between consumers and food shops

In the C2C e-commerce model, food shops should prioritize reputation, do not exaggerate product features, do not arbitrarily make promises from sellers, do not make false or untrue product promotion, try to control consumer expectations within a reasonable range, and cultivate At the same time, food shops should ensure the high-quality products, patient communication during sale, and thoughtful after-sale service. Through the close contact and efficient cooperation of the three links, it can promote the establishment of trust between consumers and stores. relationship. It can be seen from this that food shops should give priority to reputation, control consumer expectations as reasonably as possible, strictly control the suppliers of goods, and keep the first mark of quality; food shops need to consider the characteristics, nature, and Functions, usage methods and precautions are described accurately and clearly in specific pictures, texts or videos, and provide consumers with complete, unbiased or less biased food product information as much as possible, and finally provide products that meet consumer expectations ; Food shops should have service customer service with high service skills, and the service customer service can skillfully use instant messaging tools to communicate with consumers in a timely manner. Through two-way communication, they can answer questions and answer questions in a timely and patient manner, thereby reducing consumers to a certain extent before the sale The degree of distrust, to avoid the consumer's trust crisis in the food store due to the failure of the consumer's question to be answered in time; once the food store finds that the consumer is dissatisfied after the sale, it may affect the establishment of a trust relationship between the two parties in the future. Service customer service requires enthusiastic and thoughtful contact with consumers, understand the reasons for dissatisfaction, and actively negotiate and solve them to reduce consumer dissatisfaction, solve problems patiently, and provide appropriate compensation to make up for faults,.

5 CONCLUSION

Nowadays, in the rapidly developing society of e-commerce, online shopping for food has long been used by people, and it has become a fashionable trend and a new way of shopping. To establish consumer trust in food stores under the C2C model, first of all, food stores should choose reputable platforms, such as well-known platforms-Taobao, eBay, Paipai, etc. As well-known online shopping platforms, it is particularly critical for consumers to trust . Secondly, the products sold by food shops should have high-quality quality and have signs of health and safety guarantee, which is a material guarantee for the establishment of a trust relationship between food shops and consumers. Finally, other additional services provided by the food store itself and the goodwill construction of the online shopping platform itself and the third-party services provided by the food store and consumers are the icing on the cake to establish a trust relationship between the food store and the consumer, and it can also consolidate the trust bridge between the business and the consumer.

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Optimize Academic Early Warning System and Improve Teaching Quality

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Abstract : In recent years, the number of students receiving academic warnings in our school has increased year by year. How to improve the academic warning system and improve the quality of talent training has become a problem that our education managers must solve. Based on the analysis of our school's academic early-warning system, students' academic needs and the implementation of the early-warning system, this article proposes countermeasures to improve our school's academic early-warning system for how to improve teaching quality. The research results and conclusions of this paper can provide rich data and materials for related research in the future, and provide reference basis for the decision-making of the education administration department.

Keywords : Academic warning、Teaching Quality

Since the 21st century, the popularization of higher education in my country and the continuous expansion of the scale of students, the credit system management model has emerged on this basis[1]. Along with the process of popularization of higher education, the scale of education continues to expand, and the quality and types of students have changed, which has increased the complexity of university management. Coupled with the widespread implementation of the credit system management model across the country, colleges and universities provide college students with more course choices and time allocation freedom, while also placing higher requirements on their self-management capabilities. In the context of the continuous promotion of the credit system, many problems have also been exposed, such as free learning time leading to students skipping classes, and students' free choice of courses leading to insufficient graduation credits. How to better solve these problems has become a major problem for Chinese colleges and universities at this stage. The academic early warning system has become an effective means to solve the problem of talent training quality caused by the contradiction between college management requirements and the ability of college students[2]. As a new situation in the scientific management of modern universities, the academic early warning system, through the full cooperation and communication of the school, students, and parents, can promptly prevent or provide specific measures to help students that may or have occurred in the future. Students complete their studies and reduce the occurrence of delayed graduation or failure to complete the course.

《Capital University of Economics and Business Administration Measures for Academic Early Warning》implemented in 2014 . There are two types: academic warnings and learning warnings . Academic warning: Before the semester make-up exams, in the first to third academic years, according to the teaching plan, 66% of the compulsory courses (calculated by credits) and above failed to obtain credits in each semester, or 30 per semester. For those who have not obtained credits for courses with credits and above, the college shall promptly interview the students and give academic warnings. Learning warning: After the results of the make-up exam are announced, in the first to third academic years, according to the teaching plan, 33% of the courses (calculated by credit) and above fail to obtain credits in each semester, or accumulated semester by semester If there are 20 credits and above courses that fail to obtain credits, the college should promptly interview the students and give learning warnings. Since the implementation of this method for several years, some problems have been solved and several new problems have emerged:

1. The academic warning time is concentrated. At present, our school's academic warning time is arranged at the beginning or the end of each semester. The academic management staff of the college generally collects statistics on student performance after receiving notification from the school's academic affairs office. Fixed time statistics are not conducive to dynamic monitoring of students' learning State, students with learning difficulties cannot be discovered in the first time. In view of the uncertainty of the outbreak time of students' academic difficulties and the better fit with the humanist management concept, the academic early warning system is a long-term work. It should run through the whole process of the university's academic system and maintain a certain degree of sensitivity. There is no need to rigidly adjust the time. Restricted to a certain period of time.

2. The content of academic early warning indicators is single. Which students with academic difficulties need help, and the scope needs to be defined. This is a prerequisite for the implementation of the early warning system. Our school is similar to other

colleges and universities. The current early warning system mostly uses different forms of credit requirements such as credit scores, compulsory course credits, and number of missed courses as early warning indicators. At present, most colleges and universities stay in the status quo of whether their scores are up to standard. For example, the definition of specific requirements for indicators such as learning attitude, student psychology, and school behavior is rather vague. Since most high schools in my country implement the educational management model of the academic year credit system, academic difficulties will be more or less reflected in the credit scores, but the credit system is by no means the only manifestation.

3. The construction of academic early warning information needs to be strengthened. At present, the education management system of our school can only display student performance. Whether the student performance reaches the level of warning requires manual check by the educational administration teacher[3]. How to realize that the educational administration management system can automatically remind students who need to be alerted in time has become a problem to be solved by the modern management system. The level of early warning, the form of early warning, such as the upper limit of credits for elective courses, etc. are not reflected in the personal information of the educational administration management system. The educational administration management system cannot exert the supervision and evaluation function of the students' academic work, which is not conducive to the effective implementation of the early warning work.

In response to the problems faced by our school's academic early warning, after full demonstration and research, there are the following suggestions:

1、Establishing a tripartite cooperation mechanism to form a good learning atmosphere and educational effect is the result of the efforts of teachers, students, and teaching administrators. By creating a good learning atmosphere to promote the learning progress of students with learning difficulties, it is also an educator and management Personnel's position.

(1) Strengthen the attendance of students with academic difficulties. School's current classroom sign-in system is relatively complete. On this basis, we will strengthen the academic warning of students' attendance, and timely feedback the situation to the college counselor or academic affairs teacher, which can supervise students' enthusiasm for class and reduce the occurrence of absenteeism.

(2) Strengthen communication between teachers and students. Excellent teachers and counselors can establish better interpersonal relationships with students and have a great influence on students. Teaching students in accordance with their aptitude, a positive attitude, and a good learning environment can fully stimulate students' learning motivation. Teachers can implement one-on-one assistance with students, organize evening self-study for students with academic difficulties, and use their spare time to answer questions. These measures are undoubtedly of great significance to students with academic difficulties.

2、Change the academic warning time of a single concentration. Our school's academic early warning work is concentrated at the beginning or the end of each semester. At this stage, the statistics of student performance are basically completed, and the academic early warning content is based on credits and whether to drop subjects. The ultimate goal of the academic early warning system is to "prevent problems before they happen.[4].It needs to discover problems in time and ahead of time, so as to help students with academic difficulties in a timely manner. If the work of early warning is run through the entire teaching process, the learning process management and goal management of college students are unified, and the time for raising early warnings is set more flexible, and early warnings are given regularly or irregularly every semester, students will be able The problem was discovered in time.

3、Improve the evaluation index system of academic early warning. Undergraduate education is a relatively complex systematic process. We are formulating academic early warning related systems. We should conduct statistical analysis from multiple perspectives according to different disciplines and different credit requirements. Academic performance should not be used as a single evaluation indicator, such as student behavior at school. , Learning attitude, mental state, etc. can be fully considered. In view of the drawbacks of using the final exam as the main academic evaluation method, the formative evaluation and summative evaluation should be combined when evaluating students' academic performance. Teachers should pay attention to the quality of classroom interaction during the teaching process[5].The assessment of the ability to use knowledge and the ability to innovate, increase the stage evaluation link of the course content, increase the proportion of classroom participation performance, usual homework, stage evaluation, group cooperation results, and extracurricular practice in the final grade. In this way, not only can we understand the learning effect of students in each learning stage in time, it is helpful to find students' academic difficulties in time and improve the deficiencies in the teaching process or provide early warning and assistance to students, but also the final academic performance is more systematic and comprehensive.

Stepping up the improvement of the academic early warning system, guaranteeing students' learning rights from the system construction, and balancing the laws of education and student needs are in line with the trend of modern education management reform of Capital University of Economics and Business, and it is an inevitable choice for the higher education management system to keep pace with the times.The reform of the academic early warning system is of great significance to the reform of higher education teaching management. This system is a systematic project that can guarantee the goal of talent training in universities, ensure that students complete their studies successfully, and improve the quality of higher education development. It is in line with the trend of modern education management reform in universities. It is the inevitable choice of higher education management system to keep pace with the times.

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Artificial Intelligence and the Cultivation of Students' English Listening and Speaking Skills

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Abstract: Science and technology plays an important role in people's daily life, including education. The forms of artificial intelligence and machine learning begin to alter instruments and structures of education. Artificial intelligence assists learning and teaching process in improving their efficiency, personalizing and simplifying tasks arrangement. The purpose of this study is combined with the advantages of artificial intelligence to discuss the importance of English listening and speaking skills for the purpose of improving English listening and speaking skills by using artificial intelligence technology.
Keywords: Artificial intelligence, English listening and speaking skills, English teaching

INTRODUCTION

For decades, traditional English teaching methods have been widely criticized for their various problems and shortcomings, as students do not have enough time to practice their oral skills, and not get enough direct input and feedback, lack of materials with pure native English accent, and so on. The rapid development of artificial intelligence and its wide application in English language ability teaching not only directly affects the development of artificial intelligence in modern information education, but also vigorously promotes the allocation of educational resources and students' learning methods. The development of the advantages of artificial intelligence in English listening and speaking skills is to reduce the burden of teachers and improve the quality of teaching. Based on the particularity and importance of artificial intelligence and English listening and speaking skills training, this paper discusses how to put the influence of artificial intelligence on education into the cultivation of English listening and speaking skills.

1. DIFFICULTIES IN IN DEVELOPING ENGLISH LISTENING AND SPEAKING SKILLS

In the process of English language learning, listening, speaking, reading and writing are the necessary skills that every English learner must master. Therefore, good communicative skills are commonly required. In China, English taught in non-native language classroom is a difficult task for it requires a lot of preparation, logical statements, real-life examples, practical exercises, the selection and grading of topics and sub topics, as well as practical contact with the target language. In fact, any language is developed from listening and speaking, these are the most basic communicative tools of human beings, since the birth of human beings, they have been the most basic and primitive way for us to transmit information. In the formal education, the cultivation of listening and speaking skills has not been paid attention to, which resulted from a wrong idea that many people think that the acquisition and formation of listening and speaking skills is a natural process in the process of learners contact with the language. But in fact, they are skills that can be learned, practiced and improved.

Most of the time, learning grammar and memorizing words are paid much attention to and emphasized in the process of English learning, while the importance of output skills is rarely mentioned. For English learners, the deficiency of listening and speaking skills is due to the fact that they pay more attention to writing, reading and vocabulary learning in the process of school teaching. listening and speaking skills is an important part of language ability, and most teachers do not realize this important skill in class. Among the four basic English skills in our daily life, speaking and listening seem difficult because the speaker has to improvise, so it is not difficult to find that even learners have learned a language for so many years, it is still a great challenge for many learners to identify the important information of the other speakers, and obtain the required key points, and answer the appropriate utterances in real time when it is necessary and appropriate.

Most of the students' problems in listening and speaking are due to lack of vocabulary, self-confidence, and unaccustomed to using English for communication in class, and difficulty in expressing words or sentences for fear of making mistakes . Although learning written language is still very important, especially for improving your grammar and accumulating your vocabulary, but the most effective learning is still face-to-face communication. Communicating with others in English is to enhance self-confidence and eliminate doubts about English ability.

2. APPLICATION OF ARTIFICIAL

INTELLIGENCE IN THE CULTIVATION OF STUDENTS' ENGLISH LISTENING AND SPEAKING SKILLS

The Syllabus published by the Ministry of Education puts forward new requirements for English teaching, and students' usage of English language skills also has higher requirements. Traditional English listening and speaking teaching has always been teacher-centered, which emphasizes the systematisation of knowledge, the teacher's guiding position suppresses students' personality and creativity, and it has resulted in ignoring the initiative and potential of students, making students in a passive position. In order to create meaningful text, students need to listen to and respond with their educators and peers. Artificial intelligence is a science that studies how to use computer to simulate human intelligence to assist or change human life, work and other aspects. As the most advanced technology in the information technology era, artificial intelligence has made a breakthrough in the development of intelligent teaching system and cultivation of education.

2.1 Artificial intelligence to dilemma of cultural factors

Artificial intelligence can provide a real simulated dialogue platform for English teaching, to help them better use and improve the level of English listening comprehension, expand the number of words, improve the ability of oral English communication. And it also lets students participate in the tasks they are good at, attract their interests, and take into account factors such as cultural background. In addition, through the statistics of artificial intelligence system, teachers can understand students' thoughts and predict their future performance. The development of artificial intelligence learning programs integrates social networks into English courses to solve the technical limitations, so that the courses can naturally combine the social and cultural aspects of the language, and students can be exposed to the real language and communicate with native learning materials.

2.2 Artificial intelligence to language knowledge dilemma

By artificial intelligence, the thematic context can be carried out according to students' own interests. For example, Siri, the voice assistant on Apple's mobile phone, can provide intelligible feedback, some of its functions include setting an alarm clock, indicating directions, reading and sending text messages or e-mails[1], all of which can be authentic speaking for students. Through the intelligent feedback of artificial intelligence voice assistant, students can simulate real communication dialogue without the embarrassment that may occur in real communication which them may unable to control.

2.3 Artificial intelligence to predicaments of situational factors

At present, in the process of learning English, there are few situations in which students can use listening and speaking skills, and English teaching environment is relatively limited. Through the feedback and logical analysis of multimedia digital information such as text, picture, audio or video in intelligent system, students can be more intuitive and vivid in the process of learning. For example, BBC English Teaching, a language learning platform based on artificial intelligence and speech recognition, has more than 200 million users around the world, is a very popular learning partner. On the software platform, students can learn new words, take grammar classes, and improve your pronunciation by listening to news. Students can not only practice English anytime and anywhere when using the software, but also make friends with people from all over the world.

2.4 Artificial intelligence to other factors

Artificial intelligence integrates English listening materials, such as audio, visual, audio-visual and multimedia materials into dialogue training, provides learning resources for students to learn language, and helps students to contact with real English materials more authentically. Combined with artificial intelligence and big date analysis, it can help students connect what they are learning with the life context in which they can use in daily life, and then students can find meaning in the learning process[2]. When they try to achieve their learning goals, they will make use of their previous experience and existing knowledge. By an integrated, multidisciplinary manner and appropriate environment, students are able to use the acquired knowledge and skills in the appropriate environment.

3. CONCLUSION

To sum up, artificial intelligence is a science which studies the human intelligence ability and the law of life and work, it plays an important role in people's daily entertainment, work and life. The emergence and application of artificial intelligence technology in educational situation provide a good direction for future teaching, especially in the field of English teaching. By analysing the importance of English listening and speaking skills and the significance of modern times, this paper introduces the concept of artificial intelligence and its application in English listening and speaking teaching, and states some existing problems in English teaching to puts forward the implementation scheme of English listening and speaking teaching system based on artificial intelligence technology.

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Strengthening the Network Ideological and Moral Education to Cultivate College Students' Correct Network Behavior

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Abstract: With the rapid development of network information technology, new media has been widely promoted. For college students, the network can play a very positive role in the ideological and moral construction of college students, but some bad network culture also makes college students prone to breed all kinds of bad network behaviors. Based on this, this paper analyzes the positive and negative effects of new media on the ideological and moral education of college students from the connotation and characteristics of network ideological and moral education, and finally puts forward the countermeasures to strengthen the network ideological and moral education, including creating a harmonious network ideological and moral education environment, building and improving the network ideological and moral education system, and promoting the network ideological and moral education of the whole society. It is expected to provide some help for college students to form correct network behavior

Keywords: network ideological and moral education; college students; network behavior

1. INTRODUCTION

With the advent of the Internet information age, new media with its fast and efficient, massive information, interactive sharing and other advantages have been widely favored by college students, and become an indispensable social platform in college students' daily life. As an important group of new media application, college students should bear the social responsibility of spreading positive information on the Internet. However, influenced by a series of subjective and objective factors, college students show various unhealthy network behaviors. In the face of this situation, colleges and universities should actively occupy the position of ideological and political education on the Internet, constantly open up channels and management of ideological and political education for college students, effectively resist the erosion of a series of bad thoughts and negative culture on college students, effectively prevent all kinds of bad information from spreading on the Internet, and help college students form correct network behavior.[1]

2. NETWORK IDEOLOGICAL AND MORAL EDUCATION

2.1 Connotation of network ideological and moral education

Network ideological and moral education refers to the activities carried out by schools in accordance with the principles of ideological and political education and adopting traditional and modern education methods for unhealthy network behaviors of college students in the network. The purpose of network ideological and moral education is to improve students' network moral quality and further help them form correct network behavior. Network ideological and moral education is based on the guidance of socialist core values, from the network civilization education, network integrity education, network legal education and other aspects of ideological education.

2.2 Characteristics of network ideological and moral education

For the characteristics of network ideological and moral education, the main performance is: first, the equality and interaction of the subject and object of education. In the Internet information age, teachers and students have the same opportunity to collect educational resources, which impacts the authority of teachers under the traditional education mode, and highlights the equality between the subject and the object of education. Similarly, network ideological and moral education is not limited to classroom and real-time educational activities, but also can be carried out through new media. Students can transmit their own thoughts to the network platform in real time through the new media, so as to exchange and share with others. Teachers can understand the information released by students through the new media, master the students' ideological trends, further carry out effective guidance, and realize the effective interaction between teachers and students. The second is the richness and development of educational content. Under the background of the deepening of global integration, the cultures of different countries and nations are constantly converging, and various ideas and values are presented in front of people, so as to make the network ideological and moral education present the characteristics of richness. It is necessary to optimize the content of network ideological and moral education in combination with the unhealthy network behavior of students, so as to ensure the education content following the development of the times. The third is the concealment and virtuality of education mode. The network society endows people with multiple identities. On the one hand, it allows students to show their true self in an anonymous identity through the network platform, so that the pressure of students in the real society can be effectively alleviated. On the other hand, to a certain extent, it also makes students question and deny the real identity of the communication objects. The virtual and hidden characteristics of network ideological and moral education require teachers to strengthen the timely and effective grasp of students' ideological dynamics in the education work. While carrying out positive education, they should also meet the development needs of students through hidden education, so as to improve the effectiveness of network ideological and moral education.

3. THE POSITIVE AND NEGATIVE INFLUENCE OF NEW MEDIA ON COLLEGE STUDENTS' IDEOLOGICAL AND MORAL

3.1 The positive influence

The positive influence of new media on college students' ideology and morality is mainly manifested as follows: first, it can promote the dissemination of traditional Chinese virtues. In the long history of the Chinese nation, a large number of traditional virtues have been accumulated. At present, there are also many promoters of traditional virtues in our society. For example, news about saving people in the water and selflessly donating poor students will be published from time to time in the network. Few people know these stories before they are transmitted to the network platform. After being transmitted to the Internet, it has been widely concerned by the public. Under the effect of a series of moral models and advanced deeds, it can effectively cultivate the sentiment of college students, guide students to learn and understand the good virtues in moral models and advanced deeds, and further improve the ideological and moral quality of college students. Second, it can promote the standardization of college students' moral behavior. Internet information dissemination can get rid of the limitation of traditional time and space, so that people can realize the efficient and convenient transmission and reception of information resources. If you violate the moral code of conduct, you will be condemned by the network public opinion after being published on the Internet. Nowadays, network public opinion has become an important factor affecting the sustainable and healthy development of society. Under the restriction of network public opinion, it can promote college students to consciously establish moral behavior norms and regulate their own network behavior.

3.2 The negative influence

The negative impact of new media on the ideological and moral of college students is mainly manifested in the following aspects: first, it causes college students to follow the crowd blindly. Take the current popular network language as an example, such as "Aoligei" (awesome), "Yunvwugua" (It has nothing to do with you.), "Youneiweile" (It feels right.), "Shi ge langren" (someone is a badass), etc. as an innovative form of Chinese. Even if it brings some new ideas to Chinese, some network terms need to be discussed, because they give people a sensational and vulgar feeling, and some network terms still exist the double meaning which is easy to have a negative impact on the values of college students.[2] The second is the decline of college students' morality. On the one hand, the new media makes college students lack of network integrity. Some college students lie all day long on the Internet, which forms a bad habit of talking in real life. Influenced by the new media, the phenomenon of college students' lacking honesty is becoming increasingly serious. On the other hand, the new media is full of a large number of unhealthy cultural thoughts in western society. Under the impact of ideas such as hedonism and individualism, college students form bad values, take themselves as the center and covet pleasure, which has a negative impact on the healthy growth of college students.

4. COUNTERMEASURES TO STRENGTHEN THE NETWORK IDEOLOGICAL AND MORAL EDUCATION

4.1 To create a harmonious network environment for ideological and moral education

First of all, to enhance the network moral consciousness of college students. As a special group, college students have not yet established perfect values and are still in the exploration stage for correct moral behavior. Therefore, colleges and universities should pay attention to strengthening college students' network moral awareness, follow the pace of the development of the times, help students establish correct values, enhance their discrimination and self-restraint, and further help them form a correct network behavior. On the Tiktok, Kuaishou, and other short video platforms, the teaching fragments of Professor Chen Guo in Fudan University, have been widely disseminated. This kind of behavior that disseminating the correct values through the new media platform has provided useful lessons for the teaching staff. The professor can help students instilling the correct moral awareness and standardize the students' morality by using the new media platform, because it is necessary to further enhance the university's moral quality. Students' network moral consciousness helps them form correct network behavior.[3] Secondly, to improve the network moral self-discipline ability of college students. Under the traditional education mode, teachers' supervision of students is limited to roll call, check-in and other aspects. However, present teachers can effectively extend the traditional teaching classroom with the help of new media, such as introducing the establishment of online classroom, arranging network homework and other ways, and requiring students to carry out daily online check-in and upload the learning time. Teachers can also carry out timely tests on the network learning resources learned by students, so as to not only enhance the richness of traditional teaching content and optimize the traditional teaching methods, but also promote students to reasonably arrange offline network activities, improve college students' network moral self-discipline ability, and help them form correct network behavior.

4.2 To build and improve the network ideological and moral education system

First of all, to establish and improve the campus new media supervision mechanism. The supervision of college students' ideological and moral education should not be limited to real life, but also strengthen the effective supervision of their network life. Therefore, we can learn from the American network ideological and moral education mode, promote the organic integration of network ideological and moral education and students' daily behavior norms, and establish clear rules and regulations. Colleges and universities should supervise students in the same way as examination supervision to check network situation. For example, through the new media such as WeChat, micro-blog, TikTok and other new media to understand the daily words and deeds of students, colleges should first record, stop, avoid its behavior to other students, and take the necessary punishment measures to prevent similar behavior once found that violations of the network moral norms behavior.[4] For the students with good network behavior and positive influence, corresponding material and spiritual rewards should be provided to effectively play the exemplary role of campus network. Secondly, to enhance the leading discourse power of teachers in the new media. Network ideological and moral education cannot do without the strong support of teachers. For network ideological and moral teaching workers, we should give full play to the advantages of new media and create a good teaching environment with the help of new media. During this period, teachers should follow the pace of new media development, strengthen the effective learning of network information technology, pay attention to network hot topics, understand the content that students like to see, promote the full combination of online teaching and offline teaching, integrate network ideological and moral education into the new media environment, and broaden the channels of network ideological and moral education.

4.3 To promote the network ideological and moral education of the whole society

First of all, to promote the supervision of new media technology. Network ideological and moral education shows the characteristics of concealment and virtuality. It is difficult to effectively solve unhealthy network behavior by law and moral constraints. Therefore, we should promote the supervision of new media technology. Through the introduction of advanced network information technology in developed countries, we should develop a regulatory system suitable for the development of new media in China. On the one hand, we should establish and improve the Internet defense system to restrict browsing of all kinds of bad information will fundamentally isolate college students from bad information, and prevent bad information from eroding college students' thoughts.[5] On the other hand, we should build and improve the network monitoring system, comprehensively monitor the new media platform, and carry out real-time monitoring and timely destruction of the network behaviors that violate the moral standards, so as to reduce the occurrence of unhealthy network behaviors as far as possible. Secondly, the social guidance function of network public opinion should be brought into play. To create a harmonious network public opinion atmosphere, we should closely follow the requirements of socialist core values, build a team of teachers who can grasp the network public opinion in real time, pay close attention to the network ideological dynamics of college students, monitor the network public opinion of students, and correctly guide the guidance of students' network public opinion, so as to help students establish correct values.

5. CONCLUSION

To sum up, the Internet has been widely infiltrated among college students, and has brought great influence on their daily behavior, ideology and value orientation. College students should develop correct network behavior, maintain rational cognition and self-discipline, so as to make their network behavior conform to the mainstream guidance of social public opinion. Therefore, the relevant personnel of network ideological and moral education in colleges and universities should explore and study how to carry out network ideological and moral education more effectively, clarify the positive and negative influence of new media on college students' ideological and moral education, create a harmonious network ideological and moral education environment, build and improve the network ideological and moral education system, and promote the network ideological and moral education of the whole society, as far as possible to improve the ideological and moral level of college students.

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A Study on the Translation Characteristics of English and American Literary Works in College English Teaching under the Cultural Differences between Western Countries and China

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Abstract: In college English teaching, the translation of English and American literary works is affected by cultural differences between Western countries and China. Due to their differences in habits of language using and core values, there are some influences on English translation teaching in colleges. In the teaching, students cannot fully understand the subject of original English text, causing some wrong meanings in the translation into Chinese. In order to improve the quality of English translation teaching, we must pay attention to guiding students to understand the differences between Chinese and Western cultures to obtain accurate information in English translation and comprehensively improve students' intercultural communication skills. Therefore, it is of great significance to study the characteristics of English translation under cultural differences between Western countries and China.

Keywords: College English; cultural differences between Western countries and China; English and American literature; translation

INTRODUCTION

English and American literary works is one of the main content in English literature, so it occupies an important position. As the main learning content in college English teaching, English and American literature works needs to be emphasized. Translation is the process of transforming a language into a language that everyone knows. In the translation teaching of English and American literary works, it is found that English and American literature has a specific Western culture that is different from Chinese culture. And these differences affect students' translation quality of Chinese and English. Therefore, we must first of all understand the main cultural differences between China and the West and adopt appropriate translation strategies to reduce the shortcomings of cultural differences, so as to accurately translate English in the context of cross-culture.

1. CULTURAL DIFFERENCES BETWEEN WESTERN COUNTRIES AND CHINA

1.1 Differences in core values

Chinese culture is mainly based on collectives, while Western culture is based on personal interests. As we have seen, values are quite different. In the minds of the British and Americans, personal interests and freedom represent everything, and no one can shake them. The United States proposes core values centered on the individual such as self-discipline, openness, and honesty, while the United Kingdom proposes freedom, the combination of rights and obligations, and the individualism of family, which pays more attention to personal interests. Therefore, they can live their ideal life without being affected by the surroundings, and even less affected by external factors. However, Chinese culture pays more attention to collective interests, and individual interests are less than collective interests. In the socialist core values, the national interest is put in the first place. Even in the individual interests, patriotism is also put in the first place, which reflects the cultural characteristics that the position of collective interests is always higher than that of individual interests.

1.2 Differences in customs

There are great differences in custom culture between Western countries and China. The main characteristic of custom culture is the spread of ethnic customs and the difference in daily life habits. For example, in Chinese culture, red is a sign of joy, prosperity and luck, while in Western culture, the word "red" stands for angry. There are differences in the symbolic meaning of the same word in Chinese and Western cultural expressions. The social customs and habits of each country and region have gradually accumulated after long-term development. Since ancient times, there have been some religious activities in China, but politically, it has paid more attention to the governance of the country rather than the true worship of gods. China pays more attention to the subjective initiative of people, so religion has never been the common belief of Chinese people. Christian thought occupies an irreplaceable position in Western values. Christian thought is the core of western culture in the Middle Ages and has an important influence on the development of all aspects of western culture, for instance, the concept of the original sin of life, and the necessity of goodness, temperance, and atonement resulting from it. In the paintings of British, American and Westerners, hands full of green paint are used to describe "newbie" and "green stamp" is relief tickets in America. Therefore, the conceptual metaphor of green in English has the meaning of wealth.

1.3 Differences in nonverbal culture

Language is an important way of communication, but not the only one. In the process of communication, facial expressions, eyes and gestures also play an important role, especially in special occasions. Westerners like to hug when they meet, and Chinese people meet with polite handshake. In the communication between China and the west, Westerners pay attention to the speaker's eyes; otherwise it means that the speaker's topic is not interested. While in Chinese culture, it is impolite to stare at others. Therefore, due to the differences in regions and customs, there are great differences between Chinese and Western cultures. And in the process of learning English and American literature translation, we should fully understand the culture of different countries and nationalities, so as to achieve the correctness of translation.

2. STRATEGIES OF ENGLISH TRANSLATION TEACHING

2.1 To establish the awareness of cross-cultural communication

Intercultural communication is extremely important for translators in English translation of English and American literary works. Students are required to know that what they are reading is written by a writer of different cultures. Based on Chinese culture and the understanding of cultural differences between China and the west, they can have a deeper and more accurate understanding and accurately translate the meaning of original text. Therefore, the content of cross-cultural communication can be formulated in the teaching process to introduce western culture and describe the social and historical background of major British and American writers. In addition, the teaching of literary works must be supplemented by works teaching under specific cultural background. For example, the development history of Christianity and core courses help students better understand the language meaning of literary works.

2.2 To adopt literal translation and free translation for the original text

From the basic point of view, literal translation is a kind of translation that can keep the style of original text to the maximum extent and make it true. It is not only to retain the original content, but also to retain the grammar and sentence structure in sentences. In short, it aims to retain the language style of the original sentence. Free translation is a simple and one-sided translation of the original content, ignoring the retention of the grammatical structure of the original content. In the translation of British and American literary works, two translation methods with their own unique styles are commonly used, that is literal translation and free translation. The combination of literal translation and free translation plays an important role in retaining the language form of the original text. With the use of free translation, students can understand the meaning of the original text more deeply. Translation is not only to express the original content of the sentence clearly. In a simple way, literal translation can be used as the main translation method in College English translation teaching. When the meaning cannot be clearly expressed, it is helpful for students to master the original text with free translation method.

2.3 To make domestication as the primary principle of translation

Domestication refers to the adoption of a relatively conservative way to promote the localization of the translated version, or infinitely close to the native language in accordance with the values and cultural connotations of the target language. Because the readers and translators share the same cultural background, English and American literary works must conform to the expression of Chinese. However, considering the cultural differences between China and the West, if only the local culture is pursued and the differences between Western cultures are concealed, the final translated works will lose the Western language style. If the reader is reading for aesthetic experience, then it must be translated in a more popular way to conform to the favorites of Chinese people. Therefore, in the translation of English, we only need to retain the western language form if translation is carried out only from the perspective of the object. Otherwise, we need to focus on the principle of localization when translation is carried out from the perspective of the subject. For example, Shakespeare's plays are a kind of older medieval English literature. If they are used for literary purposes, they can be translated with literal method; if the translators want to appreciate the beauty from them, they should translate them in a way with Chinese culture. Since most of the readers are of the latter type, it is suggested that the principle of localization should be adopted in translation.

3. CONCLUSION

In summary, the habits of language using in each country are different. In the teaching of English and American translation in universities, firstly, students should be trained to pay attention to the differences between Chinese and Western cultures and to pursue to let students take Chinese culture as the center, so as to ensure that the translation of the original text is accurate and reliable when translating western literary works. In addition, it is conductive to improving the level of students' English translation and strengthening the exchanges between China and the West.

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The application of task-based Language Teaching model in College English Teaching

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Abstract: Task-based language teaching is a kind of language teaching method that emphasizes "learning by doing". It is the development of communicative teaching method. Because it absorbs the advantages of various previous teaching methods, task-based language teaching has attracted extensive attention in global language educational circles. The writer of this dissertation will state his opinions about the application of TBLT in college English teaching from three aspects: the concept of TBLT, the guiding principle of TBLT, and the design and implementation of "task" in teaching.
Keywords: TBLT(Task-based language teaching); task management; logical relationship

1. INTRODUCTION

With the influx of English training institutions into our market, the English teaching methods they brought with them have been analyzed and summarized for a long time in various local areas, and finally "TBLT" came out. With the advent and spread of "TBLT", it has even reconstruct our English teaching work of different ages learners.

2. CONCEPTS STATEMENTS OF TBLT

TBLT is a teaching mode based on the principle of "learning by doing", which advocates students get experience and exploration by themselves. This teaching method is derived from Dewey's pragmatism as the theoretical basis of education. It emphasizes that students are the mainstay of knowledge and the active constructors of the meaning of knowledge. Task-based teaching method is a developing form of communicative teaching. Confucius, a famous ancient educator in China, once mentioned that the key to teaching students lies in the fact that it is necessary to enlighten students only when they hard to advance in solving problems. He must enlighten the student when he/she feels that he hard to speak out what he/she wants to say.

As Pointed out by Gong Yafu and Luo Shaoqian (2003), the application of TBLT in language teaching is that learners get the dialogue situation with one central topic which was deconstructed and separated from created simulative social activities , and take dialogue as the "task", and finally acquire language in the process of completing the "task".

Peter Skehan (1998) defines a task as an activity including five elements :(1) Expressing meaning is the primary purpose; (2) Learners need to solve some communication task; (3) What learners do is related to some activities in real life; (4) The most important thing is to get the task done; (5) The evaluation of activities should be based on results[1].

3. THE GUIDING PRINCIPLE OF TBLT

3.1 The core structure of TBLT is mainly embodied in the following four aspects (Ellis,2003):

3.1.1 The fundamental goal of teaching is that help students to complete the tasks of language use. For example， New Standard College English -- Book 1,Unit 4 "Thank you for inviting us , When can we leave?"(Active reading 2). This example will be used in whole dissertation. The goal task of language use in this unit is that students can remember new words "reasonable, embarrassment, weird, nasty, appetite, tolerance, cross-culture", and can use expressions within "the length and breadth of", "carry on", "culture bump", "get tired of " in situational dialogues[2].

3.1.2 It emphasizes that language learning is a process from meaning to form, from function to expression, and it is opposed to the repeated mechanical practice of listening and speaking to certain sentence patterns.

3.1.3 Learners can be encouraged to use language to communicate creatively. For example, teacher can ask students make different dialogues within new words and new expressions to invite friend to visit city which is different from examples in the book.

3.1.4 Fluency is more important than accuracy in the task of using language. In this example unit, teacher can request students to invite friends within words and expressions which isn't from new words and expressions in this unit, but they can use them fluently.

3.2 TBLT should follow the following principles (David Nunan,1999):

3.2.1 Authenticity principle

Authenticity principle means that in the task design, the input materials used in the task should come from real life, and at the same time, the scene and specific activities of the task should be as close to reality as possible life.

3.2.2 Form-function principle

The form-function principle is to clarify the relationship between form and function of language on the basis of the principle of authenticity, so that learners can fully feel the relationship between form and function of language, as well as the relationship between language and context, and enhance their understanding of the appropriateness of language.

3.2.3 Task dependency principle

Task dependency principle has another name “Consistency principle”. This principle means that the tasks in the classroom should take the form of "task chain" or "task series", in which each task is based on or starts from the previous task and the subsequent task belongs to the first task.

3.2.4 Learning by doing

Obviously, the principle of“learning by doing”means that students learn how to speak language accurately and fluently by practicing as many conversations as possible.

3.2.5 Scaffolding

Scaffolding Instruction should construct a conceptual framework for knowledge understanding for learners to facilitate their further understanding of the problem.

4. THE DESIGN AND IMPLEMENTATION OF "TASK" IN TEACHING

Task-based language teaching consists of three steps: pre-task activity, in-task activity and post-task activity (Skehan,1998).

4.1 Pre-task activities include teaching activities, awareness raising activities and planning. The goal of this stage is reconstruction, that is, to determine the target language and reduce cognitive load. Getting learners' attention, doing task planning and teaching new language points are feasible teaching skills[3]. New language knowledge teaching is a very important activity and content in the pre-task stage, which will help learners to clarify their learning goals, reduce learning obstacles, and lay a good foundation for learners to successfully complete language learning tasks in the future.

For example:

Teacher can introduce new words "reasonable, embarrassment, weird, nasty, appetite, tolerance, cross-culture" and new expressions "the length and breadth of", "carry on", "culture bump", "get tired of ".

And then teacher play the video of this unit, at the same time request students to pay attention on the new words and expressions which he/she has told them.

4.2 While -task includes three aspects: executing task, planning follow-up report, and report. This stage is mainly to design several micro-tasks to form the task chain. The design of tasks in the course unit has evolved from less to more, from simple to complex, gradually forming a cycle from single primary tasks to single high-level tasks and to the final completion of the high-level task covering the primary task. According to Skehan's opinion, the goal of the mission phase is to develop a balance between accuracy and fluency. The typical teaching technique is to pay attention to task selection to make it conducive to the training of communicative stress. Teachers need to make decisions about teaching objectives and consider multiple factors at the same time, such as "balancing accuracy and fluency", so that students can actively improve their fluency and accuracy when speaking the language they are learning.

For example:

Teacher create the conversation topics like "invite your classmate to visit your favorite city ". Let students work in pairs and make dialogs with each other. At the same time, they have to show pictures of the city which they invite each other by teacher's given.

Teacher can create the dialog about different culture, that development of the topic is from introducing several different cities to recognizing culture difference. Then teacher has to request students to discuss the reason of“culture change”. After getting the result of “culture change”, students can continue to discuss that what can we do to keep culture diversity by culture exchange.

In another way, teacher can give students the concept of “tolerance”. Then teacher continue to ask students to work in pairs and take turns to exchange topics with other groups about “what kind of people have tolerance or not”, “how to learn and show tolerance”.

4.3 Post-task activities include analysis and drill. The objective of the first post-task stage is to de-emphasize fluency, focus on accuracy, and use public performance, analysis, and testing as teaching techniques. The goal of the second stage after the task is the cycle between analysis and synthesis, during which the teaching skills focus on the systematic nature of the task, and even repeat the training of the task series. The content of post-task activities is much richer than the first two phases. Teachers should not only consider the characteristics of the tasks they perform, but also review the implementation effect of the whole task, and even decide whether to repeat or extend the task activities according to the implementation effect, so as to improve and consolidate the teaching effect.

For example:

Teacher can request students to work pairs to make a mini play which a dialogue is consisted of at least 4 members. And then, analyze problems of the grammar and expressions by their conversations.

5. CONCLUSION

Nowadays“TBLT”has been used in more and more college English teaching. Obviously, more and more teachers recognize that “TBLT”is a better method of English teaching than traditional way. It is widely used as well as being widely disseminated.

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Analysis of Influencing Factors of Industrial Structure Change in Anhui Province

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Abstract: industrial structure refers to the proportion of agriculture, industry and service industry in a country's economic structure. Generally speaking, with the expansion of industrialization and information technology and the promotion of urbanization, the proportion of three industries shows a trend from "two three one" to "three two one" transformation. In December 2019, the CPC Central Committee and the State Council initiated the Outline of the Regional Integration Development Plan for the Yangtze River Delta, bringing Anhui Province into the same development track as Jiangsu, Zhejiang and Shanghai. Taking the study of the industrial structure of Anhui Province as the starting point, we can deeply analyze the development situation of Anhui Province in the past ten years and provide reasonable suggestions for the development of Anhui Province and the adjustment of industrial structure. This paper mainly uses principal component analysis method to analyze the causes of industrial structure change, and grey correlation analysis method to evaluate the transformation of industrial structure in Anhui Province.

Keywords: industrial structure; Anhui province; principal component analysis; grey correlation; stata

1.RESEARCH BACKGROUND AND SIGNIFICANCE

Anhui is a large inland province, from its economic development in the middle of the country. Since the reform and opening up, Anhui Province has committed to carrying out the strategy of strong industrial province, in order to optimize the industrial structure to promote economic development, improve the quality of social development, and promote the transformation of extensive economy to intensive economy.In the 13th Five-Year Plan for the Development of Strategic Emerging Industries issued by the people's. General Secretary Xi Jinping clearly pointed out in the report of the Nineteenth National Congress of the Party that optimizing the industrial structure and promoting the reform of the industrial system are the source of China's economic development. Thus, promoting industrial structure upgrading will be a key task of future economic development.By studying the changes of the industrial structure of Anhui Province, it is of great significance for Anhui Province to realize industrial upgrading and promote the rational and high quality development of economy in the new era.

2.LITERATURE REVIEW

Domestic and foreign research on industrial structure upgrading is numerous.Li Yun studies the path of industrial structure upgrading in Anhui Province from the perspective of industrial transfer. Taking Jilin Province as the research object, Xu Zhuoshun evaluates the upgrading of Jilin's industrial structure from the perspective of revitalizing Jilin's old industrial base and puts forward corresponding policy suggestions[1]. Based on the spatial analysis of the pattern of industrial structure upgrading in China, Yang Qian and Qin Wenjin analyzed the source of regional gap by Dagum standard deviation and Gini coefficient[2].

Previous studies on the change and upgrading of industrial structure in Anhui Province have laid a solid theoretical foundation for the study of this paper. However, there is little research on the reasons and analysis of the upgrading of industrial structure in Anhui Province. As a result, the data analysis of this paper mainly from two aspects, on the one hand through the collection of 2008-2018 Anhui tertiary industry proportion, per capita GDP、investment rate and other nine groups of data for principal component analysis, so as to study the basic reasons for the change of industrial structure; On the other hand, grey correlation analysis method is used to evaluate the change of industrial structure in Anhui Province based on the change of national three industrial proportion, and some suggestions for industrial upgrading in Anhui Province are given according to the conclusion.

3.STATUS OF INDUSTRIAL STRUCTURE IN ANHUI PROVINCE

Since 2008, Anhui Province industrialization development degree is high, As of 2018, Anhui Province's share GDP primary industry dropped 7.23 percent, The speed of development is 4.13 percentage points higher than that of the whole country[3]. But because of the late start, Weak base, The overall development still lags behind the national average. In nearly a decade of development, The secondary industry has always been the leading economic industry in Anhui Province, And its share is rising, far higher than the first and third industries. By 2015, Anhui Province gradually moved back to the industrial age, Tertiary industry ratio after nearly seven years of decline after rapid progress. From

2014 to 2018, The secondary sector ratio fell by 7 per cent, The tertiary sector ratio rose 9.69 per cent, The gap between the two has narrowed by 16.69%, The post-industrial process is clear, far above the national average[4].

Analysis on the Cause of Change of Industrial Structure —— Based on Principal Component Analysis

Source and description of data

The factors affecting the change of industrial structure are various, covering almost the main indexes of the whole economy and society, and this paper mainly selects the following nine indexes for principal component analysis:

Table 1 Selected indicators and description table

Variable	Indicators	Variable	Indicators
X1	Anhui Province per capita GDP(yuan per person)	X6	(%) exports
X2	Proportion of Secondary Industry in Anhui Province(%)	X7	investment rate(%)
X3	Proportion of Tertiary Industry in Anhui Province(%)	X8	Engel Index(%)
X4	Consumption level of residents (yuan/person)	X9	Number of students per 10,000(per 10,000)
X5	GDP Growth Rate of Anhui Province(%)		

Calculation results

Component analysis using stata software

The results are as follows:

Table 2 Contribution and cumulative contribution of principal components

Component	Eigenvalue	Difference	Proportion	Cumulative
Comp1	6.8805	5.8996	0.7645	0.7645
Comp2	0.98081	8	0.1090	0.8735
Comp3	9	0.1769	0.0893	0.9628
Comp4	0.80386	55	0.0156	0.9784
Comp5	4	0.6632	0.0134	0.9919
Comp6	0.14062	39	0.0072	0.9991
Comp7	5	0.0196	0.0007	0.9997
Comp8	0.12101	066	0.0002	1.0000
Comp9	8	0.05611	0.0000	1.0000
	0.06490	72		
	12	0.0589		
	0.00594	607		
	052	0.0037		
	0.00214	9256		
	796	0.0019		
	0.00018	6548		
	2481			

It can be seen from the figure that the contribution rate of the first three principal components is 76%,10%,9%, and the cumulative contribution rate is over 95%, which is suitable for extracting the three principal components for analysis.

Analysis of the Appropriateness of Principal Components

From the smc test, most variables are close to 1, which is very suitable for principal component analysis.

Calculate the score of the first three principal components

By using the stata software, the higher the factor load value, the more variables the principal component contains and can explain, and the results are as follows:

Table 3 Factor Load Results

Variable	Comp1	Comp2	Comp3
X1	0.3638	-0.0432	0.2496
X2	-0.3207	0.0896	0.5913
X3	0.3356	-0.1212	-0.4920
X4	0.3682	-0.1014	0.1806
X5	-0.3680	-0.0787	0.1378
X6	0.1782	0.8844	-0.1051
X7	0.3348	-0.2977	0.2877
X8	-0.3574	0.1421	-0.0671
X9	0.3311	0.2607	0.4427

Therefore, the three principal components are:

F1=0.3638X1-0.3207X2+0.3356X3+0.3682X4-0.3680X5+0.1782X6+0.3348X7-0.3574X8+0.3311X9

F2=-0.0432X1+0.0896X2-0.1212X3-0.1014X4--0.0787X5+0.8844X6-0.2977X7+ 0.1421X8+0.2607X9

F3=0.2496X1+0.5913X2-0.4920X3+0.1806X4+0.1378X5-0.1051X6+0.2877X7- 0.0671X8+0.4427X9

The above can be seen that the main factor F1 on the

X1、X4、X5、X7、X8 load is relatively large, these five variables are mainly related to economic development, the main indicators include GDP、Engel coefficient, consumption level and so on, so we can define the F1 as "economic development" factor. Similarly, F2 can be defined as "export-economic exchange" factor, F3 as "talent-innovation potential" factor.

4.CONCLUSION

the upgrading of consumption demand structure is the main driving force of industrial structure change

The change of consumer demand structure means the change of consumer market. Under the drive of interest, enterprises adjust the product structure and investment direction, follow the change of market consumption to produce marketable products, and finally pull the adjustment of industrial structure.From the first principal component, it mainly includes per capita GDP、 investment rate and Engel coefficient. With the continuous development of economy and society, the level of per capita income and consumption is increasing, the savings rate will be transformed into the investment rate, and the high investment rate will lead to the progress of the industry. Although the absolute output value of the primary industry is rising, the proportion of the secondary industry and the tertiary industry is increasing.

scientific and technological innovation is an important factor in the change of industrial structure

Science and technology is the first productive force, the progress of science and technology often means the improvement of labor productivity, and high labor productivity can liberate productivity more and improve unit efficiency. In the industrial structure, scientific and technological progress often promotes the second and third industries more. In principal component analysis, the F3 mainly includes the ratio of scientific and technological innovation factor to talent factor per 10,000 population of college students, which actually reflects the future innovation potential of a country and has a positive positive effect on the upgrading of industrial structure. In recent years, Anhui Province attaches importance to the investment of education and scientific research, which has a pull effect on the rational upgrading of industry of Change.

5.CONCLUSION AND RECOMMENDATIONS

In the era of epidemic situation normalization, in order to promote the rational development and upgrading of Anhui industry, the following suggestions are given.

First, adhere to the adjustment of industrial structure and optimize the industrial layout. At present, the industrial layout policy of Anhui Province has achieved remarkable results, and the implementation of its policy should be affirmed. In the future economic development, we should persist in adjusting the general direction of structure, perfect the loopholes of micro layout, and promote the steady development of economy.

Second, guide industry to feed agriculture back and promote agricultural modernization.The government should guide the industrial technological achievements to be popularized to agriculture, at the same time, promote the application of agricultural information, improve agricultural labor productivity, and realize the coordinated development of the three major industries.

Third, encourage the marketization of technological achievements and promote the development of the real economy.The government should perfect the property right system, stimulate the vitality of innovation, encourage the application of technology, cultivate new economic hot spots, and promote the economic development of the whole province through technological change.

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Analysis on the Bill of Quantities Valuation and Quota Valuation in the Teaching of Project Cost Management

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Abstract: In the course of project cost management, bill of quantities valuation and quota valuation are two valuation modes coexisting in China. Based on the discussion of the concepts and characteristics of the two modes, this paper makes a comparative analysis of the differences in the guiding ideology of price formation, valuation basis, valuation methods and valuation procedures between the two modes during the course of "project cost management", we can master the similarities and differences and advantages and disadvantages of the two valuation modes, and reasonably select the corresponding valuation mode in the practice of project cost.

Key words: Bill of quantities; quota; valuation mode; comparative analysis

1.INTRODUCTION

Bill of quantities valuation and quota valuation are important learning modules in the teaching of "project cost management". There are some connections and differences between the two valuation modes. At the same time, these two valuation modes are also two coexisting valuation modes in the current valuation work in China. Therefore, it is necessary for us to make a full comparative analysis of the two valuation modes of bill of quantities and quota valuation in the teaching of project cost management, which not only helps us to distinguish the two valuation modes clearly in the teaching process, but also reasonably selects the corresponding valuation modes in the engineering cost practice, so that the two valuation modes can be applied in the engineering cost work Get better application.

2.CONCEPT OF BILL OF QUANTITIES VALUATION AND QUOTA VALUATION

2.1 Concept of quota valuation

Quota valuation method, also known as construction drawing budget method, is to calculate the project cost based on the construction drawing after the construction drawing design is completed, according to the consumption quota issued by the government, relevant valuation rules and the current budget price of labor, materials and machinery team. To prepare the construction drawing budget, firstly, according to the construction drawing design documents, consumption quota, market price and other data, the unit project budget is prepared in a certain way, and then all the unit project budgets are summarized to become the single project budget, and then all the single project budgets are summarized, which is the budget cost of the construction and installation engineering of a construction project[1].

2.2 Concept of bill of quantities valuation

Bill of quantities valuation refers to the valuation method in which the bidder with the ability to prepare the bidding documents or the qualified agency entrusted by the bid inviting party prepares the bill of quantities reflecting the substantial consumption and measure consumption of the project, which is provided to the bidder as a part of the bidding document and quoted by the bidder independently according to the bill of quantities[1].

The bill of quantities is a detailed list showing the names and quantities of the divisional and subdivisional works, measure items, other items and corresponding quantities of the proposed project, including the bill of quantities of the divisional and subdivisional works, the list of measure items and the list of other items. The bill of quantities shall reflect the project items and corresponding quantities required to be completed by the bidder as required by the bid inviting party, as well as other work carried out to realize these engineering contents. The bill of quantities is the basis of the bidder's quotation, and is one of the contents of the bidding document binding on both the bidder and the bidder.

3.THE SIMILARITIES BETWEEN BILL OF QUANTITIES AND ENGINEERING VALUATION MODE

3.1 The price connotation of building products is consistent

Project bidding quotation refers to the project price formed in the bidding process of Engineering commodities. Project bidding is the transaction process of construction products. The formation of transaction price (project bidding price) depends not only on its value base, but also on market supply and demand law, bidding strategy determined by enterprise competition strategy and other factors. The final transaction price is determined by the buyer and the seller (the bid inviting party and the bidder) reaching an agreement on the control of project cost. Therefore, the formation of project transaction price should follow the above rules whether it is the quotation of bill of quantities or quota quotation, and the connotation of project cost reflected is consistent.

3.2 The role of quota valuation in the preparation of comprehensive unit price

The comprehensive unit price in the code of valuation with bill of quantities of construction engineering refers to "the labor cost, material cost, machinery use fee, management fee and profit required for completing a specified unit of measurement item in the bill of quantities, and considering the risk factors". Among them, the tender offer shall be prepared according to the bill of quantities and relevant requirements in the bidding documents, the construction site management and the proposed construction scheme or construction organization design, according to the market price information of enterprise quota, or with reference to the social average consumption quota issued by the construction administrative department[1].

It can be seen that the comprehensive unit price should reflect the individual cost of the enterprise, and the enterprise quota should be used to determine the consumption index. However, the establishment of quota is a huge system engineering, which requires a lot of manpower and material resources. Moreover, under the original construction management system, the quota of production and consumption management is uniformly managed by the national competent department, and there is no special production consumption management organization in the construction enterprises, so the enterprise quota does not exist in many cases. In the current situation that there is no enterprise quota, the determination of labor cost, material cost and machine shift use fee in the comprehensive unit price should still refer to the valuation quota issued by the relevant competent government departments.

4. DIFFERENCES IN GUIDING IDEOLOGY OF valuation WITH BILL OF QUANTITIES AND QUOTA VALUATION MODEL

4.1 Quota valuation mode adopts mandatory valuation mode

This valuation model has two basic characteristics: first, from the essence of content, it is the unity of quantity and price; secondly, from the form of expression, it is the direct cost composed of quota subitems, which is based on the direct cost, multiplied by the rate of various cost items, so as to obtain other costs and form the construction and installation project cost. The unity of quantity and price means that the consumption level of labor, materials and machinery is unified, which reflects the average consumption level of the society. At the same time, the unit price of labor, materials and machinery is a static mandatory price, and the charging rate of various expenses also has certain directive nature. After the reform and opening up, the price of means of production has been gradually liberalized, and the contradiction between "live price and dead budget" has become increasingly prominent. In some areas, the adjustment method of difference (or coefficient adjustment) of main materials is adopted, and the cost is also regulated in competitive and non competitive ways. However, the "guidance" of budget price and legal rate is still inseparable. The consumption of labor, materials and machinery shift can not truly reflect the actual consumption of individual investment enterprises; the unit price of labor, materials and machinery can not reflect the flexible changes of the market; the rate of various expenses can not reflect the real consumption and competitive strategy of enterprises. Therefore, the price formed by the traditional quotation mode is a kind of mandatory price under the planned economy.

4.2 The valuation mode of bill of quantities adopts the mode of market valuation

This is the most essential difference in valuation principle between bill of quantities valuation and quota valuation. This valuation model also has two basic characteristics: one is to implement the principle of "separation of quantity and price" on the basis of valuation; the other is to implement the mode of "controlling quantity, guiding price and competitive fee" in terms of management mode, that is, unifying the calculation rules of engineering quantity, indirectly regulating and controlling by the government, and forming prices in the market. First of all, the government only prescribes the entity consumption as the legal standard, while the non entity consumption and unit price are determined by the construction enterprise independently; secondly, the price is determined by the market, and the budget price announced by the government is only for reference as the basis for the government's macro-control of project cost; finally, the current cost calculation method is improved and simplified. In any case, the principle of enterprise's independent quotation and market management should be simplified to reflect the principle of enterprise's independent quotation and market management. Therefore, the price formed by the quotation mode of bill of quantities is a kind of market price under the macro-control of the government[1].

5. THE DIFFERENCE OF VALUATION BASIS BETWEEN BILL OF QUANTITIES AND QUOTA VALUATION

5.1 Different calculation rules of quantities

The calculation rules of bill of quantities implement the valuation standard of construction engineering bill of quantities, while the quota valuation implements the construction and installation engineering quantity rules. The core of the two calculation rules is different. The work quantity of the bill of quantities is subject to the physical project, generally excluding the increased amount and various losses caused by the construction measures. This part is considered in the comprehensive unit price, such as trenching and pit, excluding the increase due to grading, and does not include the content of construction measures, such as scaffolding, vertical transport machinery, etc. The quantity calculated by the quota valuation mode should be the actual consumption, including the increased amount and various losses caused by the construction measures, that is, the reserved amount specified by human is considered[2].

5.2 The consumption of labor, materials and machinery per shift is different

The labor, material and machine shift consumption of quota valuation is prepared according to the average social consumption level, while the labor, material and machine shift consumption of bill of quantities valuation is determined by the bidder according to the enterprise's own situation or enterprise quota, which truly reflects the enterprise's own level.

5.3 Different valuation principles and fee components

The quota valuation mode is based on the relevant regulations issued by the project cost management organization and the base price in the quota. And the bill of quantities valuation according to the requirements of the list, the enterprise quoted price independently, reflecting the price determined by the market.

The characteristic of quota valuation is the "physical" consumption of the project, that is, the project cost is calculated based on the sum of all kinds of physical consumption and non physical consumption in the construction process, while the measure consumption is unified and can not reflect the difference of project cost caused by different construction technology and technical scheme. Under the mode of bill of quantities, the separation of "substantial" consumption and "measure" consumption is realized. An important basis for determining the comprehensive unit price of divisional and subdivisional works and technical measures for construction is the selected construction scheme and construction technology measures. For the same entity consumption, due to different construction schemes, the comprehensive unit price is quite different, which reflects the individual differences in the market, making the calculated theoretical cost closer to the Actual cost.

5.4 Different rates

Under the fixed valuation mode, the charging rates of each item are issued by the management department and can not be changed, although this article has not been strictly observed in the actual operation. The bidding units of the same project bid at the same rate level can not fully reflect the competitiveness. Under the mode of valuation with bill of quantities, except for the fees stipulated by the management department, the other rates are completely determined by the bidders themselves, which reflects the competition of the management level of the bidders.

6. DIFFERENCES IN VALUATION METHODS AND PROCEDURES BETWEEN BILL OF QUANTITIES VALUATION AND QUOTA VALUATION MODE

6.1 Differences in valuation methods

(1) quota valuation mode: unit price method of labor and materials

The unit price of divisional and subdivisional quantities in the method of unit price of labor and materials is the direct engineering cost. The direct engineering cost is determined by the consumption of labor, materials and machinery and the corresponding price. Other expenses constituting the project cost shall be calculated separately according to relevant regulations. The unit price of labor and materials consists of two parts: one is the quantity of labor, materials and machines, that is, the total number of labor, the consumption of various materials, the types of construction machinery and the consumption of machine shift; the other is the unit price of daily wage, the budget price of materials and the budget price of machine shift corresponding to the three quantities of labor, material and machine.

(2) Valuation mode of bill of quantities: comprehensive unit price method

In the comprehensive unit price method, the unit price of the divisional and subdivisional quantities is the unit price of the whole cost, and the unit price of the whole cost is calculated comprehensively

It is generated after calculation, including direct engineering cost, indirect cost, profit and risk factors. The project cost is obtained by multiplying the total price of the comprehensive unit price by the quantities of each sub item, plus the fees and taxes[3].

6.2 Differences in valuation procedures

(1) Basic procedure of quota valuation

Quota valuation is a planned management of the price of construction products through the promulgation of unified estimation index, budgetary estimate index and relevant quota of budgetary estimate and budget. The State formulates a unified budget and budget estimate quota based on the assumed construction and installation products. After calculating the cost of each unit sub item, the price of the whole project is synthesized.

(2) The basic procedure of valuation with bill of quantities

The basic process of valuation with bill of quantities can be described as follows: on the basis of unified calculation rules of quantities, the setting rules of bill of quantities are formulated, the quantities of various bill items are calculated according to the construction drawings of specific projects, and the engineering cost is calculated according to the engineering cost information and empirical data obtained from various channels[3].

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Research on the Construction of Practicalteaching System of Engineering Management Major in Finance and Economics Colleges

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Abstract: This paper discusses how to construct practical teaching system for engineering management major in finance and Economics Colleges under the background of lack of engineering technology platform.First of all, through the analysis of the background of the establishment of engineering management major in financial and economic colleges, combined with the characteristics and problems of practical teaching, and around the professional training objectives, this paper puts forward the construction idea of engineering management practice teaching system in financial and economic colleges, that is, "starting from the foundation, combining theoretical study, strengthening skills, strengthening practical training", and on this basis, the teaching content is optimized.

Keywords: engineering management major; practice teaching; teaching system

1.INTRODUCTION

Engineering management specialty is a compound subject of engineering technology and management science. It aims to cultivate compound senior managers who have basic knowledge of management, economics and civil engineering technology, master the theories, methods and means of modern management science, have strong ability of practice and innovation, and can be engaged in project decision-making and whole process management in engineering construction field at home and abroadOnly.With the development of economy and the needs of the market, comprehensive colleges and universities of Finance and economics have opened this major. The major of Engineering Management in financial and economic colleges has the teaching advantages of economics and management. However, most of the financial and economic colleges lack the background support of engineering technology, and lack of relevant laboratories and experimental bases. Practice teaching has become the major of Engineering Management in financial and economic collegesThe weak link in talent training.In this context, how to cultivate students with strong practical ability and innovation ability is an important problem in the teaching of engineering management major in finance and economics colleges.

2.Analysis on the current situation of practical teaching of engineering management major in financial and Economic Colleges

This paper analyzes the main problems existing in the practical teaching of engineering management major in financial and economic colleges through the feedback results of the survey on the practical teaching of engineering management major in Anhui University of Finance and economics, combined with the current situation of other financial colleges.

(1) The curriculum is unreasonable

When making teaching plan and syllabus, the proportion of theoretical knowledge education and practical operation education is unbalanced in class hours and contents.Too much emphasis on theory learning and the completion of teaching tasks results in less class hours in practice teaching and lack of opportunities for the combination of theory and practice.The overall curriculum setting is loose, the links between courses are not close, and there is a lack of reasonable and orderly practical teaching system.Engineering management is a major with strong practical operability, and employers attach great importance to the practical experience of candidates.However, the phenomenon of disconnection between theory and practice and society is still serious, which leads to the weakening of graduates' employment competitiveness.

(2) The teaching forms and methods are out of date

Most finance and economics colleges still adopt the traditional practice teaching form, which is still limited to in class practice, curriculum design, on-site observation, graduation design or thesis, etc. most of them are independent practice of each course, and lack of comprehensive design of integration between courses.Practice teaching forms and methods lack of innovative ideas, which can not meet the requirements of society for talents.

(3) Lack of relevant sites and facilities

On campus, due to the professional characteristics of Finance and economics colleges, the investment in practical hardware is obviously less than that of science and engineering, and students lack a platform to apply the learned technology in practice; outside the school, enterprises are not willing to provide students with internship bases considering security factors and confidentiality factors.

3.Construction of practical teaching system platform for engineering management major in finance and Economics Colleges

(1) The goal of engineering management major is to cultivate compound applied talents who understand technology, manage, practice and innovate.The reform of engineering practice teaching at home and abroad mostly adheres to the concept of "return to engineering", emphasizing that teaching practice is not only limited to the practice practice in the field of engineering education, but also all the opportunities and experiences of great significance for the growth of engineers in the future.It is very difficult to combine the practice teaching with the practice teaching in the course of engineering and practice.The practical teaching system constructed in this paper is based on the three levels of "foundation + deepening + innovation", with "basic skills + professional skills + innovative skills" as the training objectives, and supported by a variety of practical teaching platform modules.The design content of the practical teaching platform is shown in Figure 1.

(2) The construction of practical teaching ability level practice teaching system of engineering management specialty is to integrate the teaching content and teaching form of platform module together, carry out hierarchical design and modular transformation, and realize the training goal of students by optimizing the teaching objectives, contents and methods of different grades.In other words, taking time series as one-way dimension, through the three training levels of "basic skills + professional skills + innovation ability", the contents of the teaching system are correspondingly integrated, expanded and improved, and a practical teaching system conforming to the law of students' cultivation is established, as shown in Table 1.Among them, all levels are interrelated and progressive.Basic skills training is the basis of other skills training; professional skills training is the extension of basic skills training and the premise of innovative skills training, but also the key link of engineering management professional skills training; innovative skills training is the extension, expansion and summary of basic skills and professional skills training, and is the comprehensive application of theory, practice and social knowledge learned in school.

4.Optimization of practical teaching mode for Engineering Management Major

(1) Broaden the practice channel.In order to ensure the smooth progress of practice teaching and learning effect, the school should actively establish a long-term stable and cooperative off campus practice base.In cooperation, enterprises can provide students and teachers with a platform for professional practice practice, and students can provide professional services for enterprises under the guidance of teachers, so as to achieve "win-win" between schools and enterprises in practice.In order to ensure the effect of the practice, we can employ the technical personnel and engineering management personnel of the practice base to act as the on-site instructor to complete the practical teaching task together with the school instructor.Specifically, we can sign industry university research strategic alliance with internship units, and the university can customize professional talents for the alliance enterprises, and the alliance enterprises will give priority to the employment of school graduates.Teachers can work part-time in internship units, and employ experts from internship units as part-time teachers of their major to hold academic reports and special lectures for students, so as to further broaden students' professional vision and improve their ability of integrating theory with practice.

(2) Combining with engineering practice, design teaching is carried out.The design link of engineering management practice teaching is composed of two modules: curriculum design and graduation design. Curriculum design is an important link to help students consolidate their theoretical knowledge and realize the combination of theory and practice. Graduation design is the last link to cultivate students' comprehensive application ability.In terms of curriculum design, on the one hand, it is necessary to fully consider the characteristics of personnel training of engineering management major, as well as the needs of society for knowledge and ability of undergraduate students, and formulate curriculum design to meet the requirements of professional training and social development; on the other hand, it is necessary to fully consider the nature and requirements of various courses, and consider the proportional relationship and internal relationship of each courseIn accordance with the teaching law and curriculum requirements.When the practical teaching method of course design is adopted in engineering drawing, housing architecture, engineering bidding and project management, the task content and workload combined with production practice should be arranged pertinently.In the aspect of graduation project, we should reform the topic selection, design content (thesis title), design method and management during the design period. Students should cooperate with employers to choose design topics according to their own interests and employment intentions.In short, the topic selection should not only cultivate the students' practical ability, but also make the students' theoretical knowledge be used.

(3) Innovative teaching content, science and technology combined with practice.By participating in scientific research activities, students of engineering

management can further improve their application ability of professional knowledge.In addition, teachers should also organize students to participate in academic lectures and expert discussions.According to the actual needs, some students are allowed to do graduation design in combination with practical work in the enterprise, which improves the students' ability to adapt to the society and shortens the period for graduates to adapt to work in enterprises.At the same time, students are encouraged to actively participate in extracurricular scientific and technological activities. By participating in extracurricular scientific and technological innovation activities, the knowledge learned by students in the classroom can be strengthened and extended, and knowledge acquisition can be realized at a higher level.In order to increase the enthusiasm of students, some extra-curricular credits can be set up to require students to complete through extracurricular scientific and technological innovation activities.The common extracurricular scientific and technological activities include lecture salon, student forum, science and technology competition, etc. these activities can enrich students' spare time life and make up for the deficiency of classroom education. They are an important part of students' practical education environment.

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On the Application of Drama in Education in the Classes of College English in China

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Abstract: The paper analyzes the application of Drama in Education (DIE) in the classes of College English in China. In order to implement DIE in College English classrooms, a live performance of a selected script is made by groups of students for 10 to 15 minutes before each class as a warm-up activity. The author divides the implementation of DIE in the warm-up of College English classes into three stages. During the pre-performance stage, the teacher and students should make full preparation of tasks before the live performance of a selected English drama (related to contents of the chapter being studied) in the classroom. In the during-performance, the actor students introduce and perform their selected script, while the teacher and the audience students watch and take notes carefully so as to give helpful feedback after performance. In the post-performance stage, the audience and the teacher comment on the actor students' performance according to their fluency, pronunciation, script selection, performing skills, drama scenes, and the interaction and cooperation between them. DIE, as a teaching method, has its advantages compared with the traditional teaching methods in College English Teaching. First of all, DIE is helpful to eliminate the learners' anxiety in the process of SLA, which lowers the affective filter of the learners and is beneficial for learners to take in the comprehensible input. Secondly, it makes up for the lack of oral English output of non-English majors in Chinese colleges and universities. Thirdly, it helps to improve the students' live performance skills, overcome the students' psychological barriers, and improve their overall ability. Last but not least, it helps cultivate students' teamwork capability.

Keywords: Drama in Education; College English; teaching method; warm-up

1. INTRODUCTION

College English is one of the compulsory foundational courses for all non-English majors in Chinese colleges and universities. It is a comprehensive English course that intends to train college students' over-all second language skills, including listening, speaking, reading, and writing [1]. As its target students are not English majors, the general school hour distribution of College English is relatively limited. Accordingly, how to ensure the efficacy and effectiveness of College English is the focus to which college English teachers have been paying attention.

However, there are still lots of problems existing in the actual practice of College English teaching currently in China. Even though the course should give equal emphasis on all the four skills of English, many colleges pay more attention to reading and writing classes rather than listening and speaking classes [2]. Under this circumstance, students seldom have a chance to speak in English, let alone practice their oral English in real-life situations. Additionally, most College English teachers in China still employ a traditional methodology of language teaching, which laid more emphasis on memorizing vocabulary, grammatical rules, and on drilling of sentence patterns. Such methods of language teaching ignore students' psychological characteristics and interactive contexts during the process of language internalization. At the same time, such traditional teaching methods and the emphasis on reading and writing also prevent the students from acquiring the practical communicative competence of the second language, which will be much more important in their life and career than the scores of English tests. Accordingly, reformation of today's College English teaching lies in how to stimulate students' interest in English learning and create a student-centered teaching atmosphere, so as to improve the effectiveness and practicability of College English teaching. In order to achieve this, the author attempts to analyze the application of Drama in Education (DIE) into College English teaching in China.

2. DRAMA IN EDUCATION AND LANGUAGE TEACHING

Drama in Education (DIE), as a kind of education mode with a drama nature, is a teaching method whose main purpose is education rather than drama performance. Dewey defines Drama in Education as learning by doing [3]. Bolton defines the method as the way of using drama to teach dramatic playing [4]. Zhang Shengquan emphasizes that drama in education is a method for teaching language, mathematics, geography, art, music, etc. [5], each of which is a field and consists of different contents. Professor Zhang Xiaohua of Taiwan University of Arts defined that DIE is a kind of Applied Drama in teaching, which is not training entertainment performance, but a new relationship between teaching and learning [6]. The simplest form of DIE is to use Educational Drama in classroom settings, such as role-play, situational dialogue, improvisational performance, etc. Through these techniques, students can make full use of their imagination and express their ideas independently and critically in the interactive relationship, which also enables them to obtain aesthetic experiences and improve their intelligence and over-all skills. As an improvisational, reflective, and problem-based teaching method, DIE has a great positive effect on classroom language teaching.

Generally speaking, there are many ways to teach language through drama performance, such as drama games, recitation, improvisational performance, role-play, and so on [7]. Here, the author holds the view that the DIE in language teaching should be a method or a variety of classroom activities, which are conducted in the form of drama performance with the purpose of language teaching and learning. DIE transforms the traditional teacher-centered teaching model into a student-centered one with teachers as the facilitators [8]. With DIE, the teacher provides enough free space (both physical and emotional) for students to cooperate with each other and take full advantage of their imagination and creativity so that they can play a certain role in the performance activities and truly or creatively reproduce the language or appearance used by these roles in certain occasions. From these role-play or improvisational performance activities, students can find the interest and practicality of learning English. During this process, teachers only play the role of guidance, facilitation, and evaluation. Educational drama can effectively stimulate students' enthusiasm, which will evoke their imagination and creativity in turn, and it is more suitable for the listening and speaking classes of comprehensive English courses with learners who have some foundations of English.

3. THE USE OF DRAMA IN EDUCATION IN COLLEGE ENGLISH TEACHING

In order to employ the DIE method in College English teaching, one should take the school hour distribution of this course into consideration. Generally speaking, the College English course lasts for 4 semesters for non-English majors in Chinese colleges and universities, and its school hour is 4 hours per week and 72 hours per semester. Since the school hour of this course is comparatively limited, it is impossible or not necessary to do some drama performances for the whole school hours of this course. Accordingly, the author advocates that live performance of a drama should be used as an activity of warm-up for 10 to 15 minutes every 2 school hours (a whole class usually takes 2 school hours in China) at the beginning of each class.

The drama performed by students is usually a live performance or role-play of a selected script. Therefore, the implementation of Educational Drama in the warm-up of College English classes should include several procedures. The author intends to divide it into three stages, namely, pre-performance stage, during-performance stage, and post-performance stage.

3.1 Pre-performance Stage

In the pre-performance stage, the major task for the teacher and students is to make full preparation for the English drama performance before classes begin, which is the key to the success of the live performance. To begin with, the teacher needs to divide the class into several groups. For the convenience of rehearsal, the teacher may advise students to make group according to their dorms, that is, 6 to 8 students a group, and if their characters are more than that, they may invite their friends to be a guest performer. Then, the teacher should assign performance tasks to students, and students need to understand the purpose, content, and significance of the task. Generally speaking, the main content and theme of a certain task should be closely related to the topic of the text being studied in the textbook. This step provides a specific direction for students' selection of scripts. After the task arrangement, the student should select the script they are interested in for their performance. In this step, students could select scripts by themselves under certain themes or topics. They may clip those existing scripts of classic English dramas, movies, situational comedies, cartoons, etc., or they could adapt scripts of some popular Chinese works or even create a script by themselves. After creating or adapting a script, students could ask their teachers to give suggestions to make sure that the language they use is authentic and appropriate. This is also a good chance for them to learn or acquire a second language. After that, they should analyze their characters and allot the roles within their group. This step is quite important as well, as the comprehension of characters' age, appearances, jobs, personality, etc. is one of the prerequisites for successful performance. Last but not least, students should rehearse their live dramas time and time again to ensure their fluent and natural performance during the live drama.

3.2 During-performance Stage

The first step of this stage is to introduce the name, main content, and main characters of the drama before the live performance. The introduction is usually done by the group captain. This step will help the audience grasp the general content and is helpful for them to concentrate on live performance later. During the introduction, other members of the group may prepare the scene of their drama briefly if they need, such as props, background music, lights, etc. Then the live show will begin. During the process of live performance, the teacher would record the live performance with a video recorder to make students feel that they are performing in a formal situation. The students will fully express themselves in English, or give a full performance of their dancing, singing, or musical instruments. At the same time, the live performance creates the plot environment and language atmosphere which could the students devote themselves to the performance and oral English practice. With the increase in students' opportunities for practical English performance, their oral communicative competence can also be improved gradually.

3.3 Post-performance Stage

After the live performance, analysis, and discussion from the teacher and peers are necessary. During each live performance, the teacher and audience students should watch and take notes carefully. Then, after the live performance, the audience and the teacher could comment on or even score the performance according to the students' fluency, pronunciation, script selection, performing skills, drama scenes, and their interaction and cooperation. The teacher should find those highlights of students' performances on the stage to encourage them to engage in such kind of activities. It is also necessary for teachers to point out drawbacks in time and explain them in detail with students after the live performance when necessary. In addition, the teacher may also participate in students' live drama performances. In this way, live drama can largely stimulate the enthusiasm of students in performance and oral practice and shorten the distance between the teacher and students. With the teacher being a guest actor, it is easier to create a friendly and positive atmosphere, which could eliminate the students' stress in the performance and stimulate other students' motivation for language learning. At the same time, the teacher could easily transform his or her role as a dominator into a helper and facilitator.

4. THE ADVANTAGES OF APPLYING DRAMA IN EDUCATION INTO COLLEGE ENGLISH TEACHING

As a comparatively new teaching method, DIE has its advantages compared with the traditional teaching methods in College English Teaching.

4.1 DIE is helpful to eliminate the learners' anxiety in the process of SLA.

According to Krashen's Input Hypothesis, the content of learning input must be comprehensible [9]. At the same time, it should be able to effectively lower or eliminate "Affective Filter". If the affective filter is too high, learners' language learning efficiency will be low due to anxiety or lack of self-confidence. Therefore, language input should not only be easy to understand but also should be relaxing, interesting, and effective to eliminate anxiety. The script of English drama performance is just the suitable input material, which can improve the efficiency of language input and help students lower or eliminate "affective filter" subconsciously.

4.2 DIE makes up for the lack of oral English output of non-English majors in Chinese colleges and universities.

Although students have learned a lot of linguistic knowledge, their language output activities are obviously insufficient and they do not have enough opportunities to use English both in and out of the classroom settings [10]. Lack of oral English output is one of the obvious and influential weak points of College English education, and the live performance of English drama can make up for this deficiency.

4.3 DIE helps to improve the students' live performance skills, overcome the students' psychological barriers, and improve their overall ability.

As is pointed out by the author previously, the traditional teaching method is used more frequently in College English teaching in China, and students have less opportunity to express themselves, which results in the serious lack of performance skills of most students [11]. On many formal occasions, it is frequently seen that students dare not open their mouths and they are too shy or nervous to express themselves. The application of this teaching method provides students with a lot of opportunities to exercise producing speech in public places, so that they can gradually overcome the psychological barriers of tension, and can freely use English in the process of communication. The relaxing classroom atmosphere greatly reduces the anxiety of students when they say something wrong. Introverted students can overcome the phenomenon of "feeling ashamed to speak out". They could exercise to speak freely and loudly in public situations, and finally, achieve the goal of comprehensive development of overall ability.

4.4 DIE is helpful in cultivating students' teamwork capability.

Live drama performance requires students to give full use of their performing skills, language talent, and ability of adaptation and creative thinking. Drama performance is also a process of collective cooperation and interaction. In the process of discussion, script selection, character allotment, and performance, students can learn from each other and discuss with each other. It requires both collective cooperation and individuality, so as to achieve the harmonious development of individual consciousness and team cooperation spirit. With such kind of teaching method, students can learn to work together and unite, which will also be beneficial in their careers after graduation.

5. CONCLUSION

The application of DIE in College English teaching could enrich the current teaching models and classroom activities and enhance teaching effectiveness to a large extent. The author does not think that Drama in Education is an indispensable part of classroom teaching, but it provides a comparatively new perspective. Through this method, students can acquire both enlightenment and knowledge from interesting and relaxing classroom activities. Obviously, it is a way of “learning by doing” [3], and its efficacy is better than the traditional teaching methods of the second language.

In short, the application of Drama in Education is not only conducive to improving teaching methods and enriching teaching models but also helpful to the students’ acquisition of the communicative competence of English in real-life situations and to the cultivation of the students’ overall ability. It is of great practical significance to apply Drama in Education into College English classrooms and to explore an educational drama model that is suitable for today’s College English teaching and learning in China. This teaching method can transform the traditional “teacher-centered” model into an interactive “student-centered” model, so as to realize the reformation of today’s College English teaching to some extent.

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The Influence of Network Popular Culture on College Students Values

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Abstract: In this era of network popular culture development, youth, as an indispensable subject of education objects, plays an important role in the development of the country and nation. This paper analyzes the current situation of contemporary youth network popular culture, and explores its influence on the formation of values from the dissemination of network popular culture among young people.

Keyword: popular culture ; values

General secretary Xi Jinping has clearly put forward the concept of youth in the new era of "youth prospering and prospering the country, strengthening the youth and strengthening the country" since the nineteen Party Congress.With the development of science and technology, information technology has gradually integrated into people's lives, and network technology has become a survival skill.At present, there are a lot of network culture through a variety of forms in the sustainable development, such as network catchwords, celebrities, movies and TV dramas, shopping, games and so on.At present, the use and creation of network popular culture are mostly young people.Under certain circumstances, the network popular culture has a double impact on people, especially teenagers, including the values of power standard, money worship and ability.In this way, it is easy to cause teenagers to neglect the content too much, but to attach too much importance to the form, and some even do everything to achieve the goal.The trend of materialism is also towards materialism, while the values of teenagers are developing in many aspects, such as complex, extreme and pluralistic.The important component of popular culture also includes the network popular culture. The formation of network popular culture comes with the development of the Internet. Taking the network as the dependence is the summary of people's attitude towards life, value system and behavior norms generated by people's work, study and daily social intercourse based on the network.

Scholars have a multi-disciplinary and multi angle approach to this issueThere are theoretical exposition, specific research on a certain social group, sociological perspective and cultural teaching research.On the basis of a large number of field research, there is not a lot of research on integrating theory with practice.Scholar Lu Yulin mentioned in his "Research on Contemporary Chinese youth culture":In modern commercial society, youth popular culture is a special social and cultural phenomenon.Compared with the mainstream culture, youth popular culture is mainly reflected in the contradiction of values and potential danger.There are some differences between popular youth culture, popular culture and mainstream culture. Popular culture and mainstream culture pursue values, while youth culture pursues individual consciousness. This is also the fundamental difference between popular culture and mainstream culture in different personality characteristics. There are great contradictions and differences between them.Therefore, popular culture is an inseparable culture with teenagers.Popular culture can be widely used in daily life, and gradually produce value system and code of conduct with the approval of teenagers.As for popular culture, Hong Kong and Taiwan learn from Japan. The mainland draws lessons from Hong Kong and Taiwan. People subconsciously believe that this is the truth of popular culture.Jiang Qiping made a speech at the 8th China International Network Culture Expo. He believed that the network culture generally includes five aspects of cultureThat is, grassroots, life, popularization, entertainment, instant.Terry Eagleton believes that:Popular culture is a kind of subject form with a wide range of existence, which reveals the values shared by people through common humanity.At present, there is no research on the history and development of network popular culture, and there are no relevant works in the academic circles.

In this era of network popular culture development, youth, as an indispensable subject of education objects, plays an important role in the development of the country and nation.Therefore, this issue has a very important impact on the discussion of youth values education.

First, it is of great help to the formation of young people's correct values.The so-called values are people's fundamental, universal view of value.Values not only occupy a great position in personal life, but also occupy a very important position in social life.Values are closely related to the nature of almost all human beings, such as happiness and pain, opportunity and miss, birth and death, hope and despair, reason and emotion, nobility and humbleness.Teenagers' values are still in the

formative stage, and the network popular culture has a dual impact on them.Therefore, in the development of network popular culture, the values of teenagers show new characteristics.We should grasp the new characteristics to educate young people and let them form correct values. [1]
Second, it is of great help to correctly guide the development direction of network popular culture.Teenagers are the main body of network popular culture.The development trend of network popular culture is also influenced by the common characteristics between them.Although it has filled the youth's culture and entertainment, it also has a negative impact, which can be said to be a double-edged sword.The study of network popular culture is helpful to standardize its new development.
This paper analyzes the current situation of contemporary youth network popular culture, and explores its influence on the formation of values from the dissemination of network popular culture among young people.
There are several problems in the current network popular culture
First, the innovation and development of network culture in Colleges and universities can be improved through the rapid development of the network, and the blending and collision of Ideological and cultural are also optimized.In this diversified and changeable integration situation, the cultural guidance ability of colleges and universities needs to be strengthened.On the one hand, the network culture of colleges and universities shows the trend of multiple integration. The bridge between public opinion expression and ideological and cultural transmission can be opened up through the openness and freedom of the network, that is, anonymity, so that the content of network information can be more colorful.Due to the lack of standardized management of the network, there are various views and ideas, and the culture is gathered into a big bowl, leading to the formation of a network culture of fish and Dragons mixed, vulgar and overflowing circle.On the other hand, colleges and universities lack the ability to actively guide the development of network culture. At present, colleges and universities have become the main place of ideological struggle, turning college students into the focus of attention under different interest groups.However, colleges and universities have not fully demonstrated the guiding role of network culture in the ideological and moral, values and behavior norms of young students. They have not yet realized the friendly interaction between the development of network culture and the practice of socialist core values. They do not have a positive sense of leadership, high-level guiding ideology and effective ways to realize their development and guidance.Therefore, the ability of guiding college students to identify and choose various cultural practices, cultural trends and cultural phenomena needs to be improved, and the positive publicity of the network needs to be improved. [2]
Second, at present, due to the lack of adequate cultural discrimination, some college students are prone to blindly imitate western culture and blindly follow the Western values and life attitudes.On the other hand, the function of inheriting Chinese excellent traditional culture in Colleges and universities is relatively low, which does not fully show the value of network in transmitting, innovating and storing excellent traditional Chinese culture.Colleges and universities should have such a full understanding that in the growth of network culture, it needs to rely on Chinese excellent traditional culture to refine, which can help its development and master more cultural resources.Especially in promoting the high-end culture, digitization and information networking of Chinese excellent traditional culture, and creating a network culture brand with Chinese characteristics, colleges and universities should better inherit and promote Chinese traditional culture.
Third, as a virtual space, the network world does not have good supervision and face-to-face communication.In such a virtual space, even if people speak ill and behave badly, they don't have to worry about taking responsibility for it.Even if there is bad behavior, it will not go away because there is no supervision. At most, it will be judged visually by the text and will not be paid too much attention to.In such a network world, it is easy to deviate from the moral concept, and even violate the moral norms to achieve the spiritual and material goals. It is believed that as long as the true appearance is not found, the moral bottom line can be unlimited.
Fourth, to a certain extent, network culture will cause college students to reduce their sense of social responsibility.What is social responsibility?The so-called social responsibility is a person's moral responsibility to the country, group and others, and can also be regarded as moral emotion.As an indispensable member of social development and construction, college students have a strong and firm belief in social responsibility, which not only has a great impact on the practice of personal ideals and beliefs, but also has a bearing on the future and destiny of the country and nation.Therefore, we should cultivate students' collective consciousness, supervise their words and deeds in the network world, cultivate their sense of belonging, strengthen their sense of social responsibility, and regulate their own behavior.
Network culture will also have a certain impact on the values of college students, which will form a variety.The network can be used as the treasure house of information and the garbage dump of information.Under the contradiction of various ideas, a variety of standards have been formed. Due to the frequent use of Internet and the wide range of

information, college students reduce their values under the influence of network diversification.Diversified network culture will make college students' understanding of information biased or diversified, no longer simply according to the meaning of the standard to understand.

The research and analysis of this problem can be carried out in a variety of waysSystematic literature analysis.Literature research is a research method to collect and analyze the existing literature in the form of words, numbers, symbols and other information to explore and analyze various social problems, social systems and other social phenomena.The general literature includes:Monographs, news reports, journal articles, network survey materials, etc.The values and educational characteristics of teenagers can be discussed by systematic analysis of literature.Based on this, this paper compares the research status of popular culture in China, discusses the new characteristics of youth values in network popular culture, and puts forward corresponding opinions.In Social Sciences, especially in western economics, normative analysis and empirical analysis can be used as two basic analysis methods. The link between theory and practice can be used as a technical route. Combining normative

Pays more attention to the analysis of value and purpose, and emphasizes more on the argumentation of thought, principle and spirit.In contrast, empirical analysis focuses on revealing the details and real situation of the problem through data and cases.In a word, normative analysis and empirical analysis play an important role in the development of network popular culture.

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Analysis on the Employment and Promotion Strategy of Physical Education in Vocational Colleges

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Abstract: The physical education major of China's vocational colleges focuses on cultivating high-quality professional talents with solid basic knowledge and strong practical skills. Personalized employment guidance, full-process guidance, and the establishment of a supply and demand platform can promote graduates to establish a good outlook on employment and achieve high-quality employment.
Keywords: Physical education; Employment guidance; Strategy

1. INTRODUCTION

The training of talents in vocational colleges is oriented to the needs and development of the society and aims to meet the society's massive demand for applied talents. The content of the training program for physical education professionals not only requires students to master the theoretical basis and professional knowledge of the system, but also emphasizes professional skills, application practice and other abilities, instructing students to truly apply what they have learned to practical work, with strong practicality . The direction of entrepreneurship focuses on physical education, outdoor sports development training, extracurricular sports competitions, and physical exercise guidance in various schools at all levels. Understand and analyze the current entrepreneurial situation of physical education majors in vocational colleges, so as to better grasp the direction of guidance and provide certain countermeasures for students' career selection and employment.

2. EMPLOYMENT STATUS QUO OF STUDENTS MAJORING IN PHYSICAL EDUCATION

With the continuous development of China's economy and the improvement of the industrial structure, society needs more and more high-quality skilled personnel. The large-scale development of vocational education has also promoted the continuous improvement of the quality of China's labor force. Vocational college graduates have good employment prospects. However, affected by factors such as social recognition and graduate employment concepts, there are still certain problems and difficulties in the employment status of physical education students in vocational colleges.

The physical education major mainly trains future physical education teachers, and cultivates compound talents with comprehensive sports skills, outstanding teaching skills, professional training levels, expertise in teaching and research, and effective education capabilities (Shen Qiang, 2014). However, due to the restriction of comprehensive factors such as academic qualifications, market, employment guidance, and personal ability, it is difficult for the graduates of physical education majors in vocational colleges to enter the education system to engage in the direct counterparts of their majors. Therefore, the continued promotion of academic qualifications has become the choice of most graduates. There are also some students who substitute classes in elementary and middle schools or engage in sports-related jobs in some companies, such as outreach trainers, swimming coaches, and fitness coaches. In addition, a small number of students have achieved employment through self-employment. However, affected by various factors such as regional economy and employment mentality, the overall employment stability of physical education graduates is not high, which is mainly manifested in frequent job changes and labor income fluctuations.

When some graduates first enter the society and face a career choice, they will have the problem of unreasonable employment perception. For example, students with the concept of "academic qualification-based" will have insufficient confidence in employment, cannot fully understand themselves, affirm their own strengths and specialties, have certain limitations and one-sidedness in professional cognition, and ignore the advantages of professional characteristics. There are also students who have an immature attitude towards employment and one-sided pursuit of salary and benefits, ignoring personal development prospects and professional adaptability. In addition, the overall quality of graduates needs to be improved. Students majoring in physical education should have a good mental outlook, a healthy body and a positive attitude. They should also have the ability to communicate effectively, organize and implement teaching and guidance, and have the spirit of dedication, teamwork, and cooperation. However, graduates often expose their shortcomings in terms of professionalism, knowledge and skills, and professional sensitivity when they are employed. Therefore, it is very important and significant to continuously improve the employment guidance level of physical education major in vocational colleges.

3. SUGGESTIONS ON IMPROVING THE QUALITY OF STUDENTS' EMPLOYMENT

3.1 The overall guidance is combined with individual guidance

In the process of providing employment guidance and services to graduates, employment guidance teachers must "correctly understand and grasp the connotation of employment guidance and services, and conceptually incorporate employment guidance and services into the important content of students' comprehensive development education (Hu Yongyong& Qiu Dan, 2011)." Adhere to the "people-oriented" concept, provide all-employment related employment seminars, let students understand the policy orientation and employment situation, and timely convey employment information to graduates. In the process of guidance, the ability of all students to choose and plan their careers is cultivated, and at the same time, on the premise of respecting the development of students' personality, individual exchanges and guidance according to their different characteristics, cultivate students' sense of competition and entrepreneurship, and maximize their performance Own potential. Provide one-on-one employment assistance for students in need, establish assistance files, fully approach and understand students, and help students achieve high-quality employment in a targeted manner.

3.2 Full-process employment guidance

Employment guidance is a systematic project, which involves many aspects such as professional setting, teaching mode, daily education, extracurricular activities and student management mode. Therefore, doing a good job in employment of graduates should start from the source. Therefore, in the early stage of freshmen's enrollment, vocational colleges should consciously conduct career assessments and guide students to make career development plans. Combined with the college's career guidance courses offered by the school, students should understand the qualities that contemporary talents should have, and the selection criteria of employers. . Lead all freshman students to actively participate in various career activities, and gradually form a preliminary understanding of careers in different forms of practice. Through dedicated guidance, help students establish their own career ideals, formulate development plans for their studies and life during university, guide students to master effective career planning methods and employment skills, and lay the foundation for career development plans throughout their lives.

3.3 Aiming to promote employment

Establish the guiding ideology of employment-oriented and leading, comprehensively review and adjust the discipline and professional structure; take the quality of employment as the core indicator, actively adjust the talent training model, and truly target the personal and professional development of students. Strengthen practice, guide students to find problems in practice, make up for shortcomings, and solve problems. Vocational colleges should strengthen the construction of off-campus practice bases. Each department represents the school and the unit of the base to sign a cooperation agreement to clarify the rights and obligations of both parties and reflect them. "Win-win" principle (Yu Dongjiang, 2010). According to the adjustment of economic structure and industrial structure, according to the requirements of the job market for talents, optimize the talent training model. Implement a regular inspection system, and use the "go out, invite in" approach to strengthen contact with employers. Regularly organize first-line employment counselors to relevant schools and enterprises to conduct inspections and employment promotion, timely understand the employment needs of employers and convey relevant information to students, build a good bridge between employers and graduates, and establish a good foundation for graduates and employers.

4.CONCLUSION

Society develops rapidly, technology continues to improve, and conceptual changes are also proceeding at an unprecedented speed. How to help students learn to cope with the rapid development of the times and how to guide students to better integrate with the needs of the times and society when they are about to enter society is a problem that every entrepreneur instructor needs to think carefully. For students majoring in physical education in vocational colleges, continuous improvement of overall quality, strengthening of physical fitness and skills, establishment of a scientific outlook on employment, and accumulation of professional experience in practice are conducive to achieving high-quality employment.

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Causes and Treatment of Concrete Cracks in the Process of Construction

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Abstract: As the national economy has developed rapidly, both urban and rural areas need to be constructed, and the development of construction industry is advancing by leaps and bounds. In the construction of buildings, it is particularly important for the quality of concrete materials. Therefore, enterprises must enhance the quality of concrete materials to make sure the safety and quality of buildings. In the current construction project, the phenomenon of concrete cracks seriously affects the stability of buildings. Therefore, it is extremely important to study the causes of concrete cracks and their treatment. This paper describes the causes of concrete cracks in construction and proposes some treatment measures.
Keywords: Construction engineering; Concrete; Causes of cracks; Countermeasures

INTRODUCTION

In the construction of buildings, the quality of concrete materials determines the overall quality of buildings. In order to ensure the quality of buildings, the quality of concrete materials must be continuously improved. However, there are still many problems with the quality of building materials in the current construction industry. In particular, the concrete will have cracks and cause general quality problems. Therefore, the construction company and personnel must pay attention to the quality of concrete. During the construction, when concrete cracks are found, the reasons should be actively analyzed and effective treatment plans should be proposed to ensure the quality of the project. The overall quality of a building is related to whether the building can be used safely, especially when using concrete with cracks during the construction, there will cause safety. Effective management measures must be taken for cracks in concrete construction to improve the quality of construction and facilitate the sustainable development of construction.

1. REASONS FOR CONCRETE CRACKS DURING THE CONSTRUCTION

1.1 Concrete materials

Concrete is a basic building material that is mixed and stirred before use. An important part of the construction is to make concrete. The main factor affecting the formation of concrete cracks is the insufficient quality of construction materials. Therefore, when preparing concrete, it must ensure that all processes are carried out in accordance with industry standards and the quality of the materials to ensure that there are no cracks in the concrete during the construction. In the process of construction, the ratio of material to mixture is an important factor affecting the quality of concrete. In the material mixing process, the mixing coefficient should be set reasonably according to the requirements of the construction specification to increase the strength of the concrete and ensure the quality of the construction project. During the construction, the use of unqualified concrete materials should be avoided, and concrete materials with different strengths should be used according to the construction site and the construction environment. In addition, when selecting gravel materials, construction personnel should consider the influence of factors such as particle size and gravel classification, and whether the sludge content of the gravel aggregate is reasonable. If the quality of the material is not up to the standards, the concrete is in danger of cracking.

1.2 Building construction

In the building construction site, the concrete will cause the phenomenon of water evaporation and drought shrinkage due to the change of external factors, and then cracks will appear. Specifically, when the staff is pouring concrete, if the stability of the formwork is not enough, the structure of the formwork is not correct, and the concrete structure will crack when the time of choosing the demoulding is wrong. In addition, the process of mixing, transportation, cast iron and concrete vibration will affect the quality of concrete, resulting in cracks. Incomplete vibration will lead to lack of stability in concrete and cracks. And the construction personnel should also pay close attention to whether the steel frame collides in the process of the project. If the steel bars collide, the concrete will gradually cause quality problems after a long time. After pouring concrete, construction staff should pay attention to the maintenance of concrete. Cracks can also occur if no maintenance measures are taken.

1.3 Foundation settlement and structural loading

The settlement of foundation is due to the effect of additional stress. The greater the force is, the more serious the settlement of foundation surface occurs. The settlement of the foundation, especially the uneven settlement, will cause the inclination of the building, and even the concrete cracking, which will affect the safe use of the building. If the foundation of the building in the construction site is not well done, the concrete will crack due to excessive tension, which leads to serious concrete quality problems, such as transverse cracks of the building. The concrete structure is also affected by the quality problems caused by structural factors load, and then cause cracks, such as undesirable behaviors like overloading during construction. Most of the causes of load-bearing cracks are that the load of the beam slab structure exceeds the specified range.

2. TREATMENT MEASURES FOR CONCRETE CRACKS

2.1 To construct with high-quality concrete

In the construction stage of building floor and wall pouring, the purchase of concrete must be carried out according to the requirements of construction specifications, and the procurement mechanism of construction engineering should be improved to ensure that high-quality concrete is purchased according to the quality requirements, and effectively prevent the occurrence of buildings caused by materials. When purchasing building materials, we should pay attention to the investigation of manufacturer's qualification certificate and material characteristics. After obtaining the complete information, the range of material options will be expanded, so we should rationally select building materials that meet the standards, construction engineering and concrete companies as long-term partners. In addition, the materials must be checked to ensure they are eligible to enter the site. Aggregate is the main raw material of concrete production, so the material with low absorption rate and large particle size must be selected. To ensure the structural quality of concrete is an effective way to ensure the quality of the project. Therefore, it is necessary to analyze which factors affect the commitment of the concrete structure and understand the bearing capacity of a concrete structure regardless of the reasonable design of the concrete structure. At the same time, the collected data type can meet the requirements of concrete structure construction, improve the construction plan and improve the construction level.

2.2 To control temperature scientifically

In the pouring construction stage of floor concrete, scientific measures should be taken to control the temperature, which can effectively prevent concrete cracking. The internal temperature of concrete can be effectively regulated by the cold water circulation system. During the construction and pouring stage, the concrete will produce high heat energy. In this process, appropriate cold water is added to adjust the concrete temperature. Such method solves the problem of temperature rising rapidly in the process of concrete pouring and avoids the concrete cracking. This technology solves the problem of concrete temperature increase, avoids concrete shrinkage, effectively controls the engineering cost and improves the overall quality of the project.

2.3 To strengthen the maintenance of formed concrete

Special attention should be paid to the insulation and maintenance of concrete during construction. When the construction company is curing the concrete, it must consider the temperature difference between the inside and outside of the concrete and its restraint properties. When curing the formed concrete, it is necessary to ensure that the temperature difference between the inside and the outside is reduced, so that the temperature and stress will not be too fast, and the stress of the concrete will relax. In the case of rain and snow, rain proof devices can be installed to cover the concrete surface. During the construction, the designer should consider drainage issues to ensure that rainwater does not flow into the foundation pit when it rains.

2.4 To strengthen the supervision of concrete pouring construction

During the construction period, the construction company needs to consciously improve the supervision and management of the use of concrete, and clarify the basic information of concrete pouring, such as the amount of concrete pouring, the time consumption of concrete pouring and vibrating, the time of transporting concrete, the size of construction joints, etc. According to the bleeding of concrete, the secondary pressing on the surface should be done before the end of the final setting. In addition, it is necessary to improve the toughness of concrete materials to adapt to the surrounding building environment or to adapt to the environment brought to the building by reducing the pressure such as the floor rock wall.

3. CONCLUSION

To sum up, the quality and efficiency of construction projects will be affected by concrete materials. Improper use of concrete materials will have a negative impact on the quality of construction projects, and even cause concrete cracks and threaten the safety of the building. It is necessary to attach great importance to construction cracks in the process of construction, analyze the causes of the cracks, and take necessary preventive measures, so as to strengthen the control of concrete raw materials, improve the construction process, and strengthen the maintenance of the building in the later period. As a result, the overall quality of the project will be improved.

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Research on the Allocation of Educational Resources Based on The Investment of Educational Funds and Perfect System

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Abstract: Science and technology are the primary productive forces, education is its foundation and the source of scientific and technological innovation and social progress. At present, the current situation of education in China is the unbalanced allocation of resources, which is mainly caused by the government's financial investment in resources, the government's investment preference, regional economic and investment differences, and the incomplete implementation of relevant laws and policies. It is an irresistible trend to seek rational distribution of educational resources from the perspective of financial investment and policy improvement and to guarantee citizens' equal right to receive education.
Key words: Educational resources; Funds for education; System consummation

In 2020, the issue of education has once again become the focus of people's attention. These fully reflect people's concern about this process. The GDP growth target for 2020 is 7.5 percent. In the meantime, the central government has prepared its budget based on the proportion of national government spending on education to 4 percent of GDP by 2020, and local governments should make corresponding arrangements to ensure that this target is achieved. CAI Jiming, director of the Research Center for Political Economy at Tsinghua University, said, "The target of 4 percent of GDP for fiscal education has been put forward for many years, but has not been achieved. This year, however, the proportion of government spending on education has been clearly included in the central budget. We should be able to achieve this target." "Although the central finance has been clearly included in the budget, it still needs the cooperation of local finance, so the central government should strengthen supervision," CAI said. CAI jiming believes that the balanced development of compulsory education should be promoted by increasing investment, and the allocation of resources should be inclined to the central and western regions, rural areas, remote and ethnic minority areas and weak urban schools.

1. THE UNBALANCED ALLOCATION OF EDUCATIONAL RESORCES

The problem of uneven distribution of educational resources is prominent in front of people. This part mainly makes a brief analysis of the existing phenomenon of unequal distribution of educational resources in China. This paper analyzes the allocation of educational resources from the investment and distribution of educational funds according to the current basic national conditions. It is found that the uneven distribution of educational resources in China is mainly reflected in three aspects: the huge disparity in the distribution of educational funds between urban and rural areas, the huge disparity in the distribution of educational funds between regions, and the significant difference in the distribution of educational resources within regions.[1]

(1) There is a huge disparity in the allocation of educational funds among regions

There are huge differences in the allocation of educational funds between urban and rural areas, between urban and rural areas, between the east and the Midwest, and between coastal and inland areas. Relevant data show that China's rural school education funding input is lower than the national average level. Take the statistical Yearbook of China's Education Expenditure in 2020 as an example:

Region	Combined	Central	Place
Beijing	38307930	15278396	23029534
Jiangsu	37262152	2961088	34301064
Hubei	17952033	3511979	14440054
Jiangxi	1161758	5835	11155923
Guangdong	50558348	1340844	47217504
Guizhou	11093227	500	11092727

Data sources: The data sources in the above table are from the statistics of China's Education Expenditure in 2020 Yearbook of Statistics of China's Education Expenditure by region in 2020. It can be seen from the data in the table that guangdong and Jiangsu, the developed cities in the east, have significantly greater investment in education funds than Hubei, Jiangxi and Guizhou in the central and western regions. Education developed areas such as Beijing education expenditure input is also significantly higher than other provinces and cities. The uneven distribution of financial resources has reduced the average level of educational resources in some regions. These are very unfavorable to the talent cultivation of a country and the economic development of various regions.

(2) Great differences in the allocation of educational funds between urban and rural areas

According to the Statistical Yearbook on Education Expenditure of China, in 2020, the average education expenditure of rural junior middle schools and primary school students is only 82.08 percent and 87.06 percent of the national average. The average education expenditure for junior middle school students in Tianjin is 5,612.81 yuan, while the average education expenditure for rural students is 3,580. 60 yuan, which is only 63.79% of the average level in tianjin. In the same comparison, the per-student expenditure of rural junior middle schools in Hainan province is only 71.90% of the urban average. In 2008, the per-student education expenditure of rural primary school students in Guangdong province was 1,675.32 yuan, and the per-student expenditure of urban students was 2,406.76 yuan. The per-student expenditure of rural students was only 69.61% of that of urban students. The per-student education expenditure for rural junior middle school students in the province is RMB 2,367.39, and RMB 3,490.06 for urban students (including counties and towns). The per-student expenditure for rural junior middle school students is only 67.83% of that for urban students. [2]

(3) Significant differences in educational distribution within regions

The differences in educational distribution within the region are mainly due to the existence of so-called key schools and ordinary schools. Although the Ministry of Education has banned the opening of key schools, they have not been eliminated. It exists only in the form of demonstration schools, green schools and civilized schools. Moreover, the entrance threshold of the university is also correspondingly high, which concentrates excellent faculty resources and hardware equipment. Local governments have invested much more in these schools than other ordinary schools. The society from all walks of life to this kind of school each kind of reward aid also can increase relatively. In the long run, the differences in the development of all kinds of schools gradually increase, and the schools receiving more attention develop faster. The educational difference received by the students in the school has gradually increased, and the educational inequality has become more and more obvious.

2. ANALYSIS ON THE CAUSES OF UNEVEN DISTRIBUTION OF EDUCATIONAL RESOURCES

(1) Excessive disparities in economic development levels

The economic base determines the superstructure. The higher the level of economic development, the higher the investment of local government in education funds will be. People's attention to education is also closely related to the level of economic development. The more developed the regional education and training institutions emerge in endlessly, and the knowledge competition is also diversified. To some extent, these have deepened people's awareness and attention to education. Under the high pressure of the public, the government will also introduce corresponding measures to increase the investment in education and increase the support rate of the public. Although every year the country will allocate money to various places, but in such a large population base of the country these cannot fundamentally solve the problem. Thus, economically developed areas such as Shanghai and Guangzhou will invest much more in education than ordinary areas such as Guizhou and Yunnan. The disparity in economic development level makes it impossible for the allocation of educational resources to reach a balanced state. [3]

(2) Government expenditure preference

The government has free discretion in spending money. The government's preference affects its investment in education funds to some extent. Most governments spend most of their money on economic development, and we can be forgiven for such a decision. After all, economic development is also one of them. A livelihood project. At the same time, due to the differences in preferences, expenditure fluctuates greatly in administrative expenditure and expenditure on education, science and technology.

(3) Lack of educational investment policies and management

First of all, the financial responsibility of basic education funds sharing subject is unclear and low level. Local governments share too much of the compulsory education funds. More than 80% of the education funds are shared by local grassroots governments, while provincial and central governments share too little, which violates the principle of "fiscal neutrality" in the allocation of education resources. Therefore, in such a mode of educational resource allocation, it is inevitable to make basic education fall into the state of unbalanced development. Secondly, this decentralized education investment system makes the central government ineffective in monitoring the allocation and use of basic education funds of local governments. At present, although the central government has implemented the compulsory education financial transfer payment system, but due to the lack of corresponding supervision mechanism to restrict the allocation and use of education funds by local governments, it is difficult to ensure that the funds that should be used for education are in place. In addition, due to the actual existence of the education administrative system "appointed by superiors", local education administrators, as agents of family basic education, tend to consider more about how the allocation of education resources can bring benefits to their "promotion", rather than the utility and fairness of resource allocation.

3. SUGGESTIONS FOR POLICY IMPROVEMENT

(1) Balancing the economic development between urban and rural areas and between regions and reducing the economic disparity between urban and rural areas

The coordinated development of economy needs the government to increase the economic investment in the underdeveloped areas in the central and western regions and to increase the efforts to attract investment to promote the harmonious development of economy. At the same time, we will strengthen assistance and use the development experience and technology of the eastern coastal areas to drive internal development. At the same time, we will vigorously develop rural cooperative economy and increase economic and technical support for rural development. Perfecting various policies is conducive to the synchronous development of economy and agriculture. Only by shortening the gap between urban and rural areas and regions on the basis of promoting the coordinated development of economy and society can we increase the investment in education and promote the fairness and justice of the allocation of educational resources.

(2) Establishing a sound system for the expenditure of educational funds

The establishment of a sound government expenditure system for education is conducive to standardizing the amount of expenditure, the proportion of expenditure allocation and the focus of expenditure allocation. At the same time, it can restrain government behavior, so that it is not influenced too much by preference. It is conducive to the improvement of the supervision system of the whole people, so that the people have laws to follow and the supervision process can be improved, forcing the government to allocate funds correctly in accordance with the requirements. Improve the expenditure system to make all kinds of schools can equal development, conducive to all students to enjoy equal educational resources and equal teacher resources to enjoy equal rights to education.

(3) Fundamentally break down the focus on ordinary schools

For these ChongDianJiao, the scheme of the system, not only to be resolutely banned it, in the allocation of education resources is not only no longer to ChongDianJiao tilt, "it should be to support the weak school, but also to" strong ", to cancel the high "fee" to "the school selection fee" "sponsorship fees" and so on, and break the admissions "entrance" to the nearest of the hukou restrictions, unifies the recruitment of students, equality in the region. Let the children of ordinary people can enjoy high-quality educational resources through fair competition. While it is not entirely fair for rural students to compete on merit with their urban counterparts, it would be far fairer, at least to ensure that attending elite schools is no longer the preserve of the rich and powerful. In addition, we should give full play to the demonstration and radiating power of famous schools, so that they can drive the weak schools with advanced management and high-quality education, and really play a demonstrative and driving role. [4]

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Curriculum System Optimization of Project Cost Major Based on BIM

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Abstract: The promotion of new engineering construction by the Ministry of Education has brought opportunities and challenges to the field of architecture. At present, there is still a gap between the talent training scheme of project cost major in finance and economics universities and the positioning demand of new engineering talents. With the wide application of building information Model (BIM) in the field of architecture at home and abroad, it provides a new idea for the teaching reform of undergraduate project cost major. Integrating BIM into the existing curriculum system can improve the traditional teaching methods and means, and adjust teaching contents according to BIM skills competition. By building BIM laboratory and school-enterprise cooperation, the practical training platform inside and outside the school can be set up to cultivate innovative and application-oriented high-quality talents.

Keywords: finance and economics; project cost; BIM; curriculum system

1. INTRODUCTION

Project cost is an applied interdisciplinary subject, involving engineering technology, economy, management, law and other knowledge fields, aiming at cultivating senior management talents who can be engaged in the whole-process cost management of engineering construction projects at home and abroad. On the one hand, finance and economics universities are weak in hardware and software in engineering technology, which has a great impact on the improvement of professional curriculum system and the development of practical teaching. On the other hand, the field of project cost is no longer limited to the traditional manual calculation, but to realize the informatization and modernization of project cost by using BIM, cloud platform, big data and other technologies. We believe that universities should attach importance to technology platform courses, practical teaching and school-enterprise cooperation, so as to meet the industry's demand for project cost talents. Therefore, the current training program and curriculum system of project cost major need to be reformed to meet the needs of the society.

As new technology in the field of engineering construction, BIM realizes integrated management of design, construction, operation, maintenance and other processes with its characteristics of visualization and informatization. At present, with the support of well-known software vendors such as Autodesk, Luban, Guanglianda and Svere, some universities in China have tried to set up BIM-related practical training courses, but they lack a systematic teaching system. How to integrate BIM into the training program of project cost major, adjust the curriculum system based on BIM, and cultivate talents urgently needed in the construction industry are the key points of the current teaching reform of project cost major.

2. THE STATUES AND EXISTING PROBLEMS ANALYSIS

(1) The Statues analysis

In foreign countries, industry associations guide universities to set up curriculum system based on quantity measurement system (represented by the UK) and project cost system (represented by the US) through professional recognition system, so as to ensure that the knowledge and skills of project cost talents can meet the market demand. For example, the curriculum setting of American higher education is based on engineering discipline and supplemented by management discipline. In addition, curriculum systems attach great importance to students' practical ability in project cost management, so practical teaching occupies a large proportion in the curriculum system. The most distinctive feature of practical teaching is the practice teaching of measurement workshop (measurement studio), which adopts workshop teaching method, combines case teaching method, and integrates technology, economy, laws and regulations, and legal knowledge. In addition, there are a large number of internship opportunities to ensure that students can acquire professional skills in relevant job fields [1].

There are more than 280 universities in China offering undergraduate majors in project cost. Due to the lack of guidance from the industry association, the specialty orientation is not accurate enough. Curriculum system is just a simple sum of technology, economy, laws and regulations courses. It relies more on the school-running characteristics to set up. For example, engineering universities have a strong background in civil engineering and emphasize the course teaching of engineering technology. In the course system of finance and economics universities, the course of economic management takes up a proportion, while the course of technology platform is relatively weak. Taking Anhui University of Finance and Economics as an example, the course system of project cost major is composed of seven modules: general education platform, characteristic platform, basic course platform, specialized course platform, innovation and entrepreneurship platform, practical education platform and personalized learning platform. The specialized course platform is composed of specialized core courses and specialized development courses. Specialized core courses include engineering mechanics, building architecture, engineering drawing, introduction to civil engineering, engineering economics, project cost management, decoration engineering measurement and valuation, installation engineering measurement and valuation, comprehensive management experimental course, etc. The specialized development courses include project cost software, civil engineering surveying, construction project cost planning and control, project bidding and contract management, Infrastructure auditing, project feasibility analysis and evaluation, etc. In addition, it also offers some practical training courses in the form of open experiments, such as the measurement and valuation training course of Guanglianda, the architectural drawing training of Tianzheng, and the comprehensive training of engineering bidding simulation.

(2) The existing problems analysis

Due to the lack of teaching resources of engineering technology in finance and economics universities, leading to fewer pre-courses for specialized core courses and more difficult learning process, students lack engineering and technical literacy. They cannot adapt to the job position quickly after graduation. Most of the graduates are weak in project whole-process management, especially in analyzing and dealing with site construction technique, quality and safety management [2]. For the few such courses available, they only stay in the theoretical teaching and lack the corresponding experimental courses, so the teaching effect is not good.

Under the background of general education, universities have implemented the general enrollment of students, greatly reducing the class hours of specialized courses. Therefore, it is necessary to make some choices in setting class hours. In addition, in order to encourage students to take the postgraduate entrance exam, some universities only have half of the class time in the seventh semester, so specialized courses can only be arranged at the fifth and sixth semesters. On the one hand, due to the compression of class hours, some pre-courses are not offered, which makes the consistency of the course system poor. On the other hand, due to the concentration of courses, some courses can only be arranged in the same semester, which makes the course system lack logic. For example, engineering mechanics, building architecture and engineering drawing have been arranged in the same semester.

Because project cost is an interdisciplinary subject, some courses have repeated teaching content, and the teachers of these courses are different, so it is impossible to avoid repeating the teaching of knowledge points, which makes students less interested in learning. For example, the knowledge points of bidding and tendering are all involved in the three courses, including engineering project management, engineering project bidding and contract management, construction laws and regulations. Such as project cost management, construction engineering cost planning and control also have the phenomenon of overlapping knowledge points.

With the publication of the Guidance of the Ministry of Education on the Transformation of Undergraduate Institutions into Application-oriented Universities, higher requirements have been put forward for the practical teaching of application-oriented majors. The practical class hours should account for more than 30% of the total class hours. However, some universities are far from meeting this standard. The financial and economic universities have relatively weak hardware facilities. The course teaching is mainly based on theories, supplemented by experiments, and there is few extracurricular practical training. The practical segment is also mere formality. Some courses carry out practical activities in the form of case analysis, lectures and on-site visits, which fail to exercise students' hands-on ability and professional skills, and the practice effect is not good. Because the existing practice teaching content and means are disjointed from the production practice, it cannot meet the ability demand of project cost professionals in the industry.

3. THE INFLUENCE OF BIM ON THE TALENT TRAINING SCHEME OF PROJECT COST MAJOR

(1) The demand for BIM ability of project cost major

First, BIM is an advanced concept that can bring significant economic, social and environmental benefits to the whole industry. The idea of BIM is based on the life cycle of a building, and so is the project cost management. Therefore, project cost talents should have an overall view of the cost. Information can be shared at all stages and linked together. BIM technology can be fully utilized to improve efficiency and reduce costs, so as to achieve a win-win situation for all participants.

Second, BIM integrates design, construction, operation and other stages into a whole. Attention should be paid to the complexity of collaborative work in interdisciplinary teams to improve students' collaborative work ability. A BIM team can be formed in the form of BIM course design or studio. By assigning team tasks, students can experience and learn the complex relationship of cooperation among members, improve students' communication and coordination ability, and comprehensive competitiveness [3].

Third, from the technical point of view, the quantities are the most basic element of the project cost, and it is the basis of all activities such as the project investment decision, bidding, business negotiation, contract signing, and progress payment and so on. However, BIM simplifies the calculation of the quantities and enables the project cost personnel to get rid of the tedious calculation work and put more energy into business negotiation, bidding and contract management and other activities. Therefore, the industry also changes the professional ability requirements of the project cost personnel and pays more attention to the comprehensive quality.

In general, the application of BIM puts forward new requirements on the professional quality of the project cost personnel, which is no longer limited to the traditional calculation ability, but requires a certain comprehensive ability, such as proficient in the mainstream BIM software and the ability to communicate and coordinate with other departments. The impact of BIM on the field of project cost puts forward new requirements for the training program of project cost major, and correspondingly requires the optimization of the curriculum system.

(2) Setting up the curriculum system based on BIM

The curriculum system of project cost major can be set around BIM, which can not only solve the problem of lack of engineering technology teaching resources in financial and economic universities, but also enhance the teaching effect with the help of 3D visualization function and information management function of BIM. Courses are connected by BIM software, which not only exercises students' practical operation ability, but also teaches them the concept of cost management of the whole life cycle. Generally, BIM can be integrated into the course system of the project cost major in four ways, including establishing new BIM technology-related courses, integrating BIM into existing courses, adjusting existing courses to include BIM, introducing BIM elective courses or carrying out lectures [4].

BIM-based curriculum system reform cannot be accomplished promptly. It is bound to conflict with the traditional teaching environment and needs a smooth transition. The existing curriculum system can be effectively explored and improved by gradually embedding BIM into the original basic professional courses, core professional courses and professional development courses, or by setting up a few new BIM-related courses alone [5]. Through the investigation of various universities and visits to employers, combined with the support of existing mainstream BIM software suppliers, taking finance and economics universities as an example, the core curriculum system of project cost major based on BIM is shown in Table 1.

Table 1 The curriculum system based on BIM

attribute	name	content	type
	Building architecture	The 3D model displays the architectural construction method, design method and VR experience.	Implantation of BIM
	Engineering drawing	The 3D model generates the building plane, elevation and cutaway view.	Implantation of BIM
Professional basic course	Engineering mechanics	Using Revit structure to build 3D model.	Implantation of BIM
	Construction technique and organization	Construction scheme design, simulation of the construction process.	Implantation of BIM
	Project cost management	The whole process cost of calculation based on 3D model	Implantation of BIM
	Overview of BIM	Introduction of BIM principle and software.	Lectures
	Project management	Whole process project management based on 5D model.	Implantation of BIM
Professional Core Course	Engineering economics	Scheme selection based on BIM software.	Implantation of BIM
	Installation engineering measurement and valuation	Construction and calculation of 3D calculation model.	Implantation of BIM
	Project bidding and contract management	Simulation BIM bidding platform, based on the simulation model to compile bidding documents.	Implantation of BIM
		Practical training of BIM quantities and	

Professional development course	Engineering measurement and valuation software operation practice	value calculation software.	New courses
	BIM software Modeling	BIM modeling theory and practical operation.	New courses

4. OPTIMIZATION MEASURES OF CURRICULUM SYSTEM OF PROJECT COST MAJOR BASED ON BIM

(1) Use BIM to improve teaching method and means

After the introduction of BIM technology, heuristic teaching is adopted to promote students' independent learning and cultivate their ability to think and analyze problems independently. First, the course content is designed and the classroom teaching is organized according to the whole process of project cost management. The tedious calculation and valuation process is completed automatically by software, and the explanation is carried out in combination with practical cases to fully arouse the enthusiasm of students. Second, the multimedia teaching method is adopted and the 3D model is used to simulate the teaching, so that students can have an intuitive understanding of the construction project without going to the site. Third, flipped classroom teaching is carried out by using network platform and a mobile terminal, and the traditional teaching mode is changed to offline self-study and classroom discussion and question-answering. Teachers adjust the teaching plan according to the students' knowledge grasp, and make full use of online tests and questionnaires to strengthen the interaction with students.

(2) Adjust teaching content around BIM skills competition

Skill competition not only stimulates students' learning enthusiasm, but also improves teachers' teaching ability. The existing competition items include: BIM cost application skills, BIM construction project management application skills, construction engineering post-practice skills simulation, Revit modeling, BIM calculation, etc., which can be incorporated into the existing courses as teaching content. This teaching method, which promotes learning by competition, not only consolidates professional knowledge, but also exercises students' vocational skills, laying a solid foundation for their future career.

(3) Use BIM laboratory to strengthen practical teaching

Based on the database, the laboratory simulates the business process of the engineering project based on the whole life cycle, and constructs the simulated engineering environment. By using the case data in the database to simulate the whole process of project cost, students can master the knowledge of cost management more vividly. In addition, through school-enterprise cooperation, off-campus training activities are carried out to integrate the knowledge required by enterprises into teaching and introduce advanced technologies of enterprises into teaching. Establish the information feedback system of the off-campus practice base to improve the teaching.

5. CONCLUSIONS

With the extensive application of BIM in the engineering field, the project cost personnel must have certain BIM ability, have the overall view of the whole process of project cost management, and be proficient in some mainstream software. In view of the current teaching reform of project cost major in finance and economics universities, it is feasible to optimize the curriculum system of project cost major by using BIM. Therefore, it is an important task for finance and economics universities to break through the bottleneck of specialty construction and improve the quality of talent cultivation. We should analyze how BIM can better integrate into the existing curriculum system, build a BIM-based theoretical and practical curriculum system, reform the existing talent cultivation scheme and be in line with the international standards.

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Discussion on Improving the Management Efficiency of Postgraduate Education

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Abstract: Under the current national policy of rejuvenating the country with science and technology and strengthening the country with talents, the country is paying more and more attention to the cultivation of talents, especially talents with high-tech and high-quality. Talents are important resources for rejuvenating the nation and enhancing the overall national strength. Countries all over the world has emphasized talents. And graduate education is important to talent education system in China. Postgraduate talents play an important role in scientific research and cultural development. Nowadays, the number of postgraduate students in China has expanded to an unprecedented scale, but in this context, it is still unclear whether the education quality can be guaranteed. Therefore, it has attracted widespread attention from a large number of scholars and people to improve the management efficiency of postgraduate education to achieve the idealization of postgraduate management. This paper discusses and researches on improving the management efficiency of postgraduate education.
Keywords: Postgraduate education; Management efficiency; Strategy

INTRODUCTION

In fact, the management efficiency of postgraduate education is mainly controlled by the country, with the intervention and influence of comprehensive factors such as society and educational institutions. It is used to measure the final effect and actual benefits of the country's investment and output in postgraduate education. And to improve the management efficiency of postgraduate education means to achieve a more ideal effect with the most reasonable and economical investment as much as possible, that is to say, the less investment in various aspects, the more ideal the final result and the higher the management efficiency of education. In the current situation of the rapid growth of graduate students and the rapid development of postgraduate education, it is imperative to achieve the most idealization of management efficiency of postgraduate education .

1. THE DEVELOPMENT AND CURRENT SITUATION OF POSTGRADUATE EDUCATION

After the reform and opening up in 1978, China implemented relevant policies and began to recruit and train graduate students on a large scale. Until 1981, the educational concept of a degree system officially appeared in China. Since then, postgraduate education has officially entered its infancy, and then it has been developing rapidly. From 1981 to 2020, our country's higher education, including graduate education and doctoral education, in the nearly forty years, has grown rapidly in terms of scale and the number of students, and the scale of postgraduate education has expanded more than 6 times. However, it is still unable to meet our demand for high-quality talents and counterpart professionals. Compared with many developed countries, our country's postgraduate education scale and educational intensity are still far behind. With the rapid growth of the scale of graduate education, there are many problems in the quality of postgraduate education. On the one hand, the development of postgraduate education is currently limited to relatively developed cities and regions, and it is still difficult for postgraduate education models in relatively backward regions to keep up with policy changes and the trend of the times. The differences in the development of postgraduate education models in different cities are still worthy of attention. On the other hand, the cultivation of postgraduate education in our country lacks its own characteristics and independence, making it difficult for the postgraduate system cultivated to adapt to the diversified needs of market employment. The development of higher education presents a new situation, which provides endogenous motivation for the transformation of our country's higher education model and the upgrading of graduate education system [1].

2. STRATEGIES TO IMPROVE THE MANAGEMENT EFFICIENCY OF POSTGRADUATE EDUCATION

2.1 To grasp the key points of investment and concentrate on solving the main contradictions

It is mainly to reduce the investment in some disciplines to a certain extent, but to focus on the emerging disciplines and high-tech disciplines to catch up with the trend of the times and fill the gaps in disciplines, as well as cultivating new growth points of disciplines. The management of postgraduate education does not mean increasing investment in graduate education. Investment is important, but it is a long-term development plan to do a good job in macro-control, adhere to the unity of two-point theory and key theory, clarify the key points, and concentrate on solving key problems.

When it comes to investment efficiency, there is still the issue of graduate tuition which is widely concerned by the public. On the whole, the consumption investment and training cost of postgraduate education is not small, including the consumption of teacher resources and consumption of public resources. Moreover, most of the graduate students will have obvious advantages in the future employment through higher education. There is no doubt that graduate education will bring them both benefits and social status. Therefore, it is not too much for students to bear part of the tuition fees, which not only reduces the burden of the country, but also helps to better highlight the key subjects, cultivate key subjects and promote the balanced development of subjects. However, what is more worth mentioning is that the charging standards for graduate students should not be too high. The country should control the charging standards, otherwise the expansion of the scale of postgraduate education and the enthusiasm of the society for postgraduate education will be hit [2].

2.2 To optimize the structure of postgraduate education and promote social development

It is necessary to narrow regional differences, improve social balance, promote the effective use of labor resources and improve social harmony through postgraduate education. In terms of regional development differences, the distribution rate of talents in the western backward areas and the eastern developed areas is obviously unbalanced. There is a big difference between the western backward areas and the eastern regions in terms of the scale and quality of postgraduate education. In order to increase social benefits, the country should increase the investment in graduate education in the western region, and promote the cultivation of high-quality talents and the expansion of graduate employment scale in the western region. In the distribution of graduate labor resources, we should be sensitive to the market demand according to the current market development, reasonably allocate and effectively utilize the graduate labor resources. Due to the unreasonable disciplinary structure of graduate education, it is necessary to optimize the discipline structure and focus on the development of disciplines that can meet the market demand and meet the law of market development.

2.3 To reasonably plan the scale of graduate students

Nowadays, the growth rate of graduate student scale is astonishing, but everything is always the opposite. The rapid expansion of the scale of graduate students is a good thing, but in the situation that social resources, teacher resources and economic resources still need to be strengthened and improved, the rapid expansion of the scale of graduate students must cause the country to be on guard. But it is necessary to grasp the degree and not to overcorrect it. Therefore, the country should make a reasonable plan for the number of graduate students and the growth scale of graduate education through the nationwide big data statistics and comprehensive understanding and in-depth exploration of social resources, teaching staff, university scale and other factors, so as to promote the steady and progressive growth trend of graduate students' scale.

2.4 To give full play to the core and leading role of key universities

Our country has a counterpart development strategy in the economy, which can give full play to the radiating and leading role of developed regions. This policy can also be imitated in the management of postgraduate education to play the core and leading role of graduate education in key universities. Key universities are still the main source of talent supply for many high-tech disciplines, and the talent chain is still concentrated in core development cities. It is the lasting strategy to promote the comprehensive development of postgraduate education and drive the common development of other universities. While our country's top universities are constantly developing and keeping up with the trend, they also need other universities to step into the ranks of excellent universities to promote the continuous improvement of the overall level of graduate education. We should take advantage of development advantages of Internet and the development of logistics and transportation to share educational resources, faculty, teaching methods, management experience, etc., so as to drive excellence with first-class and ordinary with excellence. And then the universities of three stages and three levels should make progress together to improve the overall level of graduate education.

3. CONCLUSION

Since the reform and opening up, our country's higher education has traversed thousands of times and achieved gratifying achievements. But there are still many problems to be solved urgently, and full psychological preparation is required. Improving the management efficiency of postgraduate education and promoting the geographical balance, subject balance, and quality balance among universities are what our country needs to be actively explored in the new century, new stage of graduate education development, and new market development. There is a long way to go for the development of postgraduate education and the improvement of management efficiency.

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Transformation of Domestic Industry and Countermeasures for the Development of College Sports Industry

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Abstract: The remarkable characteristic of college physical education transformation period is the coordinated development of various forms. With the rapid development of socialist market economy, physical education in colleges and universities has gradually changed from the single course teaching to the direction of producing economic and social benefits for the educated. Under the influence of the dual transformation of the external and internal environment, the positive role of college physical education in campus atmosphere and campus culture has attracted people's attention, and thus, the status of college physical education in Higher education in China has been constantly rising. Therefore, a correct understanding of the development characteristics and current situation of college physical education is of great significance for deepening the reform of college physical education, developing healthily and providing effective services for the society. This paper analyzes the development characteristics of the sports industry in colleges and universities and the current situation of China's sports industry in colleges and universities, and puts forward some countermeasures for the development of the sports industry in colleges and universities in the industrial transformation period, so as to provide references for relevant people.

Keywords: Domestic industrial transformation; University physical education; The industrial development

1.THE DEVELOPMENT STATUS OF CHINA'S COLLEGE SPORTS INDUSTRY

(1) To explore the stage of development and lack a sound market operation system

Sports industry of colleges and universities in our country, the traditional ideology deeply rooted, restricted by this concept, put all the energy used in the course teaching and extracurricular activities, and hinder the development level of national sports industry is relatively backward, the speed of development in colleges and universities sports industrialization caused a lot of constraints, in colleges and universities sports industry is still in its infancy. Although some colleges and universities are beginning to try the open use of sports resources, the opening degree of the market is far from enough for the rapid development of market economy and the development demand of college sports. According to the relevant survey, most of the sports venues and facilities in China's colleges and universities are only set up to serve physical education. Although the operation mode of those few venues is gradually realizing the marketization, the utilization rate is extremely low, which makes their social and commercial value not fully reflected.

(2) The ambiguous property rights hinder the management of the sports industry

Sports facilities belong to a fixed asset of the school. The school and its sports administrative department are the owners and managers of sports venues and facilities, but the boundary of their property rights is often confused and blurred. The ownership of the tangible and intangible assets are not clear, many assets is in a state of neglect or bull management, unreasonable and the allocation of responsibilities, rights, benefits greatly weakened the cause its incentive effect can not get sufficient play, reduces the efficiency of its operation and management, to gradually idle assets and resources waste, the development of colleges and universities sports industry caused great impact. In addition, the market economy on the basis of colleges and universities sports industry can not get effective management, in addition to sports fitness training, venue rental, and other aspects the degree of open development better, many other aspects of the development and utilization has not come, from the sports industry of form a complete set of services, the narrow scope of business, the development of college sports industry can not meet the social and economic benefits of [1].

(3) Although rich in resources, it does not pay attention to commercial sponsorship into universities

According to the results of the national survey of sports facilities, more than half of the resources of college sports venues are sports facilities, indicating that colleges and universities have rich sports resources. In addition to abundant material resources, colleges and universities, as a young campus, are always the most influential and creative place for social groups, so the role of human resources should not be underestimated. Although some enterprises have also discovered the business opportunities of college sports and have gradually entered colleges and universities, they have received little corporate sponsorship, which indicates that enterprises have not really realized the importance of college sports to the promotion of their popularity, and have not included college sports into the scope of corporate culture development.

2.COUNTERMEASURES FOR THE DEVELOPMENT OF COLLEGE SPORTS INDUSTRY DURING THE DOMESTIC TRANSFORMATION PERIOD

(1) To create a humanistic environment for sports industry through policy guidance

With the continuous transformation of China's sports industry and the increasing proportion of economic development, colleges and universities should take the market economy as the basis to establish the concept of developing benefits in the market, so that the economic benefits of college sports can be fully reflected. College sports should gradually establish and improve the market economy system, so that its humanistic environment is born in the service and management of projects. Under such environmental conditions, it can provide sufficient space for students' sports activities internally, and satisfy students' sports demands to the maximum extent in the harmonious sports consumption atmosphere. We should take the market as the basis to make the school sports space oriented and serve the society and create a good environment for social investment. In addition, we should make full use of the advantages of tangible and intangible assets of college sports, so that the market demand of college sports inside and outside is constantly expanding and a good circulation mechanism of physical education supply and demand is gradually formed. With the constantly changing educational system in Our country, the educational system and the scale of running a school are gradually expanded. The process of popularization and socialization in Our country will certainly promote the development of the sports industry in colleges and universities. Therefore, we should use our own special advantages, change the traditional ideas, and constantly adapt to the development needs of the new situation.

(2) Promote the marketization of sports industry through the full utilization of resources

The sports resources of colleges and universities are divided into sports facilities resources and human resources. Among them, human resources include sports instructors and sports lovers, which is the foundation of the continuous development of college sports market. If we can make full use of the talent resources of college sports, it will promote the development of college sports industry. College students and staff constitute a large and stable consumer group of college sports industry, which plays a decisive role in the establishment and development of college sports market. If the sports facilities are opened to the society, a stable sports community consumption market will be formed gradually and the sports industry environment in colleges and universities will be more harmonious. Colleges and universities can break the restrictions of regions and industries, establish broad investment channels, and carry out all-round cooperation. By relying on tangible assets such as equipment and capital of enterprises, colleges and universities can develop sports goods and equipment markets, or provide intangible assets such as technical talents, so as to solve the financial difficulties of the sports industry of colleges and universities. We can also use the method of school-enterprise cooperation to introduce corporate funds into college sports training, so as to improve the level of sports. Colleges and universities can also promote the development of enterprises' sports training and cultural activities by sending talents to enterprises, so as to achieve coordinated development. In addition, colleges and universities can also adopt the form of enterprise naming to hold rich sports events, promote sports consumption, and make them obtain certain economic benefits [2].

(3) Training sports industry talents through the reform of the management system

In order to develop the sports industry in colleges and universities, we should reform its management system according to the actual situation and make the relationship between responsibility, power and benefit more clear. Schools can set up special departments to operate and manage the sports industry, so as to alleviate the shortage of funds in schools and promote the rapid development of sports industry in colleges and universities by attracting social funds. Talent is the key asset in sports market, and the level of talent and operator in sports market is directly related to the development of sports industry. The development of college sports industry depends on the ability of its managers, and the development of its industry also needs sports professionals who are familiar with the management of market economy, especially those with high quality in operation and management. At the same time, we should also establish and improve the system of training talents, and improve the management level, professional quality and business ability of managers through the improvement of the training speed.

3.CONCLUSION

Current our country university sports is in concept updating and transformation of the important transition period and the distinctive quality, new and old systems of colleges and universities sports, in this case, from concept, goal to teachers, management, function of the corresponding changes have taken place in the, so people who should be the characteristics and current situation of development of sports in colleges and universities to fully correct understanding and positive response time concept transformation, intensify the reform of college sports, college sports in get fast steady development at the same time, the recognition at some stage the rationality of some phenomenon, to deepen the reform of college sports, and to better adapt to the development of the society needs.

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The Application of Traditional Ceramic Elements in Modern Art Design

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Abstract: With the continuous development of the new era, China's ceramic industry in the development of modern transformation, the current China's ceramic production also needs to change the heavy scale, heavy output and not heavy product design of the old concept, should pay attention to strengthen the product style, personality. Rethinking the traditional ceramic elements in modern design is not only related to the inheritance of ceramic industry, but also related to the historical continuation of the excellent culture of the Chinese nation.

Keywords: modern design; Traditional; Ceramic;

1. INTRODUCTION

The Chinese nation is a nation has a long history and culture, in the long historical development created a remarkable achievement, some traditional industries have flourished, such as ceramic art is the most people, the traditional ceramic art with "white like jade, bright as a mirror, as thin as paper, sound like xin" well known for its unique style, on the splendid Chinese civilization has left important, for its. Despite a long history, in recent decades as the planned economy to a socialist market economic transition, the ceramic industry in developing to modern transformation, and in turn to rethink traditional ceramic elements in the modern design, it is not only related to ceramic industrial heritage, the history of the Chinese nation excellent culture more relations continue problem. It is under this background that this paper discusses the strategy of traditional ceramic elements in modern design in order to reproduce the past glory of ceramic art.

2. THE PROCESS AND CURRENT SITUATION OF TRADITIONAL CERAMIC ART DESIGN

In the early human life, most pottery system works are for the purposes of human life and production, so the pottery products are articles for daily use, such as bowl, basin and cans such as appliances, from the appearance point of view, these objects are simple, but on the other hand, the early human pursuit for beauty already had preliminary. Qin and han dynasties, due to the immature craftsmanship, the modelling of ceramics as a whole can belong to the wild type, while the but again there is a simple and vigorous momentum, at the end of the tang dynasty, handicraft production technology is also more than earlier generations, ceramics, has realized the leap in the production, products not only in the folk widely used, but also entered the royal court, such as jingdezhen is the most outstanding in the national ceramics, jingdezhen TaoLu records: "its implement YouGuang alum to the United States, the effect with a line of collecting, and the salty called jingdezhen porcelain." In the Ming Dynasty, there were a series of innovations in porcelain-making technology, such as the spinning molding machine and the new method of glaze blowing, which made porcelain-making the center of the whole country with high production and high quality. In the Qing Dynasty, the four major product series of sculpture porcelain, blue and white porcelain, powder enamel porcelain and color glaze porcelain appeared one after another, which had reached the heyday of the feudal society. After the founding of The People's Republic of China in 1949, practitioners in the ceramic industry began to unite and quickly resume the development of ceramic production, ceramics regain their youth, the sales market began to recover, product quality further improved, production costs gradually decreased. Since the beginning of the new century, with the development of science and technology, people have a deeper understanding of the chemical and physical properties of ceramics, and their ability to control the color and lamp of ceramics has increased. Artists are also able to express their thoughts and thoughts more naturally through ceramics. The ability of people to master the ceramic formula is becoming more and more systematic, and the artistic expression of the objects produced is stronger. In addition, people also have a deeper and clearer grasp of the enamel color composition and pottery firing principle, as well as a clearer grasp of the opening rules of the glaze bottom and accurate control of the furnace temperature.

At present, the lack of professional design talents in China's ceramic production can only rely on plagiarism and imitation. Over time, the products on the market lack innovation and a single variety of designs, unable to attract consumers, can only go to the low-end market. Ceramic industry needs to cultivate a group of professional design talents, who can not only understand the essence of Chinese and Western culture, but also keep pace with The Times. Design both Chinese classical style, this is not only meet the needs of the domestic consumer taste, but also to the world, the basis of no nationalization design can not be a place in the world, only the long and splendid ceramic culture was fully able to completely change by imitating the embarrassing situation of copying foreign design [1].

3. THE APPLICATION OF CHINESE TRADITIONAL CULTURAL ELEMENTS IN MODERN CERAMIC ART DESIGN

(1) The application of traditional patterns in artistic design

Traditional ceramics are basically unchanged in terms of shapes and patterns, such as flower and flower patterns, geometric patterns, animal patterns, landscape patterns, etc., all of which are created by traditional ceramics artisans who use abstract techniques to depict realistic things. By inheriting the essence of traditional patterns and constantly innovating and developing traditional patterns, modern ceramic production not only perfected the porcelain making techniques, but also endowed many patterns with new meanings in the process of continuous innovation. The technique of expression of ceramic art is also becoming more and more bold. "Fish" in the traditional pottery design, for example, decorative pattern is more, because "fish" in traditional cultures have annual and superabundant implication, expressed the people yearning for a better life, a good moral in modern ceramic art has been used, but in the modern ceramic design "fish" a breakthrough on colour and modelling, its modelling is more plump, colour is more diverse, more creators choose use exaggeration to express their inner world. Modern ceramic art mostly inherits traditional patterns through stitching, fine cutting and reprocessing, so as to express the creators' new ideas and new thinking. Generally speaking, traditional patterns have clear meanings. Chinese knot, Peking Opera facial makeup, shadow puppetry, Chinese martial arts, calabash and Taijiquan can all be used. The reprocessing of traditional patterns can fully reflect the intention of creators and bring more novel artistic enjoyment to people. There is a strong commonality in the artistry of traditional patterns, and people have the same understanding and cognition of them. Ceramic artists can make use of people's understanding of traditional culture to make innovations in traditional culture and better convey their artistic thoughts.

(2) The application of traditional modeling in art design

Modeling is a very important form of expression of modern ceramic art, and many ceramic designers need to pay attention to it in their design. Traditional ceramic modeling art is also very particular, which can also provide a lot of reference and help for modern ceramic art. Ceramic art belongs to the three-dimensional modelling, shape, color, point, line is the need to pay attention to, in the traditional ceramic art design, the center of gravity is sedate feeling, line feeling, and is a bit more attention, and in the traditional design, the design of any need after a series of calculation, measurement, to determine the appropriate proportion relations, such as many hat to bowl bowl, admiralty bowl, lotus leaf, etc are all with superb technology and has won the acceptance of people. Although in modern art, the creator can carry out modeling design according to his own preferences, but once the master is not good, it is easy to cause failure. For example, the ancients summed up a simple teapot "three flat technique", that is, the pot, tea cup and other modeling mouth, handle in the main structure must be appropriate, modern ceramic modeling to grasp the traditional ceramic modeling is the premise of innovation. In the traditional design, square and circle are commonly used shapes. Their combination is simple, harmonious and quiet. In some excellent design cases, the contrast of linear shape is about the distinction of primary and secondary. Curviline forms can highlight softness and rhythm, which can be used for reference by modern art design [2].

With the advent of the trend of globalization, consumers' demand for ceramics is no longer just to meet the basic purpose of practical function, but to improve their spiritual needs. They tend to choose commodities according to their own cultural taste and vision, among which ceramics are an important part. The ceramic products produced by the integration of modern technology with traditional elements are of ceramic culture and more valuable for collection, so they can meet the personalized consumer psychology of the society and realize their own value. In the future, the ceramic industry needs to reduce pollution and improve technology while ensuring product quality and design process. It also needs to make full taste product design and application design, adopt strict market operation rules and improve strategies to cope with the international market.

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Communication Strategy of Traditional Excellent Culture in Short Video Era

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Abstract: In the era of new media and cultural integration, short video plays an important role in promoting the inheritance and development of China's traditional excellent culture with its unique advantages. This paper first analyzes the characteristics of using short video to spread traditional excellent culture, then discusses the positive effects and existing problems of short video in the process of cultural communication, and finally puts forward the strategy of using short video to spread traditional excellent culture.

Keywords: cultural communication; traditional excellent culture; short video; strategy

1. CHARACTERISTIC OF SHORT VIDEO COMMUNICATION CULTURE

1. 1 A wide range of audience groups

With the popularity of the Internet and smart phones, the way that people get information by pictures and words is gradually replaced by the shortcut and intuitive of short video. In recent years, the number of software users dominated by short video has been growing. Most of the users are young people, and they are loved by a large number of minors and the elderly. Short video has a wide audience, not only in terms of age difference, but also in different regions. Short video has a very large number of users in rural and urban areas. According to the data, as of June 2020, the number of short video users in China has reached 818 million, with an average daily usage time of 110 minutes. Short video affects people's daily life, such as entertainment, shopping choices, fashion brands, and has an important impact on people's values.

1.2 To reduce the threshold and cost of traditional culture communication

Traditional culture mainly spreads traditional culture through writing books, cultural museums, and TV columns, which have high transmission threshold and cost. The emergence of short video reduces the threshold and cost of cultural communication. As long as users install short video applications, they can watch the traditional excellent cultural videos and achieve the effect of cultural communication. Short video production is simple; you can use short video for video shooting and editing at any time and anywhere, and you can also add special effects and filters for video production and release. Everyone can make short cultural videos.[1] Ordinary users can forward excellent cultural videos when they see them. This also allows the masses of people to act as disseminators of culture.

1.3 Everyone is the main body of cultural communication

In the traditional process of cultural communication, the disseminator and the receiver of culture are often two different groups, and the recipients of culture are often passive recipients of cultural information. However, in the era of short video new media with video and sound as the mainstream, the main body of cultural communication is not constrained, and everyone can become the disseminator of culture. Using short video can spread culture all day long, and everyone can spread information. Short video has the characteristics of fast transmission speed, more intuitive information acceptance and wide audience groups. Everyone can become a cultural disseminator.

2.THE POSITIVE EFFECT OF SHORT VIDEO ON TRADITIONAL CULTURE COMMUNICATION

2.1 The party and government media carry forward the traditional exellent culture

With the advent of the era of short video, many traditional party and government media have joined the short video as a new information and cultural media, which brings new opportunities for the inheritance of excellent traditional culture in today's society. The central and local party and government media have seized the advantage of short videos, strengthened the dissemination of traditional excellent culture, greatly spread the excellent traditional culture, and improved the cultural confidence of Chinese people. Local governments and media at all levels seize the advantages of short video transmission to publicize local cultural industries and cultural commodities, which have been better inherited through cultural carriers.[2]

2.2 To strengthen the popularization of traditional culture

A significant effect of short video in cultural communication is to increase the popularity of traditional culture, covering Chinese architecture, classical music, chess, calligraphy and painting, traditional opera, ancient clothing and intangible cultural heritage. Through the production of a series of short videos, the ancient relics are displayed to users in the form of dynamic pictures for free. The people can see the ancient cultural relics and their historical value without entering the museum. The short video promotes the popularization and dissemination of Chinese excellent culture.

2.3 To promote the development of cultural industry

Cultural industry is an important embodiment of cultural material carrier and plays an important role in promoting the inheritance and development of culture. The combination of traditional culture and short video entertainment caters to people's aesthetic concept. After the intangible cultural heritage is passed on to the intangible cultural heritage, people are faced with the problem of how to convey the intangible cultural heritage through the video. By combining with the aesthetic requirements of modern people, we design and develop cultural commodities with market potential for sale, which not only promotes the economic development of the place where the heritage culture is located, but also spreads the Chinese culture.

3. PROBLEMS OF TRADITIONAL CULTURE SPREAD BY SHORT VIDEO

3.1 The content is too vulgar

Traditional culture is spread through short videos, and there are short videos with vulgar contents. In order to cater to the sensory enjoyment of some groups, the majority of short video users often produce some short videos which distort the traditional culture. Even some short video platforms begin to spread feudal superstition, pornography, evil religion and other types of video. Traditional cultural values are also transmitted in a distorted way of entertainment, which deviates from the ideas of collective contribution spirit and high sense of social responsibility. These kinds of short videos subvert the people's cognition of traditional culture, which is very unfavorable to the development and inheritance of traditional culture.

3.2 Too much entertainment orientation

Many traditional cultural short videos are facing a lot of competition; many cultural investors can not estimate the market return, so the sustainable development of cultural short videos is still unknown, in the absence of vested interests. In the short video of traditional culture, the entertainment is magnified infinitely, but the cultural transmission is very small. Some cultural short videos have turned entertainment and funny factors into short videos and become the main content of video transmission, which has nothing to do with the cultural content that should be spread in the video.

3.3 Shallow content risk

In the process of dissemination of traditional excellent culture, it is necessary to make appropriate changes, in order to obtain good communication effect. Due to the limitation of the length of short video, the profound connotation of Chinese traditional culture can not be fully displayed. It is not realistic to use short video to promote Chinese culture in depth. We can only use short video to spread Chinese culture in a fragmented and superficial way. When using short video to publicize the excellent traditional Chinese culture, we can't systematically and theoretically show these cultures to the people, which not only affects the effect of cultural communication, but also is not conducive to people's understanding of the value system of Chinese traditional culture.[3]

4. STRATEGY OF SHORT VIDEO TRANSMITTING TRADITIONAL CULTURE

4.1 To purify the environment of short video platform by srengthening legal supervision

The party and government media and the relevant departments of the state should strengthen the supervision of the short video platform, formulate laws and regulations on the transmission of traditional culture through short video, and deal with some cultural chaos in the short video. The short video platform itself should also strengthen self-regulation, and give serious warning to the short video that distorts the culture. If necessary, it can be labeled. The platform should increase the user's setting of complaint link. Once it is found that the reported cultural video has adverse effects, it should immediately remove its video content, purify the short video environment, and create a positive and healthy cultural communication atmosphere.

4.2 ADHERE TO THE POSITIONING OF TRADITIONAL EXELLENT CULTURE IN COMMUNICATION

Cultural communicators in short videos cannot deviate from the positioning principle of spreading Chinese culture in order to gain popularity and fans. If we blindly cater to the public and make too many entertainment and popular cultural videos, we can't really let people understand the connotation of Chinese culture. Cultural short video producers should recognize their own cultural positioning and provide fans with professional knowledge of a certain type of culture. With the help of the unique charm of traditional culture, we should attract young people to fall in love with traditional excellent culture, so as to achieve the good effect of spreading traditional excellent culture.

4.3 To display chinese culture in various art forms

The majority of cultural inheritors should adapt to the short video, which is a new modern media, and use different ways of communication to spread Chinese culture. The entertaining nature of short video with both sound and emotion will show the connotation of traditional culture incisively and vividly, combine the story, science and technology and creativity to spread culture, and vividly show the image of traditional culture in front of the Chinese people.[4] It will not only achieve the effect of spreading Chinese culture, but also establish cultural confidence.

4.4To promote the exploitation of cultural industry

The dissemination of culture needs a certain material carrier, through which the people can really feel the charm of traditional excellent culture. We should strengthen the publicity and development of traditional clothing, Chinese architecture, intangible cultural heritage, music, chess, calligraphy and painting, and promote the development of related industries. Some traditional excellent cultural scenic spots should attract more people to come to understand the traditional culture of the scenic spots, as well as the specific historical value and architectural features through the publicity of short videos. The inheritors of traditional excellent culture should create products with relevant cultural connotations, and develop "visible and tangible" cultural carriers for sale, so that the people can feel the unique charm of traditional excellent culture.

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An Analysis on Literature Characteristic and Nuclear Literature Consciousness of Hiromi Kawakami——Centered on Deity and Deity 2011

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Abstract: Hiromi Kawakami won a Pascal short literary award in 1994 for her short story Deity. Then she published the novel Deity 2011 in 2011, which was adapted from the former Deity. Through comparing the social background differences, this paper made a contrastive research from backgrounds, characters, plots to dialogue languages. This paper aims to have a better understanding in the life and psychological changes of people during Japan's bubble economy and Fukushima nuclear radiation period, interpret the different meanings of Deity in the two novels, thus clarify the author's intention and the realistic meaning of the novels. And finally it helps to grasp the literary characteristics and the exploration of nuclear literature about the novels of Hiromi Kawakami.
Keywords: Deity; Deity 2011; literature characteristic; nuclear literature consciousness

INTRODUCTION

Hiromi Kawakami is a popular female writer in contemporary Japanese literature. Her literary works often integrate the animal world with the human world. Through the integration of the real world and the illusory world, she expresses some profound practical significance. In 1994, Hiromi Kawakami published the short story Deity; in 2011, after joining the background of Fukushima nuclear radiation, she completed a new novel Deity 2011. The novel form of dream story and the combination of virtual and real in these two works have aroused great repercussions in the literary world.

2. DEITY: THE ORIGIN AND CHARACTERISTICS OF HIROMI'S LITERATURE

Deity is a well-known work of Hiromi. It tells the story of a "bear" who broke into the human society and a visit to the river beach as a human "I". It skillfully integrates the animal image of "bear" into the real world of human beings. "Bear" moves to the apartment where I live, greets the human neighbors in the apartment to eat buckwheat noodles, and sends ten postcards to each family, inviting them“ I went for a walk by the river. Although the "bear" in the novel is an animal, it naturally lives with human beings without any sense of violation. Hiromi Kawakami achieves the unconditional transformation between human beings and animals by dissimilating the creatures in his works. On the other hand, the other hero "I" in the novel is independent in human society and does not associate with people around him. He always keeps calm when other humans bully "bear". He stands by and does not respond to the frequent acts of kindness given by bear to me.[1] All these reflect that the protagonist in Kawakami's novel is set as a human being, but different from ordinary people, and exists as a alienated image of characters. Therefore, the novel DEITY establishes the original style of Hiromi Kawakami Literature -- absurd consciousness and alienated image.

The language of Kawakami's novels is also a major feature of its literature. In the spirit, Japanese honorific style and simplified form are skillfully used. In the process of communication between "I" and "bear", “I” use common language to "bear", while "bear" uses honorific words to "I" from the beginning to the end. Through the differences of language styles, it also conveys the hero's inner world. At the same time, the use of multiple markers can make the use of Chinese characters, hiragana and katakana superb. Bear, as a foreign body different from human beings, lives in the human world. Its identity is the dual identity of human and non-human. In the transformation and use of Chinese characters and katakana, it can better convey the protagonist's psychological state and the superb skills of Kawakami' literature creation.

2. DEITY 2011: NEW CHARACTERISTICS OF HIROMI'S LITERATURE AND NUCLEAR POWER LITERATURE EXPLORATION

Deity 2011 was published in the magazine Group Images in June 2011. The structure, characters and plot of Deity and Deity 2011 are basically the same. The difference is that the different realistic background - Fukushima nuclear radiation accident - is embedded in Deity 2011. Instead of setting the plot directly under the background of Fukushima nuclear radiation accident, the novel uses " あのこと "

instead.[2]

Although the structure, language and plot of the two novels are basically the same, with the implantation of the background of Fukushima nuclear radiation accident in Deity 2011, the content of the novel has also changed. For example, the words related to nuclear radiation such as exposure, radioactive elements, radiation clothing, and radiometer appear many times; there are also words used to measure the amount of daily explosion and emit "chirp" sound of the metal machine. In Deity, when I went to the river with bear, I met two adult men and a child, while in Deity 2011, when I went to the river with bear, I only met two adult men, and the children disappeared in the novel. Instead, they were all armed in the field in hot weather with anti radiation clothing, over waist boots and radiation mask. In Deity, "I" is cold and unfriendly to "bear", while "bear" is warm and friendly to "I". However, in Deity 2011, the attitude of "bear" to "I" is still warm and friendly, while the attitude of "I" to "bear" has obviously changed; "I" began to care about the safety situation of "bear" in the environment of atomic bomb, and the attitude has become friendly. All these reflect that Kawakami described the impact of nuclear radiation on Japanese people in Deity 2011 as "Daily" life. In the environment of the original explosion, the Japanese people were in panic. On the one hand, they were worried about their own safety. They could only protect themselves by measuring the daily amount of explosion; on the other hand, they were worried about the safety of their children, but they did not know how to do to maximize the protection of children's safety. Deity 2011 is the first nuclear literature creation of Hiromi Kawakami. It is the first time that the literary works with the theme of nuclear radiation are presented to readers.

Deity 2011 embodies Kawakami's main style of preserving the absurd consciousness and alienated image of his literary works, the narrative strategy of female's first person, and the concise and clear language style. Besides, the works also have the unique emotional color of sadness, confusion and helplessness in nuclear literature works, which indicates that Kawakami's literature has entered a new field of nuclear power literature creation. On the one hand, through reflecting the current situation of Japanese society after the disaster, readers can be aroused to think about the sense of responsibility of the Japanese society after the disaster; on the other hand, it is also a warning that the dangers associated with the development of nuclear power will have a profound impact on human daily life.

3. TO ENTER THE INNERMOST WORLD OF KAWAKAMI FROM DEITY AND DEITY 2011

Kawakami's DEITY and DEITY 2011 are two novels focusing on the supernatural story between "bear" and "me". Through the alienated image of "bear" living in human society, Deity gives the favor of bear to "I", hoping to save the lonely Japanese who lack traditional culture from the perspective of women, and tries to find solutions to human survival and interpersonal communication difficulties.[3]

Combined with the creative background of Deity, Japan is experiencing a rapid transition from the post-war period of rapid economic development to the period of economic stagnation after the 1990s. Japanese people have a series of difficulties and problems in life and survival. The poverty of material life further aggravates the poverty of spiritual life. It can be said that the social status quo at that time is that everyone is looking for a good interpersonal relationship and a harmonious way of life that can be recognized by the society, but they are still in vain. Through the alienated image of "bear" living in human society, Deity gives the favor of bear to "I", hoping to save the lonely Japanese who lack traditional culture from the perspective of female, and tries to find solutions to human survival and interpersonal communication difficulties. All of these reflect the concern of Kawakami on female individuals and the crisis of civilized survival such as interpersonal relationship of modern people.[4]

The Deity 2011 is the first work reflecting the Fukushima nuclear radiation in 2011. The sudden nuclear disaster has brought deep pain and fear to the Japanese people, especially to the people of Fukushima. People's lifestyle has also been completely subverted and changed by the leakage of Fukushima nuclear power plant. In Deity 2011, Hiromi Kawakami distinguishes "bear" as a non blasted person from human being through the alienated image of "bear" living in human society, and describes the impact of nuclear radiation on people as "Daily" life. At this time, the God of "bear" has become a non exploded person who can live safely without the influence of nuclear radiation in the exploded human society, which is deeply admired by "I" and our human beings, but is unable to change their living conditions. These not only express the pain and sorrow of the nuclear radiation victims, including the author, but also pay attention to the environmental problems after the nuclear disaster.

4.CONCLUSION

Through the comparative study of Deity and Deity 2011, we can find that Hiromi Kawakami literature further expands and extends to the road of nuclear literature creation, and radiates new literary characteristics and charm, on the basis of retaining its original literary characteristics.

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New Exploration of Mixed Teaching Method of "Operations Research"

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Abstract: In the course of "Operations Research" in universities, online teaching resources are used, the advantages of online learning are used, and the offline flipped classroom is combined to carry out mixed teaching. The MOOC resources available online are used in a multi-scenario teaching model suitable for different students, and offline flipped classrooms are used to complete interactive learning. It is proposed that students' online learning and offline discussion are combined, and teachers teach facts and data analysis. The new exploration of the integrated hybrid teaching method, in the teaching process of operations research, teaches students in accordance with their aptitude, and students can apply what they have learned during the learning process.

Keywords: Blended teaching; Online learning; Flip offline; Interactive learning

1. INTRODUCTION

Online teaching methods have been pushed to a climax during the COVID-19 pandemic, and the combination of online teaching and offline learning has become a new exploration of teaching methods in the post-epidemic period. How to effectively use online teaching resources and offline learning methods to improve students' learning efficiency has become a new exploration. As one of the important courses for management undergraduates and graduate students in colleges and universities, the course of operations research has more explanations of mathematical derivation in the teaching process. Teachers and students will pay too much attention to the process of model establishment and calculation. Break away from the application scenarios of operations research, and weaken the management practice application process of operations research. Operational research courses rely on online teaching and offline learning methods. Students can learn basic operational research theoretical knowledge through online teaching videos. Teachers and students use offline flipped classrooms to carry out theoretical knowledge and management practice cases learned online. Combining traditional teaching methods, using online video learning plus offline flipped classroom hybrid teaching methods, breaking through the bottleneck of operations research learning, starting from management practice, combining theoretical learning and then solving management optimization problems, and improving operations research teaching and the efficiency of learning.

REVIEW OF RESEARCH

In recent years, with the establishment of the concept of blended teaching and open university, there have been relatively more researches on online teaching methods using Internet technology and offline flipped classrooms to develop blended teaching. Scholars from different angles on hybrid teaching were analyzed. Li Fengqing explained the teaching design of the blended curriculum, and conducted an in-depth discussion on the implementation steps of the blended curriculum[1]. Ren Jun constructed the promotion strategy for the reform of the hybrid teaching model in my country's universities from five aspects: top-level design, training system, quality monitoring and information feedback mechanism, incentive system and service system[2]. Jing Lin designed a practical plan based on the micro-class "flipped classroom" teaching model to improve the teaching effect[3]. Wang Juan et al. combined logistics with operations research, cultivated students' ability to solve practical problems, solved mathematical models through software, and proposed innovative methods for practical teaching of logistics operations research from four aspects[4]. Luo Chen puts forward a new integrated teaching method of operations research through the method of theory + case + experiment, and at the same time highlights the diversity, system, dynamic and innovative teaching mode of operations research[5]. Bai Xuejie breaks the original traditional teaching model based on the problem-based learning method, and highlights the application of the experimental class of operations research to the teaching process of operations research, which stimulates students' interest in learning operations research[6]. Yan Chongjun adopts a diversified teaching model to improve the actual teaching effect of operations research models and actual algorithms[6].

The point of view of blended teaching methods was put forward earlier. The practical application of blended teaching methods that combine online learning methods and offline flipped classrooms in the teaching of operations research is relatively lacking. This research focuses on blended teaching in the teaching of operations research. New exploration ideas for curriculum design methods and teaching methods are proposed in the article.

OPERATIONS RESEARCH TEACHING STATUS

In the existing teaching process of operations research, the commonly used teaching methods mainly focus on the teaching of operations research theory, model building and software application methods. The teacher completes the theoretical teaching of the knowledge points in the operations research course in the classroom, establishes a mathematical model of the operations research knowledge points according to the course content, and proposes related management practice cases. The students use the existing operations research analysis software to obtain the optimal solution to the problem or satisfactory solution.

The seemingly simple learning process is actually not simple in the actual teaching process. The main reason comes from the teaching focus of each teacher and the gap in the learning ability of each student. Due to different professional backgrounds, teachers will have different emphasis on the content of the course. Some teachers focus on the process of mathematical derivation, some teachers focus on building models, and some teachers focus on solving models... From the perspective of students. As students have very different learning foundations, the level of mastery when learning the basic knowledge points of operations research will also vary greatly. Some students can fully grasp the content of the course taught by the teacher in classroom learning; some students need to use extracurricular time to further consolidate and digest the content learned in the classroom through independent learning; some students can use software to solve the problem based on the model Optimization problems in various management cases; some students have very little grasp of what they have learned during the learning process. According to the current situation of teachers' teaching content and students' learning status, operations research courses need to break the original single traditional teaching method, use online teaching learning methods and the hybrid teaching mode of offline flipped classrooms, improve teaching and learning efficiency, and explore operations research Ways of learning, teaching and learning.

NEW EXPLORATION OF BLENDED TEACHING METHOD IN OPERATIONS RESEARCH

Combine online resources with offline resources

The Internet teaching resources are rich in content. The Chinese University MOOC platform, Tsinghua University School Online, Wisdom Tree and other platforms can provide open and a large number of MOOC learning resources. The courses in the platform are designed with uniform teaching requirements. Many online MOOC learners or Because of insufficient investment time or weak learning foundation, it is impossible to complete the course requirements and master the course learning knowledge points in accordance with the course design.

In the teaching process of operations research, teachers need to use the existing MOOC teaching resources and according to the different learning conditions of the students, design specific SPOC courses suitable for the students of the school to learn, and truly implement the network MOOC resources to the operations research. In the teaching, every student studying Operations Research can master the operational research knowledge points designed by SPOC and complete the online learning requirements through the online learning platform. Students can learn according to their own knowledge base and the actual control situation many times to watch video, for learning knowledge systematically, make the student real reason .

4.2Combination of flipped classroom and management case

Teachers use traditional teaching environment to develop flipped classroom teaching design based on students' online learning situation. In the flipped classroom, the teacher faces every student who already has a reserve of knowledge points in operations research. On the one hand, the teacher uses the offline flipped classroom to solve students' confusion or doubts in the process of online learning; on the other hand, they compare the management cases in operations research with The students share and discuss together, and through the modeling of management cases, let students truly understand the application scenarios of operations research.

In the flipped classroom, students can individually ask the teacher about the usage scenarios of certain knowledge points, or they can share online learning methods and experiences in groups; students can solve management case problems individually, or analyze specific cases in groups; students You can complete operations research exercises independently, or you can use operations research software in groups to solve case problems. In this link, teachers need to carefully design and layout the flipped classroom teaching using traditional classrooms, so that students can better consolidate and understand each knowledge point in the flipped classroom, and truly have an interest in learning operations research courses.

4.3Combine data statistics with academic analysis

Compared with traditional teaching methods, an online learning platform is more effective than traditional teaching methods. Teachers can not only understand the learning effect of students by means of examinations, but also understand the semester situation of students through the displayed online learning time and learning density. Make a good academic analysis, so that you can adjust the learning progress in a targeted manner and conduct a more reasonable course design.

According to the data analysis of students' learning on major network platforms, teachers can more clearly and thoroughly grasp the specific learning time of each student, the concentration of learning time and the frequency of micro-video students learning on a certain knowledge point. This is especially important for the teaching of operations research. Teachers can analyze the learning situation of students based on the results of data statistics. This has a solid basis for the organization of offline flipped classrooms and case discussions. Teachers who undertake the teaching task of operations research design targeted flipped classroom teaching and case discussion content based on the data statistics of different students' learning conditions and learning conditions of different classes, making the teaching goals more clear and the teaching effect more significant.

5.CONCLUSION

Through the new exploration of the hybrid teaching method of operations research, using the existing MOOC teaching resources of the Internet, the online learning and offline flip are combined. According to the teaching objectives and teaching requirements of the respective school's training plan, a mixed teaching model of operations research suitable for students of this school is proposed. Students use extracurricular time to complete online knowledge points learning. Teachers understand the real learning situation of students through data analysis presented on the learning platform , Carefully design more targeted flipped classroom teaching content and case discussion methods, while improving students' learning efficiency, guide students' interest in operations research, and solve the difficulties and puzzles that exist in traditional operations research teaching.

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On the Analysis and Suggestions for the Cultural Elements of the Countries in "the Belt and Road Initiative" in College English Textbooks

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Abstract: The implementation of the Belt and Road Initiative cannot only effectively increase economic and trade exchanges between China and silk-road countries, but also greatly promote cultural exchanges between the countries. However, it also means that college English education in China is facing new opportunities and challenges. In this paper, the author takes "the 21st Century College English (The third edition) Book 1" as the research object, analyzing and illustrating some cultural content of the countries in "the Belt and Road Initiative". Moreover, it explains the adverse effects of the relevant results and puts forward corresponding revised proposals.

Keywords: The Belt and Road Initiative; College English textbooks; Cultural elements

1. THE "BELT AND ROAD INITIATIVE" PUTS FORWARD NEW REQUIREMENTS FOR COLLEGE ENGLISH TEXTBOOKS.

With the further development of the "Belt and Road Initiative", silk road countries continue to strengthen cooperation and exchanges in economic, cultural and other aspects, which also urges China's higher education should cultivate more international talents to understand the culture of the countries in the "Belt and Road Initiative".

Therefore, according to the changes of the time, college English textbooks should meet the needs of our country, not only to present the British and American culture, but also to add "Belt and Road" cultural elements of the countries concerned, in order to increase the corresponding knowledge reserves of college students, so as to build a more diverse cultural system for them and enhance their cross-cultural communication skills.

Analysis about the current states of cultural elements of the countries in "the Belt and Road Initiative"

The 21st Century College English (The third edition) Book 1 consists of 8 units. Each unit has 3 texts. Among them, all of the text A are intensive texts; all of the text B and text C are extensive texts. Statistically, the relative cultural elements contained in the texts of each unit are shown belo

	Text A	Text B	Text C
Unit 1	UK; USA; China	USA	UK; USA; Vatican
Unit 2	Japan; UK	USA	UK; Greece
Unit 3	USA; South Africa	USA; UK; Egypt; Switzerland	USA
Unit 4	Poland	USA	USA
Unit 5	UK	USA	USA
Unit 6	USA; Japan	Japan; USA; UK; Germany; Athens; Stockholm; Lisbon	Tel Aviv; Russia; USA
Unit 7	USA	USA; Austria	USA
Unit 8	USA; UK	USA	China; USA

Figure 1 A statistical chart of the cultural elements of the countries in "the Belt and Road Initiative"

After analysis, on the whole, this book mainly focuses on Anglo-American culture as the main learning object, accounting for 60.87 percent, of which the United States culture presents the largest proportion. The "Belt and Road" national culture accounts for only 21.73 percent. There are only two articles about Chinese culture, which is obviously not helpful for college students to understand and grasp the “Belt and Road” culture and “telling good Chinese stories”. Besides, as for the part Text B, you can clearly see that the passage in Unit 6 is the only material related to the “Belt and Road” cultural knowledge, while the other units are all about USA content. It is evident that the content arrangement in Text B is not reasonable.

2.SOME SUGGESTIONS FOR THE CURRENT COLLEGE ENGLISH TEXTBOOKS.

Update the text materials and increase the proportion of the cultural texts including “Belt and Road” cultural elements.

Most articles in the college English textbooks mainly contain British and American culture. To adjust the unbalanced situation, textbook revisers should appropriately supplement the “Belt and Road” cultural texts to increase the “Belt and Road” national cultural elements, promote students to effectively achieve authentic and diverse output by means of rich and vivid input content and guide students to understand the relative culture to help them achieve effective cross-cultural communication in their future work.

Select high-quality audio and video materials with QR codes to create a “Belt and Road” cultural audio-visual feast.

The current college English textbooks offer some supplementary audios and videos for students which are stored in the CD-ROM and attached to the textbooks. CDs are very easy to lose and inconvenient for students to use. Therefore, the textbook revisers can add the relevant QR codes which contain the cultural elements about the countries in the “Belt and Road Initiative” in the relative part on the textbooks. Students just scan the code and can learn the relative knowledge anytime anywhere.

3.CONCLUSION

College English textbooks are important platforms for students to acquire the “Belt and Road” national culture, and the main medium for teachers to deliver the “Belt and Road” culture. Therefore, revisers should pay attention to the “Belt and Road” national culture and balance the proportion of different cultures in the textbooks to enhance the cultural diversity so as to serve the “Belt and Road” development overall situation and cultivate more comprehensive talents who understand the “Belt and Road” multi-cultural elements.

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Characteristics of Austrian VET and Its Experience for China

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Abstract: Austrian vocational education has its own characteristics, in terms of national emphasis, flexibility of schooling system, dual education system, practice enterprise, teacher standards, etc. There are many points worth learning from China.

Keywords: Characteristics; VET; Austria; Experience; China

1. INTRODUCTION

Vocational education and training (VET) in Austria began at the end of the 17th century and has been going on for more than 300 years. As a defeated country in the Second World War, Austria suffered a severe economic loss during the war and was in need of reconstruction after the war. After the end of the war, especially after the lifting of the military occupation of Austria by the United States, Britain, the Soviet Union and France in 1955 and the declaration of Austria's permanent neutrality, the Austrian economy developed rapidly. Vocational education played a major role in promoting the revival of the Austrian economy. Austria is highly industrialized, with industrial output accounting for 30% of its gross domestic product. Abundant mineral, forest, and water resources provide advantageous conditions for industrial development, together with a large number of excellent talents cultivated by vocational education, have greatly contributed to the development of industry.

2.CHARACTERISTICS OF VET IN AUSTRIA

2.1 National emphasis

Vocational education in Austria is highly valued and has a high degree of acceptance. In Austria, vocational education is regarded as an important part of "Industry Development Strategy" to revitalize the economy, and the government strongly invests in vocational education, which accounts for 20% of the financial expenditure on education. As many as 80% of high school students attend more than 200 vocational high schools of different types, and only a few attend regular high schools. The government has established the Directorate I/B for VET Schools and Colleges and Adult Education under Federal Ministry of Education, Science and Research to focus on vocational education. This VET Division has a greater say in the development of vocational schools and a high level of overall management. The traditional European dual school system is divided into a top-down track and a bottom-up track. The top-down track, for children of the middle class or above, includes secondary and higher education; the bottom-up track, for children of working people, includes primary (and later primary and secondary) and vocational education. This dual system were parallel, neither connected nor interconnected, thus depriving the children of the working people of access to higher education. Unlike the traditional dual school system, vocational education and higher education in Austria are mutually permeable and increasingly integrated. Students in vocational schools learn not only professional skills, but also theoretical knowledge of the respective professions, which lays the foundation for further studies in higher education and elevates the level of vocational education in Austria.

2.2 Flexibility of school system

The vocational education system in Austria is flexible, so that after completing lower secondary school, students can progress to a higher vocational school (BHS, Berufsbildende höhere Schulen), an intermediate vocational school (BMS, Berufsbildende mittlere Schulen) or a poly-technical school with a further vocational school (Polytechnischer Schule mit anschließender Berufsschule). Higher vocational schools have a duration of five years and allow students to go on to university after graduation. The intermediate vocational schools and poly-technical schools have a duration of one to four years, after which students can continue their education or find employment directly. In addition, there is also an emphasis on practical education in general education to train students' practical skills. In this way, vocational education is no longer isolated, but permeated at all educational levels.

2.3 Dual education system

Vocational education in Austria is based on the dual system and the "practice enterprise". The dual education model of vocational education , in which the entire training process takes place in factories and in state vocational schools, is based on training in enterprises, where the practical and theoretical teaching in vocational schools are closely combined, thus producing highly oriented and skilled students, as well as training for small and medium-sized enterprises(SMEs) that cannot afford to have their own training base and personnel. And SMEs are the mainstay of the enterprise army, employing two-thirds of employees and generating half of GDP.

For enterprises, the dual system of vocational education enables them to thoroughly assess the abilities and develop the potential of students seeking employment before they graduate, thus significantly reduces the risk of hiring incompetent employees. The dual education system has greatly improved the quality of vocational education, taking into account students' professional skills and expertise and enabling them to find employment as soon as possible after their graduation.

2.4 Practice enterprise

"Practice enterprise" is for business and trade majors. In the "Practice enterprise", the environment is the same as that of a real company, except for the profit. The "Practice enterprise" creates an environment for students to practice and improve their skills. The "Practice enterprise" is a complete nationwide marketing system, directly under the Division of Vocational Education. The high degree of coordination by the VET Division also allows for a really strong implementation of "Practice Enterprise".

2.5 Teacher Standards

Strict standards for teachers are also an important guarantee for vocational education in Austria. It requires a professional diploma or a university degree, a "Meister" title for teachers of professional subjects, and at least 17 years of experience before taking up a teaching position. In addition, teachers should receive training in pedagogy and psychology before taking up the job in order to impart knowledge to students professionally and efficiently.

According to the latest data released by Eurostat in March 2013, the unemployment rate in Austria is 4.9%, once again becoming the country with the lowest unemployment rate in the EU. Under the situation of high unemployment rate and economic depression in many EU countries, Austria has maintained its unemployment rate of 4.9% since June 2012. The unemployment rate can be called a miracle. Youth employment has a decisive impact on the economic development and social stability of a country. The 80% of youth who graduate from vocational schools are undoubtedly a huge driving force for economic development.

3. DEVELOPMENT AND SHORTCOMINGS OF VET IN CHINA

Vocational education in China can be traced back to the 1860s. Under the advocacy and promotion of advocates of the westernization movement and learning from the Japanese education system and idea, the earliest vocational education entity in China opened in 1866 - Foochow Shipbuilding Institution, but did not gain rapid development under the oppression of traditional education forces at the time. The system of modern vocational education was produced in 1902 or 1903, and industrial education was formally implemented and developed very slowly. Since the founding of PRC, driven by social change and economic construction, educational reform has been pushed forward in a bold and decisive manner, with secondary specialized education and technical education achieving unprecedented development, and clearly becoming an important part of the education system in China. The golden times were short-lived, and during the Cultural Revolution, vocational education of all kinds suffered unprecedented devastation, with specialized secondary schools and technical schools being almost completely destroyed. "After the Cultural Revolution, especially since the reform and opening up, vocational education has achieved unprecedented development, but there are still many unsatisfactory places:

(1) Vocational education has a low status in education system in China. Vocational education has not been given sufficient attention and support in China's education system, and is in a supplementary position to academic education;

(2) There is a lack of laws and regulations. Compared to Austria, our educational regulations are inadequate in terms of specific regulations covering vocational education;

(3) Social attitudes are outdated. There is a widespread perception among the population that vocational education is a desperate and second-best option to be pursued in higher education;

(4) It is detached from enterprise practice. Many vocational and technical schools in China have never educated their students beyond the school, schools have not established good interaction with enterprises, and students' professional and technical skills have not been tested in practice;

(5) The lack of qualified teachers. Compared to Austrian vocational teachers, teachers in China enter vocational schools directly after graduation, lacking the background and experience in enterprises;

(6) The quality of vocational qualification examinations is low. The low requirements of vocational qualification examinations and the phenomenon of cheating to a large extent make the social recognition of vocational qualification examinations low.

4. EXPERIENCE FROM VET IN AUSTRIA

The history of vocational development in our country is only one and a half centuries long, mostly in a period of slow development and devastation and lacking experience. We must learn from the experience of vocational education development abroad. The success of Austrian vocational education provides a good model for our country. In view of the problems of vocational education in our country and drawing on the experience of Austrian vocational education, the following suggestions are made for vocational education in our country:

(1) The education system should be improved, and a vocational education division should be established to oversee vocational education, so as to have a say in vocational education and improve the efficiency of

overall management.

(2) Relevant laws and regulations should be improved and perfected. The formulation of laws and regulations should not only remain at the macro level, and efforts should be made to improve the specific micro regulations.

(3) The outdated ideas should be abandoned. Vocational education is an important part of national education and should be respected by all aspects of society. Skilled labor should be respected by the whole society just like mental labor.

(4) The school-enterprise cooperation model should be implemented. On the one hand, students' professional skills should be improved in practice; on the other hand, talents should be cultivated for enterprises.

(5) stricter standards should be applied for teachers. Teachers are required to have both diplomas and experience. Cultivation for teachers should be paid more attention to and high-quality vocational education teaching teames should be established.

(6) Tests for professional qualifications should be stricter, the system of vocational qualification should be improved and a unified national qualification system should be established.

SUMMARY

The characteristics of vocational education in Austria provide a wide imagination for the development of vocational education in China, and there are many places that are worth emulating. For example, it has increased financial expenditure, established a vocational education department, changed stereotypical social attitudes, introduced strict teacher standards, and implemented the "dual system" and "simulation companies". Development of vocational education will provide a guarantee for talents for China's industrial development. It will be a great achievement, if our vocational education can learn from the experience of Austrian vocational education.

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Upgrading International Medical Cares for the Construction of "Important Window" in Hangzhou: Background, Issue and Strategies

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Abstract Hangzhou has top its net inflow rate of domestic talents, returned overseas talents and international talents in the country for three years. This paper highlights the city of Hangzhou in its construction for modern public service and important window and reviews some successful experiences related to Japan, France and Germany. It finds and analyses four issues including that the capability for foreign-client-related medical services needs to be improved, there is still some space in achieving the internationalization of medical services, foreigner-oriented medical guidance and services need be further developed, the full coverage of medical care for foreigners needs to be further optimized. It therefore concludes and suggests six feasible strategies so as to choose a point to set up a medical guidance service for foreigners, to design a medical institution for foreigners on a pilot basis, explore convergence and cooperation with important national insurance institutions, accelerate the internationalization of medical services, to promote the construction of international hospitals and eventually to cultivate international medical and health brands with Hangzhou characteristics.

Keywords: Medical Services, Model Construction, Hangzhou Study

1.INTRODUCTION

The city of Hangzhou, as an important window to incarnate related superiority, must develop its modern public services. Since 2017, by the end of 2019, Hangzhou has gathered 55000 overseas talents, which is increasing year by year. With the growth of urban international population, the demand for international medical care increases year by year.

2.LITERATURE REVIEW

Some successful experiences of Japan

Japan established a universal health insurance system as early as the 1950s. Both Japanese and foreigners must apply for Japanese national health insurance as long as they have an address in Japan. Foreigners and their families holding work and study abroad visas and permanent residence permits (green cards) must also be forced to join the national health insurance.

Japan implements the practice of "medical services are provided by the private sector and medical expenses are guaranteed by the government." when you see a doctor, you can go to national hospitals, public hospitals, as well as private hospitals and clinics. Usually a minor illness goes to the nearest clinic or private hospital, while a serious illness is treated in a large hospital with a letter of introduction issued by the clinic or private hospital. All medical institutions are settled by individuals. Patients who join the national health insurance generally pay 30% of the treatment fee directly to the hospital, and the remaining 70% are reviewed by the national health insurance institution and paid monthly from the health insurance fund to the hospital. Foreign patients who do not participate in the national health insurance are required to pay the medical expenses at their own expense.

Hospitals in Japan belong to the service industry, and medical staff have a very good attitude towards patients. The hospital is fully responsible for the treatment of inpatients. Any hospital accepts images taken by patients in other medical institutions. There is a high degree of trust between doctors and patients.

In addition, the Japanese government began issuing "medical visas" to Chinese tourists four years ago to encourage treatment and medical examinations in Japan. The visa is valid for three years and each stay can be up to half a year

Some successful experiences of Germany

Germany implements a universal compulsory medical insurance system. Medical insurance is available to everyone, and there is no difference. Employees are required to participate in insurance in public insurance companies and private insurance benefits are higher, but do not distinguish between nationals and foreigners. Foreigners who come to Germany must have health insurance before they can get a visa. If they stay for more than 6 months, they will have a German medical insurance card. They will first see a doctor and then send a bill to pay. If they stay for less than 6 months, if they do not have a German medical insurance card, they will pay for it first and then apply to the insurance company for reimbursement.

In Germany, there is no difference between foreigners and locals in seeing a doctor, and foreigners enjoy the national treatment of Germans. Emergency medical treatment can go to the hospital, non-emergency should make an appointment in a private clinic or medical institution. Patients with public insurance must first see a family doctor, and then the family doctor will be transferred to a specialist or hospital. Privately insured patients can go directly to see a specialist.

The medical treatment and price of foreigners mainly depend on the insurance situation, which is generally in accordance with the provisions of private insurance, and the price paid by private insurance is higher than that of public insurance. For those who go to public hospitals and public welfare hospitals, the fees shall be charged in strict accordance with the federal nursing fee standards and the hospital fee law. Some private hospitals are free to set fees.

The successful experiences of France

Universal medical service is implemented in France. Foreigners who have obtained legal residence can apply for a French social security card. The family members of foreigners holding a family reunion visa may apply for a French social security card under the name of the principal card of the French social security card. International students can apply for free basic medical insurance and then get a French social security card. Holders of French social security cards are entitled to universal medical services.

Foreigners holding D-type visas such as studying abroad, family reunion, French investment, etc., shall pay at their own expense before obtaining a French social security card. It can be reimbursed after applying for a French social security card. Foreigners holding visas such as tourism, short-term family visits and business visits are not in the universal medical service system, and they need to buy Schengen insurance for the duration of the visa before obtaining a visa, pay first in France, and seek reimbursement from an insurance company after returning home. All enterprises must take out supplementary insurance for salaried persons, and the expenses shall be shared by both enterprises and salaried persons

France does not distinguish between locals and foreigners, and all enjoy the same medical services. France has 300 medical institutions, of which there are about 1300 public hospitals and 1700 private hospitals. The difference between the two is not in the quality of medical services, but in the reimbursement rate of medical expenses. Private clinics specially contracted by social security institutions and hospitals can be reimbursed for about 80%, while non-contracted private clinics (such as dentists, physiotherapy, etc.) can only be reimbursed for about 10%.

With the exception of emergency treatment, all medical appointments are required in France, and foreigners are no exception. The Paris Health Bureau provides Chinese telephone consultation service, but not to see a doctor. Mainstream large hospitals and 8 general clinics do not have Chinese services, and overseas Chinese need to carry interpreters. Some Chinese doctors' private clinics can provide Chinese services. Public hospitals can basically pay for treatment first and then fees can be paid in installments. If they are still unable to pay, the bill will be paid by the state finance. [1]

3.PROBLEMS ANALYSIS

Based on above survey and data analysis, there might be four issues related to the demanded international advanced level medical care as following:

Issue one, foreigner-oriented medical guidance and services need be further developed. Due to the lack of a unified guide manual and mobile information service platform for foreigners, it is difficult for foreign patients to obtain medical information and therefore be able to receive timely medical guidance services.

There are also some barriers regarding to the language of seeking medical treatment, especially in district hospitals and community health service centers, and the foreign language communication ability of medical staff and service staff is limited. Most of the medical documents, appointment platforms, medical examination steps, needs to be integrated into comprehensive reports.

Physical and mental examination reports and fee lists, for example, in most hospitals are written in Chinese, with no English version. [2]

Issue two. The capability for foreign-client-related medical services needs to be improved. The international medical projects involved in major hospitals in Hangzhou are available in major first-class hospitals with the International Medical Department. However, they deals mainly with chronic diseases of foreign personnel over the age of 50 while other the types of diagnosis and treatment services are not offered comprehensively, so that the volume of international medical business is limited.[3]

Issue three. The full coverage of medical care for foreigners needs to be further optimized. Although foreign personnel can make an appointment for the source of experts in provincial and municipal hospitals through the provincial reservation registration platform on the strength of passports, Hong Kong, Macao and Taiwan cell certificates, Taiwan compatriots' residence permits and other documents, but at present, the real name certification of the hospital information system only identifies resident identity cards. Foreigners who apply for health cards or medical cards for medical treatment, payment, and reports should go first to the hospital on the basis of the above-mentioned documents to apply for treatment, payment, report, etc. It is better for the public to make a reservation directly online, and the process can be further optimized.[4]

Issue four. There is still some space in achieving the internationalization of medical services. Only a few hospitals in Hangzhou, have passed the overseas JCI (Joint Committee on Accreditation of International

Medical and Health institutions), and public hospitals' participation in JCI evaluation has recently been suspended, and foreigners have doubts about the level of diagnosis and treatment of hospitals in Hangzhou.[5]

The degree of convergence and mutual recognition between Hangzhou Hospital and overseas insurance companies is not high enough, which can easily lead to issues such as full self-expense settlement and inconvenient reimbursement for foreign patients.

4.SUGGESTIONS

According above existed issues, this paper concludes six feasible strategies as key suggestions for related problem solving.

Firstly, choose a point to set up a medical guidance service for foreigners. In areas where foreigners are concentrated, such as airport entry and exit halls, key foreign-related hotels, international communities, key enterprises, citizen service halls, etc., set up medical guidance stations for foreigners, issue medical service manuals, push medical service information, and provide offline medical guidance services. At the same time, we should step up efforts to set up emergency consultation telephones for foreigners to seek medical treatment, and set up bilingual medical service websites and mobile medical guidance channels such as APP, WeChat Mini Programs, and official accounts on mobile phones, so as to help and guide foreigners in handling daily medical consultation. Combined with the future community construction, at least one international community can be identified in each district, and a special medical guidance service point for foreigners can be set up to provide basic medical guidance services for foreigners in and around the district.

Secondly, design a medical institution for foreigners on a pilot basis. At present, in provincial and municipal third-level and first-class hospitals, one hospital with a high degree of internationalization can be selected as a designated medical institution for foreigners, and a special international medical center can be set up with reference to international standards and requirements. to provide quality medical services to foreigners. At the same time, the referral services and referral channels between designated medical institutions and other tertiary and first-class hospitals in Shanghai will be unblocked, so as to allay the doubts of high-level foreigners about the level of diagnosis and treatment in Hangzhou hospitals. In the future, depending on the volume of international medical business, we can gradually increase the number of designated international medical institutions. The appointment system shall be implemented for non-emergency medical services for foreign personnel.[6]

Thirdly, explore convergence and cooperation with important national insurance institutions. Seize the opportunity of the country's service industry to open wider to the outside world, increase cooperation between hospitals in Hangzhou and foreign insurance companies, explore ways to link up with insurance companies in countries with a large number of foreign workers in Hangzhou, and promote direct payment by foreign insurance companies residing in Hangzhou for treatment by foreigners and overseas Chinese. Support domestic commercial insurance companies to develop commercial medical insurance for foreigners and overseas Chinese living in Hangzhou, as well as foreigners and their families holding general work visas, and students studying in Hangzhou. With reference to France's practice of allowing families of foreigners legally residing in France to apply for attached French social security cards to enjoy universal medical services, explore the establishment of Hangzhou health card secondary cards, allow foreign family members holding Hangzhou health cards to apply, and enjoy the same medical service treatment as the main card.[7]

Fourthly, accelerate the internationalization of medical services. We will improve Hangzhou Wisdom Medical Care and the "comfortable Medical treatment" project, expand the coverage of Hangzhou health cards, further open the medical appointment platform, and optimize the process of online appointment and medical treatment for foreigners with passports.

The city of Hangzhou will strengthen the construction of English medical scenes in designated medical institutions for foreigners, improve the bilingual marking system in the hospital, speed up the international integration of medical documents, and support hospitals to provide English version of medical diagnosis, laboratory examination reports and fee receipts, etc. Pay attention to the privacy protection of foreign patients, "one person, one treatment" medical environment should be provided in designated medical institutions, and patients' medical information should not be consulted and disclosed casually.[8]

Fifthly, promote the construction of international hospitals. International hospital construction will be included in the government evaluation index system, with reference to the practice of Shanghai, the overall layout of the construction of international hospitals in the city. Support competent provincial and municipal third-level and first-class hospitals to set up international clinics and family doctors in international communities and areas with a concentration of foreign personnel, strengthen the work of "double sinking and two upgrading" of high-quality medical resources, and promote more high-quality medical resources to be stationed at the grass-roots level, so that citizens, including foreigners, can receive quality medical services nearby. Strengthen the construction of departments that pay more attention to pediatrics and other foreigners in designated medical institutions, and improve the technology and service level of diagnosis and treatment.[9]

Sixthly, cultivate international medical and health brands with Hangzhou characteristics. Strengthen the external publicity of Hangzhou traditional medicine culture, help and support Hangzhou well-known national medicine brands to improve their international reception ability, and provide professional traditional Chinese medicine services for foreign personnel who are willing to come to Hangzhou to receive traditional Chinese medicine treatment. [10]

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Research on Residential Buildings and Their Protection in Huizhou Ancient Villages

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Abstract: The unique natural environment of Huizhou has affected the local residential construction and merchants. Huizhou residential buildings are consistent with the local geographical environment in terms of site selection, materials, land use, structure and so on. They have typical characteristics, and show obvious artistic and practical performance. At the same time, there are also some problems in the protection of ancient village residential construction. On the one hand, the tourism industry is vigorously developed; on the other hand, the overall environment and traditional culture of ancient villages need to be protected.

Keywords: Huizhou; ancient villages; residential construction

1. INTRODUCTION

The most important component of Hui culture is Huizhou style architecture, which is also the most important cultural heritage of mankind. However, in recent years, Huizhou ancient village residential buildings have been damaged, especially in the protection and restoration of ancient village residential buildings. Therefore, it is very urgent to protect the residential buildings in Huizhou ancient villages.

2. THE OVERALL STYLE OF HUIZHOU ANCIENT VILLAGE RESIDENTIAL BUILDINGS

The reason why Huizhou ancient village residential architecture can be well-known at home and abroad is mainly for its well preserved architecture, the unity of style, the diversity of modeling, and the rich historical and cultural connotation of residential construction. Huizhou people advocate freedom and pursue harmony between man and nature.

The residential buildings of ancient villages in Huizhou reflect the very strict Confucian hierarchy and feudal moral concepts, especially the difference between men and women, and the order of growing up and young. At the same time, Huizhou ancient village residential buildings are basically close to the mountains and rivers. The mountains can provide shelter from the wind and rain, and can also facilitate people to take firewood for fire, which reflects a kind of aesthetic feeling. Villages built on rivers can not only facilitate water intaking and washing, but also irrigate crops and beautify the ecological environment. The streets of ancient villages in Huizhou are narrow, and the residential buildings show white gables and gray horsehead walls.

In the old times, the residential buildings in Huizhou were basically brick and wood structures. The architectural features of the Ming Dynasty are spacious upstairs, while there are three rooms or four in one house structure after the Qing Dynasty. Landscape figures are carved on the gate of residential buildings. There are double eaves and flying corners on the gatehouse, which has good light transmission. The rain water flows into the sewer through the water, which is also known as "Si shui gui tang", which means that money will not flow out. There is a partition wall between each entrance, and a firewall is built around it. From a distance, it looks like an ancient castle. Generally, when entering a family, the middle door is closed, and each family lives its own life. When the middle gate is opened, the entrance and exit of a gate are mainly for the memorial of ancestors. The climate in the mountainous area of Huizhou is relatively humid, and people generally rest upstairs, which has some reservation on the "nest dwelling" legacy of the indigenous people. The upper hall is generally more spacious, with bedrooms, halls and wing rooms, along the patio also set up "beauty by" (an elegant name of the arm-chair).

3. THE CHARACTERISTICS OF ANCIENT VILLAGES IN HUIZHOU

The architectural form of Huizhou ancient village houses is mainly patio style, that is to say, the same residential buildings are set up in four directions, and the vacant place in the middle is courtyard. The overall pattern of the courtyard is similar to that of the northern courtyard, but there are some differences: the patios of these courtyards are narrow and surrounded by high walls, which can satisfy the humid climate in the south. Through the analysis of the existing residential construction in Huizhou at this stage, we can know that its architectural characteristics are based on the combination of the layout characteristics of the northern quadrangle and the housing layout characteristics of the lower reaches of the Yangtze River, which makes the construction group of Huizhou ancient villages with distinctive characteristics be formed. These buildings are characterized by "three side with buildings, middle with courtyard." The architectural pattern is symmetrical. In the middle and both sides of the building are hall and wing room respectively. Stairs are built at the front or left and right positions of the hall, and an inner patio is built at the entrance of the building, which is helpful to realize the purpose of ventilation and lighting in the interior of the building. With the continuous change of residential scale, the architectural characteristics of Huizhou ancient villages also show corresponding changes. It was only in the Ming and Qing dynasties that the residential buildings of ancient villages in Huizhou really formed a mature building group. The residential buildings in Huizhou ancient villages basically keep a simple and elegant tone, especially the open-air well and horsehead wall. The buildings are made of wood materials. The internal structure has good stability and the shape has certain characteristics, which reflects the traditional cultural atmosphere and strong regional characteristics.[1]

4. PROTECTION STRATEGY OF HUIZHOU ANCIENT VILLAGE RESIDENTIAL BUILDINGS

4.1 TO CORRECTLY UNDERSTAND THE ORIGINAL STATE AND THE PRESENT SITUATION

In the protection and restoration of Huizhou ancient dwellings, we need to follow the principle of original flavor and restoration as before. At the same time, we should also grasp the difference between the protection and restoration of cultural relics and the traditional dwellings, which is the most important restoration content. Due to the long construction time of Huizhou ancient dwellings, some buildings have been repaired several times, resulting in the original shape missing. For example, there are obvious patchwork marks in the relocated embroidered building and rain corridor, while the Chengkan residence is a local building, but its original appearance has changed due to continuous reconstruction. Therefore, this requires the protection and restoration of ancient dwellings with the help of scientific and technological means, especially the need to investigate the construction year and mode of ancient dwellings in advance, so as to determine the process and means to be adopted. Through a comprehensive understanding of the basic information and original features of the building, the destructive parts in the later stage should be removed as far as possible in the process of protection and restoration, so as to make the original appearance of ancient houses This is the symbol image of the local ancient dwellings. Through the demonstration and analysis, it is not necessary to excavate its original features, but to preserve the status quo, which is also the protection and restoration of ancient dwellings.

4.2 TO ADHERE TO THE EXCAVATION AND UTILIZATION OF TRADITIONAL MATERIALS AND TRADITIONAL TECHNIQUES

Huizhou ancient residential buildings are basically brick and wood structure; mining and using the original structure and raw materials is to protect the essence of Huizhou ancient dwellings, to protect and restore the original characteristics of ancient dwellings. Therefore, it is necessary to make full use of the repair technology of traditional materials to repair seriously damaged building components. In order to protect and repair the ancient houses, we should not only preserve the existing building materials and components, including the restoration components of Fang Zongxin's house, but only need to clean the surface of the building for local damage, and can not repair and change, so as to prevent the original appearance of the ancient buildings from being affected. At the same time, for the seriously damaged building structure, the original traditional materials must be used to replace the original components, so as to ensure the original flavor. The roof covering tiles of ancient houses are made of small green tiles, so cement products should not be used in protection and repair. For buildings that need to be strengthened, traditional metal materials can be used, including steel, iron, copper, etc., for example, iron hoops are mainly used at the fracture position of structural beams for playing a reinforcing role.

4.3 TO FULLY APPLY MODERN CHEMICAL TECHNOLOGY

At present, modern technologies such as building anti-corrosion, fire prevention, and chemical reinforcement treatment are all important topics in the research. In order to do a good job in the protection of ancient residential buildings, it is necessary to use preservatives of different components, which helps to enhance the anti-corrosion effect of wood components. Fire prevention measures are to place fire extinguishers and other fire-fighting facilities near the building, or brush some fire-retardant coatings such as CPVC resin and amino resin, which can improve the fire resistance performance of wood components; while in termite prevention, chlordane emulsion and backfill can be mixed and buried around the wall foundation to form a protective barrier. For the color painting on the ancient residential buildings, the appropriate amount of ultraviolet absorbent can be sprayed, which can protect the polymer materials in the paint from being damaged by ultraviolet rays, and prevent the gloss fading and the paint skin falling off under the sunlight for a long time.[2]

4.4 TO CORRECTLY DEVELOP AND USE MODERN TECHNOLOGY AND NEW MATERIALS FOR REINFORCEMENT OR REINFORCEMENT

At the same time, in order to ensure the stability and strength of the building structure, it is necessary to use modern technology and new materials and strengthen the original structure of the building, which will not produce any contradiction, but also play the role of maintenance and reinforcement. When the original timber frame structure is damaged, especially the damaged building column or roof beam, in addition to reinforcement by means of concealed tenon, steel hoop, and pouring with epoxy resin, this is conducive to the protection of log components, and makes the beam column strength stronger. It plays a good reinforcement effect. With the help of roof boarding and sheathing brick, the effect of double-layer waterproof layer can be enhanced, so as to effectively solve the problem of roof leakage.

4.5 TO PAY ATTENTION TO THE EXCAVATION, INHERITANCE AND INNOVATION OF HUIZHOU CARVING TECHNOLOGY

The decorative features of walls, beams, gate house, ridges, windows and other parts of Huizhou old dwellings are stone carving, wood carving, or brick carving in recent years; the artists with Huizhou carving technology are old, and there are few inheritors. It is difficult for teachers and masters to pass on the manual carving skills to the inheritors. Although they can also accept technical training activities, it is helpful to Huizhou carving technology to a certain extent.[3] However, due to the long time taken by this process, the overall construction period of the project is directly affected; and the application of modern technology to the maintenance process of ancient residential buildings, including grinding stone, drilling and planing technology, can help reduce the working pressure of maintenance workers, accelerate the progress of the project, and improve the quality of the project. For example, in the repair of traditional decorative accessories, the carving pattern technology at this stage has been very mature. The newly equipped building components can be made by machine carving technology, but the original process effect cannot be changed when using electric tools. In order to maintain the overall image, it is necessary to re carve the serious damage problems of the important parts of the building by combining with the original technology and raw materials, which helps to realize the harmonious unity of the symmetrical part or the adjacent part of the building.

5. CONCLUSION

Hui style architecture is a kind of architecture system which developed gradually after the Ming and Qing Dynasties. With the continuous improvement of the influence of Huizhou merchants in the middle and late Ming Dynasty, the style of Huizhou architecture gradually goes out of the local area and takes root in other areas. This paper focuses on the characteristics and style of Huizhou ancient village residential buildings, and formulates specific measures to protect and repair Huizhou ancient village residential buildings, which plays an important role in the process of spreading and promoting Huizhou ancient residential buildings.

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Application of Low Carbon Concept in City Planning

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Abstract: Low carbon concept plays a very important guiding role in promoting the improvement of people's natural living environment. This paper analyzes the necessity of introducing low-carbon concept and the principles of its application in urban planning, and puts forward some improvement measures for the prominent problems existing in the urban planning work of low-carbon concept.

Keywords: low carbon; urban planning; environmental protection concept

1.INTRODUCTION

In recent years, with the steady improvement of the quality of life of urban residents in China, people put forward higher and deeper requirements for the construction of living concept such as comfort and environmental protection of living environment. Many places have designed some new residential areas with complete functions, good environment, regional and cultural characteristics. At the same time, it also fully meets the needs of urban residents' spiritual, material and cultural life. However, in this process of development, the overall planning and decoration design of apartments, residential quarters and living rooms are bound to have a lot of social problems, such as the physical function of living environment is not perfect; the design environment structure is unreasonable; the ecological environment is seriously damaged and so on. Therefore, in the planning of community apartment residents' environmental ecological planning, we should take corresponding environmental and ecological protection measures according to the concept of environmental protection and green low-carbon development, so as to create a comfortable and dynamic living environment for apartment residents.

2. THE NECESSITY OF INTRODUCING THE GREEN AND LOW CARBON DEVELOPMENT CONCEPT INTO URBAN PLANNING

With the continuous increase of urban residential population and the continuous expansion of urban economic and social scale in China, problems such as excessive energy consumption and global greenhouse effect have attracted widespread attention, although the urban concept of green and low-carbon development has achieved remarkable results in China. Therefore, the new concept and policy of "low carbon city" aiming at low energy consumption and low pollution is an inevitable move based on the protection of human common living environment. [1] as the basic decision-making basis for urban planning and construction and promoting urban environmental management, urban planning standards must play an important role in promoting the construction of low-carbon civilized city.

3. BASIC PRINCIPLES OF APPLYING LOW CARBON CONCEPT IN URBAN PLANNING

3.1 TO APPROPRIATELY EXPAND THE CITY SCALE

The low density of buildings in modern cities can be used as a threshold and limit to break through the compact space structure of modern urban buildings and effectively reduce exhaust emissions. Based on the premise of getting the maximum optimized population proportion distribution relationship, each urban community is divided into urban community management units with appropriate population flow scale. According to the economic type, population flow scale and social structure of urban society in different population areas, the density determined by urban development intensity should be reasonably allocated and adjusted to cope with the supporting facilities of urban public services. The appropriate expansion of plot ratio of land use and land use is conducive to ensuring the air flow in urban space and improving the quality of ecological environment.

3.2 To Plan According To Local Conditions

Under the overall premise of determining the appropriate development scale in advance, the corresponding overall planning and intensity control of urban community land development and construction intensity and land density control are carried out, so as to realize the efficient operation of smart city by means of more intensive community land comprehensive utilization and development mode and more centralized and integrated public life service mode. The development of green and low-carbon planning concept does not necessarily mean high-intensity land development. According to the specific location and geographical conditions, landscape greening needs and road traffic conditions, a differentiated land development planning plan should be put forward according to the economic and social conditions of different development areas.

3.3 GREEN TRANSPORTATION MODE

Guiding the comprehensive development of urban mass transportation and the construction of high-speed transportation system is an important means for the city to maintain the operation of the city. It can help to reasonably arrange public transport routes, increase public transport vehicles, bicycles and other resources, and reduce the total emission of greenhouse gases. It is an important way to reduce the carbon emission of urban rail transit, and to reduce the pressure of urban rail transit. The establishment of a multi-level, network-based urban comprehensive public transport network system reflects the advantages of urban public transport network system, which is convenient and makes a lot of use of mobile terminals. In addition, the continuous and safe, well connected and clear image of the slow lane traffic service system not only fully meets the daily needs of commuters in the suburbs of major cities, but also perfectly combines a green, safe and open transportation system planning concept to meet the residents' needs of rest, fitness, tourism and other characteristics.

4. PROMINENT PROBLEMS OF LOW CARBON CONCEPT IN URBAN PLANNING

4.1 LACKING ENERGY-SAVING BUILDING DESIGN CONCEPT

Due to the lack of correct understanding and full recognition of the basic concept of environmental protection building energy-saving engineering design, Chinese architectural designers pay less attention to energy-saving building design in urban planning. Although some areas actively promote the design theory of "low carbon and environmental protection building", the practical application of energy-saving building design is not many. Many energy-saving designers lack their own design concept and professional knowledge, and lack subjective initiative in energy-saving design. [2] Due to the serious lack of technical level, the specific operation is also subject to great technical restrictions. From the analysis of the current market situation, it is still an urgent problem to promote the urban planning designers to master the knowledge of low-carbon building and the professional application of low-carbon building technology.

4.2 THE APPLICATION OF LOW CARBON DESIGN CAN NOT FIT THE REALITY

Many designs take into account the saving of materials, without considering the comfort needs of people's lives. In architectural design, small windows are used, and the places where windows can be opened for ventilation are very small. This design is not perfect, resulting in poor indoor ventilation conditions and low air quality. It has seriously affected people's health and life. In order to solve this problem, residents open air conditioning for a long time, causing a lot of energy waste, completely divorced from the purpose of environmental protection design.

4.3 LACK OF STRICT ENERGY-SAVING REVIEW MECHANISM

The first part of energy-saving building design is to audit the energy-saving design drawings. However, according to the analysis of the actual situation in China, most of the energy-saving and energy review management institutions in most regions are not timely and in place due to the lack of relevant professional knowledge about energy-saving planning and design and the lack of appropriate energy review management capacity. This has become a common bad problem at this stage, which seriously hinders the application of the latest low-carbon urban architectural design principles to urban planning.

APPLICATION OF LOW CARBON CONCEPT IN URBAN PLANNING AND DESIGN

5.1 TO APPLY THE CONCEPT OF LOW CARBON IN URBAN PLANNING

In the formulation of low-carbon urban planning which focuses on reflecting the overall function of the city, attention should be paid to the balance of functions and the combination of the overall function positioning of the city and the urban development planning objectives. In the improvement of the overall urban spatial structure and urban transportation organization, special attention should be paid to the exploration and introduction of urban low-carbon development orientation and urban planning implementation strategy and management mode, so as to bring the low-carbon concept into operation process. For example, by changing the energy use mode of urban indoor space, it can reduce the solid carbon emissions affecting the urban system, promote more energy-saving indoor ventilation system design, and reduce the large amount of energy consumption of indoor ventilation system. In a variety of urban building applications, we should also choose public goods with renewable energy as the power system, such as solar street lamps.

5.2 TO BUILD A LOW CARBON GREEN TRANSPORTATION SYSTEM

A large number of scientific research results show that reducing vehicle travel time, supporting the use of walking, bicycles, public transportation, and restricting the use of small motorcycles is a sustainable green transportation development mode, and is also the basic principle of low-carbon concept applied to urban planning. [3] Although the state has put forward a series of basic policies on the development of low-carbon urban public transport, the specific development order of public transport at present is to ensure the number limit of private driving, and take public buses as the priority. Strengthening the overall carbon emission strategy control can be achieved from two main aspects. One is to advocate individuals to use more public transport tools in the process of travel, increase the publicity of new energy vehicles, make people buy more new energy vehicles, and reduce the overall carbon emissions of government units and enterprises.

5.4 PLANNING AND CONSTRUCTION OF GREEN SPACE SYSTEM

Green space system plays a very important role in the natural ecosystem of the whole city. It can not only create a comfortable urban landscape greening environment for the whole city residents, but also effectively improve the natural ecological environment of the whole city. Specifically, in the planning and construction of low-carbon ecological city, the construction of green space system can absorb more carbon dioxide. In addition, the green space system can directly and effectively alleviate the radiation effect of urban heat, regulate the urban climate, reduce the large use of central air conditioning, and indirectly reduce large carbon emissions. Therefore, green space system can provide a good foundation for the planning and construction of low-carbon and livable cities. Therefore, in order to speed up the construction of low-carbon city planning and construction, it is necessary to further improve the urban green area plot ratio. In the overall layout of urban green space in China, it is necessary to form a comprehensive green space form of joint point, line and surface, and form a city green network with uniform and reasonable distribution, so as to effectively improve the urban ecological environment.

6.CONCLUSION

To sum up, in the process of low-carbon urban planning, it is necessary to continuously strengthen the comprehensive application of environmental protection and green low-carbon concepts, effectively use modern new methods, and create a healthy and harmonious living environment. In the implementation process of urban planning and design, appropriate measures should be taken according to the different residential areas, in line with the concept of green development, through the rational allocation of green plants, the use of new environmental protection building materials and other means to establish a good urban ecological cycle system, fully reflecting the basic requirements of the national modern environmental protection and green low carbon livable concept.

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Impact of Internationalization on Higher Education Governance in China

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Abstract: The importance of the internationalization of higher education has received growing awareness driven by the influences of globalization. It has become more central to the agenda through the development of policies, programs, and infrastructure at the international, national, local, and institutional level. Rationales of internationalization may vary in importance between countries and regions, and their dominance is dynamic rather than static. Higher education governance in China has undergone significant reforms in response to internationalization, in line with these reforms, there is a fundamental transformation in the relationship between the state and the university, and the internal organizational management of universities.

Key words: internationalization higher education governance

1. UNDERSTANDING CONCEPTIONS OF THE HIGHER EDUCATION INTERNAITONALIZATION

Harari (1992) define the internationalization of higher education in terms of a set of activities at the institutional level. Knight (1994) introduces a process perspective that internationalization is the "process of integrating an international and intercultural dimension into teaching, research and service functions of the institution" [1]. Gu (1998) defines higher education internationalization as a development trend in higher education based on domestic orientation. Liu (2001) emphasizes activities such as international academic communication, student exchanges, research cooperation, and joint operations. Liu (2013) is associated with drawing lessons from other countries, and making systematic efforts aimed at giving higher education institutions a competence capacity that is responsive to the requirements and challenges related to globalization. Although, in China there are some similarities to the generic perspectives in other countries, such as activity, competency, process, and ethos, there is no "one-size-fits-all" model for all countries [2].

2. INTERNATIONALIZATION OF HIGHER EDUCATION DEVELOPMENT IN CHINA

Growing orientation towards internationalization can be found in a combination of mainstream higher education policies and practices. In the period between 1949 and 1977, studying abroad and student activities were affected greatly by central government policies and the political situation at home and abroad. Sending students to other countries was the major international higher education activity.

In the period from the 1980s to the beginning of the 2000s, the state's concern was to take action to open and achieve the goal of higher education massification. In 1993, the State Council released an Outline for Reform and Development of Education in China. In this outline, the decision to promote international academic exchange and cooperation were mentioned in the policy. The policy also stated that government agencies should change their functioning mode from direct control to management through funding, planning, and other necessary means.

In 1999, The Action Plan for Revitalization of Education in the Twenty-First Century was released. Different from stating the importance of internationalization in earlier policies, this policy explicitly stated a desire to establish world-class universities.

In 2015, the Chinese government released a statement, the Coordinated Development of World-class Universities and First-class Disciplines Construction Overall Plan. It is designed to lift the status and international competitiveness of China's higher education system. In the statement, four reform tasks are worth mentioning. Firstly, the formulation of university governing charters that can clarify the mission and tasks of universities and colleges and improve the internal governance structure. Secondly, strengthening the Mode of the President's Responsibility under the Leadership of the Communist Party Committee. Thirdly, to encourage the setting up of a university council. Fourthly, promoting international communication and cooperation [3][4].

3. EXTERNAL GOVERNANCE CHANGES DRIVEN BY INTERNATIONALIZATION

Shin (2018) notes that the critical issues in the academic and policy discourse in external governance or the university-government relationship are institutional autonomy and deregulation.

3.1 From unification to the decentralization of the administration function

Zha (2011) notes that it is a centralized higher education governance in Mainland China before the 1980s. In line with higher education reform in the

1990s, higher education in China has experienced a dramatic expansion since the education policy issued in 1993. In 1998, decentralization was officially started and was initiated by central government. Most former ministry-run institutions were transferred to local administration. Apart from national universities, the central government devolved its administrative and financial responsibility in higher education to provincial governments. Higher education institutions have thus become closer to the provinces and more active in serving local needs. The number of provincial higher education institutions increased by 42 percent between 2000 and 2005, and another 22 percent from 2005 to 2009 (NBSC, 2001.2006.2010). Despite there is a shift in administration model from a state-controlled model to a state-supervised model, the critical higher education policies are still under the authority of the central government. This new relationship between central government and local government is known as joint administration [5].

3.2 Changed funding for higher education

Initially, higher education institutions were essentially supported by state finance through some sort of transfer arrangement. Accompanying the policy framework, the financial burden on central government was relieved. An incremental-based approach for funding from central government has changed to a formula-based approach, in which the appropriation is mainly based on enrollment and some special items. Donations, financial support from local government, and tuition fees have been the major resources for funding. Additionally, there is a shift from free higher education to a cost-sharing financing system. From 1997, all students who enroll in higher education will pay tuition fees [6]. It should be noted that national universities are under the control of the Ministry of Education. They receive funding from central government. With the aim of achieving global excellence, central government pays more attention to these national elite universities and allocates higher research budgets than for universities governed at the local level.

4. INTERNAL GOVERNANCE CHANGES DRIVEN BY INTERNATIONALIZATION

In accordance with the strategy of establishing world-class universities, better organization and building world-class universities has become a focus of policy and practice in China. Hence, at the macro level, management has shifted from centralization to decentralization, and from full central government control to joint central and municipal government governance. At the institutional level, universities are enjoying more autonomy.

4.1 Enacting the University Constitution and University Council

In 2010, the Outline of Chinese National Plan for Medium and Long-term Education Reform and Development (2010–2020) (State Council of the PRC, 2010) emphasized the importance of a constitution as a component of a modern university system. In 2011, the Ministry of Education formulated requirements and guidelines for the construction of a university constitution. By the end of 2015, including the '985' and '211' project universities, 114 higher education institutions had completed the formulation of a constitution (MOE, 2016). Shi and Wu (2015) state that the establishment of a University Constitution affirmed a university's status as an independent corporate entity. Democracy in policy-decisions in academic leadership and university management can be strengthened through the University Constitution. Liu (2017) notes that establishing consistent and transparent internal systems is a part of the modern governance structure of a university; the constitution can be considered as a basis to this. In 2014, universities were required by the Ministry of Education to form a university council that consisted of a few representatives of different bodies including sponsors, senior leaders, teaching staff, students, local government, enterprises, and other stakeholders [7].

4.2 Power and Organizational Structure reform

At the institution level, the party chief, vice chiefs, president, and vice presidents are core members of leadership. Thus, they are the most powerful governing body. The administrative group is an independent governing body. The president usually takes complete responsibility for administrative affairs. As for the faculty group, the academic council is considered as the most powerful professional authority. The members come from the presidency, deans, professors, and faculty.

To support internationalization development, the de-bureaucratization of universities has become one of the aims of the reform of universities. Chinese universities are transforming from dependent entities to independent legal entities. Although the President of the university is appointed by the Ministry of Education, the university has the autonomy to decide on school and department modifications, dean and senior administrator appointments, and student enrolment. Instead of implementing the government's instructions, as before, universities now consider self-development and managerial efficiency [8].

In line with internationalization and the goal of 'world-class' universities, most public universities have changed their organizational structure. For example, the Office of International Education was set up to coordinate the formulation and implementation of the internationalization development plan. The office of Disciplinary Development was set up for restructuring of disciplines, departments, schools, and funding allocation. The Academic Committee, the Degree Committee, the Teaching Committee, and the Professor's Committee were set up in order to protect academic autonomy.

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The Internal Study on Cultural Content of An Integrated English Course (2rd edition) —— Based on Byram's Textbook Evaluation Module

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Abstract: Culture has great significance for college students to study English, especially for English majors. As a bridge of connecting teachers and students, textbook plays an important role in English study. An Integrated English Course (2rd edition) which is widely used by English majors in college and published by Shanghai Foreign Language Education Press. The article aims to explore the cultural content involved in the An Integrated English Course (2rd edition) and make an evaluation of textbooks according to Byram's Textbook Evaluation Module

Keywords: Culture; An Integrated English Course (2rd edition); Byram's Textbook Evaluation Module

1 INTRODUCTION

Research Background

With the development of globalization, English has become the bridge of communication and English teaching become more and more mature with the increase of the people who learn English. Recently, more and more scholars realize the importance of culture in language teaching.

1.2 Research Purposes

Firstly, to evaluate the integrated situation of target language and mother tongue language in the textbook An Integrated English Course (2rd edition) according to Byram's classification.

Secondly, to investigate the attitude of college students towards the textbook An Integrated English Course (2rd edition)and their expectation to the textbooks through the questionnaires and interviews.

Thirdly, to find the existing problems and deficiency of cultural content in An Integrated English Course (2rd edition).

Lastly, to provide efficient advice for the textbooks compilers and users and make suggestions for educational workers according to the findings.

1.3 Research Significance

The significance of the study is as follows:

First, the present study analyses and summarizes the cultural contents involved in the textbooks. The results can help teachers and students have a deep understanding of the textbooks that they are using, and also help them make the best use of this series of books in teaching and learning.

Second, the present study investigates cultural expectation of teachers, which provides us with the general view of what kind of textbooks that teachers prefer to have in the future. Further, the study makes some practical suggestions for future textbook development.

Third, through analysis and exploration, this study provides several principles in selecting cultural themes in textbook compiling and gives teachers some suggestions to conduct cultural teaching.[1]

2 BYRAM'S CLASSIFICATION OF CULTURAL THEME IN TEXTBOOKS

In the evaluation of the cultural content of textbooks, there are not many evaluation criteria involving cultural themes, among which the more comprehensive one is the classification standard proposed by Byram (Byram) (1993), who divided the cultural content of textbooks into the following nine types according to the form of themes:

1.Social Identity and Social Groups: refers to the social class, regional identity, ethnic group and occupation group;

2.Social Interaction: refers to different ways of treating the etiquette, including the insiders and outsiders;

3.Belief and Behaviour: refers to morality, religious beliefs, daily activities;

4.Social and Political Institution: refers to the government, health care, laws and regulations, social security, local government;

5.Socialization and Life-cycle: refers to the families, schools, jobs, celebrations and the ceremony;

6.National History: refers to the history and politics regarded as the symbol of a nation;

7.National Geography: refers to the geographical facts with an important meaning;

8.National Cultural heritage: refers to writers and artists and their works;

9.Stereotypes and National identity: refers to the typical sign of a nation's inherent mode.[2]

3 RESEARCH DESIGN

3.1 Research Questions

The author conducts an investigation on the cultural content on An Integrated English Course (Second Edition). The investigation aims to answer the following questions:

Q1: What cultural content is included in An Integrated English Course (Second Edition) ?

Q2: What is the proportion of Chinese culture and Western culture?

Q3: What are the suggestions of teachers and students on the textbook?

3.2 Research Subjects

The study is divided into two parts: the first part is the evaluation of the textbook An Integrated English Course (Second Edition), and the second part is about the survey of the opinions of users of the textbook (students and teachers).

The author chooses the textbook An Integrated English Course (Second Edition), which is widely used by English majors in college and published by Shanghai Foreign Language Education Press. The compiler-in-chief is Professor He Zhaoxiong. There is 14 units in one textbook and each unit has two texts. Thus there is 112 texts in four textbooks. These texts are research subjects in the study.[3]

4 THE ANALYSIS OF THE CULTURAL CONTENT ON AN INTEGRATED ENGLISH COURSE (SECOND EDITION)

The chapter analyzes the cultural content on An Integrated English Course (Second Edition) according to Byram's criteria as mentioned in Chapter 3.

4.1 Classification of the Cultural Content on the Textbook

According to Byram's criteria for textbook evaluation, the author collects and lists all the cultural contents involved in An Integrated English Course (Second Edition) tries to classify and analyze them. After many times surveys, the author found there are some texts without any cultural content in the textbook. The author found there are 6 texts in the textbook which do not mention any cultural elements. For example, in book 1, textI "Never Say Goodbye" in Unit 1 tells a story: a boy learned how to face the leaving moment from his grandpa and grew up eventually. Text II "Dad Had Lost Any Purpose In Life" in Unit 7 tells a story about the emotion between his parents. TextII "Companionship Of Books" in Unit 10 is an exquisite essay about the significance and advantages of reading written by Samuel Smiles. These texts do not contain any obvious culture-specific knowledge such as custom,behaviour, belief.etc. Some texts discuss some opinions and principles in life, and learners can understand them without any cultural difficulties. Thus there is 106 involved in the research.The distribution of cultural content in the textbook is shown in Table 4.1.

Table 4.1 Distribution of Cultural Content in An Integrated English Course (Second Edition)

Criteria	Text Number	Proportion	Distribution			
			Book 1	Book 2	Book 3	Book4
Social Identity and Social Groups	4	3.8 %	1	0	0	3
Social Interaction	12	11.3 %	3	3	1	5
Belief and Behaviour	17	16%	2	6	8	1
Social and Political Institution	11	10.4 %	3	3	2	3
Socialization and Life-cycle	24	22.7 %	6	6	10	2
National History	24	22.7 %	3	5	4	12
National Geography	6	5.7 %	3	2	1	0
Stereotypes and National Identity	8	7.5 %	4	2	0	2

From the table 4.1, it can be found that the textbook An Integrated English Course(Second Edition) contains all the cultural factors, but the proportion is imbalanced. The editor tends to focuses on three main factors: belief and behaviour (16%), socialization and life-cycle (22.7%) and national history (22.7%) and other factors do not occupy too much. The detailed analyzing is as follows.

4.2 Results from the Investigation of An Integrated English Course (Second Edition)

The study has finished the survey of the textbook An Integrated English Course (Second Edition). Meanwhile, the author arranges all the involved cultural theme and content of the textbook and puts them in the appendix.

According to the result of investigation of four textbooks, the author finds that there is 112 texts and 106 texts includes cultural knowledge. That is, the textbook combines the language teaching and cultural teaching and provides an opportunity for students. However, the distribution of cultural themes is imbalanced. According to the research data, the author finds that the cultural theme "social identity and social groups" "national geography" "stereotypes and national identity" are rare in the four textbooks, occupying 3.8%, 5.7%, 6.6% respectively. And the theme "belief and behaviour", "socialization and life-cycle", "national history" are mentioned many times in the textbooks, occupying 16%, 22.7%, 22.7% respectively.

Besides, the author finds that most of the cultural content in the textbook are related to Western culture, especially England and America. For example, In book 1, two texts in Unit 8 discusses the Western traditional holiday: Valentine and Christmas. And texts in Unit 9 introduces two American film industry: Hollywood and the famous Disney Company. In Unit 12, textIexposes the gender bias in English.In book2, textIin Unit 10 introduces an American fashion of dress: jeans. The writer explores how blue jeans first came into being and how they have won great popularity and become an American symbol. The writer lists some key facts related to the invention and popularization of blue jeans. In book3, textIIin Unit 13 focuses on the unhappy American way. In book4, texts in Unit 2 explores the relationship between space and distance. The writer compares American way to other cultures. In Unit 6, textIdiscusses how the expatriates can keep their cultural identity in a foreign country. The writer provides many historical events such as Independence Day, the American Revolution,the Enlightenment and historical celebrity such as HenryVIII, Thomas Jefferson (the 3rd U.S. President), Franklin Roosevelt (the 32nd U.S. President), Bill Clinton (42nd U.S. President) and Davy Crockett (American pioneer and politician) to explain it. In Unit 12, textIexposes how the media have distorted the image of black America because of their severe bias against blacks. It reveals the phenomenon in America: racial discrimination which is about the inequity treat of black Americans. In Unit 14, the writer presents facts and observations as evidence of the omnipresence of American pop culture throughout the world. Then he analyzes what underlies the phenomenon and in conclusion answers the question why American fun culture is recognized and enjoyed worldwide.The writer uses the sign of Mickey Mouse&Co.

And Chinese culture is very rare in the textbook. There is 72 texts closely-related to the American and English culture (67.9%), while only 6 texts focuses on Chinese culture (only 5.7%). In book 1, textIin Unit 10 “A Debt to Chickens” is written by Pearl Buck, who was born in China. She describes her experience in China and mentions many events in China. In book 3, texts in Unit 9 focuses on Chinese food. The writer discusses the difference in Chinese and Western attitudes towards food and deals with reasons of the international success of Chinese food, and elaborates on the nature of Chinese food. TextIIin Unit 14 written by Lin Yutang discusses the difference between the ideal of the family and the ideal of personal individualism. In book 4, textIIin Unit 6 “Stuck in the Middle” mentions Chinese traditional codes. TextIIin Unit 4 is addressed by Hu Xiaodi at the 2003 session of United Nations Disarmament Commission held on March 31, 2003 in New York.[4]

5 CONCLUSION

The aim of English teaching is intercultural communication, thus spacious worldwide view should be considered in the textbook adaptation, not only limited to the Western culture. At the same time, with the development of intercultural communication, more and more writers whose mother tongue is not English start to use English as the media. Thus, the background of the writers also reveal the view of the choice of textbooks to some extent. Among the 112 texts in four textbooks, the writers from English countries occupy most proportion and non-English countries’ writers are very few. The author suggests that the writers from more countries should be considered in the textbook adaptation.

In conclusion, the author suggests that enlarging the proportion of mother tongue language in the textbook contribute to the comparison of different cultures and students may understand cultural differences and develop their ability of intercultural communication. Besides, enriching the types of cultural themes is necessary. The textbooks compilers should add some cultural contents of comparison in order to improve the students’ understanding on culture. Finally, The compliers should broaden their views on culture and put emphasis on intercultural communication. From the perspective of students’ ability of intercultural communication, the textbooks should be added some topics about the interaction between different people from different countries. The compilers may set questions which let students realize and understand the lifestyle, thinking mode and behavior behind the phenomenon.

Culture is an indispensable part in language teaching. The cultural content in the textbooks influences the formation of the students’ key competence, which means the mission of optimizing the textbooks’ cultural content is very necessary. Scholars and teachers should focus more on the cultural teaching and promote the cultural teaching with the combination of study and practice.[5]

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Application Analysis of the Second Language Teaching and Multimedia in the Era of Big Data

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Abstract: In the last few years we have witnessed an explosion of achievement in big data in both academic and industry areas. The second language teaching driven by the era of big data also shows pluralism and digitization. However, if the multimedia technology can not be used properly, it will not only impedes the normal teaching process but also distorts the knowledge. Based on the reality of second language teaching and learning and the theory of multimedia supplementary teaching, this thesis discusses the application of multimedia assisted second language teaching in the era of big data.
Keywords: the era of big data; second language teaching; multimedia

1. INTRODUCTION

Big data is a knowledge system that is already changing the objects of knowledge and social theory in many fields while also have the potential to transform management decision-making theory. It incorporates the emergent research field of learning analytic, which is already a growing area in education. However, research in learning analytic has largely been limited to examining indicators of individual student and class performance. Against this background of education, big data means explaining a wide range of administrative and operational data collection process. Due to its complexity and particularity, many scholars have argued that big data framework is bound to face some essential challenges in second language education.

2.THE CHALLENGES OF SECOND LANGUAGE TEACHING PROCESS

Firstly, multimedia teaching has changed the way of teaching information output in the era of big data. Teachers use multimedia tools to show the key points in teaching process rather than blackboard writing. Following the residence time is shortened, the teaching content is increased, and the amount of information the classroom surges. Although this enriches the teaching content substantially, the problem is that teachers are not easy to master the speed of teaching, and easy to accelerate necessary language practice. Too large amount of classroom information and too fast teaching progress, giving rise to a long time stimulate for students in this learning environment. They have to focus on the ever-changing computer screen, and concentrate with a high degree of tension from beginning to end. A little negligence will fail to catch up with what teacher mentioned just now.

Secondly, the lacking of positioning of their own roles, teachers will not only fail to manage the language classes effectively, but also take no notice of training students' language ability in the teaching process. During second language teaching process, teachers always hope students to learn the language through engaging in a variety of communicative activities. However, because some students are lack of learning passion, or weak in foundation, language teaching activities are seriously impeded. Lastly, the application of multimedia teaching is also closely related to the school's attention. Multimedia assisted teaching is becoming increasingly popular in some developed areas where rich in educational resources. These schools take hardware facilities very seriously and invest enormous amount of teaching equipment. In addition they provide skills training and the opportunity to continue learning for teachers so that teachers can master a variety of teaching skills, transform the old teaching strategies, obtain new teaching materials through the multimedia and make teaching courseware with more proficiency.

3. PROPOSALS FOR MULTIMEDIA-ASSISTED SECOND LANGUAGE TEACHING

3.1 Proposals for teachers

3.1.1 Insisting on the idea of "Double-center"

Teaching multimedia is the carrier of teaching content and realization. It can only serve for teaching process and never replace the role of teachers in the classroom teaching activities. In the multimedia-assisted second language teaching, the "double center" concept should never be ignored. In the era of big data, tremendous media ought to be seen as a tool and means of teaching purposes and teaching process. Teachers should build up a scientific view on students and multimedia use in class.

In the second language teaching process, teachers and students are both participants in the common activities. Teachers' prestige and personal style deeply influence students' behavior, which become the foundation of teachers' knowledge output.

Similarly, students may even produce a sentence that the teacher never heard before. They are subjects as well as objects. With the vigorous development of teaching and learning, and with the relentless changing needs of the society, of education, of students, and of the teaching requirements, an second language teacher must keep on learning, practicing and reflecting.

3.1.2 Restoring the relationship between multimedia and traditional teaching

In the second language classroom, the role of multimedia teaching is an indispensable part of language teaching nowadays. Rational use of multimedia can supplement traditional teaching, improve teaching quality, optimize classroom teaching and maintain student's interest. The application of multimedia in the era of big data, is aim to mining the situation language points and to create a real scene for the "active materials" during second language language teaching, which will enable students to take participate actively in the teaching process, then learn to think and express one's notions in target language.

According to the different characteristics and applications inside or outside classroom, the multimedia using form should not be stereotypical. For example, music media. The music here refers to the instrumental music and vocal music, a hearing media used to express people's thoughts and feelings, and reflection of real life. Music differs from simple language because of its unique memory symbols, such as repetition, rhyme, melody, etc. It can help strengthen the memory of students. Compared with the simple oral and alternative exercises, second language songs tend to have a similar narrative structure. It is more suitable for learners to understand by giving the language background. The song also helps students get the true sense that hard to feel in textbook. Meanwhile, it allows students to relax and enjoy the process of second language learning. In addition, because the music is processed through the right brain of the human, and the language through the left brain. The music assisted language teaching also has dual teaching significance, bringing a positive impact to the language learning cognitive process.

3.1.3 Heeding the design of courseware

In fact, it is widely believed that multimedia equate with PPT. In a second language classroom, the most common regret is that second language teachers treat language teaching as a show of designing an elaborated PPT courseware, ignoring the possible role of other teaching multimedia. If once the teacher has finished the presentation of PPT and the so called " classroom activity" has started, there is no point for the teacher to stand in front of the classroom doing nothing. There are so many approaches and methods supplement to language education. The ultimate goal of teaching language is to enable students to use it when necessary. Instead of teaching with PPT solely, teachers may use other reasonable multimedia under certain situations.

3.2 Proposals for students

3.2.1 Transforming their views of learning

There is no doubt that students should be the center throughout the learning activity. However, in the traditional teaching methods, students position often appear vaguely. But now, the emergence of multimedia integration teaching model, to a large extent, is changing the situation. Students can search through the computer network to find their own difficult grammar points, and they can communicate with partners to share their understanding and ideas, which greatly enhance their dominant and subject position in learning. Language learners need build up a new view of learning and view themselves as the center in learning and transform passive attitude into active attitude towards learning.

For the subject of learning second language, it is inevitably that students may face the knowledge that they can not figure out by themselves. While there are still also a lot of content that can't be simply interpreted by the description of the language for teachers. In the era of big data , students should hold a opinion that multimedia technology of the massive resources and methodology have dramatically improved their learning quality.

3.2.2 Improving their multiple learning ability

Firstly, the ability to get information. According to their own learning aims, students are able to study with search engines and other information tools to obtain information which they need in learning, life and other situations from the ocean of information in big data era with less time. Secondly, the ability to process information. Analyze, classify, reorganize, process, and storage the information so as to transform external information into internal output. Thirdly, the ability to express yourself. The ultimate goal of teaching language is to enable students to produce language when necessary. Therefore, students should use the appropriate symbols for the encoding and transformation and through information dissemination online to take participate actively in communication in class and the outside world. Lastly, the ability to innovate information. After collecting all kinds of information, learners need take full advantage of the information. Through comparative analysis and reflective thinking, we will find the required information and generate new information.

4. CONCLUSION

With the implementation of the new second language curriculum, it's essential for teachers to take full advantage of modern educational multimedia resources, broaden students' learning approach, encourage students to change learning styles, and promote students' learning efficiency. Teachers endeavor to learn modern educational technology, rationally develop and use of modern educational technology as the carrier of second language teaching resources for the sake of achieving the integration of modern multimedia assisted teaching technology and valuable part of traditional second language teaching. In the second language teaching process, teachers not only require to apply multimedia teaching facilities and teaching software, with its pictures, audios, videos and other resources to rich teaching content but also explore new teaching models to promote students' individual learning. It is inevitably that use of multimedia connected to Big Data phenomenon is here to stay and to grow in second language teaching.

In addition, school can set up a data warehouse that can store large amounts of historical multimedia use data that can be ready for experimentation and to analyze different time periods and trends in order to make future predictions.

Despite the substantial uncertainties, in the era of big data, the continuing growth of multimedia assisted teaching means that language teachers need to consider not only the vast opportunities offered for better and more effective decision making in second language education but also explore the ethical challenges in learning process. second language teachers dare to develop awareness and skills in creating necessary resources in order to build an optimal learning environment for students' learning.

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Study on Teaching Practice of Dragon-lion Dance in Colleges and Universities

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Abstract: As a traditional Chinese folk custom, dragon-lion dance has gradually become one of the ornamental and competitive performing arts in China. It can not only show a sense of dignity and bravery in the performance process, but also bring the public a festive and lively environment. Nowadays, many colleges and universities also carry out the dragon-lion dance teaching course, but the lack of relevant education and teaching experience makes the teaching practice lack of attention. The teaching materials are not standardized, and the teaching facilities are not perfect, which greatly affects the teaching process of the course in colleges and universities. In this regard, colleges and universities need to reform the teaching of dragon-lion dance from the aspects of ideology, content innovation and facilities improvement, so as to comprehensively improve the teaching practice effect of dragon-lion dance.

Keywords: university; dragon-lion dance; teaching practice

INTRODCTION

As an ancient totem symbol of China, the dragon has the glorious implication of making clouds and rain, getting rid of calamities and bringing happiness, and auspicious omen. Lion is the god of the Chinese nation, which is characterized by vigorous action, powerful appearance and changeable expression. In the social development and cultural and historical changes, dragon-lion dance has been abstracted and used by the public, so that it is still very popular today. It can be said that the dragon-lion dance is the product of the long-term practice and development of Chinese history and culture, and is an important manifestation of the development and inheritance of folk culture. At present, the state attaches great importance to the inheritance of intangible cultural heritage and excellent culture, so the field of education should also respond to the call of social and cultural inheritance, and actively open such multi-cultural courses as dragon-lion dance, so as to promote the inheritance and development of dragon-lion dance culture in the form of education.

2. BRIEF INTRODUCTION OF DRAGON-LION DANCE

Dragon-lion dance is an art form of Wushu, dance and music, which has high artistic and ornamental value. Since ancient times, the Chinese nation has formed a wealth of cultural crystallization, and national sports are also very diverse and prosperous. Among them, dragon-lion dance, as a typical symbol of festive elements, has also been handed down to this day. The figure of this sport can be seen in the opening ceremony of many shops and the celebration of traditional festivals. Therefore, the dragon-lion dance has won the love and support of the public and has a deep mass foundation. At the same time, dragon-lion dance, as a sports activity, requires participants to follow the specific music rhythm to swing their bodies, which has high requirements for the participants' sports speed, physical function, persistence endurance and personal skills. During the performance, the participants can exercise their physical fitness and shape their healthy physique. It can be seen that the dragon-lion dance is used in teaching practice courses in colleges and universities, which can entertain students' study and life, and exercise students' body and will. [1]

3. PROBLEMS IN THE TEACHING OF DRAGON-LION DANCE IN COLLEGES AND UNIVERSITIES

The development of dragon-lion dance teaching in colleges and universities in China started late, and it was only after 2000 that it was popularized and developed in colleges and universities. At first, only a few schools set up dragon-lion dance courses, with a small number and a single form. Since the "Dragon and Lion Entering the Classroom" activity in 2004, the number of colleges and universities offering dragon-lion dance teaching has increased significantly. Nowadays, the teaching practice of dragon-lion dance in colleges and universities has achieved remarkable results, but there are also many problems to be solved.

3.1 NO PAYING ENOUGH ATTENTION

At present, in the teaching of dragon-lion dance in colleges and universities, the phenomenon that teachers and students do not pay enough attention to the teaching is obvious, which limits the development process of the teaching practice of the course ideologically. Due to the long-term influence of traditional education and teaching ideas, some college teachers have not realized the importance of inheriting the traditional cultural project of dragon-lion dance, and one-sidedly think that as long as it can be carried out as an interest course, this course will be placed in an optional position in practical teaching, which greatly affects students' enthusiasm and interest in participation. At the same time, some college students are busy learning professional courses, and their spare time is also used in community activities and other extracurricular activities. They do not know enough about the dragon-lion dance activities, and do not have a strong interest in learning and participating in it. As a result, they do not pay enough attention to dragon-lion dance. [2]

3.2 THE TEXTBOOKS ARE NOT STANDARDIZED ENOUGH

The content of teaching materials is the main carrier of teaching activities. Reasonable and appropriate teaching materials can ensure the smooth development of dragon-lion dance teaching activities in colleges and universities. However, in the actual teaching process, there are many differences in the content of teaching materials between dragon-lion dance teaching and other colleges and universities, which shows that the scientific and reasonable problems are not strong. For example, most of the teaching materials used in colleges and universities are textbooks compiled by teachers or adapted from images. There are obvious differences between the teaching methods of action guidance, team cooperation and other skills in the teaching materials and the activities carried out by the public. Moreover, the contents of the teaching materials are relatively theoretical and lack of practical content. Therefore, students can not combine theory with practice in actual operation, which affects the quality of the course.

3.3 INSUFFICIENT TEACHING FACILITIES

In the current teaching process of dragon-lion dance course in colleges and universities, it is found that the teaching facilities are not perfect. Taking the teaching and training site as an example, many people need to cooperate in the practical learning of dragon-lion dance, and many dragon and lion props and stick materials will be used. Therefore, the corresponding dragon-lion dance props equipment and training area requirements are more strict. Generally speaking, in the teaching and training of dragon-lion dance, the area of the square sports ground should be 20m × 20m, and there should be no debris or obstacles within 1m around. However, due to the lack of venues, most colleges and universities generally choose to carry out the teaching in the playground, but the playground and other places do not meet the requirements of dragon-lion dance teaching and training venues, which is easy to affect the teaching practice effect. In addition, the props and materials required for dragon-lion dance are not complete, so students can only take turns to carry out practical learning, which greatly affects the enthusiasm of students to participate in. [3]

4. TEACHING PRACTICE OF DRAGON-LION DANCE IN COLLEGES AND UNIVERSITIES

Nowadays, in the process of diversified development of China's characteristic sports, integrating some traditional cultural elements can enrich the sports content and innovate the development form of sports, so dragon-lion dance began to enter the field of college physical education. However, due to the lack of relevant teaching experience of dragon-lion dance in Colleges and universities, it is unable to meet the learning needs of current students in the actual teaching. Therefore, colleges and universities should actively explore solutions to the above problems and seek a breakthrough path for the smooth development of the course in colleges and universities.

4.1 TO PAY MORE ATTENTION TO IT

In view of the low attention paid to dragon-lion dance in the teaching of some colleges and universities, the education departments at all levels should unite with many colleges and universities to enhance the importance of the course, and require teachers to change their teaching ideas, so as to lay an ideological foundation for the in-depth development of the course. First of all, the education departments at all levels can establish a linkage and cooperation mechanism among the colleges and universities under their jurisdiction, issue relevant guidance documents on dragon-lion dance education and teaching, and invite social professionals to the school to give roving speeches and ideological exchange meetings, so as to emphasize the necessity of carrying out dragon-lion dance activities, so that both teachers and students in colleges and universities pay attention to it. Secondly, colleges and universities can also create a strong atmosphere for campus activities, such as drawing banners on the playground, football field, basketball court, gymnasium and other open fields in the campus or posting the relevant introduction knowledge of dragon-lion dance, which will imperceptibly influence teachers and students to pay attention to dragon-lion dance teaching activities. [4]

4.2 TO STANDARDIZE TEACHING MATERIALS

At present, it is also a big problem in the teaching practice of the course that the teaching materials of dragon-lion dance are not standardized in some colleges and universities. In order to change this dilemma, the education department should set up a professional teaching material compilation group. Combining with the form and content of social dragon-lion dance activities, we should formulate and compile the practical teaching materials of dragon-lion dance. For example, we should first compile the textbook outline required for the course of dragon-lion dance. At the same time, colleges and universities can regularly organize students to practice and learn dragon-lion dance performances in surrounding communities and parks, which can be combined with textbook knowledge to improve practical skills.

4.3 TO IMPROVE TEACHING FACILITIES

The dragon-lion dance course in colleges and universities in China was set up late, so it is normal that the teaching facilities are not fully prepared. However, in the future education and teaching reform, colleges and universities should pay attention to improve the teaching equipment and appliances required by the course, such as regularly purchasing clothes, sticks, dragon and lion props used in teaching. If the dragon body and lion gear are not prepared at this stage, teachers can use the old dragon body and lion gear for simple skill training, so as to ensure the smooth progress of teaching activities. In addition, colleges and universities should reasonably increase the investment in dragon-lion dance teaching, construct or renovate teaching and training sites, reduce the difficulty of students' practical learning and the potential safety risks in learning, and carry out dragon-lion dance course teaching by using the existing teaching conditions. [5]

5.CONCLUSION

Nowadays, with the diversified development of modern education forms, many universities and educational institutions have gradually opened courses with traditional cultural elements. As a form of traditional cultural expression, dragon-lion dance has also attracted the attention and attention of universities and educational institutions. Accordingly, universities and educational institutions have set up practical courses of dragon-lion dance. The infiltration in the field of education has laid the foundation. Therefore, for colleges and universities, we should pay attention to the promotion of practical education of dragon-lion dance, stimulate students' interest in learning, and effectively inherit and develop the cultural elements of dragon-lion dance in the future sports teaching reform.

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Analysis on the Current Situation of Physical Fitness of the Elderly in Rural China

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Abstract： The aging of population is the focus of China's current society. In order to actively deal with the aging problem, the state attaches importance to the physical and mental development of rural elderly groups, and through the development of elderly sports fitness activities, to meet the growing needs of rural elderly fitness. Combined with the basic concept of healthy aging, this paper studies the current situation of physical fitness of the rural elderly in China, and puts forward relevant development strategies.
keywords： Rural areas; the elderly; physical fitness

INTRODUCTION

China has become the country with the largest elderly population in the world, and also one of the countries with the fastest population aging development. By the end of 2015, the elderly over 65 years old accounted for 10.5% of the total population in China, which has exceeded the international aging standards. It is estimated that the elderly population will increase to 260 million by 2020, and the elderly population will surpass the juvenile population for the first time by 2030, reaching 2050 The number of elderly people will reach 400 million in 2000, and will remain 400 million for a long time. Especially in rural areas, the degree of aging is more severe. Under the background of healthy aging, the physical fitness activities of the rural elderly is the focus of the research on the development of the elderly sports in China. Restricted by the level of economic and cultural development, there are some problems in rural areas, such as the sports infrastructure of the elderly is not perfect, the sports consciousness of the elderly is not strong, and so on. The development of rural sports social organizations is still in its infancy, and there are deficiencies in resource allocation, power system and capacity building. We must constantly improve the governance ability of the elderly sports social organizations through self reform, and promote the comprehensive, coordinated and sustainable development of the elderly sports.

1.THE MAIN FACTORS AFFECTING THE DEVELOPMENT OF RURAL ELDERLY PHYSICAL FITNESS ACTIVITIES

1.1 The sports infrastructure of rural elderly is insufficient

At present, China's rural elderly sports social organization business ability is low, lack of autonomy, most of the elderly sports social organizations rarely carry out activities. The actual investigation found that most of the rural elderly sports social organizations did not play their due functions. Due to the short development time of rural elderly sports organizations in China, the scientific research on sports activities of the elderly is relatively less, and a scientific sports system has not been formed. The old people's choice of sports activities depends entirely on their interests. The amount and time of sports activities are also controlled by themselves, lacking the guidance of professionals. Rural sports resources are relatively scarce. Some data show that the per capita sports area of urban residents in China is 1.83 square meters, while that of rural residents is 0.97 square meters. The number of fitness sites per 10000 people in urban areas is 3, while that in rural areas is less than 1.5. In addition, after the rural labor force is transferred to the city, the rural elderly need to take care of their grandchildren and do farm work. Their living burden is heavy and their leisure time is less, which also affects the extent of rural elderly people participating in sports and fitness activities. In recent years, with the deepening of sports work for the elderly in China, the basic fitness conditions of the elderly groups have gradually improved. However, due to the long-term influence of urban-rural dual structure and weak infrastructure, rural public sports services are still at a low level compared with urban areas, especially in sports facilities and fitness sites.

1.2 The old people don't know about the rural sports

Consciousness is the inducing condition of action itself, and action is the result of consciousness. Under the background of healthy aging, the main reason that affects the rural elderly to participate in sports fitness activities is the concept of sports activities of the rural elderly group. Due to the low education level of the rural elderly, there is a deviation in understanding the value of physical fitness, so the awareness of physical fitness of the elderly in rural areas is weak. Some rural elderly people think that "farm work" is equivalent to physical fitness, or that fatigue after busy farming is physical fitness, while only a small number of rural elderly people know that physical fitness activities can enhance their physique, improve their immunity, dredge their channels and pleasure their body and mind. In the process of building a well-off society in an all-round way, physical education plays an important role in humanistic education. Physical fitness can effectively reflect the physical and mental health of the rural elderly, so as to achieve the goal of healthy aging development. Due to the constraints of traditional concepts and material conditions, the atmosphere of rural sports fitness activities is insufficient, the rural elderly people are not enthusiastic about the sports fitness activities organized by the village committee and Sports Association, and the number and frequency of physical fitness of the elderly are not optimistic. In addition, due to the poor scientific living habits of the rural elderly, coupled with the lack of understanding of physical fitness, the importance of physical fitness has not been fully realized. From the perspective of rural geographical conditions, many rural areas are located in relatively closed areas of information and transportation, unable to keep up with the changes of the times, and it is difficult to participate in the construction of healthy aging. For the rural elderly group, physical fitness is dispensable. Therefore, the healthy aging in rural areas should start from the sports cognition and concept of rural elderly groups, and give full play to the dynamic role of consciousness in action.

2.COUNTERMEASURE

2.1 Implement organized and regular group form

Through the investigation of the elderly, it is found that the lack of organization is one of the main reasons for the elderly not to participate in sports activities. China's sports system determines the development of sports, the government should still be the main body. But the social attention of rural elderly sports is relatively low. The elderly sports in many places are basically spontaneous, while most of the rural elderly choose to gather to play mahjong, chess and other activities. These activities not only are not conducive to the health of the elderly, but also cause a lot of physical discomfort of the elderly due to sedentary. At this time, the government should play the main role, call on village committee members or local sports loving elderly to set up special sports instructors for the elderly, strengthen the construction of sports organizations for the elderly and increase the publicity of sports activities, so that more rural elderly people can participate in it. encourage

More young people participate in the construction of rural elderly sports, in order to enrich the spiritual life of the rural elderly, improve the physical condition of the rural elderly, and improve the quality of life.

2.2 Diversification of rural sports activities

Diversified sports fitness projects can stimulate the enthusiasm of rural elderly people to participate in sports fitness activities. Therefore, the relevant government departments should also combine the requirements of healthy aging, enrich the types of rural sports activities, so as to attract the attention of the rural elderly, and achieve the purpose of effective development of rural elderly sports fitness activities. On the basis of traditional rural elderly sports fitness project, constantly optimize the rural elderly sports fitness project. First of all, the competitive sports should be properly integrated into the rural elderly sports fitness activities. On the premise of cultivating the team spirit of the elderly, the enthusiasm of the rural elderly for sports fitness activities should be stimulated with the honor of the village or the family. Secondly, the national traditional sports have the national cohesion, which has the functions of strengthening the body, cultivating the sentiment, cultivating the character and so on. According to the local cultural characteristics, organize the rural elderly to carry out national traditional sports activities, such as Wuqinxi and Baduanjin in summer and autumn, yangko dance in winter and spring, etc. Traditional folk sports activities are carried out in the activities of worship, folk festivals and other activities in rural areas, so that the excellent folk sports culture of our country can be inherited.

3.EPILOGUE

The large-scale aging determines that the elderly sports is an important part of China's social sports. Improving the physical and mental health of the elderly, prolonging life span and enriching the cultural life of the elderly is one of the important contents of the construction of healthy China. The current situation of rural aging in China determines that we should make long-term preparations for the development of rural elderly sports, but we can't wait in place. Based on the reality, we should develop sports activities with Chinese rural characteristics on the existing sports facilities, so that more rural elderly people can participate in, enrich the spiritual life of rural elderly people, improve the physical condition of rural elderly people and improve the quality of life.

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Market Strategy of the Palace Museum Introduction

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ABSTRACT： Nowadays, museums gradually come into people's vision and develop rapidly, providing a place that helps people relax, socialize, and learn. However, due to the COVID-19, more than 85,000 museums around the world have closed, accounting for nearly 90 percent of the total. Even if the epidemic is effectively contained, almost 13% of the world's museums may not reopen (UNESCO, 2020). Under such a situation, the Palace Museum still in sight. When it reopened, the first week of bookings was immediately full. Indeed, the Palace Museum not only recruits customer but also creates the customer. It adopts both technological innovation and strategic innovation, using pop culture to arouse the public's interest, employing technology to attract public participation, and turning cultural heritage into people's consciousness of thought and action, which is really successful.

Keywords: The Palace Museum, Marketing Strategy, Creating Customer, Technological Innovation, Strategic Innovation

1.INTRODUCTION

With the continuous improvement of material life, museums gradually come into people's vision and develop rapidly. With the COVID-19 outbreak in 2020, however, the museum industry has been hit hard. Whether it is exquisite cultural products or active interaction with social media users, museums use multiple ways to retain their audience. Among them, the Palace Museum does a fantastic job: it not only recruits the customer but also creates the customer. Right now, the Palace Museum has become the "web celebrity" museum in China. In this paper. The first section will analyze the customer. Then, I will discuss the main market strategies of the Palace Museum.

2.CREATING CUSTOMER

Analyzing customer is a fundamental step. Indeed, the Palace Museum not only recruits customers but also creates customers. For creating customers, segmenting the market is the first step. According to the 199IT (a Chinese research center), there are 5 types of museums in China: comprehensive, historical, artistic, natural science and technology, and other types. The next step is to select the target market. For the Palace Museum, the target market is a comprehensive museum.

Then, it is time to start thinking about what consumers really want by using buyer hierarchy goal. For the Palace Museum, the emotional goal includes achieve a more meaningful and cultural life, satisfy the interest, gain long-term positive and valuable self-improvement, and etc. In the functional goal, it involves some specific objectives, such as appreciating the exquisite artifact, socializing with friends, and showing the social status. The economic goal of the Palace Museum is efficiency. Visiting the Palace Museum is efficient informal learning. Visitors are devoted primarily to informal education, which is a lifelong process. Thus, people could learn much more than the fare.

In addition to the buyer goal hierarchy, the Palace Museum needs to find possible problems that customers meet and develop the value proposition, which helps the Palace Museum focus its recourses and gain a competitive positioning. After that, it needs to develop solutions based on the buyer goal hierarchy and value proposition.[1]

2.1 Superior satisfaction of a common goal

As a comprehensive museum, the Palace Museum contains different types of collections and many rare and precious collections. What is more, the Palace Museum itself is a priceless cultural heritage. Additionally, the Palace Museum has increased its open area from 30% to more than 80%, giving visitors access to more colorful collections.

2.2 Uniquely satisfy a neglected goal

The Palace Museum uses virtual reality technology (VR) to develop the "Panoramic view of the Palace Museum" function, which restores the display of each building and the location of the collection to the maximum extent. Visitors can freely choose where they want to visit with this function.

2.3 Satisfy a unique combination of common goals

The Palace Museum has launched databases, such as the "Digital Collection Library" and published the “Journal of the Palace Museum," allowing people to access the collections at any time. Also, people can download multiple apps released by the Palace Museum. All of these provide a creative way, a mobile museum, for people to learn about the Palace Museum. In this way, the Palace Museum creates a unique combination of common goals for the visitor.

2.4 Resolve goal conflict

The Palace Museum has launched various exciting games and series cartoons, allowing people to learn about history and culture while having fun. Also, the

Palace Museum uses social media, such as WeChat, to connect with the customer. Through the official WeChat and WeChat mini-programs of the Palace Museum, people can learn quickly and conveniently. These edutainment apps let people unconsciously learn knowledge in a pleased and relaxed situation. Hence, the goal conflict is solved.

After delivering the value proposition, the Palace Museum becomes more consumer-focused. Meeting the needs of consumers, however, is not enough. As the saying goes, no matter how good a product is, it needs adequate marketing strategies to let everyone know about it. Thus, the next section will focus on how the Palace Museum carries out the market strategies in the face of the consumer value proposition.

3.TECHNOLOGICAL INNOVATIONS AND STRATEGIC INNOVATIONS

The Palace Museum is a public good, including both good and service. However, it is not a commodity good since no museum is the same. Based on Kotler's Product Level Mode, the Palace Museum is an augmented good since it differentiates itself by things that consumer never think about. This section will concentrate on technology and market strategies, analyze what the Palace Museum has done to make it exceed people's expectations.

3.1 Technological innovation

Combining a large number of modern technologies, the Palace Museum has enhanced the sense of mass participation and realized the personification of the brand through cloud computing, big data, IoT, 5G, VR and other technologies. For example, the Palace Museum creates a digital museum to provide the audience with a digital tour, high-precision panoramic building 3D model and an immersive three-dimensional virtual environment, allowing the audience to "touch" nearly 100 ancient objects in the Palace Museum, feeling the palaces that they could not enter before.[2]

Overall, technological innovation creates a better viewing experience, letting people have a deeper understanding of ancient buildings and collections and give more love and care to the antiquities.

3.2 Strategic innovation

Among the museum, the Palace Museum has done an excellent job in marketing strategy. The following section will mainly discuss three aspects: network marketing, IP marketing, and social marketing.

According to network marketing, the Palace Museum makes full use of the functions and characteristics of different social platforms to design a unique set of multi-platform integrated marketing methods.

1)Microblog marketing and WeChat public account marketing

Because the media characteristic of Weibo is suitable for the company's brand exposure, the Palace Museum pays more attention to the content interaction and system layout on Weibo to attract the public to participate in the activities.

Compared to Weibo, WeChat is more of a circle channel and thus is more suitable for companies to promote information and protect customer contact. Through the WeChat public account and mini program, the Palace Museum engages the one-to-one, point-to-point precision marketing to maintain its user circle.

2)Marketing on other platforms

The Palace Museum has cooperated with e-commerce platforms to carry out marketing activities. Now, the Palace Museum has six online stores, covering various peripheral products, cultural and creative products, food, stationery, books and other aspects. What is more, the Palace Museum cooperates with the most popular short video APP, Douyin. Whether it is a live tour of the Palace Museum or the launch of a joint gift box, the cooperation is exceptionally successful.

According to IP marketing, whether it is a cultural product, television marketing, or crossover H5 marketing, it is all derived from the Palace Museum's IP image, giving a fresh image to the original cold historical story and communicating with young people.

1)Cultural product

The Palace Museum takes the cultural IP as the core, designing the cultural products integrating traditional and fashion elements. The cultural products are divided into two parts: digital products and physical products.

Besides the cultural products designed by the Palace Museum itself, it also works with different brands and industries to attract potential consumers. The crossover cooperation of the Palace Museum involves a wide range of industries, including cosmetics, banking, and etc. Through crossover marketing, the Palace Museum further expands its influence, successfully attracts fans, gradually forms a good reputation, and gains a multi-win situation of fame, public praise, and sales. After all, the Palace Museum has developed culture into products and created cultural symbols with vast influence.

2)Television marketing

To attract more visitors, the Palace Museum launches several cultural programs. The documentary "Master in Palace Museum" records the restoration process of rare collections and the life stories of the restorers, making people naturally trace back to the ingenuity and difficulty of the historical creation of collections in the Palace Museum. The "National Treasure" series has changed the former image of the severe authority of museums and presented entertainingly. Under the dual effect of celebrity and variety shows, it has gained super high popularity.

Cultural variety shows such as " Upped New, Old Palace!" break the stereotype of the Palace Museum and bring the Palace Museum into the public eye. In this cultural variety show, the Palace Museum has made a breakthrough by presenting some closed areas. Through celebrities' footsteps, people could explore the historical secrets of the Palace Museum and decode its cultural code. At the end of each program, celebrities will cooperate with designs to create a cultural product combining "innovation" and "The Palace Museum."[3]

According to social marketing, unlike profit corporation which aims to raise revenue, the Palace Museum, as a public good, aims to benefit society. To be specific, its fundamental purpose is to enable the public to have a deeper understanding of ancient buildings and collections, paying more attention to and care for them. The Palace Museum adopts corporate social responsibility (CSR), which a virtuous circle because it attracts the consumers with a sense of social responsibility. It uses its revenue in the following three aspects:

1)Academic research: The Palace Museum regularly publishes various academic activities and scientific research results on its official website.

2)Cultivating teenagers: The Palace Museum cooperates with many schools to implement comprehensive practice courses. Under the guidance of teachers, students can make ornaments by themselves and bring their finished products into their study and life.

3)Promoting cultural and educational undertakings: The Palace Museum holds the auction and donates all the proceeds to educational and cultural undertakings in impoverished areas.

In general, what the Palace Museum has been doing is innovation. People's goals vary with the changes of times. Only by continuous innovation could the Palace Museum adapt to the trend and gain competitive positioning. It should be noted that the Palace Museum never uses a single marketing strategy but uses a combination of marketing strategies to attract consumers, such as the combination of network marketing and IP marketing.

4.CONCLUSION

According to the customer learning process (Tybout and Calder, 2008), before making a choice, the customers go through three steps: categories, perceptions and preferences. Indeed, the Palace Museum successfully changes people's minds in the first step. In most people's minds, the Palace Museum is no longer the mysterious royal forbidden place but an open, fashionable, and accessible, internet-famous site.

The Palace Museum uses more acceptable expressions and communication methods to make it touchable and more fashionable and younger. It has struck a balance between history and culture, giving cultural emotion and attitude. Although Palace Museum still has a long way to shake off the impact of the epidemic thoroughly, there is no doubt that through an in-depth exploration of historical stories, creative expression, IP authorization, and crossover cooperation, the Palace Museum has successfully become a classic case of brand rejuvenation.

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