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CONTENTS

AN ANALYSIS OF THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS.....	1
STUDY ON THE ROLE OF FITNESS AND BODYBUILDING IN PROMOTING THE PHYSICAL HEALTH OF COLLEGE STUDENTS IN CHINA.....	5
THINKING OF CONTEMPORARY THEMATIC PAINTING CREATION.....	7
EXAMINING CLASSROOM GOAL STRUCTURE BASED ON THE ACHIEVEMENT GOAL FRAMEWORK.....	11
INFLUENCE FACTORS AND PREVENTION OF CREDIT RISK OF CONSUMER FINANCE COMPANIES.....	18
STUDY ON THE APPLICATION OF MULTI-LEARNING EVALUATION MODE IN PHYSICAL EDUCATION TEACHING IN COLLEGES AND UNIVERSITIES.....	21
STUDY ON THE INFLUENCE OF AFTER-SCHOOL TRAINING ON COLLEGE STUDENTS PRACTICAL ABILITY IN ANHUI PROVINCE.....	24
SUMMARY OF SPORTS RESOURCES AND COMMUNITY SHARING IN COLLEGES AND UNIVERSITIES.....	29
EFFECTIVE STUDY ON INTERNATIONAL BUSINESS TEACHER CONTINUING PROFESSIONAL DEVELOPMENT OF HENAN TOP UNIVERSITIES IN CHINA HIGHER EDUCATION.....	33
STRATEGIES TO STRENGTHEN THE CULTIVATION OF COLLEGE STUDENTS CREATIVE ABILITY.....	40
RESEARCH ON FLIPPED CLASSROOM ONLINE TEACHING UNDER THE BACKGROUND OF EPIDEMIC SITUATION.....	44
APPLICATION OF THE SMOTE CATBOOST ALGORITHM IN DEFAULT PREDICTION OF NETWORK LOANS.....	48
RESEARCH ON THE DEVELOPMENT MECHANISM OF RURAL REVITALIZATION AND TOURISM INDUSTRY IN LIAONING ANTI-JAPANESE REVOLUTIONARY BASE AREA.....	51
RESEARCH ON THE DIFFICULTIES AND COUNTERMEASURES OF CROSS-BORDER E-COMMERCE LOGISTICS DEVELOPMENT.....	54
RESEARCH ON THE DYNAMIC RELATIONSHIP BETWEEN MODERN LOGISTICS AND FOREIGN TRADE BASED ON VAR MODEL-TIME SERIES DATA FROM HUNAN PROVINCE FROM 2001 TO 2017.....	57
DESIGN AND INNOVATION SIGNIFICANCE OF QINGDAO MATCHBOX PACKAGING: A CENTURY BRAND.....	60
DEVELOPMENT STATUS AND STRATEGIES OF LOUITS-THRASHING IN EASTERN HUBEI PROVINCE.....	63
RESEARCH ON THE OPTIMIZATION OF INDUSTRIAL STRUCTURE OF YUNNAN PRIVATE ECONOMY.....	67
RESEARCH ON THE APPEAL OF INTANGIBLE CULTURAL HERITAGE PLUS TOURISM FOR POVERTY ALLEVIATION IN TRADITIONAL VILLAGES OF DALI CITY.....	70

RESEARCH ON THE REFORM OF TALENT CULTIVATION MODE OF HIGHER VOCATIONAL CROSS-BORDER ELECTRONIC COMMERCE BASED ON MODERN APPRENTICESHIP.....	73
STUDY ON THE RELATIONSHIP BETWEEN FRACTAL DIMENSION AND PELLET BASICITY BASED ON NEURAL NETWORK.....	77
EVALUATION AND IMPROVEMENT OF ECO-EFFICIENCY OF STEEL INDUSTRY IN BEIJING-TIANJIN-HEBEI REGION.....	80
ANALYSIS AND DECISION-MAKING OF REGIONAL ECONOMIC VITALITY AND ITS INFLUENCING FACTORS.....	84
STUDY ON ALKALINITY PERFORMANCE OF PELLET BASED ON ADJACENT DIFFERENCE-FAST FRACTAL ANALYSIS.....	88
DIFFERENTIATION INFORMATION FUSION-BASED SEMANTIC INFORMATION RETRIEVAL MODEL RESEARCH.....	91
RESEARCH ON THE LEARNING EFFECTIVENESS EVALUATION OF IT ENGLISH BASED ON FANYA SPOC PLATFORM.....	95
EXPLORATION AND RESEARCH OF FEYNMAN LEARNING METHOD IN HIGHER EDUCATION TEACHING REFORM.....	99
ANALYSIS OF PAD TEACHING MODE IN THE ART COURSE OF NORMAL STUDENTS UNDER THE NEW NORMAL SCHOOL BACKGROUND.....	104
THE INNOVATION OF COLLEGE ENGLISH TEACHING BASED ON MOBILE LEARNING.....	106
CONSTRUCTION OF PRACTICAL TEACHING SYSTEM OF PHYSICAL EDUCATION UNDER THE BACKGROUND OF TEACHER QUALIFICATION EXAMINATION.....	108
RESEARCH ON THE OUTSTANDING PROBLEMS AND STRATEGIES IN THE LOGISTICS MANAGEMENT OF INDUSTRIAL ENTERPRISES.....	111
A STUDY ON CHOREOGRAPHY OF MIDDLE-AGED AND OLD PEOPLE.....	114
THE INFLUENCE OF HIGHER VOCATIONAL PHYSICAL EDUCATION ON THE CONSTITUTION OF POOR STUDENTS.....	117
RESEARCH ON BUSINESS ENGLISH TEACHING UNDER THE BACKGROUND OF INTERNET.....	119
RESEARCH ON THE TEACHING REFORM OF TRANSLATION COURSE BASED ON THE CULTIVATION OF INNOVATIVE TALENTS.....	121
RESEARCH ON URBAN COOPERATION COUNTERMEASURES ALONG THE BELT AND ROAD INITIATIVE BASED ON TWO-WAY ENCLAVE MODEL.....	123
ANALYSIS OF THE EXPERIMENTAL TEACHING MODE OF MULTIPLE INTERACTIVE COLLEGE ENGLISH BASED ON DIFFERENT ANGLE.....	125
RESEARCH ON HIGHER MATHEMATICS TEACHING BASED ON INTERNET PLUS CURRICULUM POLITICS THOUGHT.....	127
APPLICATION OF HYBRID BREEDING TECHNOLOGY IN THE CULTIVATION OF NEW VARIETIES OF NORTH CORDYCEPS.....	129
RESEARCH ON THE LUBRICATION MANAGEMENT OF COAL MINE MACHINERY.....	131
RESEARCH ON THE IMPROVEMENT MEASURES OF GYMNASTICS TEACHING IN COLLEGES AND UNIVERSITIES BASED ON THE REFORM OF TEACHING RESOURCES.....	133
APPLICATION EFFECT OF TEAM BASED TEACHING MODE IN CLINICAL TEACHING OF RESPIRATORY MEDICINE.....	136
AN EXPLORATION OF CIRCUIT PRINCIPLE LEARNING METHOD.....	138
DISCUSSION ON THE TEACHING REFORM OF ACCOUNTING SPECIALTY IN APPLIED UNDERGRADUATE COLLEGES FROM THE PERSPECTIVE OF COURSE THOUGHT AND POLITICS.....	141

THE TEACHING DESIGN OF JUNIOR MIDDLE SCHOOL PHYSICAL EDUCATION UNDER THE BACKGROUND OF CORE ACCOMPLISHMENT.....	143
RESEARCH ON THE CURRENT SITUATION AND COUNTERMEASURES OF COUNTY AGRICULTURAL PRODUCTS COLD CHAIN LOGISTICS DEVELOPMENT.....	146
APPLICATION OF HYBRID TEACHING MODE IN HIGHER MATHEMATICS TEACHING.....	149
A PRACTICAL THINKING OF CELL ENGINEERING TEACHING BASED ON OBE AND INTEGRATED THINKING.....	151
RESEARCH ON THE COMPETENCE OF COLLEGE COUNSELORS IN CHONGQING IN THE NEW PERIOD.....	153
THE OPTIMIZATION PATH OF ENTERPRISE FINANCIAL MANAGEMENT MODE IN THE ERA OF BIG DATA.....	155
ANALYSIS ON THE REFORM OF PACKAGING DESIGN EDUCATION CURRICULUM SYSTEM AND PERSONNEL TRAINING BASED ON THE ORIENTAL PERSPECTIVE.....	157
RESEARCH ON THE REFORM OF THE TEACHING MODE OF PRODUCT DESIGN MAJOR BASED ON THE INTEGRATION OF PRODUCTION AND TEACHING.....	159
CONSTRUCTION OF POSITIVE PERSONALITY OF POOR COLLEGE STUDENTS FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY.....	162
THE EXPLORATION OF THE REFORM OF THOUGHT AND POLITICS IN THE PROFESSIONAL COURSE OF FILM AND TELEVISION ANIMATION-TAKING PRACTICAL COURSES AS AN EXAMPLE.....	166
CERTIFICATION AND EVALUATION OF TEACHER TRAINING PROFESSIONALS BASED ON OBE EDUCATION THEORY.....	168
ONTOLOGICAL INTERPRETATION IN TEACHING CHINESE AS A SECOND LANGUAGE.....	170
SCREENING IDENTIFICATION OF METHANOL-RESISTANT LIPASE-PRODUCING BACTERIA AND ADVANCES IN THE STUDY OF ENZYMATIC PROPERTIES.....	172
RESEARCH ON THE TRAINING MODEL OF APPLIED TALENTS IN BUSINESS MANAGEMENT MAJOR BASED ON INNOVATION AND ENTREPRENEURSHIP.....	174
PROBLEMS AND COUNTERMEASURES OF FINANCIAL COST MANAGEMENT IN COLLEGES AND UNIVERSITIES.....	177
BUILDING ONLINE LEARNING COMMUNITY BETWEEN TEACHERS AND STUDENTS THROUGH ONLINE COURSES.....	180
ANALYSIS OF THE MANAGEMENT MODE OF MODERN NEW COAL CHEMICAL ENGINEERING PROJECT CONSTRUCTION.....	182
A STUDY ON PRACTICAL TEACHING STRATEGIES OF BUSINESS ENGLISH WRITING IN HIGHER VOCATIONAL COLLEGES.....	184
ANALYSIS OF THE TEACHING MODE OF COLLEGE ENGLISH AUTONOMOUS LEARNING BASED ON INTERNET PLUS.....	186
ANALYSIS OF THE CURRICULUM TEACHING REFORM OF HUMAN RESOURCE MANAGEMENT IN TOURISM ENTERPRISES.....	188
ANALYSIS OF UNIVERSITY COST MANAGEMENT UNDER THE BACKGROUND OF THE NEW GOVERNMENT’S ACCOUNTING SYSTEM.....	190
DISCUSSION ON THE TEACHING MODE OF HIGHER VOCATIONAL ENGLISH AND PROFESSIONAL CURRICULUM REFORM.....	193
DISCUSSION ON THE CONSTRUCTION OF THE COURSE SYSTEM FOR THE TRAINING OF MASTER OF MECHANICAL ENGINEERING UNDER THE CONCEPT OF MASS ENTREPRENEURSHIP AND MASS INNOVATION.....	195

INNOVATION STRATEGY OF ENTERPRISE FINANCIAL MANAGEMENT BASED ON BIG DATA.....	197
THE AESTHETIC MEANING AND MODERN VALUE OF ZHANG DAQIAN'S POEMS.....	199
RESEARCH ON THE CONSTRUCTION OF THE COLLEGE'S ORAL ENGLISH WISDOM CLASSROOM UNDER THE BACKGROUND OF INFORMATIONIZATION.....	201
REFLECTIONS ON THE QUALITY EVALUATION OF ONLINE TEACHING DURING THE PERIOD OF WAR EPIDEMIC.....	203
THE APPLICATION RESEARCH OF STEAM EDUCATION WITH MIDDLE SCHOOL INFORMATION TECHNOLOGY COURSES.....	205
A REVIEW OF THE RESEARCH ON PERSONALITY OF POOR COLLEGE STUDENTS.....	207
RESEARCH ON THE INFLUENCE FACTORS OF THE RECOVERY RATE OF STUDENT LOANS IN COLLEGES AND UNIVERSITIES IN YUNNAN PROVINCE.....	211
THINKING TRIGGERED BY THE DISEASE: HOW HUMANS HARMONIOUSLY EXIST IN NATURE.....	213
RESEARCH ON THE TEACHING MODE OF PROMOTING DEEP LEARNING IN THE NETWORK ENVIRONMENT.....	217
RESEARCH ON THE INTEGRATION OF ETHNIC MINORITY SPORTS CULTURE INTO PHYSICAL EDUCATION AND TEACHING.....	219
APPLICATION OF MULTIMEDIA TECHNOLOGY IN ANIMATION DESIGN.....	221
REFLECTION ON THE DEVELOPMENT VALUE OF THINK TANKS IN HIGHER EDUCATION UNDER THE HOT CONSTRUCTION OF THINK TANKS IN COLLEGES AND UNIVERSITIES... 	223
APPLICATION OF TRADITIONAL CULTURE TRANSLATION IN COLLEGE ENGLISH TEACHING.....	226
RESEARCH ON THE INTEGRATION OF NEW COLLEGE ENGLISH TEACHING MODEL AND FOREIGN LANGUAGE EDUCATION TECHNOLOGY BASED ON GRID TECHNOLOGY.....	228
THE APPLICATION OF SUGGESTIVE TEACHING METHOD IN THE TEACHING OF SIMPLE STROKES FOR PRESCHOOL CHILDREN.....	232
THE RESEARCH OF USER PRIVACY PROTECTION STRATEGIES IN CLOUD COMPUTING.....	235
EXPERIMENTAL DISCUSSION UNDER THE REFORM OF CROSS-CULTURAL ENGLISH INNOVATION WRITING TEACHING.....	238
PRINCIPLE OF COMPUTER COMPOSITION BASED ON PROJECT GUIDANCE TRAINING CURRICULUM TEACHING REFORM AND PRACTICE.....	240
THE COURSE REFORM AND CONSTRUCTION OF HOSPITALITY ENGLISH (MODERN APPRENTICESHIP) BASED ON MT.....	243
APPLICATION OF LOCAL WAVE METHOD IN FAULT DIAGNOSIS OF SHIP'S INTELLIGENT DIESEL ENGINE FUEL SYSTEM.....	246
ANALYSIS OF THE INFLUENCE OF TRADITIONAL ECONOMIC MANAGEMENT THOUGHT ON CONTEMPORARY ECONOMIC MANAGEMENT.....	248
PERSONALIZED LEARNING RESOURCE RECOMMENDATION METHODS FROM THE PERSPECTIVE OF DEEP LEARNING.....	250
ANALYSIS OF THE REFORM OF ACCOUNTING ENGLISH TEACHING FROM THE PERSPECTIVE OF CONSTRUCTIVISM.....	253
THE VALUE OF TRADITIONAL CULTURE IN THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGES AND UNIVERSITIES.....	255
RESEARCH ON THE CULTIVATION OF COMPUTER PROFESSIONALS INNOVATIVE ENTREPRENEURIAL ABILITY IN THE CONTEXT OF NEW ENGINEERING.....	258

EXPLORATION AND PRACTICE OF ANIMATION AND DIGITAL MEDIA EXPERIMENTAL TEACHING CENTER FROM THE PERSPECTIVE OF NATIONAL STANDARD.....	260
REFLECTIONS ON THE SELF-CONFIDENCE CULTIVATION OF YOUNG CHILDREN IN THE NEW AGE OF EARLY CHILDHOOD EDUCATION.....	263
RESEARCH ON PU'ER TEA MARKETING STRATEGY BASED ON THE AGE OF BIG DATA.....	265
DISCUSSION ON THE MODE OF COMMERCIAL BANKS TO EXPAND CREDIT FOR SMALL MICRO-ENTERPRISES.....	267
RESEARCH ON THE PATH OF E-COMMERCE PROMOTING THE COORDINATED DEVELOPMENT OF THREE REGIONAL ECONOMY IN SHAANXI.....	269
EXPLORATION AND PRACTICE OF THE REFORM OF THE COURSE OF INTERNET OF THINGS ENGINEERING IN CDIO MODE.....	271
THE PRACTICAL APPLICATION OF BASIC MATHEMATICS IN ECONOMICS.....	273
KINEMATICS ANALYSIS OF KEY TECHNICAL LINKS OF JUNIOR MALE RACE WALKERS.....	275

An Analysis of The Ideological and Political Education of College Students

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Abstract: The ideological and political education work of colleges and universities directly affects the growth and talents of college students, strengthens and improves the ideological and political education of college students must strengthen the self-study and cultivation of educators, establish the concept of humanistic care, construct the theoretical system of ideological and political education from people-oriented to three-year-old, explore and innovate a variety of educational approaches, solve students' practical problems in several aspects, will train students to strive for self-improvement, encourage students to face up to difficulties, and set up their own right to set up the right ideological and political education as the starting point.

Keywords: Ideological and Political Education; Strengthen Learning; Humanistic Care; Innovative Approaches

1. INTRODUCTION

Ideological and political education is an important part of university education. As an important period of life growth, if the university stage receives effective ideological education, it not only has the basic and navigation role for college students to form a scientific outlook on life, world outlook and values, but also has great significance for the harmonious development of the university itself [1-3]. The mainstream of the ideological and political situation of contemporary college students in our country is positive, healthy and upward [4]. However, with the deepening of China's political, economic and cultural reforms, the rapid and diversified transmission of network information, the deep-seated contradictions in society are constantly emerging, and the ideological and political education work in colleges and universities has been more and more impacted.

2. RESEARCH PROCESS AND ANALYSIS

Facing the new situation and new situation, how to strengthen and improve the ideological and political education of college students, and turn the severe challenge into a favorable opportunity, has become an urgent and important task for the ideological and political educators in colleges and universities. Combined with the actual situation of their own work, from the following points to talk about how to strengthen and improve the ideological and political education of college students:

First, strengthen learning, improve cultivation, enhance the ability to do a good job in ideological and political education of college students [5].

"Learning high as a teacher, being a model", to do a good job in the new era of ideological and political education of college students, first, the educators engaged in this work in colleges and universities must strengthen their own moral cultivation. The student work cadres in colleges and universities work in the front line, get along with the students, and are good teachers and friends for the healthy growth of college students. Therefore, they should have a noble moral quality, good psychological quality, positive and optimistic attitude towards life, to do a good job of college students, help them to establish a correct and comprehensive world view, outlook on life and values. Second, there must be a passion for work. Students have a wide work surface, a large amount of tasks, complicated affairs, if there is no love of their own work, then there is no sense of responsibility, patience and confidence in the work, it is impossible to win the trust of students, ideological and political work cannot be practical. Third, we should strengthen cultural cultivation. Modern college students have open-mindedness, active thinking, wide-ranging hobbies and wide knowledge, which requires college workers engaged in ideological education to have a wealth of professional knowledge and extensive social and humanistic knowledge, so that they have clear thinking and judgment ability, good psychological counseling education ability and strong scientific research and innovation ability in ideological and political work. Accurately grasp the ideological and psychological situation and ideological characteristics of college students, targeted to do a good job in the ideological and educational work of young students.

Second, establish the concept of humanistic care and construct the theoretical system of ideological and political education from "people-oriented" to "three-year-well-educated"

One of the key concepts of modern education is humanistic care, which is to insist on facing all students, fair lying and humanely caring for the growth of students. College students in the new period have different personalities and characteristics because of their different family environment and social experiences. In the face of this situation, in practice, we cannot use the same method to educate students

with different characteristics, but to solve ideological problems and solve practical problems, the concept of humanistic care throughout ideological and political education. This requires us to respect the interests of students in practical ideological work, pay attention to solve their difficulties in study and life. To close the distance with students, deep into the students, listen to their voices, timely understand their real ideas, and communicate with them, and students to make true friends. Often down to the student classroom, and teachers to carry out close communication, timely understanding of the student's learning status, listening state, the first time to grasp the students' ideological dynamics, find problems and timely answer the problem. Into the student's bedroom, concerned about the daily life of students, as far as possible to solve the practical difficulties encountered by students, with our practical actions to move, infect, induct students. If we ignore the interests of students and talk about ideological and political education, then the effect of education can only be in the teaching, not the effect, ideological and political teaching

The relevance, effectiveness and attractiveness of education are impossible to talk about. Only by carrying out the concept of "student-oriented" in education, constructing a new system of "people-oriented" theory of ideological and political education, and implementing comprehensive and in-depth humanistic care for students, can we get rid of the passive situation of "forced indoctrination" in traditional ideological and political education, so that education can really go deep into the inner world of the individual and realize the harmonious development of the individual. In order to improve the ideological and political education of the targeted, effective and attractive, infectious. And the "three-child" put forward, but also to the education and training of students have a more specific and detailed exploration path. With the development and change of society, the innovation and progress of the times, the education management of college students has become more complicated, it is no longer the "indoctrination" and "communication" education of the past, but the development and change towards the new trend, and for our educators, we also ushered in new opportunities and challenges, schools, society, families and students themselves. Education from beginning to end and the application of new carriers are all necessary ways to do a good job in ideological and political education. Doing a good job of "people-oriented" and "three-child education" will play a "boost" role in our ideological and political education. Third, innovate various educational ways and explore new ideas for college students' ideological and political education.

(1) Give full play to the leading role of classroom education

The education of "two lessons" is the main channel and main position of ideological education for

contemporary college students, and the proposal of "curriculum thinking politics" makes ideological and political education rise to a new height, so that each course and the thought and politics course form a synergistic effect., "Three Represents" and Scientific Development Concept, New Era Characteristic Salesman, and educates college students on ideological cultivation, situation and policy, legal foundation and professional ethics. Help and guide college students to gradually establish the dialectical materialism of the world view and outlook on life, improve their theoretical literacy and cognitive ability. Therefore, actively explore the reform of the teaching method of "two lessons", from the actual start of students, give full play to the initiative and enthusiasm of students in the "two lessons" study, can better play the leading position of classroom teaching in ideological and political education, guide students to consciously cultivate their ideological and moral, so that classroom education can really play a practical role. At the same time, teachers in various subjects should fully understand the connotation of "curriculum thinking", how to achieve effective "curriculum thinking", how to combine the course of this subject with ideological and political education, and go with peers. Teachers should realize the importance of "curriculum thinking", which can play an important role in college students' ideological leadership.

(2) Give full play to the important role of the network platform and do a good job in the ideological and educational work of college students.

The traditional ideological education method has its advantages, but with the development of the times, especially now has entered the era of rapid development of network information, if we ignore the role of high-tech and network in information dissemination, the space of ideological and political education will be more and more narrow. First, the network can provide rich information for ideological and political education, we can optimize the content of ideological education through the processing and integration of all kinds of information. Secondly, due to the emergence of various network communication platforms, closer to the distance between students and teachers, we can through a variety of network platforms (such as micro-blog, QQ and WeChat, etc.) to communicate with students, timely understanding of students' ideological situation, so that the education of ideological educators to students more direct and smooth. Finally, through the construction of moral education website, targeted ideological education of students, and can effectively overcome the negative impact of network culture on students. This flexible and diverse form of education overcomes the dullness of traditional education, and can receive better results for students' ideological education.

(3) Campus culture is the projection of social culture, the concentrated embodiment of the school's spiritual

style, and the indispensable way of moral education in schools. We should build a campus culture that embodies the characteristics of socialism, the times and the characteristics of schools, and form an excellent school style, teaching style and learning style. We will vigorously strengthen the cultural quality education of college students, carry out rich and colorful and positive academic, scientific, sports, artistic and recreational activities, combine moral education with intellectual education, physical education and aesthetic education, and integrate education in cultural activities. We should make full use of the cultural atmosphere formed in the campus, create a noble cultural atmosphere, so that students in the process of participating in activities are edified and inspired, conducive to the cultivation and improvement of students' quality, and promote the overall development of students.

Fourth, by solving the practical problems of college students in a targeted manner, improve the effectiveness of ideological and political education

The ideological and political education work of college students should take the practical problems faced by college students as the starting point, and at the same time help students solve practical difficulties, guide students to face up to the difficulties, teach students to solve difficulties, and ignite the fire of hope and inspiration altogether in their hearts.

(1) Pay attention to and be enthusiastic about helping poor college students

First, as far as possible through student loans to help poor college students with family financial difficulties successfully complete their studies. Secondly, we should combine the financial assistance of college students with the mental help. We should create a variety of carriers to strengthen the motivational education of students in economic difficulties, cultivate students' self-improvement spirit, encourage poor students to face difficulties, face difficulties, sharpen their will in difficulties, establish the goal of success in adversity, and strive to make economic assistance and mental help to the poor at the same time achieve good effects.

(2) We should attach importance to and strengthen the mental health education of college students.

The social environment in which the contemporary college students live is very complex, their young mind to face all kinds of pressures from the family, school, society, very easy to produce psychological bias, light lead to psychological imbalance, so that the world view, outlook on life, values of distortion, serious psychological problems, and even lead to dropouts and other tragedies. According to statistics, a university with tens of thousands of students, there are hundreds of students with serious psychological problems, the proportion has reached 1% - 1.5% or so. The psychological problems that arise cover learning, interpersonal communication, adaptation to the environment, emotion and so on. Therefore, it is the

top priority to pay attention to and solve the psychological problems of college students and do a good job in psychological guidance for college students. First, as an ideological and political educator, it is very necessary to learn and master certain psychological knowledge. Secondly, through careful observation and communication, timely understanding and grasp of students' life and learning status, psychological conditions may have problems of "high-risk individuals" to follow up attention, and with psychological counseling teachers to carry out psychological counseling and guidance, to heal their trauma. Third, through the teaching of mental health on campus, the development of various positive and colorful collective activities, campus cultural activities, social practice activities, the effective combination of mental health education and values education, broaden the horizons of students, and constantly input "positive energy" into students. To guide and help students to correctly understand and solve the major problems in life, establish correct life goals, strengthen self-regulation and psychological rehabilitation ability, and cultivate good psychological qualities.

(3) Solve the employment pressure of college students

Employment is a difficult problem today, and it is also a major pass in life that college students should eventually face. Facing the college students who are graduating are in the area of campus and social transition, employment is the first major pressure they bear directly, which is very important to college students' future ideological development and the choice of life path. Therefore, doing our best to help solve the problem of students' employment pressure is also the meaning of ideological and political education. First, to help students to establish a correct concept of career choice, enhance employment confidence. Guide students to combine personal employment with the needs of the country and society, to the motherland needs to build a career. Secondly, through the campus special job fair and campus employment network and other ways, the latest employment information to the vast number of graduates. Third, the establishment of a graduate return visit system, through regular return visits, graduates of employment and work of a full range of tracking and investigation, the establishment of return visit files, for the employment of students to provide help and guidance advice, through the past alumni of the entrepreneurial experience of learning to guide students to form a correct view of career choice. Fourth, to promote the employment of college students to move forward, strengthen pre-employment internship and social practice, to provide more opportunities for students, so that students can personally understand and feel the various employment environment before employment, enhance students' adaptability to society and the working environment, to help students choose their own jobs.

3. CONCLUSIONS

In a word, strengthening and improving the ideological and political education of college students is an important and urgent task in the reform and development of colleges and universities in the new era, and the educators engaged in this work should keep pace with the times, constantly enhance their sense of mission and responsibility, and boldly innovate in practice to adapt to the methods and ways of ideological and political education in colleges and universities in the new era. To contribute to the training of qualified socialist successors.

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Study on The Role of Fitness and Bodybuilding in Promoting the Physical Health of College Students in China

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Abstract: Develop and expand in our country. With the change of people's health and aesthetics, more and more people began to realize the important role of fitness and bodybuilding, so they began to participate in fitness and bodybuilding, especially the contemporary college students. The issue of college students' physical health has always been a characteristic topic that society pays close attention to. Therefore, it is necessary for us to have a profound and comprehensive understanding of the important role of fitness and bodybuilding in promoting college student's physical health, and to regard fitness and bodybuilding as an important way to improve college students' physical health. This article mainly discusses the promotion effect of fitness and bodybuilding on college students' physical health from two aspects of physical quality and physical function, so as to further increase the attention of colleges and universities, college teachers and college students to fitness and bodybuilding, enable college teachers and students to actively participate in fitness and bodybuilding teaching activities with full enthusiasm, further increase college students' participation in fitness and bodybuilding, and hope to effectively improve the physical health of contemporary college students.

Keywords: Bodybuilding exercise; College students; Physical health; Promote

1. INTRODUCTION

In recent years, with the implementation of the policy of requiring students to "exercise one hour a day" and some colleges and universities to increase physical education, the enthusiasm of college students to participate in sports has increased, but most people are still passively completing the physical exercise tasks required by the school [1]. Obviously, in order to truly and effectively reverse the downward trend of Chinese students' physical fitness, we must first cultivate the interest of college students in sports and help them develop the habit of lifelong sports.

2. THE PROMOTION OF FITNESS AND BODYBUILDING TO THE PHYSICAL FITNESS OF COLLEGE STUDENTS

2.1 Bodybuilding is conducive to enhancing the strength of college students

The enhancement of the strength quality of college students by fitness and bodybuilding is mainly

concentrated in the upper limb, lower limb and abdomen. In terms of strengthening upper limb strength, because fitness and bodybuilding includes a series of arm movements, such as push-ups, kneeling push-ups and other movements, so, often participate in fitness and bodybuilding exercise, can make the upper limbs effective exercise, and thus effectively enhance the upper limb strength [2]; Because fitness and fitness activities include a series of jumping and kicking movements, these movements need to be the lower limb part of the various joint ligaments and muscle groups of coordination to complete, therefore, long-term participation in fitness and fitness exercise, can make the lower limb muscles and joints to effectively exercise, and thus enhance the elasticity and strength of the muscles, Improve the flexibility of the joint ligament, thereby significantly enhance the bounce of the lower limbs, in terms of strengthening the strength of the abdomen, because the bodybuilding exercise includes the waist, abdominal, head, chest, wave transition and other movements, these movements need abdominal muscles have a certain core strength to achieve, so, long-term adhere to participate in fitness, Can be the abdominal muscles to get regular exercise, which in turn achieves the strength of the waist and abdomen.

2.2 Bodybuilding is conducive to enhancing the flexibility of college students

Fitness and fitness in the movement of a lot of movements need practitioners to have good flexible quality, to reflect the fitness bodybuilding should be soft, stretch and sound. Fitness and bodybuilding is also a body exercise that focuses on the intensity and amplitude of movement, requiring the muscles and ligaments to be stretched greatly during various running and jumping moves, kicking and other local movements, which is conducive to effective exercise of the muscles and ligaments, and to enhance the elasticity of the muscles and ligaments [2-4]. And then to achieve the enhancement of flexible quality.

2.3 Bodybuilding is beneficial to enhance the endurance quality of college students

Generally, the exercise time of fitness and fitness is often longer, and the exercise load is also larger, is an aerobic exercise, therefore, long-term adherence to fitness and fitness exercise, can greatly consume the body's energy, and long-term exercise process can

effectively enhance the endurance quality of college students. Because, after a long period of heavy load exercise, students will gradually produce a sense of fatigue, and this fatigue is bound to have a certain restrictive effect on the students' continued practice, and students in the process of constantly overcoming fatigue, gradually enhance the willpower, but also exercise their own endurance quality.

2.4 Bodybuilding is beneficial to enhance the sensitive quality of college students

Fitness and bodybuilding are a kind of technical movement and rhythm change complex and diverse movement, and most of the completion of the action is inseparable from the body of many parts and joints coordination and coordination. In the bodybuilding movement, there are both symmetrical movements and asymmetric movements. Therefore, long-term adherence to fitness and fitness exercise, help students master the variety of technical movements, which is conducive to their own physical flexibility.

3. THE PROMOTION OF FITNESS AND BODYBUILDING TO THE PHYSICAL FUNCTION OF COLLEGE STUDENTS

3.1 Bodybuilding is beneficial to enhance the function of college students' respiratory system

Lung capacity can effectively reflect the function of the human respiratory system, the size of lung capacity mainly depends on the degree of contraction and expansion of the chest wall, can largely reflect the strength of the body's lung function, while the strength of lung function represents the body's oxygen predictability and waste excretion capacity. According to the relevant experimental research, regular participation in body building exercise can effectively increase the degree of contraction and expansion of the body's chest cavity, can effectively reduce the breathing frequency, strengthen the exercise of the breathing muscle, reduce the movement rate of the breathing muscle, so as to achieve the enhancement of the body's chest function.

3.2 Bodybuilding is beneficial to enhance the function of college students' cardiovascular system

Students in the course of long-term fitness exercise, can effectively increase the cross-sectional area of myocardial fiber, so that the heart muscle thickens, effectively increase the heart cavity capacity, and enhance the elasticity of the heart muscle and blood vessels, and thus achieve the heart contraction and vascular diastolic ability to improve. Therefore, long-term adherence to participate in bodybuilding exercise, is conducive to enhance the cardiovascular function of college students.

3.3 Bodybuilding is beneficial to enhance the function of college students' nervous and digestive systems

In fitness, the exerciser's various technical actions need to be performed under the control of the central nervous system of the brain, which allows effective exercise of the central nervous system of the brain. Therefore, to participate in bodybuilding exercise, can promote the accuracy and coordination of college students' body movements, and the rhythmic music can effectively improve the excitement of the brain nerves, and then the central nervous system can effectively enhance the activity ability. In addition, due to long-term participation in fitness and fitness exercise, the need to consume a large amount of energy materials, which is conducive to increase gastrointestinal peristalsis, improve the ability of the digestive system, and thus effectively promote the improvement of digestive system function.

4. CONCLUSIONS

Fitness bodybuilding has great exercise value for college students, whether from the physiological, psychological or social convenience have fully demonstrated its positive role, so in college physical education courses or extracurricular physical education can actively mobilize most students to participate in fitness exercise, improve their physical health level.

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Thinking of Contemporary Thematic Painting Creation

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Abstract: In a broad sense, thematic painting creation refers to paintings that depict the grand, complex meaning of the subject scene but with clear theme objectives. From the point of view of the artistic nature and meaning expression of thematic painting, it is a new form of creation in modern times, which reflects the main idea of the subject and the artistic characteristics contained in the real life with a more novel and flexible way of creation, while this type of art has very high artistic charm, social function and research value. In addition, contemporary theme painting creation is intended to be more concentrated, vivid and clear to highlight the theme of painting, in such painting creation, not only a good display of humanistic thought, but also not separated from the actual life, so that the works are very infectious and resonant. In the present new era, the theme painting creation form in Our country set off a creative trend, and by many artists and scholars of pursuit and research. Based on this, this paper first makes a brief analysis of the problems encountered in the process of contemporary thematic painting creation, and then focuses on the research and analysis of the research and analysis of the thematic painting creation in the modern inheritance and development and the effective way of better development in the future for reference.

Keywords: Contemporary; Thematic Painting; Creation

1. INTRODUCTION

The visual culture of the new era has achieved great progress and development, especially in the updating and upgrading of the means of producing images, as well as the high production and popularization of various types of images, people's daily work and life are full of images, posters and so on in various forms and styles. Under the baptism and promotion of modernism and post-modernism, the painting art representing traditional images is gradually developing in the direction of cross-border and integration under the influence of contemporary art context, and has achieved very satisfactory results. In the present new era, the kind of painting in our country breaks the barrier of traditional art and realizes the development and upgrading of diversity, richness, on this basis, the painting media material is expanded from single to comprehensive optimization, and the painting form is also upgraded from two-dimensional to three-dimensional or even multi-dimensional angle.

However, under the background of the continuous invention and creation of various new forms of painting in modern times and the re-emergence of the theme painting creation, it is of great practical significance for artists to actively explore and analyze the theme painting creation, and to dig deep into and understand its artistic value and social value.

2. THE MEANING OF THEMATIC CREATION

The word "theme" has only been developed for more than half a century, and it developed from the 1950s and 1960s, making the painting of the time a "thematic painting creation", which was first referred to as the first to draw on the translation of Russian, mainly refers to the historical theme of a certain plot of painting, custom painting, which has also been translated into "Plot painting." The word "theme" is first used to express musical thought, specifically refers to a piece of music that is very infectious and resonant, that is, the main melody in this music. It is not difficult to understand that the creation of thematic painting is to create "theme" very clear design and expression, this unique characteristics make it in the conception and picture expression of these two aspects and other types of artistic creation there is a fundamental difference, and the theme painting creation more performance of modern life characteristics and historical events of the image, It's not like other traditional historical paintings are just locked in traditional story ways [1].

The characteristics of thematic painting creation are as follows: the creative form shows more idealization and contemporarily, and its artistic expression characteristics mainly emphasize the typical and realistic. The central idea of the thematic creation in the earliest sense is to reproduce the purposeful narrative and objective image of a given event through the form of painting, mainly in the composition of the big scene and multi-character shaping. And at present we see the theme painting more show the will of the state, propaganda political thought, highlight the positive spirit of the times, with positive theme as the main melody of painting form. For contemporary artists, in order to better highlight the contemporary sense of thematic painting art and social, it is necessary to take the great journey of the rejuvenation of the Chinese nation as the core of creation, the contemporary epic with drawing the way to show the contemporary artists a very important task. Based on the changing times, the world and China, modern

thematic painting creation has been given more cultural value and aesthetic characteristics. It has become the most important research topic and creative goal of contemporary artists to actively explore and innovate the theme painting creation, to highlight its most idealized cultural value and more kinds of artistic expression.

3. THE SUBJECT PAINTING SELECTION IN THE WAY OF INSIGHT

In the process of the theme painting creation, we can first refer to the art creation theory put forward by the Tang Dynasty painter Zhang Yu, that is, "the foreign teacher to make, the source of the heart", the artistic creation mainly comes from the artist's inner understanding of the outside world, through the understanding and understanding of this concept, so as to harvest the inspiration and will of the theme painting creation. For artistic creation, the whole process embodies a series of emotional experiences from material to spiritual, from sense of understanding, from emotion to will, and from the whole creative process of technological development to art is full of artists' inspiration and passion. For the overall process of thematic painting creation, the source of the artist's inspiration and passion is mainly the understanding of the art topic, through the transformation of words into images, in the process usually contains the creator's understanding of the selected words, the material image of the image display, the integration of the main spirit, The fusion and interweaving of emotions and creative techniques makes a classic painting.

Specifically, the creator first from a large number of topic situ direction according to their own ideas to filter the most appropriate topic selection, and in-depth understanding of the theme of ideas and insight of creative materials, only to create the theme of the core ideas to fully grasp, in order to a steady stream of emotional resonance and spiritual integration, and on this basis can stimulate a strong creative passion. In this process, the starting point of the theme painting creation lies in the artist's strong desire to create the topic content and can produce artistic image in the heart, and the transformation of the image and creative thought into concrete image and material form is the display of the overall creative process of art. From this point of view, the creator sits on the theme painting, first of all, according to their own understanding and understanding of the subject thought to find the creative point of interest, and then on this basis to activate their own artistic thinking, and then the creation of the virtual image in the thinking with the form of painting effectively displayed. And this series of process is completed on the premise that the creator must fully understand and grasp the topic ideas contained in the topic, and according to their own understanding and understanding, combined with the background of the times, accurately refined the theme spirit, this process is not simple, the creator is required to firmly their own creative ideas, and in a large

number of topics repeatedly screened and refined , combined with the relevant information of the event at that time, from different angles and levels of rethinking, multiple reading, repeated creative correction, and finally accurately capture the combination of the theme spirit and artistic expression, and finally present the most idealized artistic image [2]. In this process, the creators need to take the art sense as the basis, and constantly carry out the horizontal expansion and vertical deepening of the horizontal expansion and summary from the language form to the spiritual connotation, in order to be able to better and faster and accurately capture the theme thought of artistic creation, and integrate it effectively into the artistic creation.

In general, the perception of the topic is mainly divided into three different forms, first of all, the provision skittered the topic, which requires the creator according to this the meme of the in-depth excavation, this way shows a greater limit, the creator in the relevant creation will not appear to run the phenomenon, but the limited number of topics generally more, And each topic will even develop more different direction of points, in this case, the author can follow the inner interest, reasonable choice of creative performance direction, and then scientifically narrow the scope of the choice. The second is the lack of a definitive topic, requiring creators to follow their own inner thoughts, creative interests to freely choose and determine the subject thought, this way shows a very large freedom, for highlighting the creative personality performance has a very good effect. The third is to combine the first two ways into one, first to limit the direction of the choice of topics, and then according to the choice of topics and their own understanding of the topic to determine the final creation of the subject. From this point of view, the use of the way to select topics in the heart to form the artistic image, can be a good for the aesthetic taste of artistic creation and visual picture to lay the tone.

4. IMPLEMENTATION OF THE SUBJECT MATTER OPERATION

After determining the direction of the topic and the aesthetic tone, in order to better enrich and optimize the creation of thematic painting, it is necessary to determine the performance theme according to the experience of daily life, you know, the most important focus of artistic creation lies in determining the specific performance content of the work, A series of elements, such as core spirit and back emotion, are fully implemented into the object of expression. In the art creation, we must always abide by and ensure that the artistic expression should be based on the self-heart, only to ensure that the creation of mind less than anything, to maintain the heart clear, adhere to the true self, can truly show the artistic value and social value of the work[3]. In addition, in order to ensure the accuracy of the relevant information of the artwork, it

is necessary to find and collect relevant information from various sources, such as pictures, text, models, video materials, etc. according to the direction of the topic selection, so as to polish and color the works of art, and thus promote the smooth development and efficient completion of the creative process.

5. IMPLEMENT THE SKETCH INGRESS WORK

Every kind of art comes from the practice of life, social life for artistic creation provides a colorful resource material, and for China's art field of diversity and innovative development has laid a solid foundation, even can even say that the beauty of life is the extension of artistic beauty, artistic beauty is the cohesion of life beauty. A representative successful painting, the reason why people can arouse emotional resonance, not only because of the creator's skill and artistic image of the precise display, but the core creative spirit of Chinese painting is the expression of the theme. The creative subject expresses it inly in the works of art by penetrating and integrating the strong subjective factors into the whole process of artistic creation. Especially in the past century, many excellent and successful painting sand art works at home and abroad have largely confirmed the historical development process of our country, china's different stages of social life in all aspects, such as Xu Xiaohong's national painting "The Fool's Mountain", Wu Zuoren's "Snow Mountain", Zhan Jianjun's oil painting "Wolf Tooth Mountain Five Strongmen", Feng Fa's "Liu Hulan" and so on [4], It has brought exciting spiritual food to the masses of our country. But for the successful painting creation, the key point that can best cause people's hearts to meet is the mood and atmosphere of the picture, which is also the most interesting place in the theme painting works. However, you know, this final effect of the presentation, often need to extract many living materials in the form of the picture, structure, color, plot, which requires the creator to perform a few deduction sketches, and then complete the final picture image. The sketch deduction process is like a sand field soldier, in between the square inch of the manuscript paper, but also in the author's thinking, in the process may have staged a variety of creative results or overturned many creative processes. And from the point of view of thematic painting creation, the process of sketching with pure intention and deep emotion can often make the ideal painting.

6. SCIENTIFIC LANGUAGE EXPERIMENTS

The artistic expression of a work depends to a large extent on the appropriateness of the artistic language, and the artistic language which is more in line with the theme is more conducive to highlighting the artistic expression of the work. For the field of painting, the innovation and development of this art form can often lead to more new language materials and language methods of invention and application, therefore, the history of human art civilization can even be called the

development and evolution of artistic language history. From the past to the present, the painting language has experienced the childish simplicity under the traditional art, and realized the leap-step transcendence of the cross-media and cross-art species in the 21st century.

The art form of painting has developed to the present, experienced a variety of forms such as realism, abstraction, image, image and generality, which are manifested in different cultural regions and even in different world cultures. And from the point of view of thematic painting creation, it shows a strong limit in the way of speech and the choice of media materials, and it is beneficial to solve this problem as soon as possible in order to achieve breakthrough and development. In addition, the theme painting creation has a diversified audience range, in order to develop more audience groups, and let it understand and receive, the relevant requirements stipulate that the theme painting creation should be in line with the theme spirit clear, realistic artistic image, the plot is moving, the atmosphere is moving this creative principle [5]. In the actual process of creation, the current theme painting often adopts the realistic painting language, to be able to increase the recognition of the picture and attract more audience groups, but this kind of painting language is more suitable for use in reproducible, narrative thematic painting.

From the point of view of painting art analysis, it is not difficult to find that although the theme expression is very important, but the artistic expression of the onto-body language of painting is more prominent aesthetic art. Specifically, the use of abstract thinking to summarize abstract painting language in practical creation is the main content of the construction of picture language order. Such as the composition of the structure of the picture media material, the rhythm of various modeling elements, black and white gray arrangement layout, color block segmentation interspersed, graphic arrangement combination and other creative links must fully conform to the law of visual art expression. For the theme painting creation, painting, media materials, artistic expression, painting skills and other differences, so that the painting language is more diverse, and thus to the audience brought about by the artistic appeal also showed a great difference. Therefore, in the current trend of the trend of the theme painting creation form, in the process of drawing the visual epic of the great rejuvenation of the Chinese nation, it is necessary to combine the actual direction of topic selection, based on the current artistic audience's acceptance of the language expression of such painting forms, Science chooses the right painting language to complement the central theme of the painting and to better demonstrate the artistry. To achieve this goal, it is necessary for the relevant art scholars to carry out more in-depth research and analysis from the basis of language media

and speech methods, to show the best speech state in actual creation [6].

7. CONCLUSION

To sum up, the imprint and spirit of the times lead generations of people to a more brilliant future, and these zeitgeist needs be preserved with the corresponding artistic expressions for future generations to look forward to and learn. As one of the very important forms of expression, the theme painting creation requires modern art creators to give full play to their profound experience and in-depth study of art, strengthen their understanding of the spirit of art entity, and be good at applying various forms of painting language expression. In order to create more representative and professional thematic painting and continuous efforts.

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Examining Classroom Goal Structure Based on the Achievement Goal Framework

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Abstract: This paper highlights the significance of students' factors while examining classroom goal structures and learning environment. While teachers can self-report their interpretations and perceptions of classroom goal orientations, it is very likely that students interpret the classroom goal orientations in very different ways. In addition, as there are an increasing number of culturally and linguistically diverse students in American public schools, students from different cultural background may also have very different interpretations and preferences for the goal orientations and learning environment. Thus, the purpose of this study is to contribute to the research of students' achievement goal orientations by looking at how students' perceptions of classroom goal structures may be different from their teacher's perspective. Furthermore, developing effective approaches to assessing goal structures and their impact on student learning is fundamental to improve teaching qualities in diverse classroom setting.

Keywords: Achievement; Goal theory; Classroom goal structure

1. INTRODUCTION

This work builds on the achievement goal theory, which, until now, has been used in the examination of classroom goal structures and goal orientations. [1] have suggested using an achievement goal framework to examine the effects of classroom goal structures on student motivation and achievement. However, further research needs to be done to create questionnaires or tools that are effective to evaluate students' understanding of classroom goal structures.

My motivation for creating a questionnaire to examine students' perception of classroom goal structures stems from the fact that current existing questionnaires for assessing goal structures are all teachers' self-report questionnaires, and students' different perceptions of their teacher's implementation of goal orientations are often ignored. An implicit hypothesis seems to be that regardless of students' perceptions of goal structures as well as their feedback and individual differences, teacher and students will always perceive classroom goal orientations in the same way.

2. LITERATURE REVIEW

The achievement goal theory (mastery vs. performance goals) and the TARGET model (Task, Autonomy, Recognition, Group, Evaluation, and Time) will serve as the conceptual framework and constructs

for the questionnaire. I will first review the previous research on the achievement goal theory and present the TARGET model that guides this study. Also, I will review previous empirical research on classroom goal structures.

2.1 Achievement goal theory (mastery vs. Performance goals)

The achievement goal theory is embedded in the social-cognitive approach of motivation [1], which has been considered as one of the most dominant theories of motivation in the past thirty years [2]. The achievement goal theory has been recognized as an important approach for addressing the effect of classroom goal structures and environments on student motivation and achievement. Achievement goal theories focus specifically on goals concerning the growth of competence and students' intentions and reasons for participating or involving in different learning tasks [3].

Previous research on achievement goal constructs has identified two contrasting patterns of approaches, including learning goals versus performance goals [4], task-involvement versus ego-involvement goals [3], and mastery versus performance goals [5]. Learning, task-involvement, and mastery goals are conceptually related (known as mastery goals) and different from performance and ego-involvement goals (known as performance goals) [6]. Mastery goals and performance goals represent the different notions of success and different reasons for initiating achievement tasks and address different ways of thinking about oneself, one's activity, and activity outcomes [5-6].

A mastery goal approach of motivational processes in the classroom focuses on improving students' abilities, acquiring new skills, completing challenging tasks, and taking advantage of learning resources. Success depends on students' self-growth, rather than comparing them with others. The mastery goal approach is beneficial because students are very likely to gain confidence and satisfaction from the innate qualities of the learning activities. In contrast, a performance goal approach demonstrates the importance of having higher abilities relative to others. Success is associated with social comparison standards, according to which abilities and performance are judged. Students' achievement highly depends on whether they do better than others or go beyond normative performance standards.

Research findings show that students achieve high performance when they focus on mastery goals [1]. With mastery goals in mind, students are less likely to give up at challenging tasks; show higher levels of interest and involvement; show higher levels of efforts and perseverance; and implement learning strategies with the intent to improve conceptual understanding [1-7]. In addition to these benefits, mastery goals are also related to students' positive mindset of academic ability and self-efficacy.

On the other hand, available evidence suggests that performance goals are commonly related to the surface-level of learning strategies, such as recalling information and memorizing, which may not necessarily help improve students' conceptual understanding. Performance goals may also result in using self-handicapping strategies (i.e. procrastinating, etc.) for students in late elementary school age, adopting plagiarizing or cheating behaviors for middle school students, and receiving low GPAs for undergraduate students [8]. However, these patterns are not always consistent across different empirical research. There is some evidence suggesting that performance goals contribute to persistence and better outcomes for undergraduate students [6].

While mastery goals and performance goals have significantly distinguished characteristics and are commonly addressed as separate goal approaches, available evidence shows that teachers incorporate multiple goals in classroom learning [8]. For example, teachers may focus on mastery goals in their weekly teaching, but they still emphasize that students need to reach a certain grade by the end of the semester.

Research also indicates that holding multiple combinations of goals is beneficial to maintain and increase student motivation and achievement outcomes [3]. demonstrate that classroom teachers incorporate different goal approaches in their teaching by using a variety of metacognitive, instructional, assessment, grouping strategies, or collaborative teaching strategies. For instance, teachers who use competitive strategies are more likely to increase the salience of performance goals in the classrooms. Teachers who focus on self-development, skill building, and mastery are more likely to lead students to adopt the mastery goals.

Available evidence shows that it is important to acknowledge what combination of goals is applicable to which group of students, achievement activities, and classroom situations. It should be noted that different goal approaches may or may not be applicable to different learning contexts.

It is also essential to emphasize that the previous empirical findings discussed above were based on evaluations of teacher's self-report assessment of classroom goal orientations. Researchers failed to consider the importance of students' feedback and their interpretations of classroom goal structures, which can be an indispensable part in the classroom.

2.2 Classroom goal structures

Given the fact that classroom goal structures have played an important role on students' task engagement, goal orientations, and achievement, researchers have tried to identify different variables that may affect classroom goal structures [8]. Due to the multidimensionality of instructional practices, research has indicated that classroom goal structures are partially shaped by different classroom dimensions of the learning environment where the evaluation takes place. Created a self-report assessment to measure the constructs of mastery and performance goals in the classroom. They identified several classroom dimensions corresponding to the adoption of each goal approach. To measure the mastery goal structure, students were asked to rate the extent to which teachers emphasize the significance of learning from students' own mistakes, understanding the essence of the work, and being a hard worker in their classrooms. Based on the Ames and Archer (1988) study, Ames (1992) developed the TARGET system for identifying important instructional practices, activities, and strategies related to the mastery and performance approaches in the classroom. The six classroom dimensions embedded in the TARGET system are task assignments (T), authority relations (A), recognition structures (R), grouping processes (G), evaluation methods (E), and usage of time (T).

The classroom dimensions embedded in the TARGET system can be used to explore instructional practices and student motivation in relation to mastery and performance goal approaches. Several empirical studies have confirmed the predictions concerning the effect of the TARGET dimensions on student learning goal adoption and motivation. For example, the following activities increase mastery and motivation in the classrooms: 1) organizing interesting learning activities (Task), 2) encouraging students to make decisions (Authority), 3) offering rewards in terms of individual growth and efforts (Recognition), 4) using collaborative activities to encourage working effectively on classroom tasks and developing a sense of belonging (Group), 5) providing assessments that measure improvement and mastery, while avoiding competitive assessments (Evaluation), and 6) allowing for time variances with the nature of the task and student needs (Time).

Basically, researchers used surveys and observational data to measure classroom goal structures in previous studies. Researchers have developed various methods to evaluate the implementations of classroom goal orientations, one of which is the Patterns of Adaptive Learning Survey (PALS). The PALS goal structure measurements have been extensively used to measure teacher's perceptions of the classroom goal orientations as well as students' personal goal orientations [1]. The PALS measurements would collect information from teachers and evaluate their goal orientations to instructional practices. Teachers

were asked to code dichotomously the presence or absence of either mastery-oriented goals or performance-oriented goals in their teaching practices.

3. THE SIGNIFICANCE OF THIS STUDY

Previous empirical research has indicated that students identify classroom goal structures as being either mastery goal oriented or performance goal oriented, and that correlates with students' personal learning goals [2-9]. Research also shows that students' perception of goal orientations in classroom is correlated with self-efficacy and motivation [3-6]. Thus, examining classroom goal structures based on the six indicators from the TARGET model is beneficial to educators and classroom teachers because the results will inform their instructional practices and the implementation of goal orientations.

The classroom goal structure questionnaire that I proposed is different from the PALS goal structure measurements in the sense that the new questionnaire will allow students to provide their interpretations and perceptions of goal orientations, which is different from the teacher's self-report assessment. Also, this new questionnaire will be guided by the achievement goal theory and TARGET model, which includes different classroom dimensions and allows a more comprehensive evaluation of the classroom goal orientations. Knowing students' perceptions of classroom goal structure is essential to inform teacher's teaching practices, especially in the culturally and linguistically diverse classrooms.

4. SAMPLING

The target population for this study is middle school or high school students. All participants should have at least two years of American schooling history. Ideally, a high number of participants should be selected for this study in order to add more statistical significance to the results. Also, classrooms whose teachers are culturally diverse should be selected so that I can make the comparisons and see if teachers with different cultural backgrounds tend to use different classroom goal structures and orientations. I should also select classrooms with emergent bilingual students as well as students with different cultural backgrounds so that I can see if students with different cultural backgrounds perceive goal structures differently.

5. ITEM DESIGN

The TARGET system identifies the six classroom achievement variables (Task, Authority, Recognition, Group, Evaluation, and Time) and each precisely affect student motivation and learning goal adoptions. I will include all six variables in the constructs of my survey instrument.

The Task dimension measures the extent to which students find the classroom activities to be interesting, rewarding, and meaningful to them. The Authority dimension measures the extent to which a teacher gives students autonomy by encouraging them to make choices and be responsible for their own learning and regulation. The Recognition dimension measures the

extent to which students are rewarded or praised due to their growth and efforts. The Group dimension measures the extent to which students are encouraged to work collaboratively and effectively on classroom activities, and are welcomed and included in the classroom. The Evaluation dimension measures the extent to which a teacher offers the assessment and recognition practices that do not focus on social comparisons or competition. The Time dimension measures the extent to which a teacher is flexible on assigned tasks according to students' needs.

The survey instrument consists of 55 items, 10 items for five dimensions (Task, Authority, Recognition, Group, and Evaluation) and 5 items for one dimension (Time). All items use a four-point Likert scale. Respondents are supposed to rate each item on a four-point Likert scale from 1 (strongly disagree) to 4 (strongly agree). The items are grouped into six sections based on the six variables in my construct.

5.1 Item template

Section 1: Task

Rate the statement in each of the ten scenarios below on a scale from 1 to 4:

- 1 – Strongly disagree
- 2 – Disagree
- 3 – Agree
- 4 – Strongly agree

My teacher provides me learning materials that are interesting and meaningful.

My teacher focuses on my understanding of the learning materials.

My teacher organizes classroom activities that are interesting and meaningful.

My teacher organizes classroom activities that are relevant to my everyday lives.

My teacher encourages me to learn through participating in activities and discussions.

My teacher encourages me to do our best, even if others can do better.

My teacher appreciates different creative ideas.

My teacher cares about what students hope to learn in class.

My teacher helps me understand how the assignments are useful to us.

My teacher explains the ideas in a way that make the information relevant to my everyday lives.

Section 2: Authority

Rate the statement in each of the ten scenarios below on a scale from 1 to 4:

- 1 – Strongly disagree
- 2 – Disagree
- 3 – Agree
- 4 – Strongly agree

My teacher gives me the freedom to choose the topics that I want to learn in class.

My teacher gives me the freedom to choose the projects that I want to work on for assignments.

My teacher makes it clear that it is my responsibility to learn in class.

My teacher encourages me to plan in order to meet the goals for the class.

My teacher allows me to make mistakes.

My teacher allows me to correct my mistakes.

My teacher monitors my learning in class to ensure that I am on the right track.

My teacher allows me to organize activities with his/her guidance.

My teacher gives feedback to my assignments.

My teacher welcomes my suggestions for managing classroom activities.

Section 3: Recognition

Rate the statement in each of the ten scenarios below on a scale from 1 to 4:

• 1 – Strongly disagree

• 2 – Disagree

• 3 – Agree

• 4 – Strongly agree

My teacher praises me for my personal growth in a timely manner.

My teacher rewards me for my personal growth in a timely manner.

My teacher praises me for my efforts.

My teacher rewards me for my efforts.

My teacher praises me for extraordinary progress.

My teacher rewards me for extraordinary progress.

My teacher rewards me for outstanding accomplishments.

My teacher cares more about my progress as compared to my performance on tests.

My teacher appreciates more about my efforts as compared to my performance on tests.

My teacher creates a classroom environment where everybody is welcomed and included.

Section 4: Group

Rate the statement in each of the ten scenarios below on a scale from 1 to 4:

• 1 – Strongly disagree

• 2 – Disagree

• 3 – Agree

• 4 – Strongly agree

My teacher creates a classroom environment that helps me develop a sense of belonging.

My teacher provides classroom activities that encourage me to work collaboratively.

My teacher provides classroom activities that encourage me to work effectively.

My teacher designs the tasks in a way that I must work cooperatively with my team members in order to complete the tasks.

My teacher encourages me to learn something from my team members that I could not have learned by myself.

My teacher encourages my team members to learn something from me that they could not have learned without me.

My teacher encourages us to help improve our team members' learning.

My teacher requires us to be fully prepared for the

teamwork.

My teacher expects us to actively participate in the teamwork.

My teacher makes sure that everyone has his/her responsibilities to reach the teamwork goals.

Section 5: Evaluation

Rate the statement in each of the ten scenarios below on a scale from 1 to 4:

• 1 – Strongly disagree

• 2 – Disagree

• 3 – Agree

• 4 – Strongly agree

My teacher evaluates us according to various work in class, such as final papers, quizzes, projects, presentations, etc.

My teacher evaluates individual growth and improvement.

My teacher allows us to redo work not only to improve our grades, but also the understanding of the content.

My teacher provides us specific guidelines for which we are tested on quizzes or tests.

My teacher provides us specific guidelines for our assignments or projects.

My teacher tries to make sure that all students, regardless of their grades, can catch up with the class.

My teacher makes sure that the quizzes or tests match what we have learned in class.

My teacher provides us the grading rubrics so that we are clear about how we are graded.

My teacher manages the quizzes or tests in a way that we do not need to compete against to each other in order to get high grades in class.

My teacher returns the assignments or tests in a way that keeps our grades private.

Section 6: Time

Rate the statement in each of the ten scenarios below on a scale from 1 to 4:

• 1 – Strongly disagree

• 2 – Disagree

• 3 – Agree

• 4 – Strongly agree

My teacher encourages me to plan working on my assignments.

My teacher allows me to design my own schedule for my assignments.

My teacher asks my suggestions about the appropriate time to complete assignments.

My teacher has flexible due date for assignments if I need more time to work them.

My teacher sets up due date for assignments in a way that he/she takes the nature of the work into consideration.

6. DATA ANALYSIS

After administering my survey instrument to my sample population and receiving all the responses from pilot test, I will load the data into the Statistical Package for the Social Sciences (SPSS) in order to calculate the means and standard deviations for the responses. These means and standard deviations will

be used to quantitatively depict the differences and similarities in students' perspectives on classroom goal structures.

I also need to use methodologies from the Classical Test Theory (CTT) to do my analyses. CTT describes a series of analyzing procedures used to recognize item difficulty and discrimination and develop the reliability of tests. I will run classical item statistics in RStudio by using the dataset generated from my classroom goal structure survey, which I can get the statistics of item-total correlation (with and without item), item difficulty (p-value), and Cronbach's Alpha. The item-total correlation is a correlation between the item score and the total test score. The higher the item-total correlation, the more reliable the item is correlated to other items on this survey. Item difficulty (p-value) tells me the proportion of participants who responded the item correctly. If an item has either a very high or very low p-value, it is very likely that this item is not discriminating. For example, if the item's p-value is greater than 0.9 or lower than 0.1, this item can be interpreted as being either too hard or too easy for almost the entire participants and not providing much discrimination between high-performance and low-performance respondents. The Cronbach's Alpha is developed to measure the internal consistency of a test or scale. Internal reliability is the extent to which the items within a test is consistent in terms of the constructs. For instance, if a test contains 20 items, I split the 20 items into two and give them to two students. If the two students receive similar scores, this test has internal reliability.

If I want to use this survey to measure the classroom goal structures and goal orientation with the intent to inform teachers' teaching and promote students' motivation, a significant amount of work needs to be done. There are several steps I need to do for future improvement of this survey. I may need to include other variables in my survey, such as motivation and self-efficacy, since they are closely related to the achievement goal theory. I also need to have several rounds of item revision, such as revise or eliminate the items that are either too difficult or too easy, create new items that can better measure the constructs, etc.

7. IMPLICATIONS

7.1 Application of Goal Theory to Education Reforms
The *No Child Left Behind Act of 2001* (NCLB) has been arguably recognized as the most significant education policy over the last several decades. One crucial inspiration for this reform effort was the approach that making school performance goals available and linking the goals to possible rewards and sanctions could boost the productivity of public schools.

The NCLB has brought up much concern about the negative effect of standardized testing and accountability issues on teacher and students. I think that the controversy of the implementation and enforcement of NCLB stems from the fact that states

required their teachers to focus on the performance goals, rather than the mastery goals. Policy makers failed to consider the fact that performance goals are negatively correlated with students' motivation, with students' deeper understanding of the content knowledge, and with students' ability of dealing with challenge and failure. In addition, performance goals are correlated with greater cheating behaviors as well as disruptive behaviors in class, which may decrease the learning opportunities for all students. A careful consideration of the influence of NCLB on students' motivation and achievement is essential to address current critiques in education reforms.

7.2 Application of goal theory to education assessment
Assessment is a huge component of educational success and an inevitable part of the teaching process. It can take many shapes and forms and happens both consciously and subconsciously. Assessments should be given formatively and summative, formally and informally. I think that formative assessment in education is closely related to mastery goal orientations because it focuses on students' understanding and mastery of the content knowledge, whereas summative assessment in education is closely related to performance goal orientations because it focuses on education outcomes.

Teachers should use different combinations of goal orientations in class. Also, students should be assessed in many different forms in order to gauge their achievement. Standards-based assessments, portfolios, rubrics, journals, and student interviews are also very useful summative assessments when gauging student learning. These types of alternative assessments cater to unique learning styles and provide authentic opportunities for students to show their learning through meaningful, relevant, and interesting topics. I would argue that standardized tests (performance goals) are important but should not be the only indicator of proficiency or growth. There is no way to avoid standardized tests as they can provide a great deal of valuable information. But standardized tests are only summative and, therefore, useless in providing feedback for teachers and students. One of the most serious problems is that standardized tests usually fail to address the differences of culturally and linguistically diverse students, immigrants, and students with special needs.

It is important to consider using formative assessment (mastery goals) tools to evaluate students. Teachers may observe students in class to gather information about the process of student learning, not just the result. This is a powerful form of formative assessment "evaluating students in the process of forming their competencies and skills with the goal of helping them to continue that growth process" [9].

Research shows that the student demographics of a classroom will greatly determine the types of assessments as well as different combinations of goal orientations used by teachers. Teachers should

incorporate different goal approaches and design assessments that cater to the multiple learning styles present in the classroom. These include “linguistic, logical-mathematical, spatial, musical, kinesthetic, naturalist, interpersonal and intrapersonal” [9].

The implementation of different types of assessment as well as different goal orientations will depend on the strengths and needs that students bring to the classroom and should be adjusted accordingly and accommodate each individual learner. This indicates that only using proficiency measurements to assess students can be biased and misleading in terms of interpreting proficiency levels of students with diverse backgrounds.

The achievement goal framework can also be used to inform the instructional practices and assessment for English language learners (ELLs). In the field of education, attentions have been drawn on the issues concerning educational inequity and ELL assessment for many years. These issues need to be addressed especially because there are an increasing number of linguistically and culturally diverse students in American classrooms. In the 2014-2015 school year, more than 50 percent of the students in American public schools around the country were not white. Ten years from now, it is very likely that American classrooms will be more diverse than they are, serving more students who have Hispanic, Asian, or mixed-cultural backgrounds, a majority of which are non-native English speakers. The shifting demographics pose great challenges for teachers and administrators to serve students who are more linguistically and culturally diverse than ever before.

Training teachers to focus on both mastery goals (formative assessment) and performance goals (summative assessment) in the classroom is less likely to misinterpret the ELL population because the current standardized tests are often invalid and unreliable. Various factors may influence the validity of proficiency tests for ELLs, one of which is students’ ability to perceive information from teachers and understand the content. Because ELLs may have limited English language proficiency, it is very likely that ELLs will not be able to benefit from instruction as much as their non-ELL counterparts do in class. Even if there is an English language class available that aims to help students improve their academic language, it is not guaranteed to improve their understanding of content knowledge.

7.3 Application of goal theory of instruction of English language learners (ells)

ELL students have less learning opportunities than their non-ELL counterparts [10]. For example, ELL students may be less involved in class activities. They may not raise their hands to answer teachers’ questions as often as their non-ELL counterparts do, and when they do raise their hands, teachers may not call on them. In addition, due to cultural differences and language barriers, they may not be able to find good

opportunities to jump into class discussions. Using mastery goal approach in class may help avoid this situation because teachers are supposed to emphasize students’ understanding of the course materials and use different grouping strategies in class. It is beneficial for ELL students to participate in class activities and provide them more opportunities to express their needs and ideas.

Getting students’ feedback and understanding their perceptions of classroom goal structures are essential to improve teaching qualities. High quality feedback is one of the most effective actions teachers can take in support of their students’ learning. It plays a key role in the formative assessment cycle (clarifying learning goals, gathering information about students’ learning, interpreting information, and acting on the information collected) as proposed by [11]. However, ELL students may not benefit as much as their non-ELL mainstream counterparts from the feedback provided by their teachers. And oftentimes, teachers assume that their feedback is perceived and understood by ELL students in the same way as their non-ELL counterparts. Therefore, it is essential for teachers to get students’ feedback about teacher’s teaching.

8. CONCLUSION

This proposed study will help me to gain insight into the classroom goal structures’ impact on students’ motivation. It is imperative that policy makers and administrators at all levels understand teachers’ implementation of goal approaches so that they can work together with teachers to improve instructional practices in the classroom. In fact, no innovation will meet its’ potential without a consideration for the people who implement it. There has not yet been any empirical research conducted to assess the extent to which the use of different goal approaches promotes student motivation and achievement. However, I plan to address this research gap in my study to examine the impact of classroom goal structures on student motivation. If there are barriers, I plan to take action to reduce these barriers. Ultimately, I believe that an increased focus on classroom structures and goal approaches of motivation will lead to better instructional practices for emerging bilingual students so that they can be successful in their educational experience and beyond.

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Influence Factors and Prevention of Credit Risk of Consumer Finance Companies

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Abstract: Along with the advance of China's economic strength and development, our country's financial aspects both in internal development demand and external pressure of competition is very big, and you also need to according to ascend and dissolve the risk of commercial bank's potential to increase for the stability of the country's financial system, at the same time also need to according to strengthen the financial aspects of Anhui provincial state-owned commercial Banks credit risk management for its own security and so on comprehensive analysis of the management, in the process not only to maintain the stability of the nation's financial system and also for the sustainable and healthy development of national economy has a very important role. This paper makes a detailed analysis of the impact of credit risk on consumer finance companies in Anhui province, to get some professional solutions and prevention plans, and then reduce the impact to the minimum. And these programmed have had a positive impact on the prevention and release of operational credit problems in credit.

Keywords: Financial companies; credit risk; influencing factors

1. INTRODUCTION

Based on the comprehensive analysis and management of the credit risk and its influencing factors of consumer finance companies in Anhui province, this paper proposes relevant Suggestions on the problems existing in the risk system of collateral guarantee and the problems existing in its design and implementation [1-3]. This article from the financial company credit risk research and analyze problems, and pay attention to in the process of research in combination with the actual example for analysis, and in accordance with the relevant academic system, and countermeasures and Suggestions to perfect in all aspects of comprehensive management, for the management of consumer finance company in Shanxi Province has a certain reference value, and these Suggestions has very strong theory significance and maneuverability.

2. RESEARCH METHODS

This paper combines literature research method and comprehensive analysis method to conduct comprehensive analysis and management on various problems of financial companies, and makes specific analysis guidance on the theoretical and practical

significance of how to prevent and reduce risks. At the same time, talents in the financial industry all over the world are investing a lot of talents and capital in relevant research, and the research on credit risk has become an important influence on the financial academia.

3. RISK MANAGEMENT STATUS OF FINANCIAL COMPANIES

3.1 Background of risk management system of financial companies

The risk management methods of financial companies can be traced back to Britain and the United States in the 18th century, when these two countries carried out risk management of financial companies for Anhui province, mainly to meet the needs of relevant government departments for their control. The risk management and control problem management of financial companies based on their own needs was really applied in Anhui province in the early 20th century [4-7]. As for the risk management of Anhui financial companies, in fact, the risk management of financial companies and capital expenditure financial companies in Anhui province should be comprehensively analyzed and managed. This management mode is a human-oriented integrated management mode, as well as a management mode of interest rate and productivity in Anhui province. The risk management planning of financial companies in Anhui province directly influences the specific arrangement of their investments and the formulation of corresponding profit targets as well as the operation of funds in the next year.

3.2 Overview of risk management of financial companies

During the supervision of Anhui province and the implementation of risk management in financial companies, further implementation of various assessment standards is required. Anhui province needs to formulate relevant management rules and regulations according to the corresponding laws of China, and combine with the actual situation of the company, to establish a more suitable risk management system of financial companies in Anhui province. In the process of risk management system of financial companies in Anhui province, relevant operational responsibilities and operational ideas of Anhui province should also be reflected. In the process of risk management of financial companies in Anhui province, risk management of financial companies is

implemented to meet the standards of various annual indicators of Anhui province. At the same time, it is necessary to formulate the transformation standards of various aspects to carry out a more detailed supervision system. At present, risk management and innovation of financial companies in Anhui province mainly show two words, that is, in the whole supervision process of administrative aspects of Anhui province, risk management of financial companies in Anhui province has a very important analysis and formulation.

3.3 Purpose and significance of risk management of financial companies in Anhui province

For Anhui province, risk management of financial companies is about a systematic and overall management system, which can be carried out smoothly in all aspects of production safety management in Anhui province through risk assessment of the whole province, activity control and relevant effective supervision. Moreover, to a certain extent, it can be the main way to be presented as part of the management of Anhui province, and it can also form a set of its own management system of Anhui province. After setting up the management system in Anhui province, employees in Anhui province can restrict themselves according to their own Anhui culture, and it has positive significance for the development and management innovation of Anhui province.

3.4 The role of risk management of financial companies in Anhui province

For Anhui province, the implementation of risk management of financial companies is of positive significance to the formulation of goals and the management of corresponding plans in Anhui province. Risk management of financial companies can greatly improve the operational efficiency of Anhui province, and can also coordinate and communicate with various aspects of Anhui province. Anhui province reduces the estrangement in construction operation as far as possible through risk management of financial companies, and makes clear the division of labor of each unit to improve the efficiency of operation. Anhui province enhances its competitiveness by strengthening its administrative supervision.

4. PROBLEMS IN RISK MANAGEMENT OF FINANCIAL COMPANIES IN ANHUI PROVINCE

4.1 The risk management institutions of financial companies are not sound

For the current Anhui province, although it has made great progress in setting up risk management of financial companies, it has not paid enough attention to it. Some Anhui province did not for financial company's risk management institutions. The management department shall make special Settings, especially in the process of risk management and management of financial companies. During the

cutting, the financial department shall conduct certain risk management and treatment for controlling the income and expenditure of funds. The risk management of financial companies obtained by this method cannot make the various departments in Anhui province get a good cooperation effect.

4.2 The risk management system of financial companies is not perfect

Although the risk management of financial companies has been fully implemented in various Anhui provinces, it does not have the characteristics of whole-process, whole-staff and all-inclusive. Although the risk management of financial companies is set, it is only through the financial department to conduct risk management of financial companies. It is estimated that other departments are not involved in this process, which leads to the fact that the corresponding value and reference in the risk management process of financial companies are not comprehensive. At the same time, the overall supervision of Anhui province in the process, and the actual production and management did not play a corresponding role. With the gradual progress of science and technology in China, Anhui province has realized the importance of risk management of financial companies, but it has not been well developed. Therefore, in the future management process, it is necessary to make important guidance for the internal management of Anhui province and the corresponding improvement of efficiency. Moreover, the implementation of risk management of financial companies also needs to make corresponding formulation with the help of the characteristics of different Anhui provinces, and carry out active and serious implementation, to achieve the purpose of optimizing the allocation of resources in Anhui province.

Through the comprehensive analysis of all aspects of financial management in Anhui province, relevant conclusions are drawn and Suggestions and opinions are put forward. At present, it is inevitable for Anhui province to carry out financial management. In the implementation process of financial management mechanism, it is necessary to pay attention to the comprehensive supervision and control of all aspects, to improve the overall supervision and management level of Anhui province. In the process of supervision and management, it is not only from the surface of the supervision and management, but also from the actual, practical implementation of the administrative supervision and management of Anhui province, to enhance the overall competitiveness of Anhui province, so that Anhui province in the future development process more smoothly.

5. CONCLUSION

For the financial risks of Anhui province, it is mainly the risks brought by commercial Banks, which cannot ignore the credit risks to some extent. In the face of these problems, methods such as improving the

accuracy of credit risk assessment can be adopted to improve the financial risk management system, and at the same time, it plays a positive role in the management of all relevant aspects. Financial management problems in China is that related to main problem of estimate is not accurate, resulting in these problems cannot be resolved in a timely manner, at the same time also need to comprehensive analysis of all aspects of the corresponding problems of management, to find and solve problems from the perspective of professional, such ability can be solved for related factors make in advance and for the relevant preventive measures to further improve.

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Study on The Application of Multi-Learning Evaluation Mode in Physical Education Teaching in Colleges and Universities

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Abstract: The reform of physical education and teaching is to promote students physical and mental health, physical fitness, and to develop towards lifelong physical education, to cultivate student's awareness of lifelong physical education, rather than to cope with several physical education examinations. This paper mainly studies the application of multi-learning evaluation in college physical education, in the hope of providing some reference for the reform of college physical education evaluation.

Keywords: Learning Evaluation; Physical Education; Evaluation Mechanism

1. INTRODUCTION

Article 21 of the Guidelines for Physical Education Programs in General Colleges and Universities clearly states that the evaluation of the learning effect and learning process of college students should be the evaluation of physical fitness and motor skills, cognition, learning attitude and behavior, communication and cooperative spirit, emotional performance, etc. In recent years, the strengthening of the reform of college education in our country and the improvement of the quality of physical health of college students, so that under the background, make the university physical education evaluation system constantly optimize and perfect, establish an effective university physical education multi-evaluation model, has become the inevitable reform of college physical education [1].

With the diversity of social development and the individualization of the development of the times, the physical learning ability of college students in our country is manifested in many aspects, including physical fitness and motor skills, cognition, learning attitude and behavior, communication and cooperative spirit, emotional expression, and so on [2, 3]. It is not comprehensive and unscientific to decide that the physical education ability of classroom students can be tested only by physical education test. In the process of college physical education teaching, the evaluation of college students' physical education needs to create a diversified learning evaluation mechanism, from many angles, all-round, the whole process of evaluation, so that the evaluation results are more objective, fair and effective.

2. THE CHARACTERISTICS OF THE

EVALUATION MECHANISM OF MULTI-LEARNING IN COLLEGE SPORTS

2.1 The comprehensiveness of the evaluation approach
In the multi-learning evaluation mechanism, the evaluation of classroom participants is more comprehensive. According to the different subject severance of evaluation and the content of evaluation, the study evaluation of college physical education classroom is divided into student self-evaluation and evaluation of others and qualitative evaluation and quantitative evaluation. Self-evaluation is the evaluation of the learning effect of college students themselves according to the evaluation criteria related to the curriculum, and the evaluation of others refers to the evaluation of their physical learning effect by the students around them in the college physical education classroom. According to the different content son, qualitative evaluation refers to the evaluation of college students' sports value cognition, sports learning attitude, cooperation and coma, and quantitative evaluation is the evaluation method of using statistical knowledge to test and analyze the level of physical education skills of classroom students, and to judge the actual learning situation of team students. Through the implementation of these methods of evaluation of college physical education, the students' physical education ability, learning attitude and cooperation can be considered, which can effectively improve the interest and learning behavior of college students who can't.

2.2 Diversification of the subject of evaluation

The main body of university physical education evaluation refers to the participants who evaluate the status and effect of physical education activities according to the standards of college physical education curriculum. The diversity and diversity of the subject of university physical education teaching evaluation are the main body of participation in the evaluation, in addition to the teachers who participate in the evaluation, but also the school sports administrators, college students themselves and students. The diversity of the study evaluation of college physical education curriculum is helpful to the fairness, objectivity and effectiveness of teaching evaluation, and to the development and reform of college physical education.

2.3 Dynamic solution of the evaluation process

ACADEMIC PUBLISHING HOUSE

The evaluation of college students' learning should be the evaluation of the learning effect and the learning process. Therefore, the reform of physical education teaching in colleges and universities is first to reform the evaluation of teaching, and the study evaluation of college physical education should realize the dynamic evaluation mode of learning effect and process. The evaluation mechanism of university multi-learning in sports not only evaluates the student's action technology and theoretical knowledge, but also summarizes the performance state and cooperation in the process of physical education into the teaching evaluation, which makes the evaluation of students' physical education in college accurate and reasonable, which makes the evaluation of the diversity of teaching content be realized effectively. The evaluation of multi-learning in college sports also reflects the evaluation of students' ability of independent learning and interest in learning and cooperation in the evaluation of students' achievement and physical quality. This dynamic evaluation, which runs through the physical education classroom, strengthens the emotional experience of college students to physical learning and promotes the realization of the concept of people-oriented physical education.

3. THE INFLUENCE OF MULTI-LEARNING EVALUATION ON THE REFORM OF UNIVERSITY SPORTS

College physical education is mainly to train students' practical skills, compared with other disciplines, there are greater differences, the classroom participants' own learning level is different, in attitude, emotion and skills performance is also complicated, the school teaching evaluation system cannot be fully applied to the evaluation of college physical education. In college physical education teaching, the use of the school's unified assessment standards for students' physical education ability assessment, especially the use of standardized skills test ingress, cannot scientifically and effectively reflect the real level of students. Therefore, during college physical education, we should consider the particularity of the university physical education curriculum itself, use multi-evaluation methods to improve students' physical education motivation and learning ability, and then improve the physical quality of college students.

3.1 The Impact of Diversity Evaluation on Students' Physical Education Learning

The diversified evaluation in college physical education can stimulate the interest of the classroom participants in physical education, and then improve their physical education ability and learning effect. The diversification of the learning evaluation system of college physical education takes the evaluation of learning quality as the core, and the evaluation of the amount of learning as an auxiliary means, so that the classroom participants also pay more attention to the learning process. In general, the university physical

education diversity evaluation system can effectively improve the physical education learning effect and learning ability of classroom participants, help classroom students to establish a correct thought of physical education learning, especially can stimulate the enthusiasm of the classroom participants with weak sports ability, promote the promotion of their intrinsic motivation and better understand and consolidate the content of physical education teaching, help their physical education skills master.

3.2 Effect of Diversified Evaluation on the Effect of Physical Education in Universities

With the fierce social competition and the differentiation of individual students, the university physical education evaluation system should be more scientific, effective and comprehensive, to avoid the evaluation of physical education in the classroom students in the teaching process is too single, university physical education should adapt to social development and student changes more quickly. In college physical education teaching, the diversification of physical education learning evaluation is helpful to the improvement of teachers' professional qualities and teaching concepts on the front line of teaching, to the promotion of self-improvement of college physical education teachers and the improvement of the scientific and effective teaching, and to a certain extent, to promote the reform of physical education in universities and the overall improvement of teaching quality.

4. THE IMPLEMENTATION AND APPLICATION OF MULTI-LEARNING EVALUATION IN PHYSICAL EDUCATION TEACHING IN COLLEGES

4.1 Establishing a correct understanding of diversified teaching evaluation

The multi-learning evaluation mechanism is implemented in college physical education, not only to change the understanding of evaluation concept, but also to have the construction of a scientific and standardized system, so that the teaching goal and evaluation goal can be consistent. The development of quality education is not to cancel the examination evaluation, it is necessary to change the concept consciousness of evaluation. College physical education curriculum plays an important role in the development of quality education. The majority of physical education educators need to change their ideas from the essence of their thinking, establish a new idea of teaching evaluation, create a more scientific, all-round, multi-perspective new learning evaluation model, so that the teaching of university physical education teachers, students learning, social development needs close lying. The study evaluation of college sports should not only pay attention to the evaluation of students' physical quality and sports skills, but also make scientific, effective and comprehensive evaluation of students' learning attitude, collaborative spirit, self-confidence and

adaptability.

4.2 A combination of self-evaluation and evaluation by others

Students are the main body of teaching and the carrier of the realization of teaching objectives. Only the participants in the physical education class can control themselves and control themselves to improve themselves fundamentally. For teaching evaluation, the process of studying students' sports learning attitude, technical mastery, and cooperation with others should be realized in various forms, such as students' self-assessment and mutual evaluation of students, so that students from different situations should carry out a full and comprehensive analysis and carry out targeted teaching. As the main body of students to their own actual situation of accurate and effective evaluation is conducive to learning interests, emotional exchanges and will to hone. According to the stage evaluation of teaching, teachers evaluate students' learning effect at any time, so that classroom students can complete their learning goals under the guidance of teaching objectives. The teaching evaluation of modern university physical education can really improve the authenticity and effectiveness of teaching evaluation only by combining students' self-evaluation with other people's evaluation.

4.3 Evaluation content selection to be multi-dimensional

American psych development scientist Gardner argues that intelligence is not a capability but a set of abilities, made up of many aspects. Everyone at the same time embraces nine kinds of relatively independent intelligence, and these nine kinds of intelligence in each person in different ways, different degrees of combination of each person's intelligence has its own characteristics, different environment and educational conditions of the individual's intellectual development direction and degree have obvious differences. The

sports ability of college students is different, and the evaluation of college physical education teaching is to evaluate the physical learning ability of classroom students in a comprehensive and objective way through multi-dimensional, so that students' sports, value cognition, learning attitude and social adaptation can be given full play.

5. CONCLUSION

With the social diversity and the development of students' individuality, it is imperative to innovate the evaluation mode of college physical education. The implementation of the multi-learning evaluation mechanism will play a positive role in promoting students' sports behavior to a certain extent, so that the objectivity and fairness of the evaluation of physical education in universities can be effectively enhanced. The diversified development of university physical education evaluation is of great help to the comprehensive ability of students and the development of their comprehensive quality, and it can also make the quality and efficiency of college physical education improve effectively, which is worth the application in the teaching of physical education in colleges and universities.

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Study on The Influence of After-School Training on College Students Practical Ability in Anhui Province

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Abstract: Under the current background of "mass innovation, mass entrepreneurship", how to improve the practical ability of college students has become the focus of the community. In order to understand the influence of extracurricular training on the practical ability of college students, this paper uses the methods of questionnaire survey and mathematical statistics to investigate the influence of extracurricular training on the practical ability of college students in Anhui Province. The results show that: as far as the relationship is concerned, after-school training and college students' practical ability complement each other and are indispensable. After-school training has a positive impact on College Students' communication ability, anti-frustration ability, organization and management ability, competitiveness, etc.; in order to ensure the all-round, coordinated and sustainable development of after-school training, it is suggested that: policy oriented, relevant after-school sports training should be introduced The policy of training; strengthen the publicity of after-school training and its effect; promote the sports items to carry out hierarchical, diversified, scientific and systematic; continuously optimize and improve site facilities ;strengthen the construction of teaching staff; promote the integration of college physical education classroom teaching and after-school physical training; promote the integration of college physical education classroom and after-school physical training.

Keywords: Colleges; Extracurricular Sports Training; Practical Ability

1. INTRODUCTION

On June 13, 1999, the Central Committee of the Communist Party of China and the State Council issued the Decision of the State Council of the CPC Central Committee on Deepening Education Reform and Promoting Quality Education in an all-round way, which clearly stated that "to improve and cultivate students' innovative spirit and practical ability, and to combine morality, intelligence, physical fitness and beauty with virtue, intelligence, physical beauty and so on". However, from the issuance of documents to today's 20 years or so, still face primary and secondary schools to test-oriented education, college graduate's difficult employment, low employment rate and other

issues. Especially in recent years, the difficulty of employment of college students and low employment rate have become a hot issue of common concern to our government and society [1-4].

Most studies have shown that the employment rate of college students has a lot to do with their practical ability [1-8]. In our government to encourage college students to start their own business today, the practical ability of college students is one of the indispensable abilities of college students to start their own businesses. However, as one of the compulsory courses in higher education, the physical education course stakes the important task of quality education together with other courses and makes due contribution to the training of all-round talents in our country. So, as an important part of school physical education, can the after-school physical training improve the practical ability of college students? If so, what practical abilities can college students be exercised? At the same time, how to build an efficient after-school physical training? Discussing these problems is helpful to clarify the relationship between after-school physical training in colleges and universities and the practical ability of college students, and to provide a reference for better development of after-school physical training in colleges and universities and to improve their practical ability.

2. RESEARCH OBJECTS AND METHODS

2.1 Research Objects

The students of some college sports in Anhui Province are mainly studying (Note: The universities are mainly Anhui Agricultural University, Hefei University of Technology, Anhui Normal University, Shao Medical College, Huangshan College, Andi College).

2.2 Research methodology

2.2.1 Documentation Act

By retrieving and browsing the databases of China Knowledge Network, Wanfang Database and Anhui Agricultural University Library, to "after-school training" and including "students' practical ability" as search terms, to find relevant documents such as "the value of after-school physical training" and "the impact of after-school physical training on college students' practical ability", Understand and collect literature on sports and practical competence research.

2.2.2 Survey Method

The questionnaire "After-school Training On the Impact of After-School Training on The Practical Ability of College Students" was randomly selected for students from Anhui Agricultural University, Hefei University of Technology, Anhui Normal University, Shao Medical College, Huangshan College and Shanxi College, and 200 questionnaires were distributed, 196 were recovered, 180 were valid questionnaires, and 91.8% efficiency was achieved.

2.2.3 Expert Interviews

Based on literature reading and questionnaire survey, the relevant experts are hired to demonstrate the validity and rationality of the questionnaire, and interview some experts to ask about the impact of physical training on students' practical ability and how to optimize the current physical training.

2.2.4 Mathematical Statistics

The data required in this article is analyzed by using EXCEL2017.

3. RESULTS AND ANALYSIS

3.1 Concept Resolution

3.1.1 After-school training in ordinary colleges and universities

After-school physical education training in colleges and universities is an important part of physical education teaching in colleges and universities. The group of students in after-school training refers to ordinary students who have a certain sports foundation and have the potential of sports, and the coaches (generally physical education teachers) use their spare time to train them in technique, tactical guidance and physical fitness. Training to a certain level will select some students to participate in provincial competitions, for the school honor, that is, usually said the school team.

3.1.2 College Students' Practical Ability

Practical ability, in theory, is the ability to convert theory into practical hands-on. In our country, college students generally have this abnormal phenomenon of "eye master and low", which is out of touch with society. According to the characteristics of sports, the practical ability of this study refers to communicative ability, anti-frustration ability, organizational management ability and competitiveness.

3.1.3 After-school training and practical ability of college students in ordinary colleges and universities

3.1.3.1 After-school physical training can effectively improve the practical ability of college students

After-school training can effectively release the students' study and life pressure, which has an important influence on the "three views" of college students. Technology, tactics cannot be separated from good physical quality, good physical quality cannot be separated from the spirit of not afraid of hardship, hard work, the courage to fight. A game of victory cannot be separated from the cooperation of coaches, players, that is, team spirit, in the coach, team members are trying their best or lost the game, which has a very good effect on the team's ability to resist setbacks. A

school team, every position or every project there is competition, there is no absolute main force or bench, which requires everyone to compete for "on the job".

3.1.3.2 Improvement of practical ability can promote college students' after-school training skills and tactical literacy

At present, colleges and universities in China carry out various forms of activities to improve the practical ability of college students. The improvement of practical ability plays an important role in all aspects of college students. From the point of view of college students' after-school training, students with good practical ability not only learn the technical action fast, but also understand the coach's skills, tactics, on-field random ness is very good. A mature team, good skills, tactical literacy and strong practical ability, the two complement each other, indispensable.

3.2 The current situation of after-school training in general colleges and universities in Anhui Province

With the need of rapid social and economic development in the new era, as well as the deepening of the reform of the education system and the sports system, china's school after-school physical training and competition work will aim at the construction of a strong country, keep pace with the times, bold innovation, forge ahead, and create a new historical period. In recent years, Anhui Provincial Education Department on the school sports more and more attention, in addition to a few popular projects every year there are leagues, the cold-calling project is also a league every two years, resulting in the emergence of college sports teams. Through the questionnaire survey method, the basic situation of participating in after-school physical education in ordinary colleges and universities in Anhui Province is understood, and the results are as follows.

3.2.1 Time and number of weekly training sessions for students

The training time and number are the basic guarantee to improve students' technical and tactical literacy. Through the survey found that in terms of training time, due to the impact of other courses, students to participate in after-school physical training time is generally arranged in the evening and weekend, in addition, the students' learning pressure is relatively large, usually the training people are not the same, only to the weekend basic can be full. In terms of the number of training sessions, the training is usually scheduled 2-3 times per week, each time about 2 hours, and in training, the training is generally arranged 4-5 times per week.

3.2.2 Motivation of students to participate in after-school physical training

Good internal motivation is the key for students to actively participate in after-school physical exercise, as shown in Table 1, in terms of participation motivation, the vast majority (93.33%) of students to participate in after-school physical training is based on hobbies; And the lowest proportion of people is for the

school honor, only 40.56 percent, indicating that more than half of the number of people taking part in after-

school physical exercise is more for personal considerations, not for the school to compete for honor.

Table 1 Questionnaire on students' motivation to participate in after-school physical training (N=180)

Motivation	Hobbies	Improve motor skills	Promotes physical health	Fighting for honor for the school	Get rewards and recognition	A sense of achievement in the school team	Make Friends
N	168	142	123	73	75	87	97
%	93.33	78.89	68.33	40.56	41.67	48.33	53.89

3.2.3 The role of after-school training in broadening employment channels

At present, China's rapid development of national fitness, national fitness awareness gradually enhanced, enterprises and institutions to organize sports activities gradually increased, which is good news for students with sports expertise. When asked whether after-school physical training could broaden the employment channels, the students also took different views. As shown in Table 2, 50 per cent of the total number of students who considered participation in after-school training to play a significant role in broadening employment channels, 43.33 per cent of those who held some useful views and 6.67 per cent who said they had no effect. Most students agree that participation in after-school training has a positive effect on broadening employment channels.

Table 2 Questionnaire on broadening employment channels for students to participate in after-school training (N=180)

Role	N	%
It doesn't work.	12	6.67
Some effects	78	43.33
It's going to make a difference	90	50.00

3.2.4 Impact of After-School Physical Training on Students' Academic

Table 3 Questionnaire on the impact of after-school physical training on academic performance (N=180)

Degree of impact	N	%
Serious impact	21	11.67
Not serious impact	54	30
General impact	97	53.89
It doesn't matter.	8	4.44

College students are the backbone of national construction and development, the quality of academic performance for the future development of college students play a key role in the breadth and depth. However, from the recent ten years of related research and research, "eye master low", that is, the so-called academic good college students abound, while the academic good and practical ability of college students are relatively short. However, in the university busy study life, can balance after-school physical exercise and study is the focus. In this regard, the results of the survey, as shown in Table 3, show that after-school physical training seriously affects students' academic performance in 11.67 per cent, comparative impact accounts for 30 per cent, general impact accounts for

53.89 per cent, thus indicating that students' participation in after-school training has little impact on their studies.

3.2.5 Attitude of students to participate in after-school physical training

Attitude sits everything, whether you're a student, work or start a business, and attitude determines the height of your rise. The poor physical quality of college students in our country, how to make college students like sports, this is an important subject that our physical education teachers must seriously study. In terms of students' attitude towards after-school physical training, 77.78 per cent of students liked to participate in after-school physical exercise, 16.67 per cent of those who liked it, while only 4.44 per cent and 1.11 per cent of students who held a general or non-normal attitude were only 4.44 per cent and 1.11 per cent, respectively. At the same time, through the investigation of coaches to know that the enthusiasm of the team training is more enough. This shows that there is a better student base for after-school physical exercise as Table 4.

Table 4 Questionnaire on students' attitude towards after-school physical training (N=180)

Attitude	N	%
I like it very much	140	77.78
I like it better.	30	16.67
ordinary	8	4.44
Doesn't matter	2	1.11

4. THE INFLUENCE OF AFTER-SCHOOL TRAINING IN COLLEGES AND UNIVERSITIES ON THE PRACTICAL ABILITY OF COLLEGE STUDENTS

4.1 The impact of after-school training in colleges and universities on college students' communicative ability Communication ability, that is, interpersonal ability, is a more complex concept, involving many factors such as culture, language, psychology and so on. As can be seen from Table 1, more than half of the students (53.89%) generally believe that after-school training can make friends. People often say "make friends with the ball", which further confirms that sports is an important channel for making friends. School teams usually bring together sports professionals and enthusiasts from different colleges to point fingers and encourage each other during training and competitions, so that they can communicate with each other in joy and pain. In the game, whether in the exchange match

or official competition, before and after the game, both players shook hands, met the "sports quality" of better athletes, are looking for their photo, each other left phone, WeChat and so on. After graduation, i also know a group of sports enthusiasts; In addition, from Table 4 can also be seen, students are very keen on after-school training, positive, enthusiastic into the training, in fact, also explained the willingness to communicate with coaches, team members.

4.2 Effect of after-school training in colleges and universities on college students' ability to resist setbacks

The processing power in the face of adversity is called the ability to resist setbacks. In today's society, the improvement of living standards, parents improper education leading to weak resistance to setbacks, low mental health level, often heard a certain university students due to excessive pressure and suicide.....[10-12], According to the investigation, none of these students were students who took part in after-school training (school team). Today's society because of the rapid economic development, students learning pressure, employment difficulties and other status quo has been allowing students to bear a greater sense of depression, no spirit of innovation and entrepreneurship, over time, will lead to a variety of situations, which is contrary to China's training of high-quality personnel. The cultivation of students' ability to resist setbacks is the common responsibility of the school and the family. Students who take part in after-school training can resist setbacks because they suffer many wins and losses in sports games, and release the pressure of learning and life in training and competition.

4.3 The impact of after-school training on the organizational management ability of college students

Organizational management ability is the external comprehensive performance of a person's communication ability, design ability, management ability, planning ability, technical ability, implementation ability and other basic conditions. In the school, the students who can enter the after-school training team are the sports genius of each college, the school organized various sports competitions, they are not only team members, but also captain or coach. This has a positive effect on the cultivation of their organizational management ability, which is through the usual training, competition slowly accumulated. From the point of view of sports training, the level of organizational management ability reflects a person's level of training, athletes with high technical and tactical skills, their organizational management ability is not bad.

4.4 The impact of after-school training on college students' competitiveness

Competitiveness, small to people, large to countries, no competition, social development will stagnate. Competitiveness is one of the necessary practical abilities of college students. In the current "mass

innovation, entrepreneurship" environment, there is no strong spirit of competition, will not yet embark on the community will face laid-off. The fittest, any society, any job is like this. Any sports competition, there is a cruel elimination, which is the charm of sports competition. College after-school training, competition there is incentive competition, any sports team has the main team members and bench players, "do not want to be a general soldier is not a good soldier", only in training, competition to give full play to their potential, intelligence, you can go further, harvest more. The survey found that physical training and competition are the best way to train college students to compete.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

After-school physical training and their practical ability are complementary relationship, the two are indispensable, that is, college students to participate in after-school training can effectively promote the development of their practical ability, at the same time, the development of practical ability can promote college students after-school training skills, tactical literacy. The survey found that in terms of training time, 2-3 training sessions per week, about 2 hours each time, training, generally arranged 4-5 times a week, hobbies are basically the main purpose of students to participate in physical training, students to participate in after-school training to broaden employment channels have a positive effect on broadening employment channels Students' participation in after-school training has little effect on their studies; After-school physical training in colleges and universities can effectively improve the communication ability, anti-frustration ability, organizational management ability and competitiveness.

5.2 Recommendations

Policy is the direction lever to guide the teacher's work center of gravity shift. If the after-school training lacks the guidance and management of professional teachers, its implementation efficiency will be greatly reduced, at the same time, if the teacher's pay is not encouraged by the school will also hit the enthusiasm of teachers. Therefore, schools should start from the policy, the introduction of the policy on after-school physical training, to promote teachers to the after-school training can be appropriate returns, such as job title promotion, wage subsidies, appropriate relief of the school hours, to relieve teachers' worries, to stimulate teachers to participate in after-school physical exercise of the endogenous nature, so that coaches (physical education teachers) dedicated to the formulation of after-school training plans, guidance after-school training. To promote after-school training leveling, diversification, scientific, systematic. The school adopts the grade, partition, shard ingenuity of after-school training, so that different levels of team members, different sports types can be carried out at

the same time, to maximize the diversification of the project, so as to attract more students to participate; Strengthen the promotion of after-school training and its effect, the publicity of new media can effectively let students quickly understand the role and value of after-school training, more understanding of after-school training projects, participation conditions, registration methods and other information, improve students' awareness of participation in after-school training, for students to participate in after-school physical exercise to facilitate. For example, in the official campus website set up a special web page information, the participation in after-school physical exercise and the implementation of the display, at the same time to carry out better after-school training to recognize and encourage. Continuously optimize and improve the site facilities. Physical training is different from indoor theoretical teaching, the improvement of the site facilities have a higher requirement, so the optimization and improvement of the site facilities is to popularize after-school physical training, improve the quality of after-school physical training basic work, at the same time, high-quality, beautiful facilities can also attract students to participate in after-school training. Schools should allocate funds to supplement the lack of sports equipment, and regularly check and repair aging equipment. Strengthen the construction of sports teachers. Teachers are the main factors to ensure the development of after-school training, physical education teachers not only to master the rich knowledge of the leading knowledge of the subject theory, but also to master the practical skills associated with the theory, which requires strengthening the teacher's learning and training, and constantly improve the teacher's innovative practical ability; In addition, to hire successful sports stars, entrepreneurs and relevant officials to lecture in the school, and teachers, students face-to-face exchanges, guidance theory and practice combined. To promote the integration of college physical education classroom teaching and after-school physical training construction, the current number of physical education hours in colleges and universities is difficult to support the physical health of students to bring an opportunity for the development of after-school physical education training, after-school physical education training is an extension and supplement of physical education classroom, has certain educational value, but also can supplement the shortcomings in physical education activities. Therefore, physical education teachers should make an organic connection between after-school physical education training and physical education in the content of teaching, and set the corresponding evaluation methods to evaluate the effect of students' participation in after-school physical training.

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Summary of Sports Resources and Community Sharing in Colleges and Universities

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Abstract: Sports has the function of enhancing the cohesion of the Chinese nation, centripetal force and self-confidence, stimulating the patriotic enthusiasm of the masses and the national pride of the Chinese children, and the state pays more and more attention to sports, however, the per capita stadium area, of our country is seriously inadequate, and the limited sports resources cannot meet the growing demand of the masses for physical exercise. As a product of social relations, colleges and universities have more complete sports fields, sports facilities, sports equipment and other resources, and have an obligation to open to the community so that residents can exercise their right to use public resources.

Keywords: College Sports Resources; Sharing Mechanism; Overview

1. INTRODUCTION

With the rapid development of social and economic level, the quality of people's living continues to improve, disposable leisure time increases, people pay more attention to healthy quality of life, sports to relieve the pressure of residents has gradually entered people's vision. Because sports have the function of enhancing the cohesion of the Chinese nation, centripetal force, self-confidence, and stimulating the patriotic enthusiasm of the masses and the national pride of the Chinese children, the state pays more and more attention to sports. The national fitness craze has emerged; however, China's per capita stadium area is seriously inadequate, limited sports resources have been unable to meet the people's growing demand for physical exercise. As a product of social relations, colleges and universities have more complete sports fields, sports facilities, sports equipment and other resources, and have an obligation to open to the community so that residents can exercise their right to use public resources.

2. OVERVIEW OF RELEVANT CONCEPTS

2.1 The concept of resources and sports resources

For the interpretation of resources, different disciplines have different emphasis, "capital" usually refers to "useful" things, "source" refers to "source", "source". There are no less than three current interpretations of "resources". The first explanation is the interpretation in the Modern Chinese Dictionary, in which "resources" are "natural sources of means of production or means of living". The second is called "the natural source of material". The third explanation

is the explanation in Xia Zhengnong "Shouhai", "resources" resources are divided into two categories, divided into natural resources and social resources, natural resources including water, air, land, social resources, including human resources, financial resources and so on. The study of the concept of "resources" by foreign scholars is also from the perspective of natural resources.

Sports resources, scholars Liang Jinhui's definition of sports resources is the sum of the various conditions and factors that people need in the process of production and sports activities, generally divided into tangible material resources (such as sports management personnel, sports equipment, sports funds, etc.) and intangible material resources (such as sports information resources, sports culture, sports spirit, etc.) [1-4]. Ong Hongwei thinks that sports resources refer to the sum of the various elements developed under certain social and historical conditions, developed and utilized by different groups, and play an important role in social sports activities (including sports human resources, financial resources, material resources, information resources, etc.), which consist of a whole dynamic system [2].

2.2 Concept of college sports resources

The concept of sports resources in colleges and universities is not yet unified, the current general Lyn forth for scholars more agreeable views are divided into three main: 1) [3-8]college sports resources are sports resources, Professor Ren Hai believes that college sports resources refers to a society used for sports activities to expand the number of sports and improve the level of competitive sports for the purpose of material, human, financial, time and information inputs [3]. 2) The division of tangible and intangible sports resources refers to the sum of all the human, material and financial resources related to sports, such as sports fields, sports equipment, sports equipment, physical education teachers, micro-classes, buildings, etc., which are related to sports in college sports; The sports resources in a broad sense refer to the sum of all the human, material and financial resources related to sports, sports equipment, physical education equipment, physical education teachers, micro-classes, buildings, etc. related to sports activities. Sports resources in the narrow sense refer to sports stadiums, sports facilities, sports equipment and so on.

2.3 The concept of community sports

The concept of "community" was first proposed by the

German sociologist Ferdinand Tonnies in "Community and Society" and translated as "close partners and communities", the first word for community in the 1930s when the Chinese sociologist Fei Xiaotong translated the English "Community" into "community". For the concept of "community sports" our scholar Lu Xiaohu believes that community sports are a social group composed of residents in certain areas to meet material and spiritual needs, with physical exercises as a means of interaction with the state, community, family, individual social activities [4]. Wang Kaizhen believes that community sports is a regional sports event with the natural environment and sports facilities in the community to meet the sports needs of community members [5-10]. Li Jianguo believes that community sports is a friendly "medium" for residents to enjoy happiness, build friendly and harmonious social relations and comb sports consciousness by participating in or organizing sports activities themselves [6].

2.4 The concept of resource sharing

Sharing refers to the common use of highly common resources among different subjects. "Sharing" in the Modern Chinese Dictionary translates as common sharing. Resource sharing is a kind of human reciprocal exchange behavior, is the behavior of economic branding, resource sharing is a kind of group behavior, which is essentially the sharing of interests. Wang Yongsheng believes that there are two main forms of resource sharing: one is currency transactions (direct payment of a service, the monetary embodiment of the market value of the business) [7]; Feng Yunting thinks that the resource sharing system consists; of the three basic elements of sharing subject, sharing mode and sharing rules [8]. Shared principal refers to the stakeholders of shared resources, and the sharing mode refers to the organizational form used by different subjects to share resources, mainly the fairness and efficiency of resource utilization, and the sharing rules refer to shared programs, agreements, etc.

3. REVIEW OF THE CURRENT SITUATION OF SPORTS RESOURCES AND COMMUNITY SHARING IN FOREIGN UNIVERSITIES

In his master's thesis, Li Shouyun noted that the city of Salem, Massachusetts, was the first city to adopt the sharing of urban community and school sports resources in the 1820s, and public schools opened their sports facilities. According to 1909 statistics, 99% of public primary and secondary schools in developed areas of foreign countries open to the public sports facilities, of which the [9] highest opening rate is the gymnasium (about 80%) and sports fields (about 80%), in Tokyo school stadium has been 100% open to the community, the current proportion of school sports facilities open to the community has reached 99.8% [9].

Li Hai through comparative analysis, investigation method to obtain in the stadium per capita share, China and the western developed countries there is a huge

gap, even far less than South Korea. In the United Kingdom, in 1982 the Government established the "Community Use" program, which requires the widest possible opening of sports facilities to the public [10]. The purpose of opening up to the public in Japanese schools is to set [11] up community sports clubs, introduce social forces to participate in management, purchase safety insurance, diversify the channels for raising funds for operations, and improve supporting facilities, which provide valuable reference and reference for the opening-up of facilities in China [11-20].

In summary, it can be seen that foreign research on the sharing of school and community sports resources far earlier than in our country, our country encourages and advocates the social sharing of school sports resources this measure was put forward in 2006 with a special document, because of the foreign research on the sharing of school and community resources earlier so the development degree is also relatively high. Although the research on sports resources in the community and colleges and universities in China started late, it has achieved some results. We can explore a bright road suitable for the sharing of sports resources between our community and colleges and universities based on learning from foreign experience.

4. A REVIEW OF THE CURRENT SITUATION OF THE RESEARCH ON SPORTS RESOURCES AND COMMUNITY SHARING IN DOMESTIC COLLEGES AND UNIVERSITIES

Through reading the relevant literature, the author finds that the current research on the sharing of sports resources is basically a study of one aspect of sports resources, and less research on sports resources (sports resources, human resources, sports facilities resources, sports information resources, etc.) system. After combing, the author divides the current research on the sharing of sports resources into two categories: first, the theoretical support research of sports resource sharing;

4.1 The theoretical support of sports resource sharing research status

Liu Xiaoping expounded the meaning and feasibility of the sharing of sports resources in colleges and universities from the theory of resource allocation, and put forward six suggestions on this basis: to determine low fees to reflect public welfare, strengthen the links with sports authorities, build sports bases, cooperate with the neighborhood committee, carry out various mass fitness activities, provide stadium services for various enterprises and institutions, train social instructors, and advocate the correct view of sports consumption [12]. Zhan Jiawen from "Marx's theory of demand for supply and demand", "new public service theory" and "good governance theory" to demonstrate the rationality and necessity of sports in the sports service community of colleges and universities [13].

Zhou Xiurong from the school sports venue resources

and the feasibility of sharing the community, think that the school sports resources should be based on local conditions, according to their own circumstances to achieve resource sharing [14]. Yang Ning collected [15] the status quo of social sharing of the resources of the sports facilities of Wuxi city schools through the method of literature and questionnaire, and summarized the existence of the concept of managers in Wuxi City schools lag behind, the lack of coordination mechanism between the competent departments in schools and the masses, the communication channels are not smooth, and the investment of sports resources in schools is unbalanced [15]. Wang Chang summed up the connotation of the sharing of resources of sports facilities in the region by means of literature and field investigation, etc. (diversification of supply subjects, synergy of supply methods) and macro factors (policy factors, conceptual factors), mid-level factors (property rights factors, institutional factors) and micro factors (construction layout factors, security factors, use time factors) and put forward to increase the government policy supply, establish regional coordination mechanism, supportive coordination mechanism, and build feedback and adjustment [16]. In summary, most scholars are from the macro point of view to analyze the constraints on the sharing of community and school sports resources and put forward corresponding recommendations, such as scholars Liu Xiaoping, Zhou Xiurong, Wang Chang in the three first elaborated the feasibility of the study, and then after analysis of security, funding, venue management and other issues are important factors restricting the sharing of resources, And for these problems put forward the corresponding recommendations: real-name fitness, low fees, strengthen the contact and communication with the sports authorities. But these proposals are more general, such as strengthening contact stoic and communication with sports authorities, then how to effectively communicate? Who will communicate? Communication problems who solve the problem, etc. are not clearly stated. Also, such as the scholar Yang Ning through the investigation of data analysis Wuxi City schools existing problems, but the specific solution has not yet been given. At present, the research on the sharing of community and school sports resources in our country is still in the exploration stage, how to solve these problems and speed up the process of school and community resource sharing will be the direction for which we work.

4.2 The current situation of sports resource sharing mechanism and mode research

Zhou Shunxi took Ningbo Dongtan Middle School as a case study, the school and Ningbo Geriatric Activity Center signed an agreement to establish the school venue sedition mechanism, to build a diversified service system. Mainly reflected in the full excavation

of the school's existing sports resources, the maximum extent to meet the needs of the masses, reasonable sharing of resources, for safety, physical education, equipment maintenance, health issues to establish rules and regulations, Ningbo Elderly Activity Center in line with the purpose of serving the community to hire laid-off workers management, with an agreement to achieve awin-win social and economic benefits [17]. Under the guidance of "sharing concept", Zhao Xiuhan put forward three types of sharing "single-access school sports facilities", "single-access community sports facilities type" and "sharing sports facilities type". "Single-access school type" school is the main body of sports facilities, the main enjoyment is the school and the community, simply open to the community and reach an agreement. Scholars show that this type of difficult, the implementation of the prerequisites are mainly four: first, the school sports facilities idle, second, respect the school's dominant position, third, students enjoy the right to use priority, and fourth, community property should have a certain degree of sports management capacity [18]. Through the investigation and analysis of data, scholars think that "complementary" although difficult, but the most feasible. Yang Deyu made a brief analysis of the problems of funds, security and order in the opening of school sports stadiums to the society in Changchun City and put forward corresponding countermeasures. This paper expounds that the sharing of sports stadium resources in Changchun City adopts the sharing mode of government-led, social concern and multi-party linkage [19]. Zheng Xiaofeng through the field visit to Suzhou University to understand the problems of social sharing, analysis that the shareholding limited liability company is a model of social sharing of sports resources in ordinary colleges and universities innovation [20].

5. CONCLUSION

The author thinks that the research on the mechanism mode of resource sharing between colleges and community resources in our country can be divided according to its management mode: (1) the model of entrusting and agency mechanism; paid sharing combined; this model of public welfare is relatively strong, belongs to the government to buy services. (4) The common management mode of community and school; (5) youth club model, and an innovative model based on the government's financial input and the complementary advantages of the community and colleges. Overall, most of these five models rely on government investment. It can also be seen that the source of funds for the sharing of resources between universities and communities in China is more monotonous, and can expand the rich source of funds in the future research.

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Effective Study on International Business Teacher Continuing Professional Development of Henan Top Universities in China Higher Education

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Abstract: The main purpose of this study is to investigate and explore the self-efficacies and outcome expectancies of International Business (IB) teachers in higher education in China. Most of Chinese universities set up the training and development center of teacher education. Over time, it has worked as a result of their participation in an inquiry-based, continuing professional development (CPD) program designed to ensure that all participants are highly qualified international business teachers majoring in international business (IB) through instructional reflection and teaching practice with significance in two aspects. In theory, it enriches the theoretical studies of International business teachers' qualified progress and widens the research areas of teaching and learning. The IB teachers' professional development is mainly concentrating on teaching content and reflection. In practice, it provides a thinking of higher education reforms in China, guidance for International Business teachers' proficient growth and it can be served as a reference to the future teacher training programs to improve university faculty CPD in International Business. Therefore, the study will apply the quantity and quality methods including interview and survey to discover what specific skills the teachers should develop to improve teachers' job performance in order to meet the needs of the global competitiveness. The proposed five main points in the essay: the conception of CPD; the present situation and difficulties; the strategic strengthening measures to affect IB teacher job performance; integration of university sources leaders supporting measures with teacher professional development plans; and the last one, integration of IB teacher Continuing Professional Development (CPD) both at home and abroad.

Keywords: China Higher Education; International Business; International Business Teacher; Continuing Professional Development; Global competitiveness

1. INTRODUCTION

This paper summarizes the main factors that affect the Continuous Professional Development (CPD) ability of university teachers, based on the analysis of the basic components of the continuous professional

development ability of college teachers, five of the influencing factors are following: upper support, cultural construction, self-controlling in CPD, system design and resource guarantee, and then carries out an empirical investigation and verification analysis among universities in Henan province. Firstly, the questionnaire was designed by combining literature retrieval with in-depth survey, and then SPSS22.0 was used as a statistical software reliability and validity test, based on the initial test questionnaire qualified to start a formal questionnaire survey. The researcher designed the interview questions to conduct interviews with principals, department deans and teachers of two top universities and their branches in Henan province. The open-ended questions involved in the questionnaire were: "what are the factors or behaviors that promote the continuous professional development ability of teachers in University Z and University H. And list them in order of importance. "The collected questionnaire information was summarized, and 24 influencing factors with complete statements were obtained. The items with semantic ambiguity and overlapping concepts were gradually eliminated, and 20 influencing factors with universality, importance and practicability were selected to form the initial test questionnaire.

The questionnaire predicts the initial questionnaire in Henan two universities International Business (IB) teachers' continuing professional development ability construction of the evaluation index system based on the above effect on university teachers' continuing professional development ability for the research, the university teachers' continuing professional development ability evaluation content divided into five levels: the upper support, cultural construction, the system design and resource guarantee, self-evaluation and subdivided into eight categories, a total of 20 index.

The degree of principal's support represents the principal's attitude and behavior towards the continuous professional development of IB teachers as the leaders of universities. In the aspect of principal's philosophy, the importance and proportion of principal to the professional development of teachers in the

strategic management and work deployment of universities are mainly investigated. The principal's behavior mainly examines whether the principal can play a role in promoting the professional development of teachers in the daily management work (the index is graded based on 1-5, and the higher the score, the better the evaluation effect).

1.1 Background of Continuing Professional Development (CPD)

The educational management area of teachers' continuing professional development (CPD) is of growing interest in western developed countries, such as England, America, and Germany. While it has been spreading to eastern developing countries, internationally. However, while an increasing range of literature focuses on aspects of CPD, there is a paucity of literature addressing the spectrum of CPD models in a comparative manner (Hoban, 2002). This article examines a range of definition, models, social service and effective function of university IB teachers' CPD. Guskey (2000) questions the effectiveness of traditional approaches to professional development, such as one off events, increases in salaries for those who gain graduate qualifications and time-off in lieu, all of which have been features of teacher professional development in Ireland in the recent past. While these approaches can motivate teachers to attend, and through attendance teachers awareness of issues and development of their knowledge and skills do occur, they can also perpetuate out-dated forms of professional development (Monahan, 1996) which are "insufficient to foster learning which fundamentally alters what teachers teach or how they teach" (Boyle, While, & Boyle, 2004, p47). It can also be argued that there is insufficient opportunity to develop and respond to feelings in relation to accepting that aspects of their teaching may be problematic, dealing with restraints and feeling empowered; the stages of personal development which Bell and Gilbert (1994) identify as necessary for holistic teacher development. Yet this assumes that the starting point is a deficit within the teacher. Luneta (2012) suggests that instead it is more valuable to recognize the knowledge and experience which the teacher brings to professional development experiences and build upon this with teachers involved in the design. While in a period of national reform the former may provide a better starting point for professional development, without denying the importance of past experiences, if the existing practices of most teachers do not correspond to the planned reforms. However, this risks the alienation of teachers from the very start of the professional development process which will negatively impact any reform attempts. Next part is about two purposes of university teacher's CPD.

However, the above literatures focus on the macro aspects on teacher's CPD, the researcher's gaps of literature are to make up for: 1) research on specific major – International Business (IB); 2) research on

specific university faculty- IB teachers in Henan two top universities. 3) research on IB teachers' Long-life Learning (LLL) to improve IB teacher's CPD from self-controlling management system. 4) research on effective IB teacher's CPD by stimulated and improved by university top leaders (principals and deans).

1.2 Purposes of Continuing Professional Development (CPD)

In principle, one can say that the primary goal of university education is, broadly speaking, the attainment of ideal preparation of future professionals. In recent years interest has grown and training to improve the quality of education and, consequently, pedagogical training of university International Business (IB) teachers. In all, when it comes to promoting the improvement of university teaching must consider the goals, intrinsic and extrinsic motivation of teachers. Most teachers feel encouraged when they perform their task effectively and achieve their goals, therefore it is necessary to include among these motivations, whether the plans provide them with training actions and procedures necessary to support their professional development. The CPD of Chinese higher education teachers is the main objectives of the research. Specifically speaking, International Business (IB) teachers in Chinese university are under the discussion in the study.

There are two purposes of CPD, one is fundamental, the other is perceived. The fundamental purpose is improving the knowledge and teaching skills of university teachers. The following paragraph is about the perceived purposes of CPD. The perceived purposes of CPD, as represented by either end of this spectrum, can be identified in literature which links CPD to reforms in education and schooling (Little, 1994): namely, that it can serve either to equip teachers with the requisite skills to implement such reforms as decided by (usually government) or to inform, contribute to and provide critique of the reforms themselves. Little (1994) argues that because teachers' CPD is often viewed as a means of implementing reform or policy changes, this can serve to mask questions relating to the fundamental purpose of such activity. She therefore suggests that one test of teachers' CPD is 'its capacity to equip teachers individually and collectively to act as shapers, promoters, and well-informed critics of reforms' (Little, 1994). The researching aims of the study are to obtain the effectiveness of university IB teachers after the following process: objective self-evaluation; active learning; transferring their traditional conception of CPD; enlarging their internationalization vision of economy and education; taking in-service and out-university International Business (IB) practices in Foreign Trade Companies.

One of the main goals of International Business teaching is to facilitate students' learning. In order to fulfill this aim, teachers need to have various kinds of

knowledge and skills to build and maintain effective teaching conditions. Therefore, teachers' professional knowledge may be called as one of most important characteristics in instruction. Elbaz (1983, p.11) believed that "the single factor which seems to have the greatest power to carry forward our understanding of the teacher's role is the phenomenon of teachers' knowledge". Yandell (2017) argued knowledge is born from social engagement; therefore, conceptualizing knowledge as the possession of the teachers, to be transferred to teachers, is misleading. The issue of teachers' knowledge and the nature of their professional development process which have been considered as important issues have emerged as critical concerns of research in the field of language teacher professional development during the last few years. Atay (2006) believed that the concept of teachers' professional learning in all fields of pedagogies is so important that many researchers have put fingers on, in their studies. In fact, a growing recognition has occurred related to the attention paid by educators to the significant role of teachers in students' achievement. Desimone, Smith, and Ueno (2009) reported that professional development is viewed as a necessary mechanism that can deepen teachers' content knowledge and enhance their teaching practices. In the same vein, Richards and Farrell (2005) stated, everything around English teachers is changing; therefore, developing teachers professionally is necessary [1-10]. They further emphasized that professional development of IB teachers directly influences their teaching and thus the learning of the university students majored in international business.

2. RATIONAL & SIGNIFICANCE OF RESEARCH

The research domain belongs to the cross-field of Pedagogy, Psychology and management. The research suggestions are following, improve University faculty's International views; enhance different University faculty's cross-cultural experiences; make University faculty fully use information-technological skills; master English communicative skills; strengthen inter-personal skills and suggest University faculty's skills of interacting with undergraduates in and after class. Since the reform and opening policy, China's rapid development of import and export trade, after the United States and Germany, has become the world's third-largest trading nation (Chen, 2009). And after the constant economic revolutions from the first "five years" up to "the Thirteenth Five-Year" plan, China has been ranked the second largest trading nation in the world following America. In the end of 2004, China engaging in foreign trade management and marketing personnel reached to 25 million; by the end of 2015, in China's foreign trade and financial market, which needed more than 180 million graduates to involve in foreign trade and management and sales. According to statistics from the Education Ministry of

China in 2010, the annual number of graduates of the profession is about 13 million. International Business (IB) teachers cannot train qualified university graduates at present situation. Thus, they are not qualified to meet the needs of foreign business jobs. In recent years, many scholars have researched on International Business teachers' professional development issues, for example; Wang and Zhang (2014) claim that the teachers need to develop on-the-job abilities including cooperation and self-directed development. International Business teachers believe that it is necessary to improve individual professional quality, but it also needs to strengthen the team structure. The researcher states that there are only 11.8% teachers who majored in International Business. The majority of 87.2% teachers have taken educational degree in the different fields out of English. Thus, they are short of knowledge and practical skills in International Business. Some researches about policies, systems and measures of professional teachers in colleges and universities of the United States, Britain and other developed countries [11-17]. They can provide inspiration and reflection, for example, development of higher education in China by "quantitative expansion" to "quality improvement" in the changing process, and promoting professional development of university teachers, which has improved the quality of higher education and promoted the development of higher education reform in depth of the important determinants. The study of professional development of university teachers in China began since the 90s in the 20th century, which was further behind than that (starting from 70s in the 20th century) of the advanced countries. From the 21st century, Chinese scholars have already begun to research on faculty development and faculty development aspects of American university teacher on the earliest development aspects. American university research began in 2006 including the course challenge American university teacher development, and organizational theory American University Teacher Development historical process, and Comparative Education Research 2006 and its Implications (Lin, 2006; Lin & Li, 2006). Accordingly, the continuing development of university teachers has been already received more attentions globally, but the related researches in China have just started. However, recent studies regarding the situation of professional learning in the US has also investigated the approaches in which educational policy could affect professional learning, taking four high-performing states (Vermont, Missouri, New Jersey and Colorado) as examples, chosen on the foundation of high levels of teacher engagement in CPD. Accordingly, the study aims to explore experiences of CPD from the US to investigate the effect of CPD in China.

University teacher professional development should occur on a continuum. It must satisfy needs of all prospective and practicing teachers to continue to

grow, increase knowledge and skills and improve their value. The NSES (1996) emphasizes the importance of life-long learning. There are three attributes of effective professional development programs:

Professional Development programs offer coherent opportunities for teachers to learn over time. Teachers can apply it to their teaching with support of colleagues, schools and districts.

Effective Professional Development programs are a product of a collaboration of many people and organizations. They are partnerships between educators, universities and research institutions in creating opportunities for teachers to conduct scientific research.

All programs have a clear commitment to the vision of the NSES, which calls for giving teachers the knowledge and the abilities they need to address the science literacy needs of all their students.

3. RESEARCH OBJECTIVES

The purpose of this study is to examine CPD experiences for IB teachers to enhance teaching practice and improve student achievement. Thus, the objectives of this study are as the following:

To identify the forms of CPD that teachers find most useful for improving their skills and competence in IB teaching performance in China Higher Education.

To explore and analyze the influencing factors impacting on IB teacher's CPD and to explore the types and content of CPD that teachers experience in China.

To identify the IB teachers' use of new knowledge and skills developed by CPD and the benefits of CPD to IB teachers, universities, and students.

To identify the roles that principals or deans need to take to improve effectiveness of IB teachers CPD.

The Professional Development (PD) of teachers is studied and presented in the relevant literature in many ways. But always at the center of such efforts is the understanding that professional development is about teachers learning, learning how to learn, and transforming their knowledge into practice for the benefit of their students' growth (Avalos, 2011, 12). The gap of the researches is lacking of focusing on the university IB teacher's evaluation on self-efficacy and self-motivation of CPD.

As for China, Chinese higher education systems were established since the reform in 1977, which have been carried out and developed for about 40 years. The education and teacher education have developed behind the developed countries. At present, Chinese higher education is converting from "the education for exams" to "the education for all-around development". However, Chinese higher education has its disadvantages, "undergraduates are short of creative ability", "narrow knowledge ranges". In the recent centuries, American economy is continuously at the world leading position. In this century, 1/3 of all Nobel Prize new owners are Americans. CPD in Chinese universities can adapt to the educational

internationalization effectively and keep up with the fast-developing speed of other advanced countries, such as America, England and Australia. Under Chinese economic policy of the "Silk Way" and the thought of "One Belt One Way", which were advocated by Chinese Leaders in G20 Summit Meeting (September.4-5, 2016):held in Hangzhou, Chinese President Xi Jinping, as the host has restated the two engines: International Business and Investment, which leads the gold economy development to the new direction (Xinhua News, 2016). Chinese leaders are aiding the under-developing countries all over the world. In August, 2018 President Xi Jinping stated that China has pushed and improved economic developments along "One Belt, One Way" in the plan of five-year in the symposium (Xinhua News, 2018). Chinese leaders have insisted on the scientific continuing developing and opening policy. They develop the economy, education, science and technology mutually and friendly, meanwhile, while paying attention to education and environments. Following Chinese leading position, there are more university students choosing International Business English as their major in Chinese and foreign universities so that they can easily find their jobs in the modern opening society under the economic, informative and educational globalization. Thus, it needs more International business teachers with professional knowledge and skills to complete the teaching and training mission. After several decades of exploration and practices, some developing college teachers support the development of effective protection of American higher education including the formation of decentralized management, outstanding service concepts, and comprehensive development activities in various forms, which has got effective results in development. (Wang, 2014). Also, Michigan and many universities have set up a special organization of University Teachers' Development, known as the "teacher development center", "teaching center". The faculty in American Universities plays a significant role to ensure the vitality of teachers and maintains a high level of teaching and research, and presents distinct characteristics.

First, the implementation of decentralized management of higher education development is not unified. Secondly, the development of university teachers fully reflects the concept of service to teachers' development agencies, foundations and project financing. Also, the service companies are providing facilities to university teachers and showing the best service. Thirdly, teacher development funds mainly rely on College Foundation and school budgets or from the nation. Finally, according to Exhibition Respective Development Plans, comprehensive teachers' developing items, for example, open to teachers in different career stages. It is the good example for Chinese university faculty to follow.

From the above statement, the author enables to start a specific study on the university IB teachers' Continuing Professional Development (CPD) to fill the gap of the former researches.

4. RESEARCH QUESTIONS

Professional Development is the first term to mention in beginning of the section. Related to the initial preparatory stages taken by Avalos (2011):Guskey and Yoon(2009):in their paper, provided three shared common elements for professional growth which was the result of nine well-designed investigations reviewed by researchers in the field: a) Workshops: Among all the professional development activities, workshops have been greatly disesteemed in recent years, especially those of short duration. In fact, many education leaders criticize workshops and consider them as the waste of both time and money. Workshops can be wasteful if they are not followed with sustained assist. But several studies have shown a positive relationship between professional development and progress in student learning following workshops. These workshops have emphasized the enforcement of research-based instructional practices in a way that teachers can adapt the practices to their own classroom context b) Outside Experts: Many scholars in education today believe that one of the most effective ways to bring progress is to have educators in each school with a regular visit in order to explore common problems and find solutions based on shared experiences and collective wisdom. But while this might be considered as a suitable starting point, it is seldom, if ever, enough (Karimi, 2011; Desimone & Stuckey, 2014). c) Time: This is the third element introduced by Guskey and Yoon (2009). They argued: Professional development advocates have long lamented the lack of enough time for staff members to engage in high-quality professional learning. Obviously, educators need time to deepen their understanding, analyze students' work, and develop new approaches to instruction. But simply providing more time for professional development yields no benefit if that time is not used wisely.

The above definitions of professional development are general researched. In a word, teachers 'professional development is the specific researching topic on International Business (IB) major for the researcher to explore, the researcher of the study to focus on the university IB teachers' Professional Development (PD). Their students majored in International Business (IB).

University teachers undertake the irreplaceable mission of our era to improve the whole nation quality and implement sustainable development strategies. As the central figures in the development process of foreign language teaching and learning, international business teachers are facing higher requirements for job markets today. They need not only to be qualified in English language proficiency, but also to be equipped with international perspective and cross-

disciplinary knowledge and professional skills. In recent years, the significance of the study is to construct the effective and practical framework to the faculty professional development under the global educational situation, related to researches of Faculty Development (FD) and constructivism. Although college English teachers form a larger group, less capable compare to international business major teachers in educational field.

The following researching questions are put forward to be studied in the research.

What factors influence IB teachers' job performance in Chinese universities from teachers' point of view?

How is CPD making a difference to the quality of IB major teaching in China universities?

What are the different types and content of CPD activities and programs that IB teachers experience in China?

What is the role of university principals in promoting and supporting CPD?

5. RESEARCH SETTING AND DESIGNING

Taking a pragmatic worldview for this study to use diverse approaches toward 'whatever works', and value both objective and subjective knowledge (Creswell and Clark, 2011a):the research adopts a mixed approach which combined qualitative and quantitative methods. The quantitative research resulted in a wide range of findings, using both descriptive analysis and statistical tests. The qualitative research consisted of semi-structured interviews with 20 IB teachers and university principles who were carefully selected according to set criteria. This mixed-method study involves the intentional collection of both quantitative and qualitative data and the combination of the strengths of each to answer the research questions. The researcher combines the quantitative and qualitative data will maximize their strengths and minimize their weaknesses. Both data analyses occurred simultaneously, received equal priority, and were linked to each other at multiple points, as can be seen in the Methodology chapter.

There are many scholars and researchers who have studied the topic of professional development for more than fifty years. Qiu (2014) stated the present and future of teacher's educator have many problems to deal with. Qiu (2015) illustrated the situation of professional development of teacher educator in Shanghai and completed his Doctoral dissertation in Glasgow University, England. The researcher learned from the former literatures, and has being focusing on the topic of IB teachers CPD, from the specific constructive angle on certain international education cooperative universities, Zhengzhou (Z) University, Henan (H) University. The compared items are university teachers majoring in International Business, their professional developments and to set up the constructive frame work with new educational strategies according to the different educational

systems. There are top universities at home and abroad. The research focuses on university IB teachers' professional development majoring in International Business, comparing between American and Chinese high education. Henan two top universities are chosen to be studied in the thesis. Henan province is in the center part of China, with a large population rate and the greatest number undergraduates.

The study is focusing on the Analysis of China's domestic and international trade practice and skills based on practical teaching, proposes strengthening the implementation of domestic and international trade major strategies of teaching and training, their university IB teachers' continuing professional development.

6. RESEARCH METHODOLOGY AND CONCEPTUAL FRAMEWORK

6.1 Research Methodology

This study started with a concurrent online survey, in-depth interviews and focus group interviews. I used an online survey to inform the study, beginning with specific variables and empirical measures to obtain 'objective knowledge'. It is to address the research questions, a mixed method of quantitative and qualitative methodologies is used in this study to provide complementary strengths and overcome weaknesses of each other. Participants in the study included principals and IB teachers from various Chinese universities.

The questionnaires have been filled by the international teachers and business English teachers in Foreign Language Departments and International Education Departments of two top universities Zhengzhou (Z) and Henan (H) University in Henan province. There are more than 210 teachers involved in the survey.

Quantitative method: Surveyed teachers and analyzed the data with SPSS22.0 Qualitative method: Interviewed principals (2): deans (2) and teachers (14). These interviews will be transcribed and analyzed by hand according to codes and themes.

Firstly, it was a questionnaire design in which the process of designing the format and questions in the survey instrument was used to collect data. In order to answer the research questions, a Professional Development Questionnaire was developed and used. Factor analysis was conducted and the components building the questionnaire.

the researcher designed the interview questions to conduct interviews with principals, department deans and IB teachers of 2 top universities and their branches in Henan province. The total numbers are 20 educational leaders (4) and IB teachers (16). The samples are covering all the IB teachers in the two departments of two top universities (Z and H University). The open-ended questions involved in the questionnaire were: "what are the factors or behaviors that promote the continuous professional development ability of teachers in university Z and university H.

And list them in order of importance. "The collected questionnaire information was summarized, and 20 influencing factors with complete statements were obtained. The items with semantic ambiguity and overlapping concepts were gradually eliminated, and 20 influencing factors with universality, importance and practicability were selected to form the initial test questionnaire.

The questionnaire predicts the initial questionnaire in Henan university English teachers' continuing professional development ability construction of the evaluation index system based on the above effect on university teachers' continuing professional development ability for the research, the university teachers' continuing professional development ability evaluation content divided into four levels: the upper support, cultural construction, the system design and resource guarantee, and subdivided into eight categories, a total of 16 indexes.

There are 210 and IB and English teachers in two universities (Z and H) involved in the survey of the research, Prediction test was conducted among 210 employees, and 202 valid questionnaires were collected, which was effective 86.7%. The selected two top universities are state-owned undergraduate program.

Sample determination and questionnaire distribution are following. This study contains 16 items of one scale. To ensure the reliability and validity of the measurement, the sample size is estimated to be 10 times the number of items of the largest scale, and the number of effective subjects is determined to be no less than 160. In view of this matter, we conducted a random survey on teachers and staff of key universities and regular undergraduate schools in Henan province. A total of 210 questionnaires were distributed in the two universities, 206 of which were collected, and 202 of which were effective questionnaires. Among them, 138 were male teachers, accounting for 68.30%, and 64 were female teachers accounting for 32.70%; 68 undergraduates, accounting for 34.0%, and 126 masters, accounting for 62.0%, 8 doctors or above, accounting for 4.0%; we have 100 university faculties without titles of teachers, accounting 50%, 78 lecturers, 39.0%, 20 associate professors, 9.0% and 4 professors, 2.0%. The participants are typical representatives in the study.

6.2 Conceptual Framework

The top educational leaders (principals and deans) promote and motivate the University IB teachers active learning in CPD, while IB university students require their teachers being proficient in IB knowledge and skills to cultivate them in completing their teaching jobs. IB university teacher's traditional job performance can't meet the requirements of the present international competitive situation; therefore, they must change the inefficient forms and build the effective indicators to set the new criteria of IB major to obtain the effective CPD in IB teachers' teaching job

through active lifelong learning.

7. NEW FINDINGS

The finds of effective CPD study of IB teachers in Henan top Universities are summarized in the four aspects:

Making healthy rules to guarantee IB teachers CPD in the long run.

Promoting IB teachers to taking part in the professional developing programs actively and continuously.

Going out of universities and integrating with the practice sources of International Business Companies for one year or longer time.

Stimulating IB teachers to enlarging the internationalization view of education and economy with regards to International Business major.

Motivating Rewarding IB teachers to develop their scholarship of teaching and learning.

8. CONCLUSION

The research mainly discusses the present status of IB teachers in Henan Universities and the difficulties they have faced in improve their CPD, adopting the mixed research methods of the interviews to educational leaders and IB teachers, and finally put forward the effective approaches to obtain the effective CPD in some extension. The implications and limitations of the study. Firstly, the study is focus on Henan province, China. It is a small portion of the large country. Secondly, the researching focus is on International Business (IB) teachers in China Higher Education Institutes, instead of other more major teachers. Thirdly, the research is cross-subject and cross-culture study; therefore, there are more researching gaps to add up.

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Strategies to Strengthen the Cultivation of College Students Creative Ability

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Abstract: Innovative education is a complex systematic project, which requires not only students' self-conscious and active learning, but also effective management mechanisms of multiple departments and multiple levels to ensure implementation, including the optimization of national policies, the support and active cooperation of schools, and high capacity. The participation and guidance of teachers and the self-cooperation of students. The article elaborates on the support and optimization of the innovative policy environment, the continuous improvement of a scientific education system, the construction of teachers, and the self-improvement of students.

Keywords: Innovation Ability; College Students; Training

1. INTRODUCTION

Innovative learning is a new type of learning method for students' creative self-learning. Based on existing knowledge to discover and solve problems, and master their research innovative talents. It is also to meet the needs of the rapidly updated knowledge and the complex and changing market economy [1]. Therefore, innovative talents need to have a high degree of independence and consciousness, as well as a strong thirst for knowledge in order to expand enough knowledge; In learning and practice, pay attention to exercise one's firm will, cultivate creative thinking, and use various knowledge flexibly; cultivate keen insight, and develop a habit of looking at problems rationally and accurately [2, 3]. Only talents with these qualities are high-quality talents that meet the requirements of the era of globalization.

2. SUPPORT AND OPTIMIZATION OF INNOVATION POLICY ENVIRONMENT

The normal progress of any innovation and entrepreneurial activity is inseparable from a good policy environment. The so-called policy environment refers to the sum of the role of policies and the external conditions used to influence public policies, which influence the generation, operation, and effect of policies. It is embodied in a series of relevant policies promulgated by the state that are conducive to innovation and entrepreneurship. Universities and colleges should actively respond to national, provincial and municipal policies and regulations, make full use of their own scientific and technological innovation resources to cultivate and impact national

key scientific and technological innovation platforms such as national key laboratories and national technology research centers, and increase capital investment. Ensure that innovative education has access to the required hard and soft facilities.

3. AS THE MAIN POSITION OF INNOVATIVE EDUCATION, COLLEGES AND UNIVERSITIES SHOULD CONTINUOUSLY IMPROVE THE SCIENTIFIC EDUCATION SYSTEM

Speed Up the Teaching Reform and Build a Comprehensive and Interdisciplinary Curriculum System.

1) The effective combination of professional and non-professional courses, focusing on the cultivation of the multidisciplinary comprehensive ability: At present, universities in China are specializing their studies too early., which makes students' knowledge narrow, general education lacking, comprehensive quality declining, thinking too limited, and is not conducive to the cultivation of innovation and entrepreneurship. Therefore, while setting up professional courses, the school should appropriately increase elective courses related to humanistic quality, general education and scientific and technological innovation, such as the basic principles of Marxism-Leninism, humanistic foundation and socialist science, etc., to create a multi-disciplinary learning environment and help students understand the relevant disciplines, so as to improve students' comprehensive knowledge literacy, broaden their knowledge and a knowledge system with a solid professional foundation as the core and multi-disciplinary knowledge as the auxiliary is formed.

2) Reform teaching materials, improve teaching plans, and complete the combination of theoretical teaching and practical training: Today's university curriculum content is multifarious, it is common to take more than 10 courses each semester, and most students do not delve into the knowledge taught in class. Secondly, the division of teaching materials is too detailed, many courses involve repeated teaching, and apart from the time of trainees and internships, most of the time is spent in class, so that students have less free time outside of class. Students lack time to sort out and consolidate knowledge, and lack of coherence in knowledge, making it difficult to form a theoretical system. The traditional teaching model centered on disciplines emphasizes the systematic nature of the

subject knowledge, but lacks the connection with other disciplines. Under the premise of ensuring that students master the professional foundation, different depths can be set for professional courses to appropriately reduce the number of hours in the course. When adjusting theoretical lessons, fully arrange practical teaching, Improve the construction of innovative experimental bases for college students and social practice bases outside the school, and combine professional knowledge with social practice. Give students more time to think independently and improve their innovation skills.

3) Set up innovative ability training courses, improve the combination of professional knowledge and innovative literacy: Setting up special innovative courses, such as innovative ability training and creative thinking, enables students to understand innovation, strengthens the exercise of creative thinking from the perspective of creativity, improves the initiative of innovation, and promotes the cultivation of innovative ability. "Creativity" is a new discipline, which requires systematic explanation of innovative thinking, innovative education and innovative ability development in the teaching process, with emphasis on training students' ability to think flexibly, to seek differences, to think divergently and to think reversely. In recent years, the results of setting up "Creation Science" in universities at home and abroad show that the "Creation Science" course not only enables students to understand creation, enter creation and realize the importance of creation, but also helps to develop students' creativity, perfect students' personality and cultivate creative talents.

Optimize Innovative Education to Ensure the Rational Allocation and Supply of Resources

1) Optimize online and offline book database: In order to give students time and energy to make innovations, the school should give enough resources to ensure. First, abundant book resources should be provided. It is noted that there are mainly two ways to purchase books in the library collection, which are recommended by the responsible personnel in the library and the teachers and students in the school. This will lead to a certain bias in the purchase of books. The second is convenient network resources, which are embodied in Internet resources (off-campus network resources) and on-campus network resources. The school network management center can upload or download relevant resources to the sharing platform by setting up an on-campus resource sharing platform. Finally, the school library is also required to have strong paper database resources. The library committee purchases the right to use major international databases through bidding every year, and teach students relevant knowledge of database application to make full use of database resources.

2) Strengthen the cross-border integration of production, studies and research: Schools need to provide innovative experimental environment for

students, including independent laboratories, sufficient materials and equipment, and appropriate research funds for students' innovative research. For example, the school's incubation base leads students to success in the process of innovation and entrepreneurship. While actively constructing the experimental base inside the school, we should also pay attention to cooperate with the practice base outside the school to provide enough social practice spaces for students, stimulate the interest of college students in innovation and entrepreneurship, cultivate students' creative thinking and improve students' innovation ability.

3) Set up a diversified scientific and build technological innovation platform system: Colleges and universities should fully consider the characteristics of students' physical and mental development, and regularly carry out various academic reports, frontier scientific discussions and exhibitions of innovative achievements, such as the famous hundreds-scholars forum, alumni forum and various scientific research reports held by our school in recent years, so as to create an open and free academic atmosphere, thus broadening students' horizons and stimulating students' innovative thinking. Schools can set up science and technology competition platforms, set up science and technology innovation school associations, organize various kinds of science and technology competition activities at all levels, and encourage students to actively participate in the "Challenge Cup" extracurricular academic science and technology competition for students, so as to provide students with various channels and opportunities and cultivate students' practical ability. By participating in such competitions, on the one hand, students are inspired to think creatively, their knowledge is broadened, and their practical operation ability is trained. On the other hand, the methods sharpen the students' will-mind, trains the spirit of solidary and cooperation, and builds a good foundation for future scientific and technological innovation.

4) Improve and innovative the professional counseling team: The school can set up a special innovation evaluation organization, and its members is consisting with of experienced multi-disciplinary and multi-disciplinary experts both inside and outside the school. Each evaluation member is mainly responsible for evaluating the innovation and feasibility of students' application for innovation projects, and giving necessary guidance. According to the evaluation results, a certain amount of innovation project funds can be obtained from the school or from the innovation funds allocated by the state, so that the funds can be effectively implemented into each innovation project, and to be supervised to guide students to complete innovation projects. Take our school as an example. At present, in addition to the traditional "Challenge Cup" project fund, our school has also set up a scientific and technological innovation fund for Dalian

Ocean University students to ensure that students have enough funds on the premise of having better innovation points. Starting from the entrance of new students, teachers of innovation training and evaluation institutions need to find students with innovation ability or great interest in this aspect on campus, encourage students to actively participate in innovation interest teams, adopt the model of teachers guiding senior students and senior students leading junior students, guide them to discover new ideas, new methods and new things, determine the direction of innovation research, and guide them in writing innovation project application. Lower-grade students can take part in the innovative projects of higher grades that they are interested in, learn research methods while assisting in completing the projects, discover new research ideas, and finally apply for scientific research and innovation projects. After the projects are reviewed and approved, they can become project leaders, continue to absorb other lower-grade students that are interested in the projects, and play the guiding role of peer motivation.

4. CONSTRUCTION OF TEACHERS TEAM

4.1 Teachers' Teaching Ideas

Critical thinking: Teachers should integrate critical thinking into the reform of classroom teaching concepts. The traditional teaching concept is teacher-centered. Teachers only stick to textbook knowledge in class, ignoring the development of individual interests of each student. Many teachers just cramming knowledge into students instead of guiding students to learn independently. In modern teaching mode, learning is always the starting point and the ending result of teaching. Teachers should give up the sense of self-authority and create a relaxed environment for the full development of students' potential. College students should be encouraged to learn to think initiatively and question authority through critical thinking. They should be able to make rational judgments and decisions based on the knowledge they have learned and cultivate the ability to solve problems. Therefore, in the new teaching mode, what teachers should fulfill is teaching students how to acquire knowledge and innovative thinking methods, and change "cramming" teaching into "heuristic" teaching, so that students realize that teachers do not represent authority, thus cultivating students' quality of daring authority, making students willing to think independently, learn independently and express their own ideas.

Innovative thinking: Teachers should integrate the cultivation of innovative thinking ability into teaching reform. Training innovative talents requires not only self-consciousness and initiative in learning, but also strong thirst for knowledge and innovative thinking. Therefore, in the teaching process, teachers should actively guide students to innovate their thinking and cultivate students' strong curiosity to get to the bottom of the question. To achieve this, we must respect

students' different opinions and thoughts, strengthen the cultivation of students' ability to reflect and solve problems, combine accepting learning with discovering learning, encourage students to accept different views, guide students to express their own opinions, criticize each other and test themselves, learn to master relevant knowledge of problems, and acquire common research methods and skills of problem information.

Reform of valuation methods: Teachers can make appropriate reforms to the valuation methods. In the traditional teaching model, the assessment method for students' learning situation is mainly examination. This method is relatively rigid and inflexible, and it is difficult to truly examine students' mastery of knowledge. Therefore, teachers can try other more flexible examination methods, such as experimental reports, scientific research papers, classroom summaries and group assessment, etc., so as to examine students' comprehensive quality and their comprehension of knowledge, and achieve comprehensive evaluation of knowledge, ability and quality. In addition, teachers can also introduce their achievements in scientific research into the teaching process, infiltrate scientific research thinking and innovative thinking into students' minds in daily life learning, guide students to actively participate in various scientific research activities, and build a solid foundation for future development.

4.2 Teachers' Basic Literacy

Overall literacy: We should first improve the overall quality of teachers. A good teacher should not only have a solid theoretical foundation and rich teaching experience, but also have enough innovation ability. He should also know how to make up for his own shortcomings and obtain new knowledge. Only in this way can he play well in teaching activities or innovative practice activities. Therefore, the first thing teachers should do is to enrich themselves, master enough theoretical knowledge and build a solid theoretical foundation, only by doing this they can impart knowledge what they have learned and learned to students.

Innovation literacy: To build an innovative teacher team requires teachers to have rich experience in innovation. On the one hand, teachers should understand and be familiar with the relevant knowledge of innovation, be able to attract the attention of students with their profound knowledge of innovation, and be able to speak out new contents in the course of lectures, so that students can really be interested in innovation in classroom teaching; On the other hand, teachers should have excellent innovation ability and rich innovation experience, long-lasting self-innovation ability, and be able to learn and absorb new professional knowledge, connect with international high-end knowledge, and learn, communicate and freely learn from other famous scholars in colleges and universities. An innovation

team composed of such teachers can find students with innovation ability or innovation potential on campus. Teachers with rich innovation experience can give appropriate guidance to students of the innovation interest team, help them determine the direction of innovation, implemented tailor-make teaching methods according to the characteristics of each student, and jointly put up with the most appropriate innovation projects.

Theoretical achievements: In addition to their own strong innovation ability and theoretical basis, fruitful innovation research results are more convincing for students. Only when teachers have certain innovative scientific research results can students be convinced by the teachers, and when students choose tutors, these results can also have shown some certain bias in selection, and when cultivating students' innovative ability, they can have better ideas and innovations, and they can also set up the image of teachers with innovative spirit among group students, thus affecting more students, stimulating students' potential innovative consciousness and cultivating their innovative thinking.

Practical experience: Teachers in the team must have rich practical experience, otherwise they cannot give practical guidance to students. On the one hand, teachers with a strong sense of innovation and rich actual practical experiences will not just talk based on paper and blindly infuse book knowledge in their subject classes, but will be able to combine theory with

production practice better, thus to better cultivating students' practical ability. On the other hand, teachers' rich practical experience also means that they know more about the actual needs of society for the knowledge structure and ability of talents. Therefore, they can carry out the targeted cultivation of students' innovative spirit and practical ability, and can also provide better practical guidance for students through the social relations accumulated through their own practice.

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Research on Flipped Classroom Online Teaching Under the Background of Epidemic Situation

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Abstract: In recent years, flipped classroom is widely concerned by the domestic and abroad education circles, which uses information technology to cultivate learners' independent learning ability, innovation ability and reconstruct the teaching process. The combination of flipped classroom and online teaching can realize the whole teaching and learning process of flipped classroom with the help of each interactive platform. It is different from the traditional flipped classroom, so teachers are facing new challenges. During the implementation of online teaching in flipped classroom, teachers should pay attention to the teaching design of online classroom and the operation of learning community, evaluate the learning effect fairly, summarize the teaching effect in time, and pay attention to the integrity and innovation of curriculum knowledge.

Keywords: Flipped Classroom; Online Teaching; Teaching Design; Teaching Evaluation; Epidemic Prevention and Control

1. INTRODUCTION

A novel coronavirus pneumonia outbreak occurred in Wuhan, China in December 2019, and cases were also reported in various parts of the country. In order to effectively reduce the number of people gathered and prevent the further spread of the epidemic, in January 2020, the press conference of the State Council asked all universities, middle schools and primary schools to postpone the start of school in the spring semester of 2020. On January 29, the Ministry of Education launched an initiative: using the Internet platform to carry out "no suspension of classes". In a short period of more than one month, schools and training institutions in various regions in China have invested in the field of online teaching, and the development of various online education markets is booming [1-3].

Two months of unity epidemic prevention, although the epidemic has been suppressed in China, it has spread abroad, and the situation is becoming more and more severe, with more than 140 countries and regions having confirmed cases. In March 10, 2020, novel coronavirus pneumonia was upgraded from Epidemic to Pandemic by the World Health Organization. Many foreign universities have also begun to implement network teaching. Looking back on the development of all kinds of epidemics that have occurred in the

world in the past and the novel coronavirus pneumonia, it can be inferred that this epidemic has a high probability of being in existence for a long time, and such public health may also "disturb" people from time to time in the future [4-7]. This is bound to have a greater impact on physical classroom teaching. The online teaching mode of university classroom is no longer an occasional means to deal with short-term emergencies, but should exist as a long-term standby mechanism. Teachers should consider the similarities and differences between online teaching and offline teaching, and study the characteristics of online classroom, not only to maximize the teaching effect, but also to be able to switch online teaching and offline teaching at any time.

2. THE MEANING OF FLIPPED CLASSROOM AND THE APPLICATION OF ONLINE TEACHING

2.1 The meaning of flipped classroom

Since Bergmann and Sams formally proposed the concept of flipped classroom in 2007, numerous teaching researchers at home and abroad have put forward different flipped classroom teaching patterns according to practical application: Bergmann and Sams (2013) "Video before problem solving" mode, Talbert (2011) "Video before class + practice, in class testing, problem solving, reporting" mode, Zhang Jinlei (2012) "Problem determination, environment creation, independent exploration, collaborative learning, achievement exchange, feedback and evaluation" mode, Gerstein (2011) "Exploration--teaching--application" mode, song and Kapur (2017) "problem solving before video teaching" mode, etc. In recent years, flipped classroom has been widely concerned by the domestic and foreign education circles and has become a breakthrough to promote the "classroom revolution" by using information technology, which is characterized by individualized cultivation of learners' innovation ability and reconstruction of teaching process [1-7].

Although researchers have different understanding of flipped classroom and put forward different teaching models, they can all agree that flipped classroom changes the stage of teachers' imparting knowledge and students' internalizing knowledge in traditional classroom. In traditional teaching, knowledge transfer is generally realized by the teacher's classroom

teaching, while knowledge internalization needs the learner to complete the homework after class. In flipped classroom, knowledge transfer and transformation are completely subverted. Knowledge transfer and expansion are completed after class with information technology, while knowledge internalization is completed in class, forming classroom flipping. The development of information technology provides technical support for the practice and evolution of flipped classroom. Flipped classroom teaching uses information technology to improve the process of traditional learning knowledge. Instead of teaching knowledge in the classroom, it gives students the right to choose learning. Students can choose and manage learning time independently, thus realizing personalized learning and achieving the purpose of individualized training of students.

Flipped classroom has been put into practice in some courses of colleges and universities, which has also achieved certain effect. However, there is still an obvious gap between the theoretical advantages of flipped classroom and the actual teaching effect, and there are inevitable differences each course in Colleges and universities. The specific implementation of flipped topic is also a subject worthy of repeated discussion and practice.

2.2 The combination of flipped classroom and online teaching

With the outbreak of the epidemic, all offline teaching has been transferred to the online, teachers are facing new challenges. In online teaching, teachers need to complete online distribution of teaching materials PPT, curriculum outline, handouts, etc., arrange learning tasks, submit homework, tutor and answer questions, assessment and supervision and other teaching activities, which have a certain foundation for the curriculum that has implemented flipped classroom. Because in the first stage of most flipped classroom models, teachers have distributed teaching materials to students through the network. And after class, we also prepare the corresponding test questions through the network for students to self-examine their learning results, and provide a channel for students to exchange results and feedback evaluation.

However, in the general pattern of flipped classroom, there is a stage of classroom discussion. Teachers design cases and key issues, guide students to explore and cooperate independently, exchange and discuss, and deepen their understanding of knowledge. When the classroom discussion is also transferred to the online "virtual classroom", this requires teachers to redesign it, not only to effectively connect with the first stage of autonomous learning, but also to ensure the feedback evaluation after class smoothly. The flipped classroom teaching on the whole line will pose new challenges for teachers to combine new media and new technology with teaching depth.

3. THE IMPLEMENTATION OF FLIPPED CLASSROOM ONLINE TEACHING

3.1 Explore a suitable flipped classroom model

The overall design of flipped classroom should include the following three stages: (1) per class knowledge preview stage: teachers select knowledge points, design task lists, and release them; students learn relevant teaching materials independently, think independently, and complete relevant exercises. (2) Classroom knowledge internalization stage: teachers design cases and key issues, guide students to explore independently and cooperate in learning, fully express, exchange and discuss, and deepen the understanding of knowledge; teachers guide and explain pertinently, and comment on students' learning completion. (3) After class knowledge promotion stage: Students' learning summary, teachers' teaching reflection. Because of the development of information technology, online teaching can rely on a variety of platforms. Through the interaction platform, the whole process of flipped classroom teaching and learning can be realized. For example, in the first stage, teachers can distribute materials to students through QQ, WeChat, email, course website and other channels. In the second stage, teachers and students can use QQ group, WeChat group, rain class, etc. for online text communication, or carry out real-time voice or video communication through the above platform, Tencent conference and other comprehensive live platforms. The communication between teachers and students is convenient and open. In the third stage, students can share their learning experience through the above platform, and teachers can use the above platform or system to release targeted online tests, summarize the existing problems of students after learning according to the test situation, and share with students.

3.2 Design an effective learning evaluation scheme
Table 1 evaluation index system

Primary evaluation indexes	Study before class	Study during class	Study after class
secondary evaluation indexes	Complete content self-study before class	the Attendance of class and participation	Presentation of overall learning achievements
	Pre-communicative questions	Group cooperative learning	Quality of homework after class
Primary evaluation indexes	Finish exercises before class	the Group cooperative learning	Expand content after class
	The quality of learning before class	of classroom achievement	Final comprehensive tests

After online flipped classroom teaching, the traditional teaching evaluation scheme is not applicable. It is necessary to redesign an effective evaluation scheme according to the teaching process in order to give students a correct evaluation of learning effect and

stimulate their enthusiasm for learning to the greatest extent. The flipped classroom focuses on the interpretation of the "student-centered" teaching concept, so the design of learning evaluation index should also focus on the "learning" of students. The evaluation index system generally covers the whole process before class, in class and after class. The evaluation methods include student evaluation and teacher evaluation. The formulation of specific indexes varies according to the implementers of flipped class. The importance of evaluation indexes is generally given by education experts, and the weight of indexes is calculated according to the mean value or fuzzy matrix. The primary and secondary evaluation indexes that can be preliminarily designed are as Table 1 follows. Of course, all indicators should consider the operability of online teaching evaluation.

4. NOTES ON THE IMPLEMENTATION OF FLIPPED CLASSROOM ONLINE TEACHING MODE

4.1 Teaching design of online classroom

Flipped classroom is to cultivate learners' autonomous learning habits and learning ability, and to mobilize the spirit of active learning and free exploration of individual actors. However, due to the differences in students' self-awareness and learning ability, improper design of the depth of classroom discussion can easily lead to two extremes: too loose classroom discussion or some students do not participate in the discussion. Especially in the case of online classroom, the characteristic of the network will reinforce the behavior pattern of the students to a certain extent. Some of the active students are more active in the online classroom, while the originally silent students will be more self-closed and silent. How to design online flipped classroom carefully to avoid the "polarization" of students in the classroom is also a key issue.

Online classroom using live network teaching is a kind of teaching form close to the real offline classroom, which requires teachers to organize the teaching and learning process directly to students on the Internet through video or voice. The teaching method is flexible and novel, the interaction level between teachers and students is high, and the sense of presence is strong, but the control ability of teachers is also required to be higher. In order to create a sense of scene in the classroom, teachers and students had better turn on the camera. At least teachers should turn on the camera all the way to avoid the "embarrassment" of teachers talking to the computer and kill their passion. Secondly, students can see the teacher and have a more formal sense of class. In addition, teachers should always maintain language interaction with students during class, including asking whether the speed of the class is too fast to understand the content, and designing questions reasonably in the middle of the course. In designing classroom cases and key problems, teachers should

guide students to think independently and speak freely. They should pay attention to the discontinuity of time and the depth of problem content, to avoid the two extremes of loose classroom discussion or partial students not participating in the discussion.

4.2 Operate the learning community well

Since the "Internet plus" boom, "community operation" has become a hot word. The Online retailers who operate customer community better will generally have better performance. Community operation refers to "connecting group members with certain ties, so that members have common goals and continuous interaction, and group members have common group awareness and norms. Group members share common sense and norms". For online teaching teachers, if they can organize and operate the student community well, they can not only create a real "sense of presence" for students during the teaching period, but also create a "sense of existence" for this course during the non-teaching period, greatly improving the teaching effect of flipped classroom.

More concretely, teachers can operate study communities from the following aspects: first, choose a platform to create learning communities before class starts, preferably an interactive platform commonly used for students, otherwise it will increase the students' learning time cost invisibly; second, before each class starts, after the teachers distribute learning materials, they can send a group of learning communities A simple introduction and arrangement of this course at the same time which can not only remind students to attend classes on time, but also make students feel more directional in their independent learning; third, teachers can also forward social and economic news related to this course every day in after-class time, so as to create a good online learning atmosphere.

4.3 Fair evaluation of learning effect and timely summary of teaching effect

The learning process and results of flipped classroom are complex and diverse. Online teaching of flipped classroom combines the characteristics of openness and flexibility of online teaching, which not only arouses the enthusiasm of all students and maintains their personalized learning, but also need teachers design effective learning evaluation programs to evaluate the teaching effect objectively. For example, students who participate actively and perform well should be confirmed and encouraged in time. For students who are not actively involved, the teacher should have a comprehensive understanding of his students, whether it is due to objective reasons such as bad network or hardware that lead to poor classroom performance. Teachers should record the students' performance as carefully as possible. If they can't do it during the class, they should make up the relevant information according to the records of the interactive platform in time after class.

Teachers should summarize the teaching effect in time.

The author has several colleagues who have made weekly summary on the challenges, issues, solutions and perceptions in the usage of the teaching platform, methodology, student management experiences, and etc in detail during the course. The publish of their teaching summary on public media/platforms (such as through WeChat official account and SINA Microblogs) not only serves as a good reference by other peer colleagues but also brings a stronger sense of participation and honor to the students referred to in the lesson learns, which in turn improves the students' cooperation willingness in future classes.

4.4 Pay attention to the integrity and innovation of curriculum knowledge

In flipped classroom teaching, knowledge is presented in the form of "short and shrewd" video or PPT, lesson plan, etc., which is easy to make the knowledge lack of systematization. In addition, students have different abilities to intercept knowledge fragments, some students are more likely to ignore the integrity and continuity of knowledge, so the flipped classroom will lead to unexpected results of knowledge fragmentation to a certain extent. Teachers should deal with the connection of "point", "line" and "surface" of knowledge properly, and build the open knowledge into a structural knowledge network to avoid "knowledge fault" of students. Specifically, teachers should pay attention to the systematization of teaching materials when distributing teaching materials. At the beginning of the course, teachers should first inform students of the overall knowledge framework of the course, build the nodes of the knowledge framework, put the learning materials into the folders under each node, and let students perceive the systematization and interrelationship of knowledge.

In order to ensure the effective development of online social interaction, teachers must have a deep understanding of the professional knowledge system, otherwise it is difficult to lead the direction and depth of online interaction. At the same time, online classroom gives students more opportunities to contact online resources. Students are faced with massive and diversified information data. Teachers should pay attention to the updating of curriculum knowledge to ensure that teaching materials keep pace with the times.

5. CONCLUSION

At present, online teaching has been popular during this special period. While the three-inch platform is compressed into a single screen, teachers are

constantly transforming themselves on the course of exploring more possibilities through online teaching. Leveraging various online media platforms, the combination of flipped classroom and online classroom has become the extension of traditional flipped classroom and brings teachers unprecedented challenges and lesson learns. In order to achieve better teaching effect, teachers need to try their best to summarize and condense these teaching experiences into lesson learns constantly, to provide contingency solutions for various sudden & unexpected situations that may arise in the future.

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Application of The SMOTE CatBoost Algorithm in Default Prediction of Network Loans

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Abstract: The emergence of P2P lending platform has provided great convenience for borrowers and investors, how to effectively manage the risk of P2P lending platform is very important. The unbalanced data of the lender affects the judgment of the model, and the traditional machine learning model will lead to low prediction accuracy and recall rate for risk control. Therefore, an improved method based on K_SVM_SMOTE was proposed from the data and modeling. Secondly, an integration model based on CatBoost algorithm is built based on the idea of integration learning, and the accuracy, recall and AUC value are selected as the evaluation indexes of the model. Through comparative experiments, it is found that the accuracy, recall rate and AUC value of the integrated model are improved, which further expands the reference method for predicting the default of P2P network loans.

Keywords: Peer-to-peer lending; Data balance; Catboost; Ensemble learning; Model evaluation

1. INTRODUCTION

The internet financial [1] with the advent of the Internet technology obtained the rapid development. P2P platform [2] is one of the Internet financial model, it's a point-to-point model of credit. Scholars have analyzed the factors influencing the default risk of borrowers and the default model of P2P platforms. Zhang Hongqiang using Logistic regression to evaluate personal credit risk [3], Chen using the XGBoost algorithm in the network [4], Tan Ming and others use a decision tree based on the gradient promotion for P2P network subprime borrower credit risk evaluation study [5].

The research significance of this paper mainly includes the following aspects: first, this paper applies the cutting-edge machine learning algorithm CatBoost [6] in the loan default prediction model, which broadens the selection range of P2P platform default prediction model. Secondly, aiming at the unbalanced problem of loan data, this paper proposes an improved method K_S_SMOTE based on the algorithm of SMOTE [7-9].

2. CLASSIFICATION ALGORITHM

Classification algorithm is the main technology of credit risk control industry. The following is only an explanation of the logistic regression that is often used,

and the rest will not be listed. $Y=1$ represents the occurrence of the default event, and $Y=0$ represents the non-occurrence of the default event. The logistic regression model can be expressed as follows:

$$P(Y = 1|X) = \frac{\exp(w \cdot X)}{1 + \exp(w \cdot X)} \quad (1)$$

$$P(Y = 0|X) = \frac{1}{1 + \exp(w \cdot X)} \quad (2)$$

The following equation (1) and (2) can be obtained:

$$\log \frac{P(Y=1|X)}{1-P(Y=1|X)} = w \cdot X \quad (3)$$

The linear function $w \cdot x$ can be converted to the corresponding probability:

$$P(Y = 1|x) = \frac{\exp(w \cdot x)}{1 + \exp(w \cdot x)} \quad (4)$$

3. UNBALANCED DATA PROCESSING MODEL

This paper adopts the data set of the official website of Lending club to preprocess the loaded data before 2016. In the field of credit investigation, the perfection of user information may affect the credit rating of the user. Therefore, some useless features are selected to be deleted according to experience, and some features with high miss rate in the original data are deleted. The data is filled with missing values, the numerical features are standardized, and the classification features are one-hot coded.

Improved unbalanced data treatment method based on K_S_SMOTE. The number of samples in the data adopted in this paper is a total of 1260900, among which the number of normal performance samples is 980787 and the number of default samples is 280113, which are strictly unbalanced data [10-14].

A classic way to produce a sample of data is the SMOTE method. The main idea of SMOTE algorithm is as follows: suppose for small class samples, each sample x , search for the nearest neighbor samples of K minority classes. The multiplier of sampling upward is N , then randomly select N samples from its K nearest neighbor samples: $y_1, y_2, y_3, \dots, y_n$.

Random linear interpolation is carried out between a few class samples and a few class samples p_j :

$$X_j = x + \text{rand}(0,1) * (y_j - x), j = 1, 2, \dots, N \quad (5)$$

p_j is the new sample of SMOTE composition, x is the few classes, and y_j is the j th neighbor sample of x . Combine these newly formed small sample points with the original data set to produce a new training set.

But this method doesn't consider the sample distribution around small samples, which may lead to

the fuzzy boundary between the two types of samples by over-sampling the noise data. Secondly, SMOTE has a certain blindness in sample selection. Therefore, based on SMOTE algorithm, this paper proposes an improved method to deal with unbalanced data by combining K-means [11-14] and support vector machine algorithm. The flow chart of the improvement method is shown in Figure 1.

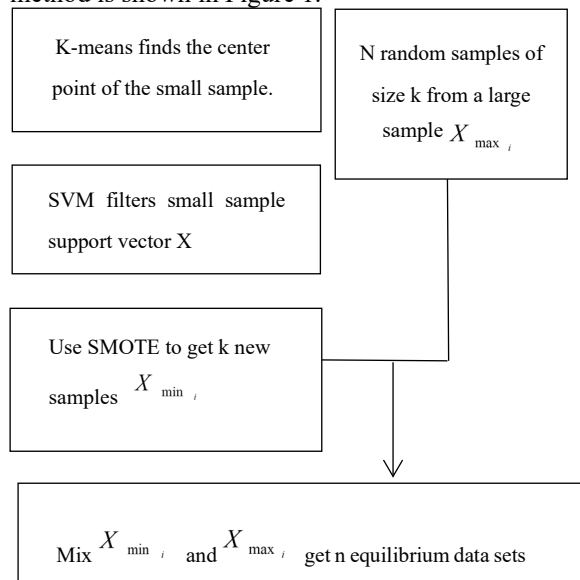


Figure 1 An improved disequilibrium treatment by K_S_SMOTE

4. DESIGN OF INTEGRATED MODEL BASED ON CATBOOST ALGORITHM

CatBoost algorithm [12] is a gradient lift algorithm capable of processing classified data. The CatBoost algorithm uses an efficient way to convert typed data into numeric data and prevent overfitting. To reduce overfitting and to train with the entire dataset, using the formula to convert all the categorical eigenvalues to numerical values. Let $\sigma = (\sigma_1, \dots, \sigma_n)$, then $x_{\sigma_p,k}$ can be substituted for:

$$\frac{\sum_{j=1}^{p-1} [x_{\sigma_j,k} = x_{\sigma_p,k}] Y_{\sigma_j} + a \cdot P}{\sum_{j=1}^{p-1} [x_{\sigma_j,k} = x_{\sigma_p,k}] + a} \quad (6)$$

4.1 Feature selection

This paper introduced the CatBoost algorithm to select into modular character, this method is based on the characteristics of the learning model sorting method, can reduce the artificial selection of subjectivity, the CatBoost algorithm to choose characteristics, some characteristics of importance as shown in Figure 2.

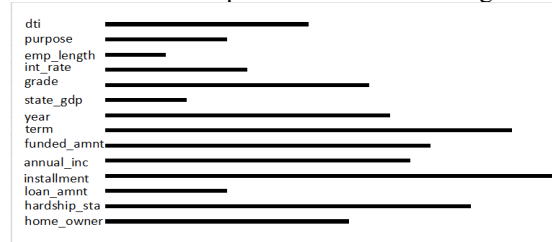


Figure 2 The partial feature importance order
The longer the bar chart is, the more important the

feature is to the target variable. Finally, Top14 features are selected according to the CatBoost algorithm, and combined with the meaning of each feature, 31 features are selected as model characteristics for classification prediction.

3.2 Design of integration model based on voting method

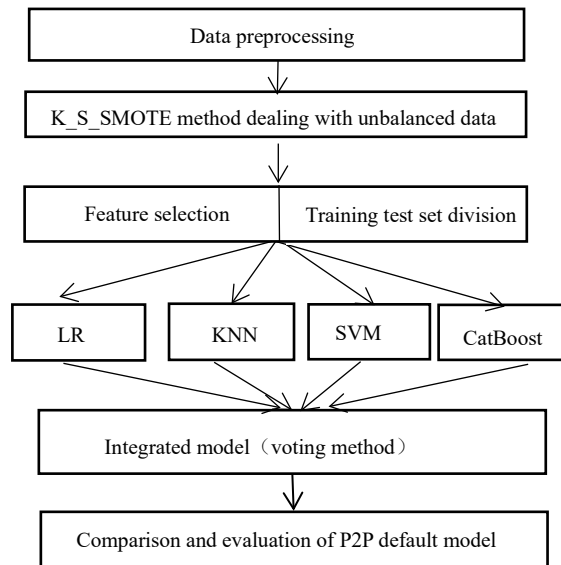


Figure 3 The flow chart of risk control modeling

A single learner model is prone to model overfitting and low prediction ability. Therefore, this paper builds a risk control model by combining multiple learners with the idea of integrated learning. The main idea of integrated learning [9] is to combine multiple basic models, which can improve the generalization ability of the overall model. Integrated learning needs individual learning to have a certain accuracy and diversity, integration results thus this article selects different individual learning, the ballot will CatBoost, K neighbor, logistic regression, four different SVM classifier for integration, established a risk control integration model, integrated control model of risk modeling process is shown in Figure 3.

5. EXPERIMENTAL ANALYSIS AND MODEL EVALUATION

5.1 experimental environment

The experimental platform is Pycharm community, which uses Python language for programming. The logistic regression, k-nearest neighbor and SVM libraries in Sklearn library were called and the mesh reference algorithm was used to adjust the parameters.

5.2 Confusion matrix

Table1 confusion matrix

Confusion matrix		Y true	
		positive	negative
Y hat	positive	TP	FP
	negative	FN	TN

The confusion matrix is the basis for calculating the evaluation index of the model [12], and the confusion matrix is the result of cross comparison between the real value and the predicted value. The matrix is shown in Table 1.

The formula for calculating the accuracy is shown in (7):

$$ACC = \frac{TP+TN}{TP+FP+TN+FN} \quad (7)$$

In this paper, the recall rate is an extremely important indicator, and the level of recall rate determines the level of lending risk [14].

$$Recall = \frac{TP}{TP+FN} \quad (8)$$

AUC describes the ability of the model to sort samples. The higher the AUC, the better the ability of the model to distinguish.

$$AUC = \frac{\sum_{i \in \text{positiveClass}} \text{rank}_i - \frac{M(1+M)}{2}}{M \times N} \quad (9)$$

5.3 Experimental analysis

For the pre-processed data sets, the samples were filled with the using SMOTE algorithm and the data processing algorithm proposed in this paper, which were denoted as the SMOTE data set and S_SMOTE data set, and 80% of the data were used as the training set and 20% as the test set of the data set.

The SMOTE and S_SMOTE data sets were applied to the integrated model and the single k-nearest neighbor classifier, the logistic regression mode, the SVM and the CatBoost model respectively. The experimental results are shown in Table 2 and Table 3.

Table 2 Experimental result 1

indicators model	ACC	Recall	AUC
SMOTE LR	0.6454	0.6023	0.7064
SMOTE KNN	0.6808	0.6476	0.7462
SMOTE SVM	0.7416	0.7510	0.8093
SMOTE CatBoost	0.8573	0.7449	0.9191
SMOTE Integrated model	0.8200	0.8569	0.9110

Table 3 Experimental result 2

indicators model	ACC	Recall	AUC
S SMOTE LR	0.6980	0.6864	0.7596
S SMOTE KNN	0.7321	0.6920	0.7937
S SMOTE SVM	0.8011	0.7835	0.8325
S SMOTE CatBoost	0.9125	0.8536	0.9385
S SMOTE Integrated model	0.9378	0.8928	0.9427

According to the results in table 2 and table 3, firstly, the data disequilibrium processing method proposed in this paper improves the accuracy and recall rate of each model. Second, this paper integrates CatBoost, LR, KNN and SVM model algorithms with the idea of integrated learning. Through experiments, this paper compares the proposed integrated model with a single model. The integrated model is higher than the single model in model evaluation index, especially recall rate.

6. CONCLUSION

Firstly, the loan data is seriously unbalanced data. In this paper, a new method for dealing with unbalanced data set, K_S_SMOTE, is proposed based on SMOTE algorithm by combining K-means and support vector

machine. Secondly, this paper uses the idea of integrated learning to establish a binary default prediction integration model, which integrates CatBoost algorithm, logistic regression algorithm, k-nearest neighbor algorithm and support vector machine algorithm. Experiments show that the unbalanced data processing method proposed in this paper can improve the recall rate, accuracy and AUC value in both single model and integrated model. The established model has a strong explanatory ability, plays a role of decision support for risk control of some P2P lending platforms.

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Research on the Development Mechanism of Rural Revitalization and Tourism Industry in Liaoning Anti-Japanese Revolutionary Base Area

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Abstract: Liaoning Province is the main place for the Northeast Anti-Japanese Alliance activities. The old Anti-Japanese Revolutionary Area established by it has strategically completed several anti-Japanese war tasks, and it still has great historical significance until now. With the continuous deepening of the achievements of reform and opening up, the Liaoning Anti-Japanese Revolutionary Base Area began to focus on utilizing its own advantages, responding to the strategy of rural rejuvenation, and fully developing the tourism industry, which has brought practical promotion to political education, economic development, and tourist experience. The in-depth analysis of the practical role and specific countermeasures of the deep integration of the rural revitalization strategy and tourism development in the old areas of the Liaoning Anti-Japanese Revolutionary provided effective reference for the transformation and development of the local economy.

Keywords: Liaoning Anti-Japanese Revolutionary Base Area; Rural revitalization; Tourism industry; Integration mechanism

1. INTRODUCTION

Tourism is currently a popular social and cultural activity, and rural tourism is a cultural phenomenon that develops rapidly in the development of tourism. At present, with the development of urbanization and industrialization, the Party Central Committee attaches great importance to the political and economic development of various regions, innovates the development strategy of rural revitalization and the deep integration of the tourism industry, and has formulated a series of central documents to actively explore specific development countermeasures for rural tourism. The rural tourism industry has exerted the greatest effect. In recent years, the development of rural tourism in the three northeastern provinces has the strongest momentum in Liaoning. The Liaoning Anti-Japanese Revolutionary Base Area is rich in history and culture. This feature makes Liaoning have a great advantage in the integration of rural revitalization and tourism industry, and has successfully demonstrated the mechanism for the deep

development of rural revitalization and tourism industry integration in many regions.

2. THE MECHANISM AND ROLE OF THE INVIGORATING INTEGRATION OF RURAL REJUVENATION AND THE TOURISM INDUSTRY IN THE LIAONING ANTI-JAPANESE REVOLUTIONARY BASE AREA

The rural tourism resources in Liaoning are very rich. The landforms include mountains, rivers, and land and sea, and there are many revolutionary cultural resources. Among them, the construction of the old areas of the Anti-Japanese Revolution is one of them. In 2004, the CPC Central Committee included the issue of "agriculture, rural areas, and farmers" as a key development plan. Liaoning actively explored specific measures for rural revitalization strategies. Based on the revitalization of the old industrial base in the Northeast, it tried to combine rural development with tourism industry development. The mechanism is to play the role of "agriculture, rural areas and farmers" and tourism. According to the characteristics of the old revolutionary area, a series of tourism industries such as the Revolutionary Anti-Japanese Sightseeing Park and the Old Revolutionary Area Experience Museum are established in the old area to play a promoting role in economic development, social construction and tourist experience.

2.1 The mechanism that drives rural economic development

The development level of a country's tertiary industry reflects to a certain extent the recent development of urbanization and modernization in that country. Practice has proved that the more developed the tertiary industry, the higher the level of modernization. Taking the Liaoning area as an example, Liaoning area is in the northeast of China and has abundant natural and cultural resources. The development of the old areas of the Anti-Japanese Revolutionary Revolution in Liaoning has become a key content of tourism culture, which can effectively integrate traditional village revolutionary resources with modern revolutionary concepts, and directly transform the achievements of revolutionary culture into the specific content of the development of the local tourism

industry. On the one hand, it can highlight the national spirit and promote the effective inheritance of the revolutionary culture; on the other hand, it is conducive to the innovation of local economic and industrial development and the realization of rural revitalization and development [1].

2.2 The mechanism of highlighting social value

The development of rural tourism industry in the Liaoning Anti-Japanese Revolutionary Base Area can not only enhance economic benefits, but also highlight educational and social values. First, from the perspective of educational value, the Liaoning Anti-Japanese Revolutionary Area displayed the revolutionary history in various forms in the development of rural tourism. Tourists can feel the national spirit by visiting different revolutionary exhibitions to realize educational value. Secondly, from the perspective of social value, when the Liaoning Anti-Japanese Revolutionary Area deeply integrated the rural revitalization and the tourism industry, due to the actual needs of tourism construction, transportation, agricultural products, catering and other industries will also develop accordingly, thereby effectively alleviating the current rural economic development in Liaoning. The dilemma and fulfilling the desire of farmers to get rich without leaving the house will greatly promote the development of the entire society and economy. The Liaoning Anti-Japanese Revolutionary Area has deeply integrated the rural revitalization and tourism development, and has become an effective medium for highlighting social values.

2.3 The mechanism of deepening the real experience of tourists

During the development of the Liaoning Anti-Japanese Revolutionary Base Area in the form of rural tourism, a variety of manifestations appeared, reflecting the diversity and richness of revolutionary tourism. Among them, some areas of Liaoning have created revolutionary tourism halls based on their own characteristics of revolutionary culture, which respectively display war halls, revolutionary sports halls, anti-US and aid Korea friendship halls, and heroes and martyrs halls to show the effective results of the Liaoning Anti-Japanese Revolution from different perspectives at multiple levels. It can fully meet the tourist needs of tourists. In addition, Liaoning will also create an integrated industrial chain related to red tourism, which will display related tourism cultural characteristics in a richer form of rural tourism and bring rich emotional experiences to tourists [2].

3. STRATEGIES FOR THE IN-DEPTH INTEGRATION AND DEVELOPMENT OF RURAL REVITALIZATION AND TOURISM INDUSTRY IN THE LIAONING ANTI-JAPANESE REVOLUTIONARY BASE AREA

Liaoning Province is not only the old industrial development base of China, but also the old revolutionary area. In recent years, with the

acceleration of urbanization, the living standards of the general public have generally improved, and Liaoning's economy has also developed rapidly. In the process of economic development, Liaoning region actively explores effective measures to use its own resources to develop red rural tourism to drive the economy. In the future, it will also actively explore research solutions in various aspects such as government support and innovation in the form of revolutionary tourism industry, and then improve the development of rural tourism mechanism to create huge benefits for the economic development of Liaoning.

3.1 To deepen national policy supporting

As the Party Central Committee attaches greater importance to the rural economy, the development of rural tourism has also received much attention from the community. For the tourism development and construction of the Liaoning Anti-Japanese Revolutionary Base Area, the government and relevant departments must rely on the strong support of the rural rejuvenation and deep integration of the tourism industry. First, the Liaoning regional government should make overall planning for the red revolution tourism. According to the development of the old areas of the Anti-Japanese Revolutionary, short-term planning and medium-term and long-term development planning can be formulated to clarify the distribution of local red resources and make a good overall layout for the development of rural tourism. Secondly, the local government of Liaoning needs to play a guiding role, encourage local management departments at all levels to increase supervision, support and guide the red tourism areas to develop tourism resources in the old revolutionary areas, improve the tourism planning system in the old rural revolutionary areas, and unswervingly implement the specific strategies of rural revitalization [3].

3.2 Innovative rural tourism industry

From the perspective of current industry integration, the rural tourism industry in Liaoning is becoming more and more diversified, and the society's pursuit of the characteristics, content, and intrinsic cultural value of rural tourism is becoming stricter. For the development of tourism in the old areas of the Anti-Japanese Revolutionary, adherence to the principle of site protection and increasing the development of red tourism are the main tasks in the development of tourism today. Therefore, the form of tourism development in rural areas in Liaoning should be innovative. First, the introduction of multiple cultural resources, such as health, science and technology, culture, and other related industrial elements in the tourism construction of the old areas of the Anti-Japanese Revolutionary Base, to avoid the singularization of revolutionary cultural resources. Secondly, the timeshare vacation model can be actively promoted. For the tourism-related industries in the revolutionary old districts, they will be opened

regularly according to the tourism season of each region to avoid waste caused by idle red tourism-related infrastructure in rural areas.

3.3 Optimizing internal governance mechanisms

In order to realize the rural revitalization and related industry development in Liaoning Anti-Japanese Revolutionary Base Area, it is not enough to rely on government support and innovate tourism. Relevant management departments need to optimize the internal governance system. First, we need to do a good job in safeguarding public tourism facilities. We must pay more attention to transportation facilities, emergency equipment and safety to ensure the safety of tourists. Secondly, it is necessary to improve the distribution of benefits. With the further deepening of industrial integration, the old anti-linkup districts must fully consider the immediate interests of residents in tourism construction so that farmers can enjoy the benefits brought by rural tourism. Specifically, local people can be allowed to sell qualified health products at scenic spots, or local people can be hired as administrators to maintain the safety of tourists and surrounding facilities in places with potential safety hazards to achieve the sustainable development of rural tourism in Liaoning [4].

4. CONCLUSION

After years of development, the rural tourism industry in Liaoning has entered a critical period of rural revitalization and in-depth development of the tourism industry. In the future, the level of rural revitalization and development in Liaoning province will be comprehensively improved, and rural tourism in Liaoning Province will be accelerated to achieve revitalization and development. Based on this development goal, the local government of Liaoning and relevant departments are required to innovate rural

development ideas, deepen the policies of the Party Central Committee, actively explore development mechanisms that are deeply integrated with the tourism industry, give full play to the advantages of local resources, and travel to the old areas of the Anti-Japanese Revolutionary Alliance. The factors are re-optimized and integrated to improve the quality of local tourism products to achieve the multiple development goals of expected economic, social and cultural benefits.

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Research on the Difficulties and Countermeasures of Cross-border E-commerce Logistics Development

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Abstract: With the continuous improvement of China's economic strength, cross-border e-commerce has become an important part of the economic industry. However, due to the late start of cross-border e-commerce logistics in China, there are still problems such as high cost, low information sharing, imperfect logistics system, lack of systems and regulations, and lack of talents. In this regard, the government, enterprises, universities and other parties need to work together to propose solutions to the current problems and gradually promote the rapid development of cross-border e-commerce logistics.

Keywords: Cross-Border E-Commerce Logistics; Distribution Model; Practical Difficulties; Development Measures

1. INTRODUCTION

In recent years, China's border logistics industry has achieved good development results, but due to its late start, there are still many problems that severely limit the development of cross-border logistics. Stepping into logistics is not only a major trend in the development of the logistics industry today, but also promotes the development of the national economy. Therefore, it is urgent to solve the current problems and promote the development of cross-border e-commerce.

2. MAIN DISTRIBUTION MODES OF CROSS-BORDER E-COMMERCE LOGISTICS

2.1 Distribution model of China Post

The distribution model of China Post is the most widely used and most widely used distribution method in China's cross-border e-commerce logistics distribution. In addition to China Post, Hongkong Post and Singapore Post, the three postal services have delivered more than 70% of the total number of packages exported from China. Postal parcels have the advantages of low price and low cost. At the same time, postal parcels also have the disadvantages of long transportation time and limited transportation volume.

2.2 Distribution model of International Express

International Express delivery is mainly provided by four major international express companies, namely FedEx, United Parcel UPS, DHL Express and TNT Express. These four international courier companies have the advantages of strong professionalism in

distribution and high degree of Informa ionization. At the same time, these international courier companies also have their own distribution networks, so the distribution speed is generally fast, and the error rate and loss rate are relatively low. Compared with these international courier companies, China's international courier companies still have a certain disadvantage and lag due to their late start.

2.3 Dedicated logistics distribution model

Dedicated line logistics and distribution mode refers to the use of chartered cabins to transport goods to destination countries outside the country through air lines or railway lines. Then it passes the overseas cooperation company of the courier company to collect the packages, and finally sends the corresponding packages to the customers. The advantage of special line logistics distribution mode is that the distribution cost is low, customs clearance is not difficult and it is not easy to lose packets. However, due to the strong professionalism of special line distribution, it still does not achieve a wide range of coverage.

2.4 Distribution model of Overseas Warehouse

The overseas warehouse and distribution model refer to cross-border merchants building independent storage warehouses overseas. After an overseas user places an order, the logistics company can deliver the products in the local warehouse to the customer, which greatly shortens the cross-border logistics delivery time. But not all products are suitable for building warehouses overseas, and generally only apply to products with better sales. If sales are not good, it is easy to cause a backlog of goods, but it will cause a lot of losses. At the same time, the construction of storage warehouses abroad requires a lot of costs, so it is difficult to implement.[1]

3. THE PRACTICAL DIFFICULTIES OF THE DEVELOPMENT OF CROSS-BORDER E-COMMERCE LOGISTICS

3.1 Longer distance for cross-border logistics and higher consumption costs

Cross-border logistics involves different countries, so most of the delivery distance is relatively long, and outbound items need to pass customs inspection, so it will consume a lot of time, because there are more links in the middle, so the logistics cost is virtually

increased. Especially because of the long delivery time, it is easy for merchants to return goods. In this case, the logistics company needs to send the returned goods back to the country separately, and the logistics cost consumed by a single item is higher. This shows that the cost of cross-border logistics is generally relatively high [2].

3.2 It is difficult to realize the sharing of logistics news, which affects the further development of e-commerce logistics

Nowadays, the sharing of logistics and distribution information has been gradually realized in China, but because cross-border logistics involves foreign countries, whether the information of these countries is open to the public is still not available, and even some countries' information technology is very backward firstly. Naturally, information sharing cannot be achieved. Because information sharing cannot be achieved, buyers and sellers cannot communicate in a timely manner about the distribution situation, which limits the development of cross-border logistics to a certain extent.

3.3 Lack of perfect systems and regulations, and incomplete cross-border logistics system

In recent years, the cross-border logistics industry has gradually developed, but due to its late start, it also lacks in national policies and systems. For example, cross-border logistics involves security inspection, taxation, customs, etc. If there is no clear and perfect system, it is easy to get confused in the distribution process. In addition, international logistics itself has not formed a sound system, and there are more and more various logistics companies, but their strengths and weaknesses are uneven, and lack of effective management makes cross-border logistics difficult to develop [3].

3.4 Limited growth space for cross-border logistics, lack of professional cross-border logistics talents

Cross-border e-commerce involves a wide range of content, so the requirements for professional talents are also relatively high. Because cross-border logistics involves not only e-commerce and logistics management, but also cross-border logistics. These specialties belong to different fields. However, there are not many universities in China that conduct comprehensive talent training for logistics management and cross-border logistics, which has caused a serious shortage of talents. In addition, compared with international large logistics companies, China's cross-border logistics companies still have a certain gap, so the growth space is limited and naturally cannot attract high-end talents.

4. SPECIFIC MEASURES FOR THE DEVELOPMENT OF CROSS-BORDER E-COMMERCE LOGISTICS

4.1 Construction of overseas warehouses to improve the timeliness of logistics and reduce cost consumption

Due to the long distance of cross-border logistics, it

takes a lot of time to distribute, and the cost of distribution will increase. Therefore, in order to solve this problem, the relevant cross-border logistics distribution companies can build corresponding warehouses overseas, and the distribution, return and other work can be directly completed overseas, which not only greatly reduces the distribution time, but also saves many intermediate links, so the cost of distribution will be greatly reduced. However, when setting up overseas warehouses, logistics companies should conduct certain market research, not blindly build overseas warehouses, but build products with good sales volume [4].

4.2 Construction of cross-border logistics information platform to realize real-time sharing of distribution information

Cross-border logistics distribution has gradually developed. Soon, cross-border logistics will achieve the goals of standardization, specialization and information construction. To realize the informatization of cross-border logistics, it is necessary to build a cross-border logistics information platform to realize the real-time sharing of distribution information. The establishment of a logistics information platform is not only conducive to the company's timely dispatch of goods, but also helps customers to grasp the distribution information of goods in a timely manner, which is conducive to improving the efficiency of cross-border logistics distribution and promoting the development of the cross-border logistics distribution industry.

4.3 To improve cross-border logistics related policies and provide institutional guarantees for cross-border logistics

Because cross-border logistics involves multiple departments such as the customs department and the inspection and quarantine bureau, it is easy to have problems in the cross-border distribution process, such as complex customs clearance procedures, tax refunds, and so on. If these issues are not guaranteed by clear policies and systems, the efficiency of cross-border distribution will be limited. Therefore, the government should get involved, make a complete policy description of the departments involved and the problems that may arise, and provide cross-border logistics guarantees through government participation, policy regulations, and department guidance. Especially for some smaller logistics companies, it is easy to have some credit problems in the process of exiting customs. At this time, policies and systems are required to restrict them to ensure the standardization of cross-border logistics.

4.4 To cultivate professional cross-border logistics talents and improve talent attraction mechanism

At present, with the rapid development of China's economy, the cross-border logistics industry has also achieved rapid development. At the same time, however, China's universities do not have a professional talent training strategy that complements

them. The logistics talents they train are not comprehensive enough, and they have a small practical impact on the cross-border logistics industry. Therefore, colleges and universities can cooperate with cross-border logistics companies to cultivate comprehensive talents that cross-border logistics companies really need. In addition, the government and logistics companies must also actively formulate relevant retention policies to provide safeguards for cross-border e-commerce to attract professional talents [5].

5. CONCLUSION

Nowadays, cross-border e-commerce has become a key part of China's economic development. Therefore, promoting the development of cross-border e-commerce industry will inevitably promote the development of our economy. Therefore, the government, cross-border e-commerce industry, cross-border logistics companies and universities need to work together to provide more favorable conditions for the development of cross-border e-commerce logistics.

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Research on the Dynamic Relationship between Modern Logistics and Foreign Trade Based on VAR Model-Time Series Data from Hunan Province from 2001 to 2017

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Abstract: Based on the data of Hunan Province from 2001 to 2017, this paper selects total import and export value (LF), length of mail route (LR) and total freight volume (LH) as the index variables of foreign trade, logistics supply and logistics demand to establish VAR model, and conducts empirical research on the interaction effect between modern logistics and foreign trade in Hunan Province. Meanwhile, this paper puts forward countermeasures and suggestions, which can provide decision-making basis for promoting the three-dimensional construction and intelligent upgrading of modern logistics industry and foreign trade in Hunan Province, from three aspects of resource allocation, service efficiency and trade advantage.

Keywords: Hunan Province; Foreign Trade; Modern Logistics; VAR Model

1. INTRODUCTION

With the promotion of the important strategic "One Belt and One Road" Initiative in the new era, the distribution of resources and logistics industry in the central part of our country has gradually become globalized. The development of local economy, culture and foreign trade has been developing rapidly. The relationship between foreign trade and modern logistics has become more and more encrypted. Taking the data of Hunan Province for the past 2001-2017 years as a sample, and taking the demand and supply of modern logistics as the focal point, the total volume of freight transportation is selected. As the evaluation index of the development level of modern logistics, the post route mileage is selected as the evaluation index of foreign trade, and the total volume of import and export is selected as the evaluation index of foreign trade. The VAR model is established by using evIEWS8.0 software. The interaction effect of modern logistics and foreign trade is empirically analyzed, and the corresponding countermeasures and suggestions are put forward to provide decision-making basis for the transformation mechanism of modern logistics and foreign trade in Hunan Province.

2. EMPIRICAL RESEARCH

Index selection and data source

This paper selects the total freight volume (LH) and logistics mileage (LR) as the evaluation criteria of modern logistics in Hunan Province, and selects the total import and export value (LF) of Hunan Province as the evaluation criteria of foreign trade. The time series used by the author for quantitative analysis is the total freight volume, mail route mileage and total import and export value of Hunan Province from 2001 to 2017. The data comes from the statistical yearbook of Hunan Province and the Yearbook of National Bureau of statistics. In order to eliminate the heteroscedasticity of time series and linearize its trend, the author takes logarithm processing for the above variables. At the same time, it can prevent the problem of "pseudo regression" of non-stationary series [1, 2].

3. EMPIRICAL ANALYSIS

3.1 Unit root inspection

According to the AIC and SC minimum principle, the maximum lag order is determined as 3 (as shown in Table 1). When the maximum lag order is taken as 3, the reciprocal of the characteristic polynomial root of the model is within the unit circle, indicating that the VAR model is stable (as shown in Figure 1).

Table 1 VAR Lag Order Selection Criteria

Lag	LogL	LR	FPE	AIC	SC
0	-18.88433	NA	0.004578	3.126333	3.263274
1	18.06293	52.78180*	8.87e-05	-0.866133	-0.318369
2	31.58417	13.52124	5.95e-05	-1.512024	-0.553438
3	48.18905	9.488500	4.44e-05*	-2.598435*	-1.229026*

Inverse Roots of AR Characteristic Polynomial

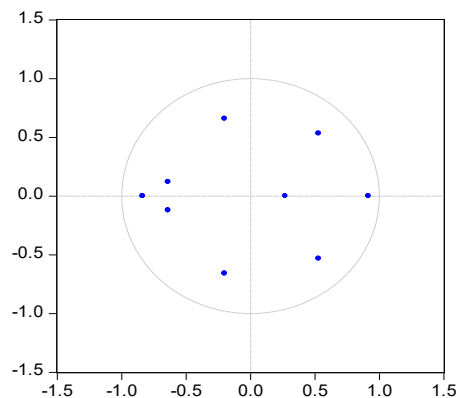


Figure 1 Var Stability Test

In this paper, ADF unit root test is used to test the stationarity of all-time series data. It is assumed that the time series $\ln(LF)$ obeys AR (P) process, and the test equation is as follows:

$$\Delta \ln(LF)_t = a + bT + c\ln(LF)_{t-1} + \epsilon_1 \Delta \ln(LF)_t -$$

Table 2 ADF test results

Variable	ADF value	1%critical value	5%critical value	10%critical value	Pro	Conclusion
lnLF	6.266112	-2.717511	-1.964418	-1.605603	1.0000	Nonstationary
$\Delta \ln LF$	-3.940915	-3.959148	-3.081002	-2.681330	0.0103	Stability
lnLH	0.812502	-2.740613	-1.968430	-1.604392	0.8762	Nonstationary
$\Delta \ln LH$	-6.312123	-3.959148	-3.081002	-2.681330	0.0002	Stability
lnLR	0.984249	-2.717511	-1.964418	-1.605603	0.8159	Nonstationary
$\Delta \ln LR$	-3.805626	-3.959148	-3.081002	-2.681330	0.0003	Nonstationary

Note: Δ is the first-order difference symbol

It can be seen from Table 2 that $\ln lf$, $\ln lh$ and $\ln lr$ are non-stationary sequences, but they are stable at the significance level of 5% after the first-order difference, which indicates that $\ln lf$, $\ln lh$ and $\ln lr$ are the same first-order single integration time series, so co integration analysis can be carried out.

3.2 Co integration test

Table 3 Residual ADF Test Results

Variable	T Statistics	Critical value (1%)	Critical value (5%)	Critical valu (10%)	Prob	Stationarity
e_t	-5.519592	-4.057910	-3.119910	-2.701103	0.0009	Stability

$1 + \epsilon_2 \Delta \ln(LF)_{t-2} + \dots + \epsilon_p \Delta \ln(LF)_{t-p} + \mu t$
 Where, t is the linear time trend and P is the lag term. Original hypothesis $H_0: r = 0$, alternative hypothesis $H_1: R < 0$, test results are shown in Table 2:

In this paper, the co-integration analysis is used to test whether there is a long-term equilibrium relationship among $\ln lf$, $\ln lh$ and $\ln lr$. According to the AIC and SC minimum principles, the lag variable is determined as 3, and the residual sequence e_t is generated, and its stability is tested. The results of ADF test are shown in Table 3

3.3 Granger causality

Table 4 Granger causality

Null Hypothesis	Chi-sq	df	Prob	Conclusion
$\ln lf$ does not Granger Cause $\ln lh$	253.9369	3	0.0000	Reject
$\ln lh$ does not Granger Cause $\ln lf$	1.426641	3	0.6993	Reception
$\ln lf$ does not Granger Cause $\ln lr$	0.222103	3	0.9739	Reception
$\ln lr$ does not Granger Cause $\ln lf$	0.355127	3	0.9493	Reception
$\ln lh$ does not Granger Cause $\ln lr$	0.463360	3	0.9269	Reception
$\ln lr$ does not Granger Cause $\ln lh$	48.55911	3	0.0000	Reject

It can be seen from Table 4 that at the level of 5% significance, the original hypothesis of " $\ln lf$ is not the one-way Granger cause of $\ln lh$ " and " $\ln lr$ is not the one-way Granger cause of $\ln lh$ " is rejected.

4. ANALYSIS OF IMPULSE RESPONSE FUNCTION

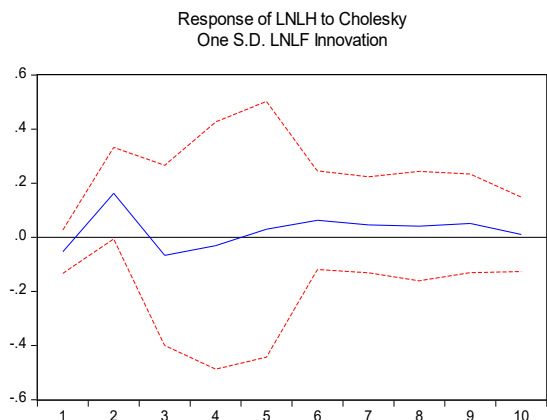


Figure 2 Impulse response chart of total import and export value to total freight volume in Hunan Province It can be seen from Figure 2 that when the total freight

volume ($\ln lh$) gives a disturbance to the total import and export volume ($\ln lf$) of the current period, the increase of the total import and export volume initially has no impact on the logistics demand, but it soon has a positive impact and continues to strengthen. After a certain period, it starts to shrink and decline, and finally it is in a long-term stable state.

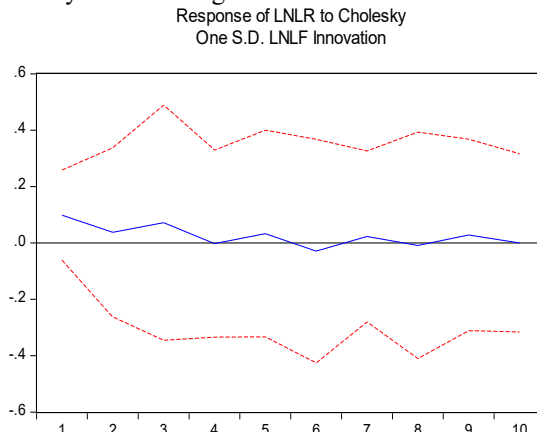


Figure 3 The influence of post road mileage on the total value of import and export in Hunan Province It can be seen from Figure 3 that when the total import

and export value (lnlf) of the current period is disturbed by the mail route mileage (lnlr), and it has a short-term promotion effect on foreign trade at the beginning, and the two do not cooperate with the increase of mail route mileage.^[2] But soon this positive effect gradually weakened, and in the following period of time, the influence of foreign trade of postal mileage appeared the phenomenon of government alternating fluctuations, but finally reached a long-term stable.

5.CONCLUSIONS

According to the results of unit root test, the time series between the total import and export value of Hunan Province and the total freight volume and the mail mileage are first-order single whole series, which have a long-term stable equilibrium relationship. According to Granger causality test, logistics supply in Hunan Province can promote the increase of logistics demand, and the increase of total import and export can also promote the increase of logistics demand. According to the analysis of impulse response function, the improvement of logistics supply level can effectively promote the rise of foreign trade, which has a significant role in promoting the growth of logistics demand. Accordingly, the author puts forward relevant suggestions and countermeasures from four aspects. Firstly, reduce costs and increase efficiency, and optimize resource allocation. To strengthen the rules and regulations of the logistics charging system, supervise the airlines, ports, railways and other companies to strictly implement the logistics

price system, the charging process is transparent, scientific and institutionalized can be ensured, the supply can be innovated and the service can be enhanced efficiency. The second is to strengthen the innovation driven mechanism to integrate the logistics data and information resources, adopt the network scheduling, procurement and monitoring functions, effectively reduce the malpractice of resource mismatch and blind operation of the logistics industry, and create high-quality and high value-added intelligent network logistics services. The third is to combine the market and cultivate trade advantages, give full play to the advantages of cross-border bonded, establish cross-border e-commerce work areas in a planned way, improve the cross-border bonded logistics platform, and accelerate the implementation of the "going out" strategy of logistics enterprises.

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Design and Innovation Significance of Qingdao Matchbox Packaging: A Century Brand

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Abstract: In order to further explore the feasible use of packaging design and innovative significance in matchbox packaging, this article explores the design of matchbox labeling in Qingdao century brand design to analyze the innovative significance of its value. At the same time, the paper aims to promote the development and innovation of the local match packaging design in Qingdao, through the analysis of pattern decoration, text expression and layout design.

Keywords: Packaging Design; Matchbox; Innovative Significance; Qingdao Century Brand Design

1. INTRODUCTION

Matches, known as foreign fires in the West, were introduced into China in the early twentieth century as a fire-fighting tool. Prior to this, there were similar fire-fighting tools in China, such as the initial use of flint to trigger fire, which was called "Yang huo" (matches). Later, a piece of pine wood called "Cui'er" became the mainstream fire-fighting tool in the Southern Song Dynasty, but it did not receive enough attention. China's national match industry began in 1911, but it really developed during the Republic of China. In 1925, some ethnic capitalists set up match factories in Qingdao in order to relieve ethnic enterprises. The North China Match Factory is the largest production plant in Qingdao. At that time, the output accounted for about a quarter of the national output. With the liberation of Qingdao, the country also began to reform the match industry. At that time, most of the packaging appeared to be brand sparks, which were relatively single, and were used by match factories to spread their brands. Until 1959, after the development of the times and the change of ideas, the design of Qingdao match box became colorful, and many masterpieces appeared.

Nowadays, the state and the government attach great importance to design concepts and local culture. As a member of the century-old brand design, the traditional Qingdao matchstick can prove the aesthetic style, trend, Local customs and social and cultural features. This article mainly discusses the packaging design of major match factories in Qingdao, and provides reference and inspiration for the innovation of traditional match packaging today [1, 2].

2. EXPLORATION OF MATCHBOX PACKAGING DESIGN CONCEPTS

2.1 Establishment of aesthetic psychology

The rapid growth of the match industry in Qingdao has made people's requirements for packaging gradually higher. A good packaging design is the weathervane of a product. It can subtly affect people's psychology, and fuse the aesthetic psychology of consumers into the principles of packaging design. It has important significance for packaging. Through the background and events in the society, it is refined into the label on the matchbox, and then these elements are designed by artistic methods to meet the needs of psychological cognition and generate the final resonance, thereby promoting the increase in sales. Once people's aesthetic psychology of packaging is formed, it will continue, such as the second edition of the landscape with the size of 8*1 in the Qingdao Match Factory in 1965, the design drawings of landscape architecture, and eight stamp-like stickers with the same style. The colors are warmer, and the surrounding scenic spots are displayed. This set of labels has typical characteristics in the design of match packaging. For residents, they have more awareness of it than other packaging matches. Behind the aesthetic psychology is often a profound value orientation, people will choose the packaging that matches their own aesthetic and psychological cognition when buying matches, which makes the significance of packaging design even more significant.

2.2 Improvement of packaging concept

With the supply of matches in short supply, manufacturers' concept of product packaging has taken a turn. The original match was a high-end product that only a noble person could possess. Its packaging was highly ornamental, and it was made with exquisite materials, more like an exquisite art relic. However, with the popularity of matches, people no longer use precious materials such as gold and silver enamel as the packaging of matches, but choose lightweight, portable paper instead. Portable packaging boxes are generally suitable for placing matchsticks horizontally. Paper boxes are light in weight and small, and do not increase the burden of carrying. Moreover, the structure is simple, easy to push and pull, and has a certain closing performance to ensure that the box is closed. China will not fall out due to uncertain factors such as bumps and knocks. The improvement of this humanized and low-cost

design concept has accelerated the promotion of the status of packaging design in people's hearts.

2.3 Protection of product characteristics

As we all know, Qingdao is a well-known trade port. It is in the southern part of the Shandong Peninsula. The climate is generally humid, especially in rainy weather. Unpackaged matches are easily moldy when exposed to the outside. Moreover, the number of matches produced by the Qingdao Match Factory is very large, and sometimes there are problems such as squeezing of the goods. If the zero package of matches is exposed, the service life of the matches will be damaged to a certain extent. Therefore, in order to better improve the quality of matches, manufacturers have gradually realized that the protection of matches is particularly important, and the concept of packaging is also deepened.

3. THE FUSION OF MATCHBOX PACKAGING DESIGN STYLE

Common matchboxes are divided into two types: wood and paper. Here we mainly explore the paper packaging design in Qingdao matchbox. One of the highlights of the design style of the matchbox is the flower of fire on the box, referred to as "spark." It belongs to one of the world's flat collections. It has many names in history, such as match labels, match card labels, match phosphorus tickets, match pictures and so on. "Spark" brought about the fusion of various cultures, and made us feel the exquisite artistic accomplishments of artisans before.

Firstly, it's reflected in the pattern decoration. There are many types of sparks, such as places of interest, plants and flowers, life scenes, myths, and city construction. In addition, in the early days of match packaging development, some large box labels, landscape architecture packaging designs; and their early flowers were all printed in monochrome, with simple shapes, with simple and concise text for decoration. The concept of match packaging design is the perfect fusion of life and art, while also fully showing the application of traditional patterns, drawing descriptions and painting techniques to packaging.

Secondly, it's reflected in the text. Qingdao is a city with profound cultural integration between China and foreign countries. It has successively been influenced by foreign cultures, such as Germany and Japan. These cultures subtly affect the local culture of Qingdao and make the local packaging design diversified. The text box design of the matchbox deeply reflects the entire social background at that time. Different countries, different nationalities, and different languages have created various forms of text design, mainly in Chinese and foreign languages, or a few foreign languages. For example, in 1963, the "Zhi huo mao" (a cat holding the fire) match package was displayed in all languages, with Safety Matches and International English printed on the top and bottom, the main body of the fire cat was in the middle, and the English

version of the value package was interspersed on both sides, with an average number of 30 and the word "branch". And, the modern-day butterfly match, which was the label with the highest export utilization rate at the time. The upper and lower decorative ribbons were printed with the Chinese and English butterfly brand (English), butterfly match (Chinese), Made in China (English) and safety matches (English). In addition, it was found in some match packaging that, like the Sanyang Brand Sparks of the Republic of China, the typeface used a calligraphy style with strong angularity, which was relaxed and powerful. The text expression at that time can be well used in packaging. The use of different fonts in different packaging has not only enhanced the value of the match itself but also diversified the design. The cultural connotation contained in it has also been expressed in this form come out.

Finally, in terms of layout, a good layout can clearly convey the information to be expressed. The layout of matchbox can be divided into positive and negative sides. In traditional Chinese philosophy, one Yin and one Yang correspond to each other. There is obvious contrast between the front and back patterns, and the middle is connected by side signs, which plays a role of transition and explanation [2]. In the match packaging design, the basic element "face" of the layout decoration is used for the labeling of the sailing city. The main body of the sailing boat is displayed in the picture with a prominent and distinctive feature against the green background, which is easy to associate with the free and lively feeling of the sailing boat. Moreover, its pattern design style also conforms to the characteristics of the times, such as the Qingdao chicken 5*1 series from 1980 to 1989. By using geometric collage, cutting, reorganization and other graphic design techniques, the whole picture is full of aura and modeling sense, bringing visual impact to people. Compared with the previous sparks, this design brings different experience.

4. INNOVATIVE SIGNIFICANCE OF MATCHBOX PACKAGING DESIGN

With the gradual diversification of today's society, the nature of matches has also changed, showing an artistic side. As a traditional burning tool, matches are gradually being abandoned, replaced by the innovative significance of match packaging. In the past, matchsticks have witnessed a glorious period. It is a review and commemoration of past events and characters. The present matchstick is not a tool but a symbol of value. It has gradually become a cultural heritage. Tangible carrier.

4.1 Economic value

Although the traditional match industry sells the functional significance of matches, the innovative packaging design can also promote economic development. When people visit relatives and friends, they may choose to bring an item that can represent local characteristics as a souvenir. This will

undoubtedly promote the local economy and give match packaging a new pursuit of economic value in the new era. The economic value can make it focus on the packaging creativity. The more innovative and innovative the style, the higher the economic value it brings.

4.2 Artistic value

Now more and more packaging design into the match products, so that the creativity of the packaging box to enhance, full of artistic value. Some of them have become popular with the creative match packaging network, in which the collision of modern art design and traditional cultural concepts reflects the beautiful and innovative artistic enjoyment. This has brought great impetus to the artistic connotation, packaging design and cultural development. It makes people really regard match as an aesthetic ornament, arouses the attention of consumers and opens a broader value space in the field of match packaging.

5. CONCLUSION

To sum up, match packaging, as a packaging form with

historical and cultural traditions, integrates modern lifestyle, aesthetic characteristics and design ideas into new packaging design concepts through innovation, endows match packaging with new vitality, and enables people to have a sense of novelty and acceptance of the traditional match packaging from the old to the new. In the future, Chinese cultural heritage and design concept has opened a new road and development mode for the traditional match industry, and made the meaningful match packaging move to a broader market.

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Development Status and Strategies of Louts-Thrashing in Eastern Hubei Province

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Abstract: At present, the development of Louts-thrashing in the east of Hubei province shows the fact that the spreading scope is narrow, the inheritors are scarce the people who learn and practice Louts-thrashing is little, in addition, there are some disadvantages, such as insufficient government support, poor transmit and propaganda, and the neglect of physical fitness. About this problem, this paper puts forward some measures, such as making full use of national policies, innovating contents and forms, and incorporating them into local school-based curriculum, to promote the inheritance and development of Louts-thrashing in eastern Hubei province. This not only has positive significance to the profound theoretical connotation of the east Hubei Louts-thrashing, and to enrich local people's amateur life, but also has referential significance to the development of other folk sports.

Keywords: Eastern Hubei; Louts-thrashing; Development status; Strategies

1. INTRODUCTION

“Culture is the soul of a country and a nation. Our country will thrive only if our culture thrives, and our nation will be strong only if our culture is strong [1-3].” As an important part of Chinese culture, folk sports culture, like other Chinese cultures, shoulders the important task of achieving the great dream of reviving China. As an outstanding representative of the regional culture, Louts-thrashing is not only full of unique regional culture, but also full of regional people's yearning for a better life. Therefore, it is of great historical and practical significance to study the development of Louts-thrashing in eastern Hubei.

2. THE ORIGIN AND EVOLUTION OF LOUSTRASHING IN EASTERN HUBEI

2.1 Origin of Louts-thrashing in eastern Hubei

The emergence and development of culture have always been symbiotic with the historical process of mankind. The origin of any culture can find its predecessor in life. As a folk culture phenomenon in the area, Louts-thrashing in the east of Hubei province exists in the people's life, and in the form of group experience, local customs and sports activities, telling the folk characteristics of the area, by the way of folk sports and sports folk interaction, inheritance and development.

2.2 The evolution of Louts-thrashing in eastern Hubei

From the etymological analysis, "square phase" is another definition of "phase". What is "square phase"? "square phase" is an artifact used to drive away ghosts and send demons to gods in ancient society. "Zhou li, Summer Palace and sima": "fang xiang's palm covered with bear skin, four eyes of gold. . . Division hundred li and time difficult, with cable room drive epidemic. " It can be seen from this that in the ancient society, Louts-thrashing was an instrument of worship and entertainment. It was not until the northern song dynasty that it became a tool for begging and entertaining people to make a living. This explains, Louts-thrashing is along the path that amuse god to amuse person evolves. Historical data research and field investigation, also confirmed that the Louts-thrashing from the sacrifice, only with the history of progressive, only gradually from the sacrificial artifacts, to the living tools evolved.

3. CHARACTERISTICS AND FUNCTIONS OF LOUSTRASHING IN EASTERN HUBEI

3.1 Characteristics of Louts-thrashing in eastern Hubei

There are mainly two kinds of characteristics about Louts-thrashing in eastern Hubei. First, the distinctive characteristics of local folk culture. Folk sports is an explicit phenomenon of folk culture, which is embodied in the developing and changing folk life. Any kind of folk culture, all have unique folk culture characteristics, the Louts-thrashing in eastern Hubei province, is no exception. Tracing back to the source, offering sacrifices to gods and entertaining people are the two main contents of traditional customs. Eastern Hubei belongs to the state of Chu, and " the people of chu worship witchcraft". Therefore, the eastern Hubei people worship the strange gods, with the way of entertainment, express the feelings, meet the expectations of the hearts, service the actual needs. the Louts-thrashing in eastern Hubei province melt sacrificial activities and leisure activities in one, and has been followed. Nowadays, east Hubei Louts-thrashing generally appeared in the past year to celebrate the harvest and look forward to the New Year prosperous Spring Festival, Lantern Festival and other festivals. It is also sometimes seen in temple fairs where people worship their ancestors and pray for peace and well-being. This kind of life custom, contributed to the unique characteristics of folk culture in the eastern region of Hubei, Hunan culture.

3.2 Functions of Louts-thrashing in eastern Hubei

There are mainly three kinds of Functions of Louts-thrashing in eastern Hubei.

The First is the function of moral education. With the change and development of the society, the east Hubei Louts-thrashing, with its distinctive features and simple movements, has evolved into a performance form dominated by collective performances. Simple east Hubei hit the Louts-thrashing movement, the collective performance, more easily neat and uniform, together with the lotus stick on a few copper COINS, ribbon decoration, performance, graceful flying, vibrant, can bring performers into the artistic conception of folk sports art. This, in addition to giving people a strong artistic shock, but also moisten silently edify the dancer's good sentiment and collectivism sense of honor, with a greater moral function.

The third is the function of entertainment. East Hubei Louts-thrashing was originated from offering sacrifices to the god of entertainment. After the evolution of making a living and entertaining people in later generations, it has become one of the main entertainment items during festivals and large-scale celebrations in east Hubei. Nowadays, in the east of Hubei square park in the morning and evening, often can see, the masses to hit the Louts-thrashing fitness entertainment. This kind of recreational function, is the east of Hubei Louts-thrashing to be able to thousands of years, one of the important reasons for inheritance.

4. DEVELOPMENT STATUS AND DISADVANTAGES OF LOUTS-THRASHING IN EASTERN HUBEI

4. 1 Development status of Louts-thrashing in eastern Hubei

The development status of Louts-thrashing in eastern Hubei is mainly reflected in the following three aspects.

First, the spread of geographical narrow. According to the investigation, east Hubei Louts-thrashing mainly spread in Huangshi city yangxin county and Huanggang city jurisdiction of xishui, Huangmei, yingshan, luotian, wuxue and other counties and cities. The remote and countable transmission sites, compared with the vast eastern Hubei, the transmission area is small. And because of the Dabie mountains in the northeast of eastern Hubei, and the Yangtze river in the southwest, the special geographical location, also makes the eastern Hubei hit lianxiang, difficult to spread out.

Second, inheritance fault. Eastern Hubei is based on farming, and most of its successors are aged farmers with low educational level. Inheritance Louts-thrashing, for them, not only by physical constraints, but also by intellectual limitations. In addition, with the rapid development of the economy, most young people in eastern Hubei, go out to make a living, few people sink down to pass on the skills of Louts-thrashing, so there is a fault phenomenon.

Third, there are not many students. Traffic according to the survey, influenced by natural geography, the east bloc, economy is backward, area cultural exchanges with other countries, the new era of breath is not strong, local governments at all levels are subject to financial resources, open mind owe, so that the spread of failing to play Louts-thrashing and development, leading people to rally Louts-thrashing know not comprehensive in-depth, understanding of its function, also is not sufficient. At present, the east Hubei Louts-thrashing learning and training crowd, only concentrated in the local elderly and a small number of primary and secondary school students, the number is small.

4. 2 Disadvantages of Louts-thrashing in eastern Hubei

With the social change, the east Hubei Louts-thrashing presents the phenomenon of narrow communication area, fault of inherit ant and few students, which has four main disadvantages.

One is the lack of government support. The government attaches great importance to folk sports culture, which has great influence on the inheritance and development of Louts-thrashing in eastern Hubei. At present, the development of east Hubei Louts-thrashing decline, and the local government support is not enough. According to check, Huanggang, huangshi, ezhou, despite some carry forward, including the east Louts-thrashing, local intangible policies, but only to stay on the surface of the paper document, support to develop the activity of Louts-thrashing, teach students, very little money out exchanges, and even in some places there is no, his is in a state of die. According to statistics, from 2010 to 2018, there were only three events related to Louts-thrashing held in eastern Hubei -- Louts-thrashing singing and dancing in the song "all the cadres go to the countryside" by xishui farmers' choir in 2011; In 2014, Louts-thrashing of macheng performed in "cultural power and folk splendor" mass art exhibition of Huanggang city; In 2017, Lian Xiang Wu performed in macheng during the program "three townships, futian, running for a well-off life".

Second, poor communication and publicity. During the "cultural revolution", under the influence of the ideological trend of "breaking the four old and establishing the four new", Louts-thrashing in eastern Hubei was banned as "old thoughts, old culture, old customs and old habits". People only saw its existence in some local Chronicles, but in the real life of ordinary people, it was almost invisible, especially the younger generation.

Third, ignored the fitness function. As a kind of physical activity style, it implies the function of relaxing muscles and activating blood, developing physical coordination and rhythm, making people energetic, full of passion and vitality. However, because the spread of Louts-thrashing in eastern Hubei mainly depends on the local sacrificial ceremony and buddhist culture, the fitness function of Louts-thrashing has not been widely publicized and has not

catered to the health needs of the public, so the number of practitioners is small.

5. DEVELOPMENT STRATEGIES OF LOUTS-THRASHING IN EASTERN HUBEI

5.1 Take full advantage of national policies

Policies reflect the orientation, goals, principles of action, working methods and specific measures of a country's development. Since the beginning of the new century, China has been attaching more and more importance to traditional culture. In 2005 the state council issued "the general office of the state council on strengthening China's intangible cultural heritage protection work opinion", issued in 2011 countries the intangible cultural heritage of the People's Republic of China law, in 2017 in Hubei province issued "the national fitness program" policy, the east, also introduced the "intangible cultural heritage protection and development of the file. This series of powerful policies, so that the east of Hubei Louts-thrashing's development with the policy basis.

Under the situation of "promoting the great development and prosperity of socialist culture" [4], the development of the eastern Hubei Louts-thrashing make full use of national policies, and there are two specific measures. First, we will improve organizational structure. Can take advantage of all levels of the intangible cultural heritage protection and development policy, in the local cities and counties, which is dominated by the culture bureau, sports bureau, established counties east Louts-thrashing's association, and develop the east Louts-thrashing association's five-year development planning and annual development plans, make the east Louts-thrashing entered public life, society, promote its development. Depending on the support policy of the government, we can set up the traditional folk sports association of Louts-thrashing in the east of Hubei province, make use of the support policy and fund, circle the activity area, buy the equipment and equipment, hire the successor of Louts-thrashing to train students, improve the operation efficiency of the association. Also, can use the policy, through the local newspapers, television stations, official websites and other local governments grasp the power of publicity, the association of Louts-thrashing, association publicity, improve its popularity, attract people to participate in Louts-thrashing activities. Second, actively organize activities. Can use the government support fund, the organization Louts-thrashing student to practice, when the festival performance, the celebration activity display, the talent competition and goes out to do the folk tradition culture exchange and so on the activity. Can be included in the east of Hubei a variety of artistic performances, so that it has more opportunities to show on the stage. It can also be attached to the tourism bureau to make use of the local tourism resources and perform arts in the special cultural town, together with other local traditional skills, to perform arts for tourists and even interact

with tourists to promote cultural exchanges.

5.2 Innovative content and form

Culture is a kind of social phenomenon, which is the accumulated asylum created by human for a long time. It condenses in the material and is free from the material, way of life that can be inherited. It is the sublimation of human perceptual knowledge and experience to the objective world. Louts-thrashing in eastern Hubei has unique area characteristics of eastern Hubei. Its physical activity paradigm with dance and rap as the core content plays a positive role in satisfying people's yearning for a better life. Nowadays, if the law of social development can be followed, the content and form of scientific innovation will play a historic role in inheriting local traditional culture and boosting the construction of a well-off society.

To innovate the content and form of Louts-thrashing in eastern Hubei, there are two main strategies.

The first is to absorb a variety of cultural elements. East Hubei Louts-thrashing with one meter long carved empty thin bamboo tube, two ends carved into three round holes and decorated with colorful silk flowers, each hole string several copper COINS. Can be taken by a bamboo rap, three or four people shake Louts-thrashing with it. When dancing, also countable people, dozens or even hundreds of people at the same time holding Louts-thrashing, with rhythmic dance movements, from head to foot, from the front to the back, while singing, singing words according to the folk book, also can be field. When marching, can hit forward, stay, squat and other steps, forming the formation of cross, well word. There is a common denominator between all cultures. With the social progress, we should choose to absorb the cultural elements of the new era to innovate the content and form of the east Hubei province. For example, in terms of music, can try to absorb folk classical music, new era pop music; in terms of dance, we can try to absorb the northern yangko dance, local opera dance, etc. In terms of performance form, it can be performed by one person while dancing, or by several people while singing and choreographing. Can perform rap alone, can also perform dance alone, but also can integrate all elements performing. Second, blend with other folk activities. " The sea doesn't resign the water, so it can become large; the mountain doesn't resign the rocks and earth, so it can become high. " inclusiveness is an inherent part of Chinese culture. The development of east Hubei Louts-thrashing, should be widely integrated with other folk activities.

5.3 Incorporate local school-based curricula

As the proverb goes, "one man is nourished by the soil", so is the culture. Different regions, due to the different natural environment, cultural environment, produced by the cultural differences. This unique regional culture, like the food necessary for the survival of specific regional organisms, has an important impact on the survival and life of people in

specific regions.

Local school-based courses are specific cultural nutrients for people with special cultural personalities in a certain region. East Hubei Louts-thrashing is one of the cultural nutrients necessary for people to survive and live in the east Hubei. The major national policy of "comprehensive revival of excellent traditional culture" calls for "enriching and expanding campus culture, promoting opera, calligraphy, elegant art and traditional sports".

East Hubei Louts-thrashing included the local school-based curriculum, there are three main strategies. The first is to integrate the Louts-thrashing into the local school teaching content system. "Folk sports into the campus is the inheritance and development of traditional Chinese culture should be the demand. offering folk sports courses with strong cultural appeal in schools can enhance students' cultural deposits, improve their cultural literacy and cultivate their patriotic sentiment. According to the investigation, the Louts-thrashing also has the existence figure in the eastern Hubei minority school, but because does not pay attention to, its existence also is only in the time reveals when the hidden free state. As normal university, Hubei Huanggang normal college, Huanggang experiment elementary school, middle school, Huanggang XiShui estuary town middle school, elementary school, lanxi Liaocheng first middle school, the three mile for transshipment elementary school, Huangmei first middle school, JinMei school, Yellowstone experimental middle school, where the small shop, small basket with elementary school junior middle school, etc. , dozens of medium schools, neither a Louts-thrashing activities, also not Louts-thrashing classes. But on the playground of Wuhan optics valley no.3 primary school education group, at 10 am every day, students will be under the teacher's guidance, practice Louts-thrashing, Louts-thrashing stick flying up and down like a "golden hoop stick", so that students in the middle school, learning practice. The rich folk custom flavor and neat and uniform performance, attracted a lot of people to watch, for the development of east Hubei Louts-thrashing, provided a good reference. The second is to invite non - genetic folk to teach. The premise is to have a professional teacher who can teach the skills of the school. "Learning is a teacher, the body is a model. "Schools at all levels can hire non - genetic people to play Louts-thrashing, to promote the process of playing Louts-thrashing into the campus. In recent years, the state has issued the opinions on comprehensively deepening the reform of the construction of teachers in the new era, focusing on cultivating high-quality teachers and advocating that the whole society respect teachers and value education. These policies, for the eastern Hubei hired non genetic people such as Louts-thrashing into the campus to teach skills, to provide a guarantee. Here, we also call

for the development of the east of Hubei Louts-thrashing professionals, together for the east of Hubei Louts-thrashing inheritance and development, contribution. Third, the publication of local school - based teaching materials. The compilation of local school-based teaching materials, to highlight the eastern Hubei Louts-thrashing characteristics, according to the physical and mental characteristics of students, from easy to difficult. Writing content, to have a brief history of the development of eastern Hubei Louts-thrashing, cultural characteristics, technical methods, action pictures, it is best to match the level of each level of the teaching CD, so that the eastern Hubei Louts-thrashing has a formal and systematic local school-based textbook blueprint. The development of the local school-based textbooks in the east Hubei province should be based on extensive and in-depth research, and should be scientifically compiled in accordance with the law of education and teaching. In this way, it is of great help.

6. CONCLUSION

East Hubei Louts-thrashing with the fragrance of ancient soil, wrapped with a strong local cultural flavor, along the way. For thousands of years, no matter how much society changed, it never left the people's lives. However, with the rapid transformation of China's society, the east of Hubei province has highlighted the fact that the communication area is narrow, the inherit ant fault, the number of students and exercisers is not enough, and there are some problems such as insufficient government support, weak communication and propaganda, and scanty physical fitness. In view of this problem, we suggest that the development of east Hubei Louts-thrashing in the new era should take full advantage of national policies, innovative content and form, incorporated into the local school-based curriculum strategy, to inherit and develop east Hubei Louts-thrashing. This is not only helpful for promoting the inheritance and development of Louts-thrashing in eastern Hubei, but also helpful for the inheritance and development of folk traditional sports in other areas of China.

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Research on the Optimization of Industrial Structure of Yunnan Private Economy

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Abstract: The private economy is an important part of the social and economic foundation of our country, and its development is the inevitable requirement of the market-oriented reform. However, many problems of the private economy restrict the healthy and rapid development of the private economy to a great extent. This paper only discusses the optimization channels of industrial structure, in order to further promote the research on the development of private economy in Yunnan.

Keywords: Yunnan; Private Economy; Industrial Structure Optimization; Channels

1. INTRODUCTION

According to the *Report on the Economic Operation of Yunnan Province in 2019* published by the Yunnan Provincial Development and Reform Commission, "In 2019, the province's GDP reached 2322.375 billion yuan, including 303.762 billion yuan in the primary industry, 796.158 billion yuan in the secondary industry and 1222.455 billion yuan in the tertiary industry [1-3]." On the surface, compared with 2018, the tertiary industry grew faster than the same period 8.3%, and 1.4 percentage points is higher than the country (6.9%); and the growth rate is satisfactory. However, compared with the *Analysis report of top 100 enterprises in Yunnan Province in 2018*, the total income of 42 non-public top 100 enterprises in Yunnan was 274.2 billion yuan, compared with 58.95 billion state-owned enterprises' income of 11.95 billion yuan, which is only 22.86% of their income. It shows that there is a huge gap between private enterprises and state-owned enterprises in economic scale and strength. Looking at these 42 scale private enterprises, they are real estate industry, chemical industry, non-ferrous metal mining and processing industry, agricultural and sideline food processing industry, wholesale and retail industry, for-profit service industry, pharmaceutical industry, building materials industry, etc. These industries generally have the characteristics of low technology threshold, low proportion of modern service industry with high technology and high added value, weak capital base, low level of technological innovation, obvious lack of motivation for technological innovation, and obvious imbalance and incongruity of structure proportion.

In view of this, the structural adjustment and optimization of private economy should follow the principle of "adjusting development and leaping

development", focusing on how to fully reflect the basic characteristics and elements of strategic emerging industries; how to fully rely on and play the role of leading enterprises; how to find emerging economic fields with broad development prospects.

2. STRATEGIC EMERGING INDUSTRIES

The basic feature of strategic emerging industries is the "major breakthrough" of science and technology. The so-called "major breakthrough" is not "come out of thin air", but can be based on the comparative advantages of Yunnan. It can adapt to the major needs of future development, with the characteristics of high content of knowledge and science and technology, low consumption of material resources, great growth potential, good comprehensive benefits, little negative impact on the environment; and can lead the adjustment of industrial structure, optimization and change of development mode, which will play a leading role in the overall economic and social development and long-term development in the future. According to the *13th Five Year Plan for Scientific and Technological Innovation of Yunnan Province*, the top ten industries including biomedical health, bio seed industry, new energy and new energy vehicles, high-end equipment manufacturing, new materials, energy conservation and environmental protection, Internet, big data, cloud computing, and robotics have become strategic emerging industries in the province. The private economy has occupied an absolute advantage in the modern biological field, and the proportion of other industries has also increased year by year.

It is necessary to further highlight the status of enterprises as the mainstay of technological innovation, so that enterprises truly become the mainstay of technological innovation decision-making, research and development investment, scientific research organization, and transformation of achievements, and change "to let me innovate" into "I want to innovate". We will effectively integrate R&D resources with the enterprise as the center, establish a scientific and technological R&D system combining production, marketing, research and government, and accelerate the transformation of growth mode by relying on scientific and technological progress and innovation. Funds for application projects in the science and technology sector should be given priority to enterprises; and companies should be encouraged to withdraw at least 3% of research and development funds from sales for deep processing technology, low-

carbon technologies and new product technologies, and foster independent new brands. Scientific and technological personnel who have made outstanding contributions must be awarded publicly.

It is necessary to strengthen the construction of public innovation platform for private small and medium-sized enterprises, focus on financial investment, attract social funds, do a good job in the research and development of common and key technologies in the industry and the transformation of achievements, track the latest development trend, and strengthen the research and formulation of industrial standard system. We will vigorously support the cooperation between domestic and foreign advanced enterprises and non-public small and medium-sized enterprises, and establish research and development platforms such as laboratories and pilot test bases. We will strengthen the overall coordination of scientific and technological innovation, and strive to overcome fragmentation of science and technology innovation activities in various fields, departments and aspects to avoid the "Islanding Phenomenon" in innovation, and accelerate the establishment and improvement of an organic interactive, collaborative and efficient government innovation system for all subjects and links. We will get rid of three types of industries: labor-intensive, resource intensive and extensive management, to realize the virtuous circle of demand structure, power structure and income structure driven by the benign adjustment of production structure.

3. LEADING ENTERPRISES

First, during industrial development, lengthening the industrial chain and forming supporting industrial cluster development is a major way to improve the overall productivity and competitiveness of the industry, and promote the innovation ability and development of enterprises. Compared with private SMEs, leading enterprises, especially large state-owned enterprises, have the advantages of capital, technology and talents, for they know how to operate in accordance with international rules, and introduce advanced technology and equipment from abroad. They have played a leading role in the development of the industry. When the industrial resources and financial strength of large enterprises collide with the creativity of entrepreneurs, it will undoubtedly promote the development of the number and quality of small enterprises, and promote the greater creativity and competitiveness of large enterprises to achieve a win-win result at the same time. From the perspective of scientific and technological innovation, relying on the capital and R&D Department of leading enterprises, we can effectively integrate R&D resources with enterprises as the center, jointly build a number of national and provincial laboratories, do well in R&D and achievement transformation of industrial common technology and key technology, track the latest development trend, strengthen the research and formulation of industry standard system, and promote

the overall transformation of industry upgrade, so as to accelerate the transformation of the growth mode of private enterprises. The transformation of achievements, tracking the latest development trends, strengthening the research and formulation of industry standard systems, and promoting the overall transformation and upgrading of the industry, thereby accelerating the transformation of the growth mode of private enterprises. At the same time, the leading enterprises attach importance to the protection of intellectual property rights, the introduction of low-carbon technology, and the information exchanged with international peers can be quickly transferred to the scattered SMEs through cooperation, and gradually cultivate their habit of consciously protecting patent products, using clean technology, and developing new products in production. It aims to fully implement the development plan of strategic emerging industries, accelerate the R&D and transformation of new materials, artificial intelligence, integrated circuit, biopharmaceutical, the fifth-generation mobile communication and other technologies, and provide reserve strength for the development of industrial clusters.

Second, we should take "private small and medium-sized enterprises + cooperative organizations + leading enterprises + brands" as the main mode, and vigorously encourage private small and medium-sized enterprises, especially dependent and exogenous small and medium-sized enterprises to combine cooperative organizations with leading enterprises to carry out supporting production and systematic production, so as to fundamentally solve the docking problem of decentralized small and medium-sized production and unified large market. Supporting production can guide and arrange production in time according to the changing laws of domestic and foreign markets, reduce the economic risks of private small and medium-sized enterprises, stabilize and improve the sales price of products and protect the interests of leading enterprises through relatively unified external negotiation. We should promote industrial clustering and improve the competitiveness of non-public small and medium-sized enterprises. Of course, such supporting production should pay attention to promoting the supporting cooperation enthusiasm of SMEs, support SMEs to take advantage of flexible operations, clarify their positioning in the industry and product chain, and find points of interest with large enterprises [2]. We should support SMEs to take the initiative industry and product transfer, accelerate the pace of technological transformation and innovation, gradually improve the industry and product structure, provide high-quality products and services for large enterprises, and strive for a stable production and operation environment for themselves, and develop with the development of large enterprises.

4. IN TERMS OF EMERGING ECONOMIC FIELDS

During the 13th Five-Year Plan period, the Chinese economy has changed from an original industry-led economy to a service-oriented economy. In view of this, vigorously developing the tertiary industry, especially modern service industry and "Internet Plus" industry, will be the current new potential and space for economic growth in the next stage.

First, the modern service industry is a service industry with high technological content and high cultural content, which is produced and developed to meet the needs of modern people and modern urban development. The industry is characterized by a knowledge-based industry with high cultural added value. Taking tourism as an example, Yunnan is in the Yunnan-Guizhou Plateau, with its gorgeous natural scenery, colorful ethnic customs, quaint and distant history and culture, pleasant ecological environment, and its advantageous location in the Southwest "Belt and Road". With unique conditions for developing the tourism industry, it is the only comprehensive tourism pilot province approved by the National Development and Reform Commission. However, this kind of development has always been based on "free range" under the natural conditions, so the quality of service is inversely proportional to the natural environment; the information is not smooth; and "black guides" have frequent tourist chaos. Since 2018, Yunnan Province has implemented 22 measures to improve the order of the tourist market in history. It has focused on the rectification of the tourism market order and the healthy development of the tourism industry. It has promoted the transformation and upgrading of tourism public infrastructure, tourism products and tourism destinations with the concept of "global tourism", promote the transformation direction from sightseeing based tourism products to complex products such as sightseeing, leisure vacation and special tourism products, expand tourism development space and consumption mode, and actively develop medical tourism, pension tourism, health tourism and leisure agricultural tourism. We will vigorously develop cross-border tourism and create international boutique tourism routes. "A mobile phone tour in Yunnan" and big data tourism platforms run smoothly, develop online and offline organic tourism service products, and promote "tourism plus " customized services to promote full integration. In 2018, the province received 7.061 million overseas tourists, a year-on-

year increase of 5.75%. It received 681 million domestic tourists, a year-on-year increase of 20.24%; the province tourism industry revenue totaled 899.144 billion yuan, a year-on-year increase of 29.89% [3].

Second, the development of science and technology and information technology has transformed the industry's development from traditional store sales to "Internet Plus" traditional industries. Because of the inconvenience of multi-channel and narrow traffic in Yunnan, relying on the traditional industry operation mode has a very limited role and poor effect. By using information and communication technology and Internet platform, the Internet and traditional industries can be deeply integrated, which can create new business opportunities and development ecology at the lowest cost, improve the innovation and productivity of the whole society, shape a new economic development form with Internet as the infrastructure and implementation tool, so as to provide a broad network platform for promoting the vitality of social and economic entities innovation and development. Taking the flower industry as an example, after 16 years of development, the Kunming International Flower Auction Trading Center, established at the end of 2002, has now become the largest professional fresh-cut flower auction market in Asia, ranking third in the world. The daily trading volume of its rose has accounted for 60% of the daily listing volume of the whole province, and it is exported to more than 30 countries and regions. Accelerating the construction and promotion of e-commerce can fully integrate the physical and virtual markets, cut into global value chains, open international markets, realize the scale effect of online and offline markets, and accelerate the modernization and internationalization of industrial clusters.

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Research on the Appeal of Intangible Cultural Heritage Plus Tourism for Poverty Alleviation in Traditional Villages of Dali City

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Abstract: The formation and evolution of traditional villages in Yunnan national tourism area is a long process. We should give full play to its advantages of rich cultural heritage and rich tourism resources, promote the development of national tourism industry by promoting its intangible cultural heritage plus tourism" tourism poverty alleviation model, and solve the problem of insufficient hematopoietic function of poverty alleviation in mountain areas by "treating symptoms, so as to promote the development of tourism in the whole region. Based on the analysis of Dali Diaochao village, a tourist destination in Yunnan ethnic areas, the author explores the regular basis, and conducts empirical research on the demands of stakeholders and their relationship, so as to provide reference for the sustainable development of the poor rural industry driven by intangible cultural heritage technology in Yunnan ethnic areas.

Keywords: Intangible Cultural Heritage Plus Tourism; Interest Demand; Sustainable Development; Poverty Alleviation; Dali Model

1. INTRODUCTION

Dali City out of the non-relics and tourism poverty alleviation Dali model, Source: <https://appkp.ccwb.cn/news/202003/202003261524378wtbom.html>, Figure 1.



Figure 1 Dali non-genetic inheritors and handicrafts enter Beijing Deep Mountain Market "Protecting and inheriting traditional village culture" and "targeted poverty alleviation" have become current hot topics. Yunnan national tourism destination should give full play to its advantages of rich cultural heritage and rich tourism resources, take the construction of traditional villages as a breakthrough, explore the tourism poverty alleviation model in line with the actual situation of ethnic areas, and promote

the development of national tourism industry; solve the problem of insufficient hematopoietic function of poverty alleviation in mountain areas by "treating symptoms", and promote the development of tourism in the whole region [1-3]. However, to promote the targeted poverty alleviation and sustainable development of traditional villages in national tourism areas is not only a theoretical problem, but also a practical problem. We should effectively avoid short-term development, destructive development, ethnic cultural variation and other problems.

2. NATIONAL CULTURAL TOURISM RESOURCES OF DIAOCHAO VILLAGE

The traditional village of Dali ethnic tourism destination, the hanging grass village, has the essence of Chinese culture and the essence of agricultural civilization. It contains rich historical and cultural information. It is a typical village with the Yi nationality as the main body, including the integration of Han, Bai and other multi-ethnic communities. It is also an important carrier for the protection and inheritance of traditional culture [4].

Diaochao village is located in Xiaguan Town, Dali City, east of Xiaguan Town, with convenient transportation, 6km away from Dali city. It is adjacent to Fengyi town in the East, barley land in the south, Fuxing village in the West and literature village in the north. Every year, the 15th day of the first lunar month is the main festival. Families invite relatives and friends to get together at home and light bonfires at night. In the village, men, women, old and young people put on new ethnic costumes and gather around the bonfires to sing and dance together for the new year. Singing is the folk culture of the Yi nationality. In order to make the national culture last for a long time, all villagers in the village will go to congratulate and hold bonfires at night Will, pass on the national culture, keep the cultural characteristics forever to make the national culture carry forward and develop continuously. At the same time, all ethnic groups live in harmony, unite and love each other, exchange marriage, work together, seek common development, build homes, form a unity, friendship and peace, and are rated as "demonstration village of national unity and progress".

3. TO EXPLORE THE DALI MODEL OF INTANGIBLE CULTURAL HERITAGE +

TOURISM POVERTY ALLEVIATION IN DIAOCHAO VILLAGE AND THE INTEREST DEMANDS AND SUSTAINABLE DEVELOPMENT OF TRADITIONAL VILLAGES IN NATIONAL TOURISM DESTINATION

With the multiple impacts of agricultural modernization, rural urbanization, rural tourism development and urban-rural integrated development, the traditional villages have been constantly damaged by construction, development and tourism. The content and formula of interest demands of stakeholders in tourism destinations are evolving, and the phenomenon of Interest Imbalance of stakeholders has become prominent, which has constituted the sustainable development of society, economy and culture in tourism destinations Local disorder. From a dynamic perspective, we should grasp the dynamic evolution mechanism of the demands of its stakeholders, combine industrial prosperity, ecological livability, rural civilization, effective governance, rich life and social stability in ethnic areas, and build a governance mechanism that can promote the sustainable development of traditional villages in tourism destinations.

(1) Balance the relationship between long-term goals and short-term goals

Tourism is the most direct way of economic development for the construction of traditional villages in national tourism areas. Under the active guidance of the cultural tourism department, Dali intangible cultural heritage inheritors and handicrafts entered the "deep mountain market" in Beijing, making a stunning appearance in London, England, and embarked on a unique road of poverty alleviation through tourism. But at the same time, we must follow the law of rural construction, adhere to scientific planning, pay attention to quality, and build calmly, and balance the relationship between the economic development and cultural protection of traditional villages is the key to promote the sustainable development of Diaochao village economy; we must take into account the linkage between Diaochao village culture and economic construction, so as to avoid short-term development, destructive development and national cultural variation.

(2) Grasp the relationship between top-level design and grass-roots exploration

Fully according to the national development strategy, scientifically grasp the differences between the traditional villages, improve the top-level design of the sustainable development of Diaochao village, and give full play to the main role and initiative spirit of the indigenous people.

Handmade rope tying is an ancient intangible cultural heritage technology handed down from generation to generation in the Yi area. Qu Biaoxiang, as the inheritor of intangible cultural heritage of Yi costumes in Diaochao village, registered and established Dali knot jewelry Co., Ltd. in 2016, and led the villagers to

produce handmade knot series jewelry and pendant products for European countries such as Denmark, Sweden and the UK. At the same time, diaochao village is still a small mountain village with rich Yi culture. Every little girl is born, her mother will spare no effort to spend her whole life to make a set of the most luxurious and beautiful wedding clothes for her. For this reason, Qu Biaoxiang, in addition to designing and innovating the series of hand-made knot products, and in combination with the local film studio, has developed the brand of "the most beautiful wedding dress in Yunling". Through WeChat and online appointment, he has attracted tourists interested in Yi culture to take photos of "the most beautiful wedding dress" in diaochao village.

(3) Give full play to the relationship between the decisive role of the market and the leading role of the government

We should further emancipate our minds and give full play to the positive role of the government departments of diaochao village in planning guidance, policy support, market supervision, legal protection, etc.

With the support of Dali culture and Tourism Department, Qu Biaoxiang also cooperated with the local travel agency to launch the tourism product "looking for a beautiful diaochao village". The aborigines, as the commentators, explained the Yi People's houses, costumes and embroidery products for the visitors to diaochao village, and led the tourists to experience the tying technology. Relying on the original Yi culture, no matter the tourists who draw, take photos, look for food, or the artists who dance and music, they can find the most touching tourism experience here.

(4) Coordinate the relationship between enhancing the sense of acquisition and the stage of adaptive development

Around the most immediate and realistic interests of diaochao village's aborigines, we should do our best and do what we can to speed up economic development and people's livelihood, and form a long-term mechanism for sustainable development, so that aborigines can truly feel more sense of gain, happiness and security.

2019 Since, Qu Biaoxiang has cooperated with the Bureau of labor and employment to hold rope tying and embroidery technical training for over 300 poverty alleviation objects in Shangguan town; signed a cooperation agreement with the Three Pagoda tourist attraction of Chongsheng temple to supply 5000-10000 articles of bracelet for the scenic spot every month; reached an agreement with the disabled persons' Federation to hold a piece work processing training course for the disabled to help the disabled out of poverty; cooperated with the women's Federation to hold poor women Employment training, etc. Through the training, the aborigines will become the piecework workers of Dali City knot jewelry Co., Ltd. the larger

the industrial chain is, the more positive the local social harmony and stability.

4. CONCLUSION

Promoting the "Dali mode" of "intangible cultural heritage + tourism" tourism poverty alleviation in Diaochao village is conducive to the economic optimization and upgrading of traditional villages, promoting the integration of tourism industry, carrying forward the socialist core values, protecting and inheriting the excellent traditional culture of the nation, as well as providing relatively balanced development opportunities for Diaochao village, so that it is full of vitality, harmonious and orderly, and constantly satisfying the future good life of the indigenous people To realize the sustainable development of tourism poverty alleviation, interest coordination and regional social harmony and stability.

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Research on the Reform of Talent Cultivation Mode of Higher Vocational Cross-Border Electronic Commerce Based on Modern Apprenticeship

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Abstract: With the rapid development of China's foreign trade, under the background of the transformation and upgrading of traditional foreign trade, cross-border e-commerce, as a new way of international trade, has become a new engine of foreign trade growth. Based on the latest developments in foreign trade, the international economics and trade major takes cross-border e-commerce as its professional development direction. Compared with the traditional international trade major, cross-border e-commerce is more practical and operable, with less theoretical content, and the course structure has also changed significantly. This puts forward higher requirements for teachers of the international trade major, as well as new challenges to the employment skills and abilities of future graduates. This paper takes the reform of the training model of cross-border e-commerce talents as the research object, and implements the reform of the existing talent training mode of international economics and trade majors in accordance with the talent training ideas of the modern apprenticeship system. It mainly studies the organizational management mode, teaching operation mode, and teacher integration mode that affect the implementation effect of modern apprenticeships. Combining the goals of the reform and the key issues to be solved, this article puts forward countermeasures, methods and suggestions.

Keywords: Modern apprenticeship; Cross-border electronic commerce; Talent cultivation mode; Industry-education integration

1. INTRODUCTION

The modern apprenticeship system is a vocational education talent training mode based on the in-depth cooperation between schools and enterprises and organically combining modern vocational education with traditional apprenticeship education. Western countries have carried out vocational education reforms centered on "apprenticeships", and have achieved very significant results in improving the

vocational education system, improving the quality of vocational education, and promoting the development of national economies. How to draw on the successful experience of modern apprenticeship systems in western countries and explore modern apprenticeship systems with Chinese characteristics is a major strategic issue that needs to be researched and implemented in China's vocational education reform and development [1-3].

With the rapid development of China's foreign trade, under the background of the transformation and upgrading of traditional foreign trade, cross-border e-commerce, as a new way of international trade, has become a new engine of foreign trade growth. The International Economics and Trade major of Zhejiang Changzheng Vocational and Technical College, as Zhejiang Province's "Thirteenth Five-Year Plan" advantage major, is based on the latest developments in foreign trade, taking cross-border e-commerce as the professional development direction, and delivering qualified cross-border E-commerce operations talents for small, medium and micro-scale foreign trade enterprises in Zhejiang. Compared with the traditional international trade major, cross-border e-commerce is more practical and operable, with less theoretical content, and the course structure has also changed significantly [3-5]. This puts forward higher requirements for teachers of the international trade major, as well as new challenges to the employment skills and abilities of future graduates. Therefore, it is imperative to carry out the construction reform and teaching reform of the international economics and trade specialty, and it is imperative to explore the training mode and operating mechanism to meet the needs of modern talents.

Modern apprenticeship is the basic institutional carrier and effective form of the integration of production and education. This paper adopts the advantages and functions of the modern apprenticeship system. Modern apprenticeship is beneficial to promote the participation of industry and enterprises in the whole

process of vocational education talent training. It can realize the connection between professional settings and industrial needs, the connection between curriculum content and vocational standards, the connection between teaching process and production process, the connection between graduation certificate and vocational qualification certificate, the connection between vocational education and life-long learning, and can improve the quality and pertinence of cross-border e-commerce talents in the international trade major of higher vocational education.

2. THE REFORM OF TALENT CULTIVATION MODE OF CROSS-BORDER E-COMMERCE MAJOR BASED ON MODERN APPRENTICESHIP

2.1 Specific reform contents

This article takes the reform of the training model of cross-border e-commerce talents as the research object, and implements the reform of the existing talent training mode of international economics and trade majors in accordance with the talent training ideas of the modern apprenticeship system. It mainly studies the organizational management mode, teaching operation mode, and teacher integration mode that affect the implementation effect of modern

apprenticeships. The specific research and reform content are as follows:

Research and reform of the cooperative management mode of "Ternary Subject". In recent years, this major has established close ties with 4 cross-border e-commerce industrial parks in Zhejiang Province, signed talent training agreements with a large number of enterprises in the park, and established a "cross-border e-commerce production and education alliance", which has initially formed "Schools, parks, enterprises" collaborative talent training mechanism. However, there are still some problems in implementing the organizational structure and management mechanism of the modern apprenticeship. How do the college's dominant position manifest, how do the three parties play their roles, and how do synergistic effects form? These problems are the management mechanism of the modern apprenticeship. It is directly related to the efficiency of modern apprenticeship teaching and management. This article will explore a management mode that is consistent with the implementation of the modern apprenticeship system and provide organizational and institutional guarantees for the implementation of the modern apprenticeship talent training mode.

Table 1 "Cross-border E-commerce Modern Apprenticeship Experimental Class" Teaching Program

School year	Learning phase	Teaching place	Stage aims	"Teacher with apprentice" ways
2018-2019	Post regulations Cognitive stage	Classroom or training room	Post recognition. Understand job responsibilities and operating procedures, basic theories and methods of international trade and cross-border e-commerce, cross-border e-commerce corporate culture.	Enterprise experts participate in theoretical teaching and practical teaching, mainly reflecting "teachers with apprentices" in the classroom "one lesson and two teachers".
2019-2020	Work-learn-alternative Practical stage	Import and export business training camp, cross-border e-commerce talent training and entrepreneurship incubation center, cross-border e-commerce B2B training room, cross-border e-commerce B2C training room	Post adaptation. Master the actual operation and application of various cross-border e-commerce operation platforms; the cultivation of cross-border e-commerce entrepreneurial ability.	With the cross-border e-commerce platform application as a sign, students are divided into several training teams, with business experts or successful entrepreneurs as masters, and the corresponding relationship of "master-team" and "teachers with apprentices" is established to guide students on platform operations and entrepreneurship. The teaching operation mode is alternating between work and study, with lessons for half a day and practical exercises for half a day.
2020-2021	Park post Actual stage	Cross-border e-commerce park enterprises or Start-up companies	Post competent. As an enterprise employee, students enter the park to work or start a business, and they are competent to complete the transition from students to professionals.	Students work hard in the enterprises in the park, and the company selects business backbones as masters, forming a "student-master" one-to-one "teacher with apprentice" relationship.

Research and reform of the teaching mode of "Three-Stage Progression". 30 students are selected from Hangzhou, Jiande and Ningbo who are registered as second-year students in the 2018 international

economics and trade majors to form a modern apprenticeship test class to clarify the dual status of students' employees and school students. Students (parents), schools and businesses sign tripartite

agreements. The experimental class implements a teaching plan and teaching reform plan different from the regular class, and explores the "Three-Stage Progression" teaching operation mode (see Table 1). The class adopts the "1+1+1" work-learning teaching mode, and through the "three teachers" of "teachers, trainers, and corporate masters" to jointly educate people, construct three teaching platforms of "classroom, base, and park" to achieve "The "three-dimensional" education goal of "professional quality, vocational skills, entrepreneurial ability". Through three stages of learning and practice, the ability to jump from job recognition-job adaptation-job competence is completed.

Research and reform of teacher integration mode of "Three Teachers' Common Education"

The advantage of the modern apprenticeship system is that it can give play to the role of corporate teachers in educating people and realize the "dual teacher educating people" with school teachers. The advantage of the modern apprenticeship system is that it can give play to the educating role of corporate masters and realize the "double teacher educating people" with school teachers. It can make up for the lack of professional skills and low practical ability of school teachers. According to the status of the division of labor in cross-border e-commerce industry training, and following the rules of cross-border e-commerce skill-based talent training, only by integrating high-quality teachers from school teachers, third-party trainers, and enterprise masters, and implementing "three-teacher co-education", we can enable students to acquire efficient and comprehensive training in cross-border e-commerce knowledge and skills. How to integrate and optimize the teachers in the three aspects, clarify the division of labor, learn from each other's strengths, and coordinate the training of cross-border e-commerce talents is a problem that should be addressed.

2.2 Reform goals

This article uses the general principles and methods of modern apprenticeship to build a cross-border e-commerce talent training mode. By researching and reforming the collaborative management mode, teaching operation mode, and teacher integration mode of cross-border e-commerce talent training, we will better play the role of collaborative education in schools, parks, and enterprises. We make full use of the "master" resources of the enterprises in the park, improve the quality of cross-border e-commerce businessmen, and better serve regional economic development. It also provides a mature mode that can be used for reference in the full implementation of the modern apprenticeship talent training mode.

(1) Student training goals

The establishment of modern apprenticeship experimental classes and the implementation of modern apprenticeship teaching have greatly improved the professional quality and skills of

students. Through the implementation of the "three divisions" co-education, students have experienced the practical training of "opening a store, registering an account, completing an order" and mastering the workflow and operation skills of the cross-border e-commerce operation specialist. Regardless of whether they are employed in the enterprise or enter the park to start a business, they can quickly get started, work independently, and create performance.

(2) Corporate retention target

According to the corresponding household registration of the students, the counterpart training with the cross-border e-commerce park where the household registration is located will be implemented, and the counterparts will arrange post placement internships to reduce the loss of "apprentices" caused by returning home for employment. After the graduation, the retention rate of enterprises can reach more than 60%. And make graduates follow-up surveys to evaluate the excellent rate of companies reached more than 90%.

(3) Establish a set of management system and standard documents for implementing the modern apprenticeship system

The reform of the cross-border e-commerce talent training model based on the modern apprenticeship system is a systematic project that involves all aspects of teaching such as teaching management, teaching operation, teacher integration, quality monitoring, and quality evaluation. Through systematic research and reform, a set of management systems, teaching standards, and evaluation standards consistent with the characteristics of modern apprenticeships have been formed to provide support for the reform and implementation of the new talent training model.

2.3 Key issues to be addressed by the reform

(1) The coordination role of the park

The "school-enterprise-park" collaborative education model involves multiple parties. As the park management committee can mobilize the "multiple forces" (e-commerce companies, platform companies, training institutions, etc.) of the cross-border e-commerce aggregation enterprise ecosystem, it can provide the school with "master resources", "training resources", and "platform resources". Therefore, its management coordination role cannot be underestimated. Proceeding from the interests of the park, mobilizing the enthusiasm of the management committee of the park to give full play to the coordination role of the "strength of all parties" is a key issue that needs to be resolved in the training of modern apprenticeship talents.

(2) Quality control of teacher selection

The master is an important teaching resource in the modern apprenticeship education model. The quality of the master is directly related to the quality of cross-border e-commerce merchants. It is necessary to select "master resources" with high professional ethics and strong professional and technical ability to student training positions through the selection of schools and

enterprises, and give full play to the master 's "education through the necessary benefit guarantee mechanism, skill training mechanism, and evaluation and incentive mechanism to effectively transfer and inherit technical skills.

(3) Achieving student retention goals

The implementation of China's modern apprenticeship system lacks the systems and legal constraints imposed by foreign modern apprenticeship systems. The motivation for enterprises to participate in the education practice of modern apprenticeship is entirely derived from the company's need for talent and the savings in training costs. Therefore, after participating in the practice of modern apprenticeship education, how many students can stay in the company, and the quality of the retained students has become a concern of the company. On the one hand, it is necessary to formulate a talent training plan with the park and the enterprise to make the talent training specifications more suitable for the requirements of the company. On the other hand, it is necessary to solve the problem of low retention rate of student enterprises by implementing strategies of counterpart training and employment.

3. FEATURES AND INNOVATIONS OF THIS ARTICLE

3.1 Innovation of teaching mode

This major implements the "1+1+1" three-stage alternative training mode of engineering and learning. According to the teaching goals of the three stages, different teaching places are selected at different stages. Adopt different organization methods for teachers and apprentices, so that the training of cross-border e-commerce talents, especially the skills training goals, can be truly implemented, and improve the efficiency of cross-border e-commerce talent cultivation.

3.2 Organizational management innovation

Based on the analysis of the interests of parks, enterprises, third-party training institutions, and platform providers, we strive to build a "multi-win pattern", and put forward the concept of "school-enterprise-park" collaborative education, and establish "cross-border e-commerce production education As a management platform for the reform of the talent training mode, the Alliance has realized multi-party cooperation and high-level integration of production and education, and mobilized enthusiasm for education in all aspects.

3.3 Innovation in employment methods

Students' full choice of employment is transformed into conditional choice of employment. On the basis of students' voluntariness, through the implementation of counterpart training in the park where the student's household registration is located, counterpart employment, reducing the "enterprise retention rate" loss caused by returning students to the hometown, improving the enterprise retention rate, thereby solving the problems encountered in the implementation of modern apprenticeship The bottleneck of the reform of "enterprise training with intent, students have no intention to retain".

4. CONCLUSION

Deepen school-enterprise cooperation, and provide policy and resource support at the college level. The college must find a way to introduce outstanding talents, and at the same time retain the talents it has cultivated, and build an outstanding professional construction and teaching reform team. The college gives more financial support to the construction of the international trade major. The professional teachers of international trade must transform as soon as possible, and acquire technical skills in cross-border e-commerce operation and management through on-the-job training or by participating in technical training.

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Study on The Relationship Between Fractal Dimension and Pellet Basicity Based on Neural Network

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Abstract: In order to improve the quality of flux pellets and the ironmaking effect of iron and steel industry, this paper mainly studies the internal relationship between the ore phase structure of pellets and the metallurgical properties of pellets. In this paper, the basic theory of neighborhood difference fast fractal analysis method is introduced firstly; then, the relationship between fractal dimension and pellet basicity is explored by using neural network fitting method and fractal dimension data, and the error is controlled within 10%. The results show that the relationship between the fractal dimension of single element and the basicity of pellet can be obtained by using neural network.

Keywords: Neural Network; Fractal Dimension; Basicity Performance

1. INTRODUCTION

With the introduction of blast furnace concentrate policy, our country's steel companies are optimizing the charge structure at the same time, as the pellets in the accumulation, reduction and other aspects of the superiority, increased its use, it also found its softening temperature is low metallurgical performance shortcomings. Based on this, the authors of domestic experts began to explore the relationship between the ore structure and metallurgical properties of pellets in order to improve the quality of flux pellets. With the scholars such as Manxing Xu expounded the quality requirements of Chinese pellets and discussed the quality, grain size, MgO content and other effects on the quality [1], many scholars began to explore the particle size and MgO content of the pellet melting and other metallurgical Performance quantity relationship. Based on this, the relationship between the fractal dimension and the alkalinity performance of the pellets is explored in this paper by means of quantitative analysis, such as experimental method, fractal analysis and neural network, in order to understand the variation law of fractal dimension of pellets under different metallurgical properties.

2. ANALYSIS THEORY OF ADJACENT DIFFERENCE - FAST FRACTAL

Fractal is a general term for the shape and structure of a self-similarity without characteristic length. It mainly studies the irregular features to reflect the basic

characteristics of the object with self-similarity, scale invariance and self-affinity and other nature. The common dimensions include the Moorhouse dimension, the capacity dimension, the box counting dimension and so on [2-4]. As the box dimension is relatively simple in using and easy to understand, so during use, most of choosing to use box dimension to determine the fractal dimension in the study object [2]: Suppose that the fractal object A represents any nonempty bounded subset in the R^n space, then for any $r > 0$, $N_r(A)$ is the minimum number of n dimensional cubes used to cover the length r required for A . From the above analysis we can see that if there is a number d , so that there is $r \rightarrow 0$, then the following relationship is:

$$\lim_{r \rightarrow 0} \frac{N_r(A)}{1/r^d} = k \quad (1)$$

The expression is:

$$d = \lim_{r \rightarrow 0} \frac{\log k - \log N_r(A)}{\log r} = -\lim_{r \rightarrow 0} \frac{\log N_r(A)}{\log r} \quad (2)$$

Generally, use D_b to represent the box dimension.

For the original image, most of the similarity sub-blocks is concentrated in the vicinity of the area, so the optimal matching target can be found in the adjacent section [3]. Therefore, in order to reduce the search target segment, the number of n dimensional cubes with the length of r required to cover A to construct the adjacent difference -Fast fractal analysis method. Between the adjacent vector elements between sum and difference of the ortho, meta and as the difference between the image blocks matching feature, and then determine the $N_r(A)$. The Adjacent Difference and definition of image block $X = (x_{i,j})_{n \times n}$:

$$N_{ODS}(X) = \sum_{i=1}^n (\hat{x}_{2i-1} - \hat{x}_{2i}), \hat{x}_{2i} = (\hat{X}) \quad (3)$$

In the matching feature process, the standard deviation is small enough to remove the input section R , thus speed up the fractal analysis speed. The matching error is:

$$E(R, D) \geq \frac{\sigma_R}{2n} (|N_{ODS}(R)|^2 - |N_{ODS}(D)|^2) \quad (4)$$

The $\sigma_R = \|R - \bar{R}\|/n$ is the standard deviation of the range block.

3. STUDY ON THE RELATIONSHIP BETWEEN FRACTAL DIMENSION AND ALKALINITY PERFORMANCE OF SINGLE ELEMENT IN PELLETS

In order to better explore the relationship between fractal dimension and basicity performance of pellets. In this paper, the fractal dimension of the pellets in different locations with different alkalinity is first transformed into the relationship between the 18 indexes (Al0.6, Ca0.6, C 0.6, Mg0.6, O0.6, Si0.6, Al0.8, Ca0.8, C0.8, Mg0.8, O0.8, Si0.8, Al1.0, Ca1.0, C1.0, Mg1.0, O1.0, Si1.0, Al1.2, Ca1.2, C1.2, Mg1.2, O1.2, Si1.2). Then, the above-mentioned 18 fractal dimension indexes are used as input variables (Input), and the pellet alkalinity is used as the output variable (Output). The neural network model net is established and transferring the train () function is used to train the neural network parameters [4].

[net, tr, Y, E] =train (net, X, Y)

Among them, The variable is an $n * M$ matrix, n is the number of input variables; M is the number of groups in the sample, Y is an $m * M$ matrix, m is the number of input variables; X, Y are the input and output data of the sample point. Net is the neural network data network after the sample training, it can be used to simulate the generalization of the new pellet single element fractal dimension. Furthermore, predicting the basicity of pellets under the new conditions. The neural network training process and performance results are shown in Figure 1-4 below.

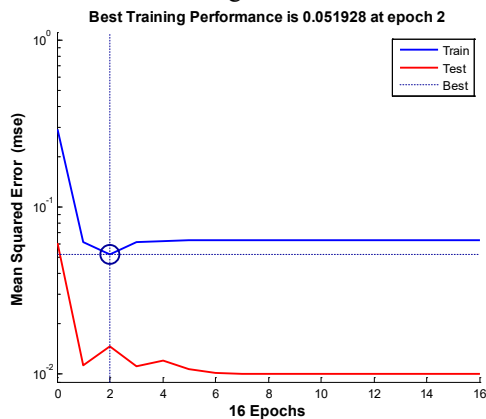


Figure 1 Neural network best training performance

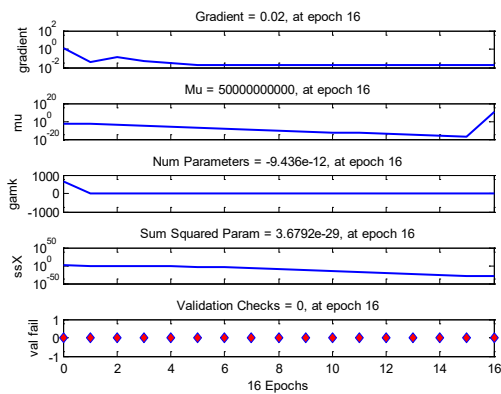


Figure 2 Neural network training process

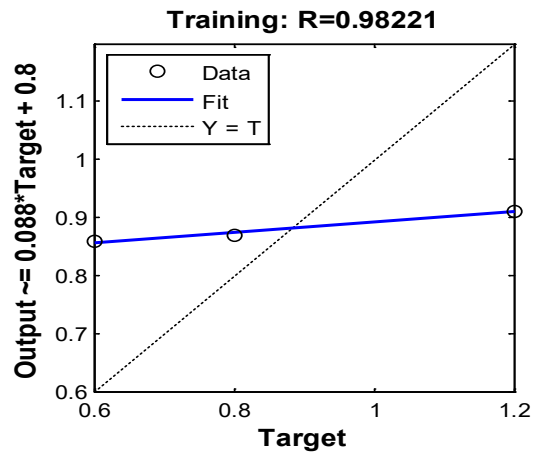


Figure 3 Neural network training correlation coefficient

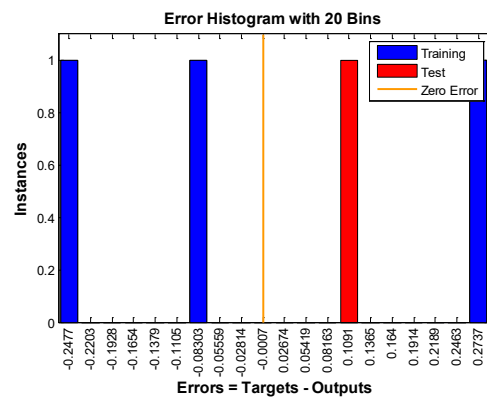


Figure 4 Neural network training and test error histogram

From the above figure, we can see that in the training process, the network training to the second generation to achieve the optimal training effect, and the training of the correlation coefficient reached 0.98221, close to 1, have better training results; At the same time, it can be seen that the training results are kept within 30% from the neural network training and test error histogram. In addition, the test error is kept within 10%, which means that the neural network fitting can be used to obtain better pellet of single-element fractal dimension and alkalinity performance.

4. CONCLUSION

In this paper, when analyzing the properties of pellets, it is found that there are pores, cracks and defects in different degrees, the surface is irregular, with self-similar characteristics, and the fractal dimensions obtained by different fractal methods are different. At the same time, the fractal dimensions of the same elements obtained by the same pellets in different positions are also different, but the overall effect is not too large. In addition, it is found that to a certain extent, the chemical properties alkalinity properties of pellets can be reflected by the fractal dimension of single element of pellets, which provides a basis for improving the metallurgical properties of pellets.

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Evaluation and Improvement of Eco-Efficiency of Steel Industry in Beijing-Tianjin-Hebei Region

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Abstract: Eco-efficiency can reflect both the economic development and the ecological environment. This article will provide countermeasures and suggestions for the ecological transformation of the steel industry in Hebei Province based on the steel industry capacity data of Beijing-Tianjin-Hebei and energy-saving and emission-reduction data. From the perspectives of resources, economy, and environment, select the evaluation index of ecological efficiency, and use the DEA method to analyze the ecological efficiency of the Beijing-Tianjin-Hebei iron and steel industry. Based on the results of dynamic comparison and optimization analysis, obtain the development trend of energy conservation and emission reduction in the iron and steel industry in Hebei Province. Point out the existing problems in the iron and steel industry in Hebei Province. And provide improvement countermeasures and measures finally.

Keywords: Eco-efficiency; Steel Industry; DEA

1. INTRODUCTION

As one of China's pillar industries, the steel industry plays an important role in economic construction, social construction, and national defense construction. As a large steel producer, China's steel output has always ranked first in the world, which has provided huge benefits for the country's economic development. However, the steel industry is also a typical representative of high consumption and high pollution in Chinese industry. The rapid economic development and extensive development have brought benefits as well as severe resource and environmental problems such as industrial imbalances, ecological degradation, and energy depletion. How to adjust the economic structure, realize ecological transformation, and effectively use resources while reducing environmental damage is an important issue that all industries must face. Enterprises must gradually change the structure of energy production and consumption in order to achieve sustainable economic and social development.

2. BEIJING-TIANJIN-HEBEI REGION

In 2014, China proposed the Beijing-Tianjin-Hebei Coordinated Development Strategy. This special

strategic position of Beijing-Tianjin-Hebei region determines that the development of the region must have an important impact on the development of the entire country. From the perspective of national steel product output, the steel output of the Beijing-Tianjin-Hebei region has been at the forefront of the country since 2002.

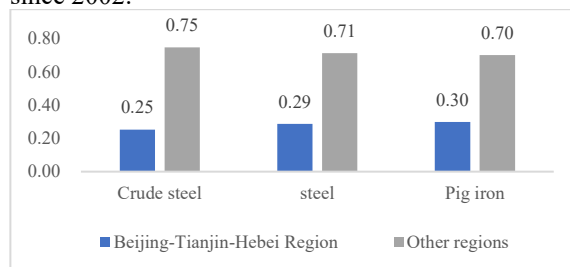


Figure 1 Proportion of output of major steel products in the Beijing-Tianjin-Hebei region

As shown in the Figure 1, in 2018, the output of crude steel, steel and pig iron in the Beijing-Tianjin-Hebei region accounted for more than a quarter of the national output.

High output brings high energy consumption and high pollution. Although environmental protection departments have set strict control targets for pollutant emissions from local enterprises, the resource consumption of iron and steel enterprises and pollutant emissions from wastewater and waste gas still restrict the sustainable development process. Therefore, it is important to comprehensively measure the eco-efficiency of enterprises and find out the influencing factors that restrict their green development.

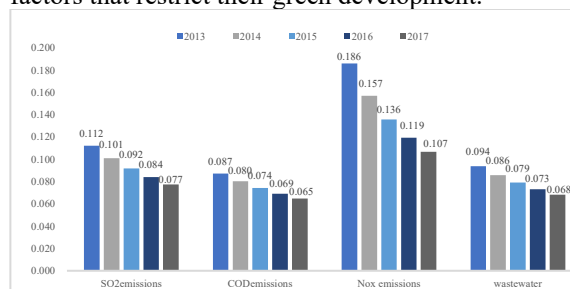


Figure 2 Discharge of major pollutants in wastewater and waste gas

It can be seen from the Figure 2 that although Beijing, Tianjin and Hebei's pollutant emissions still account

for a large proportion in the country, they are showing a downward trend, indicating that the efforts made by the steel industry in the Beijing, Tianjin, and Hebei region in terms of environmental protection have achieved results.

3. RESEARCH FOUNDATION

The concept of Eco-efficiency was originally proposed by academics Schmallegger and Sturm [1] in academia in 1990. It is considered that ecological efficiency is the ratio of increased value to increased environmental impact, and it is one of the most quantitative methods. Since then, the concept of eco-efficiency has received widespread attention from scholars and research institutions. Krikke [2] proposed the priority structure method, which describes the ecological efficiency through three different attributes of cost, energy, and waste, and uses the method of weight change to explore the effective relationship between the environment and the economy. GP·Kharel [3] (2008) deeply explored the development of ecological efficiency of iron rod industry in Nepal. With the continuous development of the theory of ecological efficiency and the continuous application in practice, the concept of ecological efficiency has also been more accurately defined.

Chinese scholars have carried out research on ecological efficiency relatively late, but have also made positive progress. Based on the introduction of foreign advanced concepts and theoretical methods, some theories and methods suitable for China's national conditions have been initially formed. Zhu Dajian and Zhu Yuan[4] (2005) proposed from the perspective of the development of circular economy that ecological efficiency is the ratio of the value of economic and social development and the physical quantity of resources and environment consumption, and the improvement of ecological efficiency is the goal of the development of circular economy. In terms of application, Kong Haining [5] (2016) selected 40 domestic large and medium-sized steel companies as the evaluation unit, and applied the Malmquist-DEA model to Chinese steel companies to obtain the ecological efficiency change trajectory from 2009 to 2013 and improve the ecological efficiency. Mainly rely on the conclusion of technological progress. There are relatively few studies on the eco-efficiency of enterprises and products in China, but more studies have been carried out at the industry level.

The coordinated development of Beijing-Tianjin-Hebei has brought Hebei a unique opportunity. However, most domestic scholars focus on the research of the industrial structure of the Beijing-Tianjin-Hebei region, and mainly discuss theoretically, discussing the three aspects of industrial development pattern, path optimization and industrial transfer. Based on Hebei Province, there are very few studies on the optimization and development of the steel industry from the perspective of ecological efficiency. Zhou Lihui [6] selected 10 large iron and steel

enterprises in Hebei Province as the research object, and constructed an ecological efficiency model of the iron and steel industry in Hebei Province. Based on the results of empirical research, improvement measures and measures were provided to promote the ecological transformation of the iron and steel industry in Hebei Province. Based on this research, this article constructs a Beijing-Tianjin-Hebei iron and steel company's Beijing-Tianjin-Hebei eco-efficiency model, and compares and analyzes the current situation of Beijing-Tianjin iron and steel enterprises to provide improvement directions and countermeasures for the iron and steel enterprises in Hebei Province.

4. EVALUATION OBJECT

Taking all factors into consideration, this article selects Capital Iron and Steel Group, Tianjin Iron and Steel Group, Tianjin Rongcheng United Steel Group, Hebei Iron and Steel Group, Tangshan Guofeng Iron and Steel Co., Ltd., Tangshan Ruifeng Iron and Steel Co., Ltd., Xingtai Iron and Steel Co., Ltd., Hebei Qianjin A total of eight companies from the Iron and Steel Group evaluated the ecological efficiency of the iron and steel industry in the Beijing-Tianjin-Hebei region.

5. INTRODUCTION TO EVALUATION METHODS

DEA, a method proposed by the famous American operations researcher Charnes [7] in 1978, is an evaluation method that uses relative efficiency to measure. This is a common method for evaluating ecological efficiency, and it has absolute advantages in dealing with the comprehensive evaluation of the effectiveness of multiple outputs-multiple inputs. And without the need to assume any weight, it can effectively solve the problem of unity of energy consumption, economic input, pollution emissions and other units in the ecological efficiency index, and can effectively avoid measurement errors caused by artificially determining the weight. The use of data to obtain city-level weights reduces the human subjectivity of the model, and does not place excessive requirements on the input-output relationship. When selecting a target decision unit, a CCR model is constructed with the efficiency index of all decision units as constraints, and dynamic fractional planning is performed to obtain reasonable and effective results. The mathematical principle of the DEA model is as follows:

$$s. t. \begin{cases} \sum_{j=1}^n X_j \lambda_j \leq \theta X_0 \\ \sum_{j=1}^n Y_j \lambda_j \geq Y_0 \\ \delta_0 [\sum_{j=1}^n \lambda_j + \delta_2 (-1)^{\delta_3} \lambda_{n+1}] = \delta_1 \\ \sum_{j=1}^n \lambda_j = 1 \\ \lambda_j \geq 0, (j = 1, 2, \dots, n, n+1); \delta \in E \end{cases} \quad (1)$$

6. INDEX SELECTION

To calculate the ecological efficiency of the iron and steel industry, the core idea is to expect the maximum benefits and the lowest pollution with the minimum energy consumption. Considering the collection of data, the following six indicators are selected from the

three aspects of environment, resources and economy: Details in the Table 1.

Table 1 Index selection

Resources	Comprehensive energy consumption per ton of steel(kgce/t)	Fresh water consumption per ton of steel (m3 / t)
Environment	SO2 emissions (kg / t)	COD emissions (kg / t)
Economy	Steel output (10,000 tons)	Net fixed assets (100 million yuan)

Data source: annual report of the company, social responsibility report and China Steel Industry Yearbook

7. EMPIRICAL ANALYSIS

In the DEA model, the results calculated by the related software will have three dependent variables: comprehensive technical efficiency (crste), pure

technical efficiency (vrste), and scale efficiency (scale). Comprehensive technical efficiency (crste) is the production efficiency of input factors at the optimal scale. Pure technical efficiency (vrste) is the efficiency brought by the system and management level. Scale efficiency refers to the premise that the system and management level are constant. The difference between the existing scale and the optimal scale. The three kinds of efficiency comprehensively analyze the management, technology, revenue, and specifications of an enterprise in a certain area, which has an important impact on the improvement of the company's operating policies and the promotion of sustainable development.

Collect the steel industry related data information of eight companies including Capital Iron and Steel Group, Tianjin Iron and Steel Group and Tianjin Rongcheng United Iron and Steel Group through the above channels, and bring them into the DEA model to calculate the following Table 2.

Table 2 Selected steel companies

Company	crste	vrste	scale	
Shougang Group	0.997	1.000	0.997	Decrement
Tianjin Steel Pipes	0.971	1.000	1.000	constant
Tangshan Guofeng Steel	0.982	1.000	0.996	Increasing
Hebei Iron & Steel Group	1.000	1.000	1.000	constant
Hebei Qianjin Steel Group	0.768	0.923	0.892	Decrement
Tianjin Rockcheck Steel Group	0.804	0.999	0.986	Increasing
Tangshan Ruifeng Steel And Iron (Group)	0.987	0.995	0.989	Decrement
Xingtai Steel	0.874	0.993	0.938	Decrement

It can be seen from the above table that only Hebei Iron and Steel Group's comprehensive technical efficiency (crste), pure technical efficiency (vrste) and scale efficiency (scale) are simultaneously effective. It is relatively stable, and the current investment in technology is effective. It can consider expanding the size of the group based on considering the group's economic benefits, ecological benefits and raw material consumption.

In terms of pure technical efficiency (vrste), a value of 1 for Capital Iron and Steel Group, Tianjin Iron and Steel Group, Tangshan Guofeng Iron and Steel Co., Ltd. and Hebei Iron and Steel Group is valid, but the technical efficiency (crste) of the first three is not as good Hebei Iron and Steel Group indicates that the industrial technology introduced and developed internally by these groups has reached a certain level of maturity. At the same time, production efficiency may not reach the ideal state due to other factors such as the constraints of the company's own environment, but only three of these are Tianjin. The scale efficiency of the Iron and Steel Group has become effective. The scale returns of the Capital Iron and Steel Group and Tangshan Guofeng Iron and Steel Co., Ltd. reflect that the two companies are ineffective due to the size of the industry, so these companies make Reasonable adjustment.

Observe that the iron and steel companies in Hebei Province are relatively backward in technical efficiency compared with the steel companies in Beijing and Tianjin, and the scale returns of most companies are diminishing. Based on a comprehensive analysis, the benefits of the iron and steel industry in Hebei are lower than those in developed provinces. One of the important reasons is that the overall size of steel companies in Hebei Province is too large, and some companies have blindly expanded their own companies, blindly pursuing quantity but ignoring the effective use and reasonable improvement of industrial technology. The production ecological efficiency is low, and the overall development of the enterprise is not stable.

8. CONCLUSION

Introduce steel production technology and improve the overall technical level of the enterprise.

The sustainable development of enterprises needs to be upgraded in technology, transforming the traditional steel production mode into a combination of technology and tradition, adapting to the trend of science and technology, improving enterprise production efficiency, rationally allocating manpower, material and financial resources, and promoting the recycling of resources.

Reasonably adjust the industrial structure and

effectively use limited production resources.

Expand the scale of enterprises with large advantages in the current environment and increase industrial concentration. Make reasonable arrangements for raw material resources, production energy, transportation, and the ecological environment, improve the quality of the ecological environment and the utilization rate of resources, recycle and process some waste produced by the enterprise, and promote sustainable development of the enterprise.

Promote industrial economic reform and promote the sound development of the industrial environment.

Make reasonable adjustments and reforms to the overall iron and steel industry economic policies of Hebei Province, adapt to the development of the production environment of Hebei Province, and guide the healthy and sustainable development of the iron and steel industry. The relevant iron and steel enterprises' own development policies must also be changed accordingly to meet the province's steel industry development planning needs.

ACKNOWLEDGEMENT

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Analysis and Decision-making of Regional Economic Vitality and Its Influencing Factors

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Abstract: Regional (or city or provincial) economic vitality is an important part of regional comprehensive competitiveness. In recent years, some regions have adopted a series of policies to stimulate economic vitality. However, due to different resource endowments, these policies play different roles in different regions, so it is particularly important to select key factors to effectively improve economic vitality. In this paper, through the establishment of gray correlation model, the main factor analysis model to analyze the specific problems, aiming to establish a mathematical model through objective data to further analyze the regional economic vitality and the relevance of decision-making and its influencing factors.

Keywords: Grey relation model; Principal factor analysis model; Principal; Component analysis; Economic vitality

1. INTRODUCTION

"Vitality" refers to the support degree of a city, region or country for life function, ecological environment and economic society. Economic vitality is the support degree of a city, region or country to its economy and society, and it is the ability of sustained economic growth. So how to improve the vitality of regional economy is a problem worthy of consideration.

We collect data from Shenzhen statistical yearbook, establish a grey correlation model, make full use of the data, simplify the problem, simulate the number of enterprises as enterprise vitality, and simulate the regional GDP as economic vitality. Then MATLAB is used to calculate and analyze the numerical value, and the chart is established. Finally, for economic vitality, the contribution of enterprise vitality to economic vitality is greater than the trend of population change, but both are positively related to economic vitality growth [1-3].

First, we use principal component analysis to synthesize many economic vitality evaluation factors into many principal factors. The main factor analysis model is established, and the partial correlation analysis is carried out for many main factors of economic vitality with SPSS software. The conclusion is that the evaluation factors such as per capita GDP have a strong positive correlation with economic vitality. Finally, after calculation, the cities given in the annex are sorted.

2. EXPERIMENTAL

"Vitality" refers to the support degree of a city, region or country for life function, ecological environment and economic society. Economic vitality is the support degree of a city, region or country to its economy and society, and it is the ability of sustained economic growth. So how to improve the vitality of regional economy is a problem worthy of consideration [4-6].

3. METHOD

By analyzing the problem, we decided to propose a solution with building a Grey Relation model

There has been a debate on the impact of population change trend and enterprise vitality on regional economic vitality in foreign countries. Population change trend and enterprise vitality play a very important role in regional economic vitality. If the flow of human capital is limited, the economic vitality of different regions will show a change trend.

In China, there are many studies on various factors of economic vitality. As for the first question, we select the change data of Shenzhen from 2003 to 2018 to analyze the impact of enterprise vitality and population change trend on economic vitality. In order to see the interrelationship between variables directly, we regard the total population of Shenzhen as the population change trend and the number of enterprises in Shenzhen as the enterprise vitality, Taking the GDP of Shenzhen as the economic vitality, this paper will first use the grey correlation method to verify the relevance of population migration to the local economic development. Grey relation analysis is a kind of system dynamic trend analysis. To some extent, it can judge the importance of sub factor to parent factor.

4. NUMERICAL SIMULATION RESULTS AND DISCUSSION

We selected the GDP of Shenzhen over the years as the reference data column, that is, the parent factor column X_0 , the sub factors are respectively enterprise vitality X_1 and the number of people in the region X_2 .

By drawing with MATLAB, we get the trend that three variables increase with the year, as Figure 1.

Therefore, we can simply judge the trend of population change and the contribution of enterprise vitality to regional economic vitality, that is, positive correlation. In order to judge the specific relationship between them, we build a grey correlation model. We use Matlab to carry out the grey analysis coefficient between population change trend and enterprise vitality and economic vitality. After calculation, the

grey analysis degree of X_1 pair X_0 is 0.8846 X_2 pair the grey analysis degree of X_0 is 0.8489.

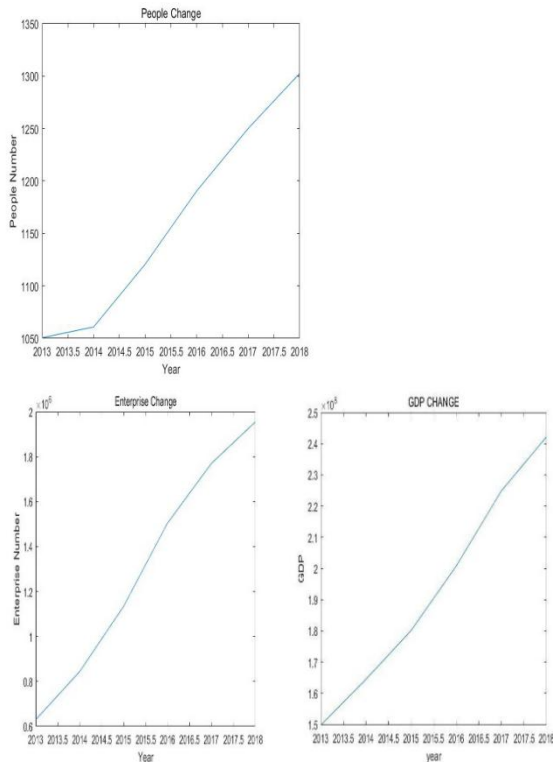


Figure 1 three variables increase with the year

5. BUILDING OF THE PRINCIPAL FACTOR ANALYSIS MODEL

5.1 Concept Elicited

In 2004, the organization for economic vitality and sustainable development defined economic vitality as a city's economic competitiveness, adaptability, and attraction to private and public enterprises. The economic vitality of a city is mainly reflected in its economic activity capacity. Kevin Lynch, a famous urban planning and architecture expert in the United

States, believes that "the economic vitality of a city is mainly reflected in its growth, and more in its growth, attraction to foreign capital and various factors of production". Therefore, urban economic vitality is a more dynamic concept, which changes with time. Its composition is mainly summarized as: economic growth, attraction to external capital and economic elements, full employment and sustainable quality of life, innovation ability. Urban economic vitality is a very complex and tedious structural indicator. In order to fully and completely represent the economic vitality of a city, we have made statistics of the statistical yearbook of the city in the annex, collected data on various factors that may be related to economic vitality, and analyzed various factors that may affect economic vitality.

Economic vitality is a comprehensive reflection of a region, which is influenced by many factors, both subjective and objective. Therefore, if we want to evaluate the economic vitality of a region, we need to consider many factors and collect a lot of information, which greatly increases our workload; at this time, we can establish a suitable index system to measure the economic vitality of a region, and reflect the economic vitality of a region through three or four major influencing factors of a region. To solve the third problem, we chose a city, Shenzhen city. Through the collected data, we used SPSS software and principal component analysis method to establish a principal factor analysis model. According to the chart generated by SPSS software, we got three main factors that affect economic vitality: GDP, per capita GDP, and tertiary industry GDP. These three quantities mainly represent the total economic volume of a city, which is very close to the results of our previous surveys, that is, the most direct manifestation of the economic vitality of a region is the total economic volume and growth rate.

5.2 Data Processing

Table 1 Comprehensive evaluation index system

Evaluation factor	index	Company
Economy and its growth	Per capita GDP Area GDP GDP of tertiary industry Driving force of tertiary industry	element Ten thousand yuan Ten thousand yuan %
Enterprise and its income	Total profit of scale enterprises	Ten thousand yuan
Income and expenditure of residents	Per capita disposable income of residents	element
Finance and social security	Revenue social security	Ten thousand yuan
Environmental Science	Forest coverage	Hm*hm
Technical level and education	Per capita expenditure on Education Expenditure proportion of science, education, culture and public service in GDP	% %

1: Model building: main factor analysis model
Principal factor analysis model, also known as principal component analysis model, is to study the

dimensionality reduction problem of multiple indicators. The basic principle is: the original many variables with a certain degree of correlation are

recombined into a new set of unrelated comprehensive variables to replace the original variables.

2: establishment principle of index system

1) comprehensively reflect the economic vitality of Shenzhen.

2) select the composite dimension index as much as possible to reduce the influence of some avoidable factors.

3) the selected indicators should be as simple and independent as possible to better reflect the problem.

3: composition of comprehensive evaluation index system, as Table 1.

4: Data Standardization

Assuming that the matrix of index set is X_i , in order to eliminate the influence of dimension on evaluation, firstly, standardize the original matrix of index set, standardize the data with range normalization, and I is the i th evaluation factor.

(1) set the standardized data array as

$$x^* = x_i^*$$

(2) calculation of correlation matrix

$$R = (r_i)_{p \times p} \text{ among } r_i = \frac{1}{n-1} \sum_{k=1}^n x^* k_i$$

(3) Determine the number of retained principal components

If we want to keep m principal components ($m < p$), we usually use the principle of making the cumulative contribution rate of principal components to determine m .

Table 2 component matrix

		Area GDP	Per capita GDP	GDP of tertiary industry	Driving force of tertiary industry	Profits of industrial enterprises	Per capita disposable income	Growth value of emerging industries	Forest coverage
Shenzhen	Area GDP	1.000	.993	.999	-.702	.969	.893	.992	-.928
	Per capita GDP	.993	1.000	.993	-.734	.946	.866	.993	-.881
	GDP of tertiary industry	.999	.993	1.000	-.681	.959	.886	.994	-.924
	Driving force of tertiary industry	-.702	-.734	-.681	1.000	-.772	-.713	-.663	.580
	Profits of industrial enterprises	.969	.946	.959	-.772	1.000	.918	.938	-.944
	Per capita disposable income	.893	.866	.886	-.713	.918	1.000	.834	-.956
	Growth value of emerging industries	.992	.993	.994	-.663	.938	.834	1.000	-.884
	Forest coverage	-.928	-.881	-.924	.580	-.944	-.956	-.884	1.000

We select a main factor (principal component), that is, the eigenvalue is greater than 1; through the component matrix in Table 3, we can see that regional GDP, per capita GDP, GDP of the tertiary industry,

(4) calculation of comprehensive evaluation value

$$\frac{\sum_{i=1}^m \lambda_i}{\sum_{i=1}^p \lambda_i} \geq 85\%$$

$$G_i = \sum_{k=1}^m b_k L_k x_i^*$$

5: calculate the correlation coefficient of each index Based on data standardization, the correlation coefficient of data is calculated.

Table 1 correlation matrix A

6: calculate the contribution rate of eigenvalues and main factors

The eigenvalue of relative coefficient matrix (a) is obtained by vector inner product, the iterative precision of eigenvalue is obtained by Jacobi iterative method, the corresponding eigenvector I_{ij} is obtained by inverse matrix transformation, and then the main factor number is determined by the cumulative percentage of eigenvalue, and the contribution rate of each main factor is calculated, as Table 2.

5.3 Analysis

According to the correlation matrix in Table 1, we can find that GDP per capita, GDP of the tertiary industry, growth value of emerging industries, profits of industrial scale enterprises, financial revenue, forest area, number of pension institutions and rescue stations, and proportion of scientific research and technology have a great impact on the regional GDP.

profits of industrial scale enterprises, growth value of emerging industries, forest area, number of pension institutions and rescue stations, fiscal revenue, disposable income of people, and proportion of

scientific research and technology have a higher load on the first component. It shows that the first component basically reflects the information of these indicators. In the first component, these indicators can basically reflect the information of all indicators, so we use the first main factor to reflect the economic vitality of the region.

Table 3 Component matrix A

	Ingredients		
	1	2	3
Area GDP	.996	.076	.015
GDP of tertiary industry	.993	.095	.048
Per capita GDP	.982	.186	-.018
Profits of industrial enterprises	.981	-.111	-.148
Growth value of emerging industries	.977	.177	.047
Forest coverage	-.952	.277	-.125
Number of relief stations for elderly care institutions	.944	-.205	.245
Per capita disposable income	.927	-.234	-.002

6. CONCLUSION

Finally, our conclusion is that both enterprise vitality and population change trend can promote the growth of economic vitality to a certain extent. According to the grey analysis degree correlation model, the contribution of enterprise vitality to regional economic vitality is greater. However, from the perspective of multi-faceted development, enterprise vitality and population change trend are not two completely independent variables, so we get the result the enterprise vitality and population change trend are

regarded as two completely independent variables. The actual situation is far more complex than we think. Therefore, if we want to explore the influence of a certain variable on the change of regional economic vitality, we must explore all the factors that may cause the change of regional economic vitality, and then we can accurately determine the real scope of influence.

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Study on Alkalinity Performance of Pellet Based on Adjacent Difference-Fast Fractal Analysis

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Abstract: In order to improve the quality of flux pellets and the ironmaking effect of iron and steel industry, this paper mainly studies the internal relationship between the ore phase structure of pellets and the metallurgical properties of pellets. Firstly, the pellets with different alkalinity are prepared by experiment, and then the pellets are sliced in the system of ore phase feature analysis, and then the single element ore phase distribution map of pellets is obtained by picture extraction; then, the gray and fractal processing of the ore phase distribution map is carried out by neighborhood difference fast fractal analysis method, and the fractal dimension of single element ore phase of pellets with different alkalinity and location is calculated. It effectively provides the theoretical basis for improving the ironmaking effect of iron and steel enterprises.

Keywords: Experimental Method; Neighborhood Difference Fast Fractal Analysis; Metallurgical Properties

1. INTRODUCTION

There have been many researches on the relationship between image processing and performance of pellets. Guoping Luo and other scholars used the observation method of experimental data to analyze the MgO qualitative pellets when added taxoite with different contents [1]. They explored the feasibility of improving pellet permeability and soft seal after adding taxoite. Jianjun Fan and other scholars using experimental data to quantify the statistical analysis of different granular ore preparation of pellets in the roasting performance between the differences [2], which provides a theoretical basis for improving the quality of pellets. Jingkun Tang and other scholars used the experimental data to analyze the changes in compressive properties of pellets under different temperature conditions in blast furnaces, the theory guided the preparation of pellets to control powder content. Tielei Tian and other scholars combined with experimental multi-fractal analysis of the theoretical analysis of magnesia alkaline flux pellets compared to the advantages of acidic flux pellets [3], it shows the feasibility of the implementation of magnesia alkaline flux pellets. The pellets studied in this paper contain porosity, cracks and defects in different degrees, the

surface is irregular and has self-similar characteristics, at the same time, the fractal analysis method quantifies the singular structure of the measure and provides a model for the phenomenon of power law with different ranges when the scale changes, it is suitable for some difficult image processing and analysis, which has good locality and globality, therefore, fractal theory has been widely used in the field of metallurgy.

2. EXPERIMENTAL STUDY ON SINGLE - ELEMENT METALLOGENIC FACIES OF PELLETS

2.1 Polarizing microscope and working principle of mine system

The pellets were originally a mineral crystal, use its anisotropic optical properties, we can effectively identify the distribution of different elements in the material itself. As a kind of instrument for studying the optical properties of minerals, the polarized light is used to detect the change of the polarization state of the polarized light through the transparent optical crystal material, and then the structure of the sample is determined, and then it can show up based on the automatic ore characteristic analysis system. This paper mainly uses the German Zeiss Axioskop 40 through/anti-dual-use research polarized light microscopy on the pellet for single element determination analysis. The microscope is mainly composed of a polarizer P1, a condenser lens L1, a microscopic objective lens L2 and so on, which utilizes the principle of light reflection and transmission to present the micro-structure of the object in the field of view. The light from the outside is first irradiated on the mirror, reflecting into polarized light microscope system and the number of refracted lights is adjusted by the iris of the condenser. And then, the light through the pellet mineral flakes the objective lens, and is refracted again at the focal plane of the eyepiece at the front, just get the inverted in real image A'B'. Finally, the light is reflected by the eyepiece of the head lens, in the visual distance of 250 mm at the magnification of an inverted virtual image like A"B" [4]. Its working principle is shown in Figure 1.

In this paper, the pellet samples were made into light flakes and placed on the AB stage to observe. In order to observe the preservation of pictures downloaded,

we use the AMCS-Mining automatic ore characteristics analysis system which uses advanced third-generation automatic mineral identification technology. In the process of analysis, the system can effectively separate the mineral particles, distinguish the mineral boundary, and read more accurate single element distribution to the appropriate coloring, and save it in the form of pictures for subsequent analysis. The process of obtaining the single element phase distribution diagram of the pellets by the system is shown in Figure 2.

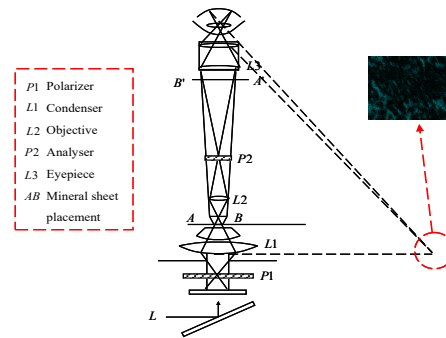


Figure 1 Polarizing mirror working principle

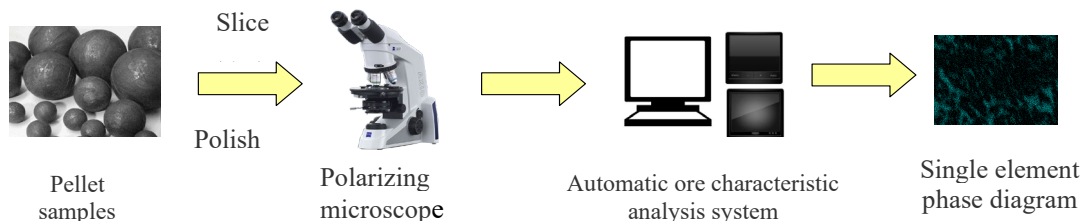


Figure 2 Pellet single element ore phase diagram acquisition process

2.2 Distribution of single elements in pellets

In industry, only when the pellets are removed can a large amount of ash be produced. The higher ash content is, the more serious slagging phenomenon is, the worse the air permeability is. At the same time, the slag content increases and becomes sticky, which is difficult to eliminate. Therefore, the ash content affects industrial smelting project and affect the quality of pellets. Ash is mainly composed of Al_2O_3 , SiO_2 , Fe_2O_3 , CaO and other oxides, while ash and pellets derived from the same raw materials, so the main factors affecting the pellets and ash are roughly the same, are composed of Al, Si, Fe, Ca, P, Mg, O and other elements. At the same time, some scholars have proved that when Mg mass flux pellet mass fraction increases from 0 to 2.0%, the strength of iron ore

pellets is improved after reduction(Gao, 2016), in addition, C element is the basic elements of pellets, It affects the plasticity index of pellet.

In this paper, the physical metallurgical properties of pellets are mainly studied from the aspects of Al, Si, C, Ca, Mg and O, firstly, the relationship between these elements and the chemical properties and alkalinity of Mg flux pellets was explored, and the relationship between these elements and the physical properties such as compressive strength and wear resistance of pellets was studied.

Based on the above analysis, the distribution of Al, Si, C, Ca, Mg and O at different detection positions of pellets at different alkalinity was extracted. The distribution of the elements at the 1/4 of the alkalinity 0.6 pellets is shown in Figure 3.

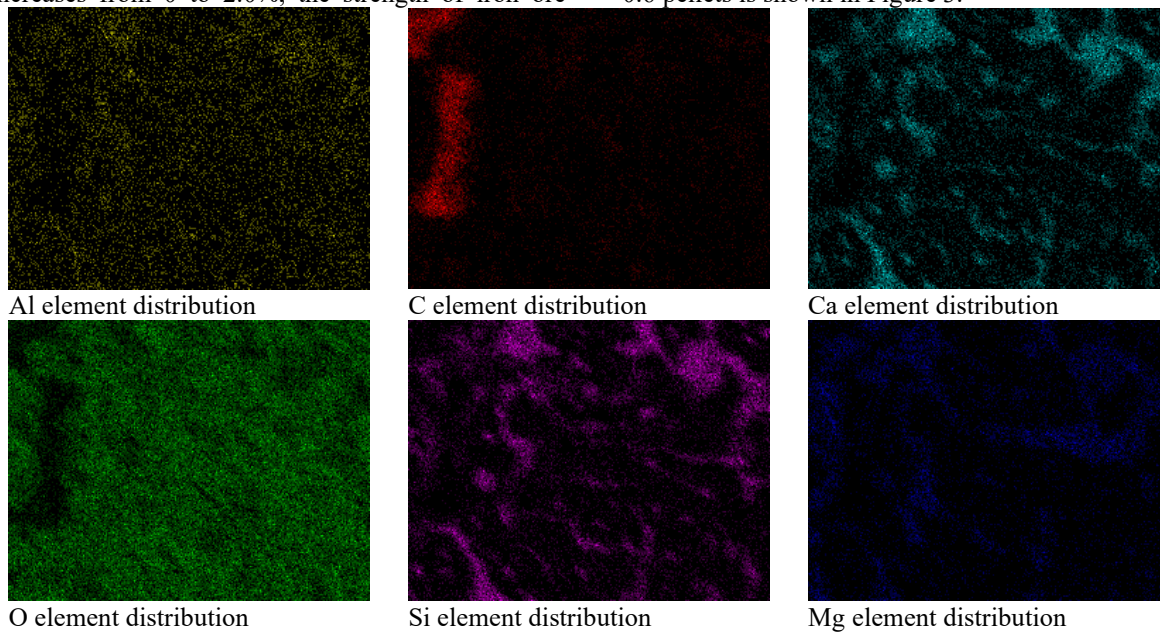


Figure 3 Alkalinity 0.6 Pellet 1/4 of the distribution of the elements

3. ANALYSIS OF ORTHO DIFFERENCE - FAST FRACTAL OF SINGLE ELEMENT IMAGE OF

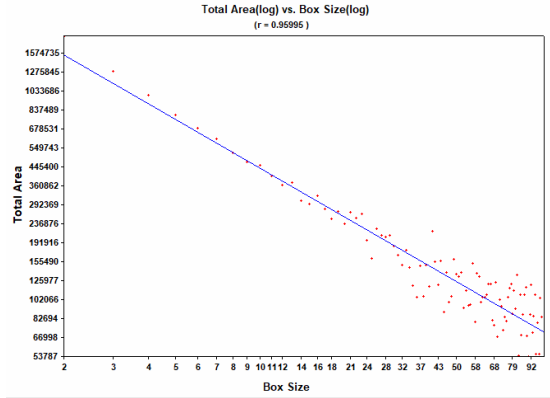
PELLETS

Considering the automatic ore feature analysis system in the processing of images is forced to give elements of color which may bring some useless information. Based on this, this paper first of its gray binarization. Then, the relationship between the size of the box and



Gray value processing

the coverage area is determined by using the ortho difference-Fast fractal analysis method to analyze the single-element grain phase diagram of the pellet, where the alkalinity of 0.6 for pellets, its 1/4 of the pellets [O] to the ortho difference -Fast fractal treatment shown in Figure 4 (a total of 72 such graphs).



Box size and coverage area diagram

Figure 4 [O] ortho-difference -Fast fractal processing at 1/4 of the alkalinity 0.6 pellets
The ortho difference of the element image - Fast fractal processing gives a series of the pellet single element ore facies fractal dimension values corresponding

Table 1 Fractal Dimension of Single Element Mineral Phase of Pellet in Different Positions at Different Alkalinity

Alkalinity	Position	Fractal Dimension of Mineral Deposits					
		Al	Ca	C	Mg	O	Si
0.6	edge	2.83417	2.77048	2.81325	2.74204	2.68554	2.75535
	1/4	2.83892	2.78355	2.81842	2.74255	2.77778	2.76901
	1/2	2.83738	2.80064	2.81415	2.74899	2.78952	2.77625
0.8	edge	2.85624	2.74917	2.77667	2.74469	2.71419	2.76861
	1/4	2.82798	2.75356	2.77573	2.66493	2.76674	2.72333
	1/2	2.82197	2.75209	2.86187	2.74020	2.74286	2.73086
1.0	edge	2.85701	2.73580	2.79639	2.70762	2.66778	2.75364
	1/4	2.79969	2.72440	2.73044	2.67950	2.74483	2.72026
	1/2	2.80139	2.74275	2.81792	2.73667	2.66603	2.75953
1.2	edge	2.79479	2.73335	2.77504	2.76903	2.68606	2.74540
	1/4	2.83022	2.77480	2.76237	2.71954	2.79551	2.76122
	1/2	2.84082	2.77868	2.71180	2.77526	2.57851	2.77670

4. CONCLUSION

In this paper, when analyzing the properties of pellets, it is found that there are pores, cracks and defects in different degrees, the surface is irregular, with self-similar characteristics, and the fractal dimensions obtained by different fractal methods are different. At the same time, the fractal dimensions of the same elements obtained by the same pellets in different positions are also different, but the overall effect is not too large. In addition, it is found that to a certain extent, the chemical properties alkalinity properties of pellets can be reflected by the fractal dimension of single element of pellets, which provides a basis for improving the metallurgical properties of pellets.

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Differentiation Information Fusion-based Semantic Information Retrieval Model Research

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Abstract: For a complicated semantic information retrieval, improve its information retrieval system user experience extent can improve its query optimization algorithm, by utilizing literature searching and other methods, it finds that present semantic detection mainly is in the ontic query technique and semantic annotation, such can only carry out surface semantic correlation simple searching but cannot go deeper into it, on this basis, the paper designs differentiation information fusion semantic analysis detection model, constructs model by three aspects, and applies the model in concrete examples, and gets the modal rationality and effectiveness, finally targeted at the model, it puts forward that the model is to be further improved, outlooks the model applications in more fields.

Keywords: Differentiation Information; Fusing Semantics; Information Retrieval; Mathematical Model

1. INTRODUCTION

Knowledge management and knowledge rising trigger tendency of social intellectualization, extensive application of computer overcomes institution inferiority and time barriers, let scientific researchers to connect all kinds of information and therefore construct technology-based environment system, just in such background, massive amounts of information rapidly extraction and semantic rapidly searching have become hotspot of current researches.

In semantic information retrieval aspect, lots of people have made correlation research, and been widely used, such as: in ontic information semantic detection, Yu Fan had ever proposed ontic correlation retrieval, from which it concluded ontic classification, concept, functions, as well as semantic description and so on, described semantic information retrieval model into blocks forms that was composed of every frames, and put forward overall working flow, in system key techniques, it proposed inference technique, by semantic retrieval tools and full-text retrieval tool to search, and simply introduced storing schemes and systematic visual schemes [1-4]; Zhang Jing and others in multiloading information fusion video retrieval, proposed relational algebra shape model, in the model, it made full use of videos' contained text, high level semantics and other features, built used

relational algebraic expression under multiple videos, and carried out fusion by experiments, in complex semantic retrieval, indicated the model advantages [5-8]; Yue Jun-Ping had ever proposed concurrence analysis semantic flow that constructed by utilizing literature investigation and other methods in concurrence analysis semantic information retrieval, and targeted at world archaeology books, and made researches, finally got concurrence analysis-based semantic retrieval that had great advantages.

The paper bases on formers research, targeted at differentiated information fusion semantic information detection model, it makes analysis and researches, and establishes differentiation information fusion semantic information detection model, targeted at its performance, it detects and puts forward reasonable suggestions.

2. SEMANTIC RETRIEVAL MODEL RESEARCHES IN VOICE INFORMATION FUSION VIDEO

Semantic information is a kind of information that provided by any language, data, words, symbols through any path, in general is a stationary state that things owned and unknown in advance, is a kind of comprehensive media information that integrates text and voice, on the basis of semantic information possessed complex, it is hard to use one way to describe it and get good efficiency, differentiation information fusion formally handles with voice and texts as well as other information. By effective ways, it carries out fusion and gets retrieval blocks' consulting results.

Differentiation information fusion semantic information retrieval is decomposing and fusing different mode states, according to semantic information different forms, letting these retrieval models ways also not to be same structures, which need to implement most perfect retrieval result according to different methods, and meanwhile it can also use up-to-date database to execute canceling and adding as well as other functions on them so as to implement retrieval system dynamic updating function. Text research mainly makes query for voice included text information, implements scripts information by automatic identification, text information makes comprehensive handling with it, after that through handling way that corresponds to straight line, it

processes and then gets key words in established semantic texts to implement search structure and search, and ranks every result confidence level, for present research status, semantic information retrieval basic technical routes and basic conceiving ways are as following Figure 1 shows:

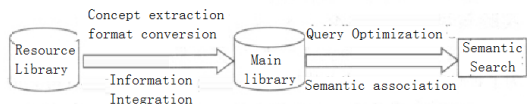


Figure 1 The basic model of semantic information retrieval

By above Figure 1, we can get semantic information format conversion, concept integration and information extraction as well as other correlation techniques storing ontic base, through applying semantic correlation and query optimization as well as other ways, it shows information in front of practitioners. Here proposes information extraction and integration and others, all are acquired by semantic annotation, by searching semantic correlation and optimization relative principles, it implements ontic-based semantic relations and query techniques.

Traditional forms semantic information retrieval, in general, it solves result by utilizing matched ways, from which in semantic information retrieval, it includes correlated all kinds of information in detection, in big era of data today, mathematical library retrieval system implements surface correlated semantic analysis detection, to implement detection results should carry out semantic correlation on important key techniques in searching semantic optimization process so that can get new retrieval flow.

3. DIFFERENTIATION INFORMATION FUSION SEMANTIC INFORMATION DETECTION MODEL RESEARCH

By referencing domestic and overseas correlation information, the paper designs a kind of differentiation information fusion semantic information detection model, corresponding flow chart is as following Figure 2 shows:

Differentiation information fusion semantic information detection model can divide into three parts, from which it respectively is joint composed of ontic structure, normalize and analyzer three parts, corresponding every part is composed by different designers and equipped with corresponding technical equipment's. In model design, feasible retrieval semantic relation is using concepts strong and weak as its detection tool, semantic similarity quantization refers to concurrence analysis structure that uses concept features to common decide similarity, it is quantitative descriptive semantic similarity; another one is using concept extraction and convenient science, library resources as model main processing objects, making comparison by external features, and meanwhile labels external features after thematic processing, so that obtained data is also a kind of

scientific data. Current researched semantic information detection, in general, it is summarizing of fuzzy words, carry out quantitative handling with semantic relations, therefore obtained detection rate is relative higher.

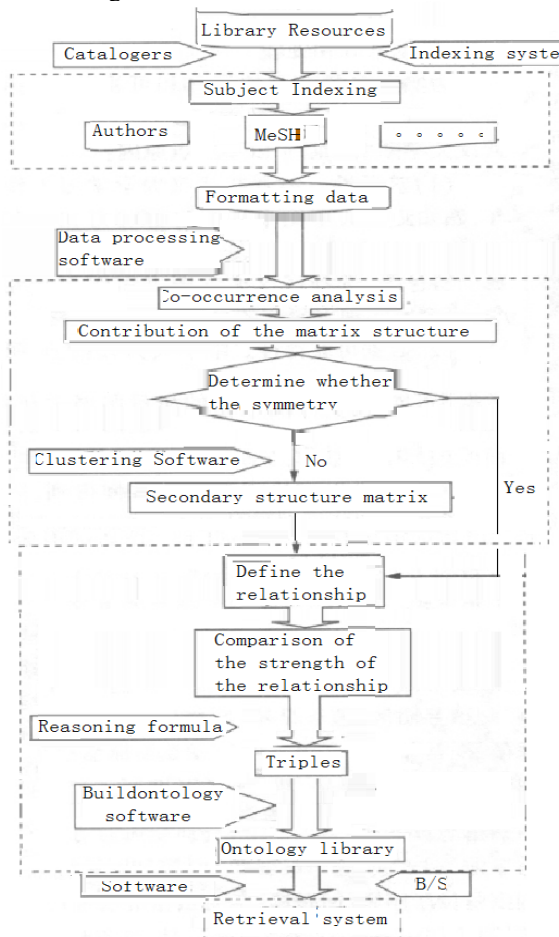


Figure 2 Semantic information retrieval model differentiated information fusion

4. DIFFERENTIATION INFORMATION FUSION SEMANTIC INFORMATION RETRIEVAL MODEL'S VERIFICATION

In order to verify above model, the paper introduces differentiation information fusion is in the voice detection system, by carrying out sports videos semantic contents research on segmentation and classification, and regulates upmost side one layer is out of play and in play constructed semantics in game videos, and can transfer probability, medium layer is constructed different differentiation information fusion targeted at different time sequence relations, and bottom layer is input layer observed numerical value, output is optimal time sequence value, and on the basis of above provided such model frame, we also provide flow chart regarding out of play and in play, its Figure 3 is as following shows:

By above Figure 3, we can get the flow is composed of test and training two stages, so it needs to establish out of play and in play different topological structural differentiation information fusion model, in the model,

HMM_O and HMM_I respectively represent out of play and in play differentiation information fusion model, that:

$$HMM_S = \{HMM_I, HMM_O\} \quad (1)$$

Among them $HMM_I = \{HMM_{I_1}, \dots, HMM_{I_M}\}$

$$HMM_O = \{HMM_{O_1}, \dots, HMM_{O_N}\}$$

Among them, M pieces of different In Play models are using $HMM_I = \{HMM_{I_1}, \dots, HMM_{I_M}\}$ to express, N pieces of different Out Of Play models are using

$HMM_O = \{HMM_{O_1}, \dots, HMM_{O_N}\}$ to express, then corresponding state layer is:

$$S = \{Loose_view, Medium_view, Tight_view\} \quad (2)$$

In the stage, we also adopt front-end algorithm and corresponding different differentiation information fusion probability numerical values, and it should assign maximum value as node, then:

$$P(O_t/HMM_I) = \max\{P(O_t/HMM_{I_1}), \dots, P(O_t/HMM_{I_M})\}$$

$$P(O_t/HMM_O) = \max\{P(O_t/HMM_{O_1}), \dots, P(O_t/HMM_{O_N})\}$$

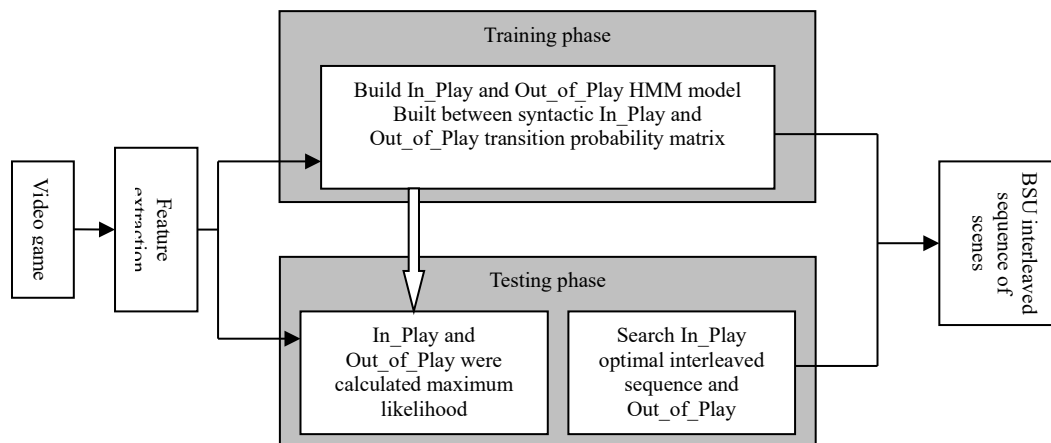


Figure 3 Based in Play and Out_of_Play model classification and segmentation of the basic processes

Finally, by dynamic programming method, it carries out searching and then gets optimal staggered sequence.

Table 1 Differentiation information fusion model-based semantic content precise analysis

	Test data	The paper's method
Football semantic	Soccer1	0.868
	Soccer2	.904
	Soccer3	0.892
	Soccer4	0.885
	Soccer5	0.9180
Average precise		0.8920
Basketball semantic	Basketball1	0.861
	Basketball2	0.845
	Basketball3	0.823
	Basketball4	0.8962
	Basketball5	0.891
Average precise		0.8837

By adopting K groups of training numerical values as $O = [O^{(1)}, O^{(2)}, \dots, O^{(K)}]$, respectively train Out of Play and In Play, that:

$$\bar{a}_{ij} = \frac{\sum_{k=1}^K \sum_{t=1}^{T_k-1} \xi_t^{(k)}(i,j)}{\sum_{k=1}^K \sum_{t=1}^{T_k-1} \gamma_t^{(k)}(i)} \quad (3)$$

$$\sum_{l=1}^K \sum_{t=1}^{T_l} \gamma_t^{(l)}(j) \quad (4)$$

$$\bar{b}_j(k) = \frac{s.t.O_t^{(l)}=v_k}{\sum_{l=1}^K \sum_{t=1}^{T_l} \gamma_t^{(l)}(j)} \quad (5)$$

$$\bar{\pi} = \frac{1}{k} \sum_{k=1}^K \gamma_1^{(k)}(i) \quad (6)$$

$\gamma_t(j)$ and $\zeta_t(i, j)$ respectively represent on condition that observation sequence and model is given, t instant under S_i probability and S_i state $t + 1$

instant probability.

For above model, it tests and by TRECVID sports video, it searches, and defines searched structure, included semantic information is previous solved differentiation information fusion syntactic transferring matrix, after that run maximum likelihood estimation so as to solve staggered sequence optimal solution, in the process, let $w \in [0.1, 0.4]$, we respectively intercept basketball and football correlation partial wonderful voice segments, and make research on it accuracy, and list out the precise concrete numerical value, as following Table 1 shows: By above Table 1, we can get the model accuracy nearly arrives at 89%, it proves the model is considerable reasonable.

4.1 Differentiation information fusion semantic information search model performance test

Table 2 Key words detection result

Detecte d files	Differentiatio n detection	All file s	Detecte d files	Precisio n ratio	Recal l ratio
89	Order	100	84	0.84	0.89
86	Decision	100	82	0.82	0.86
83	Opinion	100	83	0.83	0.83
88	Bulletin	100	86	0.86	0.88
87	Notice	100	79	0.79	0.87

In order to more clear present mutual relations, the paper draws bar figure, as following Figure 4-5shows: Differentiated information fusion semantic information retrieval is storing data by structures, and deciding knowledge compactness extent by distance, assume searched key word is a knowledge name that its distance is one, nanometer extracted bulletin, notice,

decision and opinions, orders and others as key words, it respectively carries out differentiation information fusion semantic and goes ahead with key words searching, obtained searching result is as Table 2-3 shows.

Table 3 Differentiation detection result

Detecte d files	Differentiatio n detection	All file s	Detecte d files	Precisio n ratio	Recal l ratio
98	Order	100	88	0.88	0.98
95	Decision	100	86	0.86	0.95
94	Opinion	100	83	0.83	0.94
97	Bulletin	100	84	0.84	0.97
96	Notice	100	82	0.82	0.96

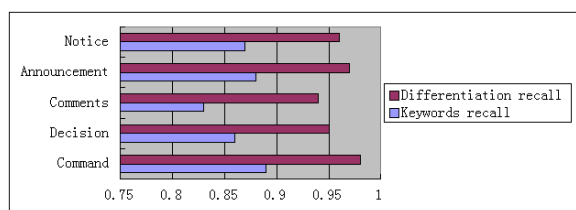


Figure 4 Recall comparison chart

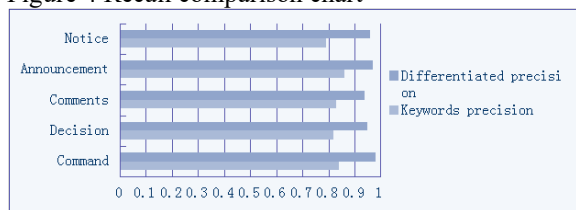


Figure 5 Precision comparison chart

By above comparison figure, we can find that differentiated information fusion semantic information detection presents a kind of considerable significant state in recall aspect, especially in key words information detection, from previous overall precision ratio, it can also get that differentiated information fusion semantic information's detection is obviously superior to key words detection, so it proves differentiated information fusion semantic information detection model has unique advantages.

5. CONCLUSION

With computer rapidly development, information amount is also ceaseless improving, detect all kinds of information is focus of current research in the field, the paper establishes differentiation information fusion semantic information detection model, the model fuses multiple information together in case integration, it shows extreme importance in complex and changeable semantic retrieval, constructs multiple semantic

retrieval blocks, and combines with experiments to verify, and gets the model has stronger superiority. But in the field, differentiated-based information fusion semantic information search model research still has more wider exploration space, the paper just takes searching semantics key words as examples to analyze, and the model still has more extensive development field and cannot be described by only one method one technology, therefore it needs more scholars to further study and excavate so as to adapt to wider fields.

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Research on the Learning Effectiveness Evaluation of IT English Based on Fanya SPOC Platform

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Abstract: IT English based on the Fanya SPOC platform applies modern information technology to promote ubiquitous learning, mobile learning, and blended learning. These learning modes embody learner-centeredness, focus on "learning effects" of students, and improve students' multiple capacities, such as problem-solving capacity, autonomy learning capacity, cooperative and inquiry learning capacity, and reflection and evaluation capacity. With the aid of the Fanya SPOC cloud platform, IT English has the power to monitor, track, quantify, and give feedback to students' learning behaviors and progress. In addition, the course pays attention to students' individual learning needs, aggregates the big data of student learning processes, and generates a large database of online and offline learning for quantitative evaluation of student learning effects. This research combines the quantitative questionnaire data and the qualitative focus group interviews to further comprehensively evaluate the effectiveness of students' IT English learning based on the Fanya SPOC platform. The researcher attempts to update teaching resources, adjust teaching strategies, and improve teaching management based on the research results. Meanwhile, the researcher will give full play to the evaluation of learning effects and compel the teaching reform to achieve the aim of promoting reform with evaluation, promoting construction with evaluation, and eventually combining evaluation with construction.

Keywords: Fanya SPOC Platform; IT English; Learning Effectiveness Evaluation

1. INTRODUCTION

One of the most noticeable changes in education over the past decade has been online teaching and learning. Educators make use of online learning equipment's and technologies to provide teaching contents to students over the Internet and provide timely feedback on assessments. Online learning has a positive effect on teachers' teaching and students' learning, making it an indispensable role in 21st century education.

In 2015, Premier Li Keqiang formally proposed the concept of "Internet +" in the "Government Work Report". The concept emphasizes the use of cloud computing, big data and other information technologies to promote the deep integration of the

Internet with various industries [1-3]. Today, "Internet +" has formed a new development trend in the field of education. Educational research activities under the theme of "Internet +" in the education industry are constantly underway. Some Small Private Online Courses (SPOCs) have become a new teaching mode for flipped classrooms and have received widespread attention [4, 5]. This Internet-based hybrid learning method provides better teaching and learning modes for educators and learners, and the study of ESP courses based on the Fanya SPOC platform has injected novel methods into the current teaching of IT English.

2. BIG DATA OF IT ENGLISH ON THE CLOUD PLATFORM

As the English for special purpose, IT English is a professional English course composed of computer-related proper nouns or terms. With the rapid development of the computer industry, IT English has introduced many vocabularies mentioned in new technologies. This course has become more contemporary and innovative, and has also created a new way of learning and research for English teaching. IT English uses authentic IT essays to better open international perspectives for students, improve students' reading, understanding, translating, writing, communicating, thinking and decision-making skills, and enhance students' ability to apply English in their professionalism and future careers.

Based on the professional discipline, IT English trains students to gain an international perspective on the academic norms and industry norms. The course is based on flipping classrooms and mixed classrooms, and utilizes "question-based" to deepen chapter understanding, "situation-based" to consolidate language and professional knowledge, and "project-based" to improve the comprehensive application ability of language. Currently, the study of IT English through the Fanya platform has generated corresponding learning big data, including the number of visits, discussions, video viewing time, and task completion. Fanya's SPOC platform records all the information about students' IT English learning process. The specific data cluster can be reflected in the following **Figure 1**.

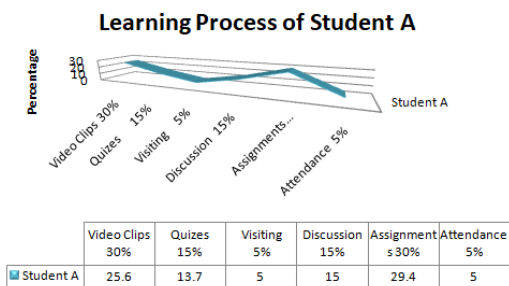


Figure 1 Learning Process of Student A

The big data of IT English on the cloud platform provide a foundation for the inquiry and evaluation of learning effectiveness. It is believed that the dimension of learning evaluation is a way to intuitively reflect the situation of data and can be used to evaluate the learning effectiveness of students. The dimension of learning evaluation includes an externalization dimension and an internalization dimension. From the perspective of the externalization dimension, students have responded well to the learning of IT English on the Fanya SPOC platform. The data show that the learning effect of students on the platform is considerable. From the perspective of internalization, the evaluation of the learning effects of ESP courses based on the Fanya SPOC platform, taking IT English as an example, generally has a better response to the learning during the course or the feelings after the lesson. The results also further promote the learning and development of IT English based on Fanya SPOC platform.

3. QUANTITATIVE DATA AND QUALITATIVE FGI

As the recipients of the course, students are the best feedbacks for the teaching and learning. In June 2019, the researcher conducted a survey on the evaluation of IT English learning effectiveness based on the Fanya SPOC platform in the local college. A questionnaire was sent to 9 freshman non-English major classes who took IT English course, and 148 valid questionnaires were eventually recovered.

The questionnaire is mainly designed to consist of the general situation of learners before they select IT English, the specific description of learners during the course learning, and the detailed learning experience and feelings of learners after they accomplish the course.

3.1 Before the selection of IT English

According to the results of Chi-Square Tests, the Grouping which refers to learners' gender and discipline background (Liberal Arts or Science) is significantly different in BQ1 (the relevance of IT English to the major learning) and BQ3 (the motivation for choosing IT English). However, there is no significant difference in the degree of the desire for learning IT English and the desire to improve specific capacities. The respondents' desire for learning IT English is generally strong. Compared with critical thinking ability, professional field communication ability, professional career

communication ability, and autonomous learning ability, learners are more expecting to improve their reading ability of academic articles, as Table 1.

Table 1 Grouping *BQ1 Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.402 ^a	12	.000
Likelihood Ratio	46.480	12	.000
Linear-by-Linear Association	35.534	1	.000
N of Valid Cases	148		

a.13 cells (65.0%) have expected count less than 5. The minimum expected count is .28.

In **Table 1**, it is demonstrated that there is a significant difference in the degree of correlation between IT English learning and their professional learning. 43.3% of girls in Liberal Arts propose that IT English learning is generally related to their professional studies. 50.0% of boys in Liberal Arts, 61.1% of girls in Science, and 64.7% of boys in Science maintain that IT English is quite related to their professional studies. Nevertheless, only 11.8% of girls and 12.6% of boys in Science hold that IT English is very relevant to their professional studies. As for the reason of the above results, the researcher speculates that students might have a biased view of the relevance of IT English to their professional studies before choosing a course, especially the freshmen from the school of computer science, the school of electronic information, and the school of mechanical engineering. They may not fully understand the relevance and necessity of ESP courses with their professional studies. Though some respondents believe that IT English learning is related to their professional studies, only 9.5% select that the highest Likert degree which mean the degree of the relevance can reach the extraordinary value of 5. The lack of communication between teachers of the curriculum team and the three schools and the lack of publicity around the whole college for IT English are the major drawbacks.

Table 2 Grouping *BQ3 Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.419 ^a	12	.045
Likelihood Ratio	25.144	12	.014
Linear-by-Linear Association	5.476	1	.019
N of Valid Cases	148		

b.11 cells (55.0%) have expected count less than 5. The minimum expected count is .32.

In **Table 2**, it is shown that there is a significant difference in the motivation of learners to choose IT English. 66.7% of respondents in Liberal Arts choose IT English for the personal interest. 47.1% of girls and 33.7% of boys in Science choose the course for the professional development, because 61.1% of girls and 64.7% of boys in Science believe that IT English learning is relevant to their professional studies. However, 66.7% of girls and boys in Science are not

motivated to have the professional development, future career or academic research. They attribute their motivation to their personal interests rather than the need for credit electives. Post-00s are born and grown in the information technology era. They are full of desire and interest in the cutting-edge knowledge and technologies which will be discussed in IT English.

3.2 During the learning of IT English

About the results of Chi-Square Tests, the Grouping which refers to learners' gender and discipline background (Liberal Arts or Science) is not significantly different in DQ1-DQ10. From the histogram of **Figure 2**, it can be known that the overall learning situation of students who select IT English during the whole learning process is close to 4.

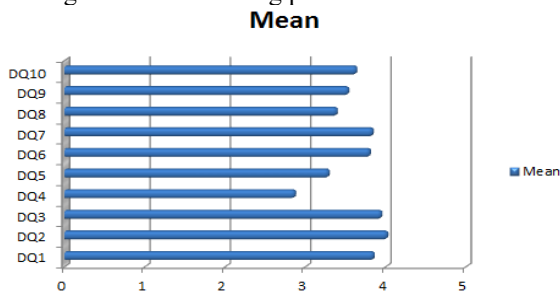


Figure2 Means of DQ1-DQ10

The specific descriptive words represented by the Likert value of 4 are "elaborative", "effective", "useful", "active", "enthusiastic", "motivated", and "important". These descriptive words are related to the positive side of students' learning. In particular, because of the application of Fanya SPOC platform, teachers can submit online assignments in a timely manner, and students must submit assignments before the platform is shut down. The students' self-completion in completing assignments is elaborative in that the platform is time-bound, and teachers' online monitor is frequent. Regarding online discussions, students generally post a lot, which could resolve some students' fear of standing up in the classroom. They would like to share their ideas with teachers or peers through the platform's social functions. At the same time, teachers and companions can also answer questions raised by online students, which gives full play to the platform's effective support to students' course learning. The communication and discussion on the platform play an important role during the completion of comprehensive application project of IT English. Students' serious and active performance on the platform is seamlessly connected with the enthusiastic participation of group discussions, group presentations, and personal responses in the classroom. The staged online test of this platform also has a certain promotion effect for students to promote their studies. In order to get high scores on the platform, students actively review what they have learned offline and make all their efforts to answer questions online.

3.3 After the completion of IT English

In terms of the results of Chi-Square Tests, the

Grouping which refers to learners' gender and discipline background (Liberal Arts or Science) has no significant difference in the AQ1-AQ6 (harvest after the course learning). From the line chart of **Figure 3**, it can be displayed that respondents' experience and feelings after the completion of IT English are generally positive, which has an intimate relationship with their craving and motivation for this course.

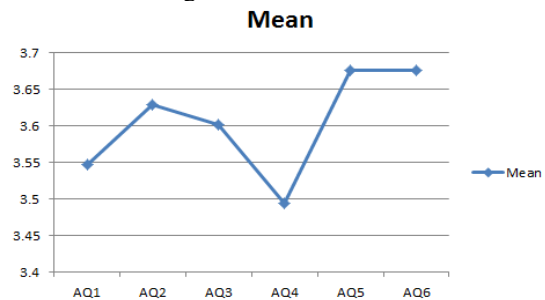


Figure 3 Means of AQ1-AQ6

When students accomplish the IT English course which combines platform application and classroom learning will have a comprehensive grasp of the basic knowledge, a significant improvement in problem solving ability, and a distinct development of cooperation and communication skills. In addition, the capacity of comprehensive critical thinking is obviously enhanced. It is considered that the platform application has a strong support and service for IT English learning, and the platform application is absolutely related to the learning effectiveness of IT English.

3.4 FGI about IT English

Based on FGI which is conducted when the course is finished, it is discovered that respondents maintain that the motivation for course selection tends to be related to their professional improvement, career development, and academic research. When Fanya SPOC platform has the more motivated power for students to complete their assignments, they will present dramatic passions about team activities and personal contribution in IT English class. In other words, various functions of the platform play a critical role in promoting students' learning effectiveness.

Interviewees consider that before they select the course, the more relevant IT English is to their majors, the higher degree of motivation they show to their professional improvement, career development, and academic research. After the completion of the course, they feel that their overall critical thinking has been improved, because the whole learning process is related to their professional field. The real application environment has the power to promote the improvement of students' comprehensive critical thinking. Conversely, students who lack daily application in the professional field will only be stuck in the written language, so they achieve subtle improvement in comprehensive critical thinking. In response to such problems, teachers can strengthen the cooperation between students with high professional

relevance and students with low professional relevance, which can assist and promote students' overall integrated critical thinking.

Respondents believe that there is a very strong correlation between the specific performance of DQ1-DQ10 during IT English learning process and experiences and feelings of AQ1-AQ6 after the end of the course. If students have the more tendency to mark the descriptive words such as "elaborative", "effective", "useful", "active", "enthusiastic", "motivated", and "important" during the course learning process, they will select positive descriptive words such as "mastery", "promotion", "development", and "excellence" after the course learning.

4. CONCLUSIONS

This study combines big data from the cloud platform, quantitative data and qualitative FGI to discover multi-dimensional evaluations of IT English learning effectiveness based on Fanya SPOC platform. The big data show the number of visits, discussions, video viewing time, and task completion which numerically indicate that respondents have a considerable learning effect on the platform. The quantitative data and qualitative FGI demonstrate that students' self-completion in completing assignments is elaborative in that the platform is time-bound, and teachers' online monitor is frequent. They will have a comprehensive grasp of the basic knowledge, a significant improvement in problem solving ability, and a distinct development of cooperation and communication skills, and an obvious enhancement of the capacity of comprehensive critical thinking. It is considered that the platform application has a strong support and service for IT English learning, and the platform application is absolutely related to the learning effectiveness of IT English.

This research shifts the focus from "teaching" to

"learning" and shifts from the possession of resources to the efficiency of resource usage and the learning effectiveness, which overturns the traditional evaluation mechanism of testing and scores. The cloud platform and big data are applied to implement the formative evaluation mechanism for student learning process. The quantitative and qualitative results provide the scientific analysis and judgment for students' learning progress, learning level and learning effectiveness.

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Exploration and Research of Feynman Learning Method in Higher Education Teaching Reform

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Abstract: Feynman learning method is known as "The best learning method in history". In the process of in-depth implementation of the "OBE education concept" in higher education, this method can achieve the goal of "promoting learning through teaching and actively learning". Based on the urgency of teaching reform in higher education, this article expounds the relevant theories of Feynman learning method and its practical research in higher education reform, and explains in detail the problems that should be paid attention to in the application of this method. Finally, as the designers, guides and promoters of the classroom, teachers need more practice and exploration no matter which teaching method or mode is adopted.

Keywords: Feynman Learning Method; Higher Education; Teaching Reform; Student-Centered

1. INTRODUCTION

With the gross enrollment rate of higher education reaching 48.1% (statistical data in 2018), the popularization of higher education in China has gradually entered the stage of popularization, and the development trend of higher education has shifted from quantitative growth to quality connotation. The country has successively issued a series of policies and opinions for higher education reform. In 2015, the State Council issued the "Overall Plan to Promote the Construction of World-Class Universities and First-Class Disciplines"; in June 2018, the Ministry of Education held the first National Undergraduate Education Conference in 40 years since the reform and opening. In August of the same year, the Ministry of Education issued the "40 Articles of Higher Education in the New Era". On October 31, 2019, the Ministry of Education issued "the Implementation Opinions of the Ministry of Education on the Construction of First-Class Undergraduate Courses", which officially proposed the construction content and requirements of five types of "golden courses". The clarion call for higher education teaching reform has been fully sounded. How to carry out the reform of higher education teaching in the new era, what kind of "classroom revolution" will be carried out in the classroom as the main teaching position, how to promote the substantial improvement of teaching effects, etc. These are issues that need to be deeply

considered by the current college education reformers and managers.

1.1 The main problems in the reform of college education and teaching

1.1.1 Educational philosophy needs further change

At present, under the guidance of the Ministry of Education, which advocates the "based on Undergraduate" and promote the "Four Returns" and the construction of high-level undergraduate education, many university education managers and teachers actively carry out various "classroom revolutions" and study the new reform of education and teaching seriously. But in the context of traditional teaching concepts, most teachers pay more attention to whether their teaching content has been completed according to the outline requirements in daily classroom teaching behaviors; some managers strictly scrutinized whether the teacher's lesson plans and teaching materials are standardized and standardized; whether the students' test scores conform to these non- "effective" teaching concepts such as the normal distribution. Professor Cui Yun zheng, director of the Institute of Curriculum and Teaching of East China Normal University, has a deep understanding and research on classroom teaching, puts forward "five ideas"[1, 2] on "effective teaching": First, we must pay attention to students' progress and development; second, we must comprehensively consider the teaching results of students' learning and the teaching process; third, we must scientifically and comprehensively reflect students' academic achievements and teachers' work performance; the fourth is that teachers need to have a sense of reflection; the fifth is that teachers need to master relevant strategic knowledge to facilitate specific. The five concepts of "effective teaching" are consistent with the "OBE education philosophy". Only when teachers continuously update the education and teaching philosophy, build a curriculum system through learning outcome-oriented, determine teaching strategies, rational evaluation methods, and gradually achieve learning goals, they can ultimately achieve effective learning for students.

1.1.2 Obsolete of Existing Teaching Content

In August 2018, the Ministry of Education issued a notice proposing that "all colleges and universities must comprehensively sort out the teaching content of

each course, eliminate 'poor courses', create 'outstanding courses', increase academic challenges reasonably, increase course difficulty, and expand the depth of the course. Effectively improve the quality of curriculum teaching." However, under the combined effect of a variety of concrete and subjective factors, the staleness of teaching content still exists and persists for a long time, which is mainly manifested in that the teachers' pay too much attention to the standardization and scientific explanation and analysis of the basic knowledge involved in teaching materials, and fail to pay attention to the dynamic characteristics of actual knowledge content during the teaching presentation process, that is, the teaching content generally departed from life reality, so that students could not learn and understand the latest knowledge and information elements of the major in a timely, accurate and comprehensive manner can't fully meet the needs of students' basic learning [3].

1.1.3 Monotonous teaching method

In teaching, the teaching method is the top priority of teaching. At present, most of the teaching in the classroom is still the teachers' talk to the students, and there is little relatively interaction between the teachers and students. For example, the unreasonable application of multimedia teaching makes the teaching appear fast. tempo and excessive information, ignoring the emotional communication between students and teachers and the leading role of teachers; in addition, if teachers do not carefully design the teaching links before, during, and after class, it is difficult for students to carry out conscious interaction and exchange by teaching alone; moreover, there are teachers who tend to ignore the guidance of learning methods, which leads to some students' poor learning planning, poor self-monitoring ability, and reduces learning quality. Professor Dong Zefang, a professor in the School of Education of Central China Normal University, pointed out that the current Chinese universities are facing seven major problems [4]: The rigidity of the training model still exists in universities, with heavy indoctrination, light inspiration, and overdue teaching methods.

1.1.4 Evaluation methods need to be improved

Teaching evaluation is a comprehensive evaluation and consideration of teaching quality. It includes two aspects: the evaluation of student' science and the evaluation of teacher teaching. Wang Lu [5] (Huazhong University of Science and Technology) and other People's research on "student-centric" universities " teaching evaluation reform" show that most colleges and universities evaluate students based on test scores at present, over-emphasis on strict attendance and careful listening, and lack of attention to the learning process. The evaluation of teachers often focusses on teachers' teaching behaviors, such as teachers' teaching attitude, teaching content and teaching methods, etc. The evaluation content is more about standards, there is no reserved space for teachers'

personalized evaluation, and there is no effective feedback mechanism for evaluation results.

Zhao Kai et al. [6] from Xi'an Jiaotong University revealed that the current teaching situation was still not optimistic through a large amount of data analysis and research. There are certain problems in teaching ideas, teaching methods and teaching abilities, and students' teaching effects. In the context of the new era society, it is proposed that the pace of reform should be followed to build innovative classrooms in colleges, to continuously innovate classroom teaching concepts and improve teaching technology, to continuously improve teachers' teaching capabilities, and to innovate classroom teaching evaluation methods, so as to continuously improve classroom teaching. Professor Yu Wensen [7] of Fujian Normal University described the "classroom revolution" as an awakening of the original meaning of the classroom, with the purpose of returning the classroom to student learning. The construction of "golden course" is the fundamental task that students can carry out real, deep and complete learning activities, and can realize the transition from "teaching center class" to "Learning Center class".

1.2 Relevant theory of Feynman learning method

Feynman learning method is widely considered as "the strongest learning method in history", "global efficient learning method", "scientific and effective learning method", "ultimate learning method", etc. Where is the mystery of such an excellent learning method? What kind of learning method is it? First, Feynman learning method is named after Feynman, an American scientist and educator. He is the winner of the Nobel Prize in Physics in 1965 and is known as the most intelligent physicist after Einstein. He is also a participant in the opportunity of the Manhattan atomic bomb. His method is mainly to explain complex concepts in simple language so that others can understand them quickly

Feynman learning method has two main points: one is that it uses the principle of "output learning"--"reinterpret this concept fluently"; the other is the output method; "change the representation form of knowledge"--"Use simple words to explain, use other things to analogize it, so that 10-year-old children can fully understand". The core of Feynman learning method is: teach others what he has learned, and the standard of learning is to be able to teach. It can be divided into four steps: 1. Choose a concept; 2. Teach the concept (the soul of Feynman's technique); 3. Re-understand and repeat it again and again (repeating until it is understood); 4. Simplify and establish the analogy (continued to sublimate). The specific application of Feynman learning method is as follows: explain the concept or knowledge to people who are not familiar with a concept or knowledge, explain to them in a way that they can understand and in the simplest language; when they find that they are unable to explain or cannot understand the place, make

records, then consult and further study the information, study the weak place of the concept or knowledge until they can use simple language to explain; finally try to use the simplest language to re-describe or find the appropriate metaphor to explain.

1.3 Feynman learning method is an important teaching method in higher education reform

The Feynman learning method is a "teaching-based learning" learning method, and its core is "simulation teaching". At present, we can find the trace of Feynman learning method in the reform of flipped classroom and hybrid teaching. In Harvard's "Learning Absorption Rate Pyramid" (Figure 1), it is believed that traditional learning methods, such as listening, reading, audiovisual, and presentation, are considered as passive learning, and the learning absorption rate is less than 30%, and through active learning such as group discussions, teaching practice, teaching to others (simulation teaching), the absorption rate has reached 90%! Feynman learning method is listed at the bottom of the learning pyramid --Feynman learning method draws almost all knowledge. Although Feynman learning method itself is a learning method, it can also be considered an effective teaching method!

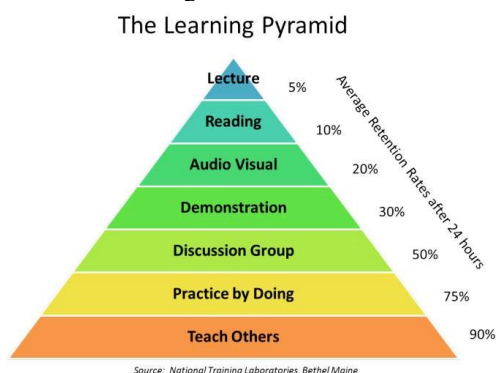


Figure 1 Harvard's Learning Absorption Pyramid

In the process of deepening the implementation of the "OBE education concept" (result-oriented education) in higher education teaching reform, Feynman learning method embodies a "student-centered, learning-based education model" to a certain extent. Using Feynman learning the reform of education and teaching methods will be a very practical and feasible teaching method. For students to better understand and master knowledge, make better use of the existing rich teaching resources of the Internet, cultivate students' autonomous learning habits, we can achieve the goal of "learning by teaching, learning by applying" through the Feynman learning method. In the process of teaching, students can choose learning objectives under the guidance of teachers, conduct self-study and seminars, and teach certain knowledge points or concepts to other students, so as to truly understand any things they have learned, whether they have really mastered or understood, through repeated reconstruction of learning points, they could gradually build a knowledge system, and be able to skillfully

apply knowledge to practical problems, ultimately achieve the learning goals.

2. EXPLORATION OF FEYNMAN LEARNING METHOD IN CREATIVE EDUCATION IN COLLEGES AND UNIVERSITIES

2.1 Rich online learning resources, providing feasibility for Feynman learning

Today's society has entered a highly informationized network era, and information technology will promote the reconstruction of teacher roles, curriculum models, organizational structures, and management methods. The current organic integration of information technology and teaching has produced MOOC platforms such as mooc.com, aike.com, MOOC of China University, and xuetang.com. By 2020, the Ministry of Education will launch 3,000 "National Elite Online Open Courses" and 1000 "Demonstrative Virtual Simulation Experiment Teaching Projects" in the name of the country, thereby driving 10,000 MOOC and 5000 virtual simulation experimental teaching projects run online. Therefore, for college students with a certain knowledge reserve, they already have a certain self-learning ability, facing such a wealth of massive online learning resources, providing absolute feasibility for Feynman learning.

2.2 It is the most effective way of combining teaching with teaching and learning with teaching.

The traditional "teaching oriented" teaching design focuses on teachers, teaching materials and classes, takes examinations and tests as evaluation means, emphasizes that "teaching" led by teachers is conducive to the realization of teaching objectives, and the teaching of systematic discipline knowledge, but often ignores students' independent learning; while the "learning-oriented" instructional design is centered on the student's "learning", emphasizing students' autonomous construction, independent inquiry and collaborative learning. It is conducive to the cultivation of students' innovative spirit and ability, but it often neglects the analysis and achievement of teaching goals and the dominant position of teachers. Japanese educationist Mr. Sato Xue described an ideal education in the Quiet Revolution: "By implementing 'active, cooperative, reflective learning' in schools, creating learning-centered teaching, creating learning-centered curriculum, and then developing the school into a learning community." Here he stressed that while promoting students to learn from each other, teachers must also learn from and improve each other. Therefore, if Feynman learning method is effectively applied to classroom teaching, teachers must have unique methods and strategies in teaching design, curriculum design and other aspects, and really play a leading role in the teaching process. And Feynman learning method will be an efficient teaching method combining "teaching first" and "learning first".

2.3 Adopt Feynman learning method to achieve the goal of "promoting learning through teaching and active learning"

In Feynman learning method, through the process of learning and teaching to others, it is a test of their own learning results, and it can also train students to learn from self-learning from various reference materials and teaching resources; secondly, in the process of explanation, if you want to explain the complex problems simply, you must have a good grasp of the concept or knowledge; thirdly, when other people question the knowledge of explanation and make the narrator confused, a process of repeated learning is proposed here, which to some extent also stimulates the learners' enthusiasm and interest in learning: from the content that we think is clear, indicating that we still have knowledge blind spots, then more knowledge theory learning is needed to make up for it; finally, we need to compare the academic or abstract concepts or knowledge with concise words or other things, that is to say, learners are required to mobilize the cognition stored in the brain to describe vividly, so as to further stimulate learners to construct and reshape knowledge. Feynman learning process also fully reflects the concept of unity of knowledge and action, that is, learning is completed in the spiraling process of "practice, know, re-practice, and re-know".

3. WHAT PROBLEMS SHOULD BE NOTICED IN THE APPLICATION OF FEYNMAN LEARNING METHOD IN TEACHING REFORM

3.1 Clear learning goals and reasonable teaching design

The first task of adopting Feynman learning method is to define the goal: is it a concept, a model, or a knowledge system to prepare for learning? In the process of teaching, teachers should carry out reasonable teaching design. What knowledge points or knowledge systems in a course can be handed over to students for self-study and what concepts or theories can be handed over to students in a class? What basic knowledge or related knowledge is needed for the concepts or knowledge given to students? We should not blindly pursue the experience of new methods regardless of the primary and secondary. Therefore, it is necessary to integrate Feynman learning method into the teaching process, which puts forward higher requirements for teachers. How to make Feynman learning method operate efficiently in the classroom, and effectively stimulate students' interest in learning, and play a positive role in promoting is a problem that every teacher needs to think deeply. Only in this way can we become meaningful learning, let students have the source power of learning, and achieve the effect of Feynman learning.

3.2 Enter Feynman link and control the rhythm of the classroom

After the learning objectives are established, teachers can provide students with relevant resources or high-quality materials consulted by students themselves to complete the learning of knowledge points, which can be books, websites, teachers, classmates, or

professional bulls; in addition, teachers can also group students and carry out research-based learning in the form of teams. After understanding the concept of the target to be learned, students need to teach it to other students in their own language. In this kind of teaching class, the teacher's ability to control the classroom can be fully reflected. On the one hand, it is necessary to explain and control the accuracy of the knowledge of the students, and on the other hand, it is necessary to effectively guide the students who listen to the lecture, so that the students can ask questions and raise questions, and this knowledge point will be more clearly presented in the classroom. In addition, using Feynman learning and teaching methods, teachers can also use the reform and evaluation methods to allow students to fully participate in classroom teaching activities, effectively give play to students' initiative, fully express their talents, and return the classroom to students, and give the initiative of learning to students. In this class, teachers should let more students make sounds, and even use gestures, actions, and multi-sensory participation to understand the content that they don't understand. The students who do the explanation find their own shortcomings or problems in the explanation and deepen their understanding in the process of communication with teachers and students, to achieve the purpose of truly mastering the concept.

3.3 Review summary phase, common knowledge sharing

The purpose of the review is to allow individuals and teams to learn from the experience that has just passed. When we carry out a concept in the classroom according to Feynman's standard, the next round of summary is very important, which also puts forward higher requirements for teachers. We should be able to carefully analyze the common characteristics and root of problems in Feynman's process among students in "teaching and learning" roles According to the commonness, find out countermeasures and optimize the process. Finally, we should guide students to present the concept or knowledge point again in the simplest way of analogy, and complete the last step of Feynman's link - simplification link. In the process of applying Feynman learning method, if the teachers can transfer boring concepts, definitions, or integrate knowledge with existing things and surroundings to expand students 'thinking and improve their ability to innovate; or connect the knowledge points or concepts learned to the existing knowledge system, and then continue to expand the students' knowledge through update and iteration. The framework has a multiplier effect on learning knowledge.

4. CONCLUSION

In the end, a discourse on learning in the Book of Rites and Scholars by Dai Sheng in the Western Han Dynasty: "a good scholar is a teacher who is easy but has twice the merit, and then has to be mediocre; a bad scholar is a teacher who is diligent but has half the

merit, and then has to complain". The sentence can be understood as: For those who are good at learning, teachers do not need to spend a lot of energy to teach students well, and they can also apply the learned knowledge well ("Yong" here is the middle way. The word "Yong" is also used.). The application here is to let students learn and use. On the contrary, if it is "bad scholar", it is a metaphor that even if the teacher puts in too much hard work, it is better to cultivate students' learning ability. The efficiency of Feynman learning method is reflected in the learning effect. If it is applied in education and teaching, more practice and exploration are still needed. Teachers, as designers, guides and promoters of the classroom, need to adjust the curriculum design according to the needs of different students and integrate the knowledge of different subjects. As mentioned at the World Education Innovation Summit in November 2019: "The role of teachers is being redesigned, and 'teachers' must be transformed into 'designers' who teach students in accordance with their aptitude." Therefore, which teaching mode is more efficient in the teaching reform of higher education needs to be explored in practice for every teacher.

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Analysis of PAD Teaching Mode in the Art Course of Normal Students under the New Normal School Background

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Abstract: In order to ensure students' learning quality, we should adopt new teaching methods to ensure students' learning quality. This paper analyzes the construction of conditions for the implementation of autonomous learning teaching methods. Through the flexible use of classroom organization, strengthen the basic teaching links to do in-depth discussion, hoping to provide effective reference for relevant people.

Keywords: PAD Teaching Mode; Art Course; Situational Education

1. INTRODUCTION

In recent years, the state has begun education reform, under the guidance of this environment, it is necessary to adopt a relatively new teaching model to ensure the quality of art courses of normal school students, to ensure that they can improve their comprehensive quality, so as to lay a good foundation for later teaching activities. Under the new educational links, PAD educational methods will be used to enhance students' interest in autonomous learning in order to improve their own initiative.

2. THE CONSTRUCTION OF CONDITIONS FOR THE IMPLEMENTATION OF AUTONOMOUS LEARNING TEACHING METHOD

PAD classroom education is essentially a kind of high-quality teaching mode which makes use of "three-ring integration" and combines with modern classroom practice to ensure all-round control of students' overall educational objectives, which is not only conducive to deepening many contents of classroom teaching, but also gradually arousing students' interest points and subjective consciousness, so that they can more clearly and understand the actual classroom education knowledge points. In the present normal school students art education link, often will divide the fine arts classroom into five structures and nine specific educational models block, on average, each module will have elective courses, this kind of teaching structure differentiation, will show its own understanding of the basic depth, ensure the richness and hierarchy of the classroom, create a diversified classroom education structure. The construction of this kind of art classroom will guarantee students to increase the right of independent choice, can strengthen their own personality development in the

extension of multiple classes, carry out a comprehensive understanding of the teacher's educational content, and promote the teacher's teaching activities and students' learning practice can be highly compatible. PAD teaching method can help to create a more open and autonomous way in the research of curriculum planning educational model so that it can be adapted to the actual needs of the masses of students. In the process of adopting this kind of education model, we should strengthen the education of students' autonomous rights, train students to study the teaching contents by means of independent thinking, help to strengthen the analysis and cognition of the problems, and lay a more reliable foundation for the later study courses.

3. ADOPT THE METHOD OF INDEPENDENT CLASSROOM TEACHING

3.1 Flexible use of classroom organization

Under the guidance of pad teaching mode, and in the guidance of the new reform system of normal education by the state, to strengthen the education mode of students, we should adopt a more diversified way, increase the characteristics of flexible teaching, and strengthen the setting of teaching syllabus, so as to facilitate the research and innovation of teaching methods and contents in an all-round way in the existing infrastructure. In the actual classroom teaching, we should make clear the position of teachers, and no longer take teachers as the main body. Reduce the teacher's guidance time in the classroom, allocate more time to the students' learning links, and improve the students' main position. Strengthen strategic research and create more interesting teaching links. During the flexible use of classroom organization mode, teachers need to make clear the quality and status of students' autonomous learning. Because students are limited by their own professional ability and comprehensive quality in learning, there will be a big gap in the actual independent learning link, which can promote students to improve the quality of teaching. Teachers' guidance should be given full play in the education stage. Divide students into several study groups and set up corresponding study subjects. And in the teaching, cultivate students' ability of independent thinking, and realize the effective discussion of the topic in the group. The development of this kind of way will help students to

achieve interactive discussion and research in the group. In the actual teaching stage, it will continue to cultivate the team spirit, promote ideological convergence, and mobilize students' interest and consciousness in learning in an all-round way. But the specific activities also need to be studied according to the actual art curriculum. If it is a course that requires single person to produce works, it cannot adopt the way of group cooperation, which can effectively and fully ensure that students can show their own style characteristics in the production of works [1].

3.2 Strengthening basic teaching links

3.2.1 Increased situational education

In the process of cultivating students, it is necessary to guarantee the basic learning process of students and ensure that students can always define their own learning objectives in the future learning links. In the future education stage, we can gradually strengthen the overall test mode according to our own teaching content, and carry out group discussion. Teachers need to explain according to students' works or thinking of art theoretical knowledge, which helps to train students' thinking extension and independent thinking ability. Usually, in the early stage of educational activities, it is often the main link of students' autonomous learning. In the teaching process of pad, situational teaching will be regarded as the main core content, which will help to strengthen the quality of teaching planning. In this environment, the mode of autonomous learning will gradually enhance the comprehensive quality and professional ability of students. For example, teachers should carry out situational teaching according to the classroom knowledge in the teaching process. In the study of the aesthetic stage of ancient Greece, we should permeate scientific and democratic views of knowledge and try to combine the development of history and culture. In this way, students will be brought into the historical period of ancient Greece at that time, and students will be guided to produce works about ancient Greek aesthetics. This kind of teaching mode will not only strengthen students' learning motivation and quality, but also gradually improve the efficiency of students'

independent students [2].

3.2.2 Strengthening Independent Exploration

In the process of art education, teachers should gradually strengthen the difficulty of asking questions according to the learning situation of students in the actual class, which is helpful to guide students to use their own independent thinking methods in more complex environments to learn a lot of art knowledge, provide a small number of clues appropriately, so that students can play their own ideas in the classroom education link to achieve high quality creation. In the training of normal students, only by constantly stimulating their thinking and research on the aesthetics behind fine arts, can we train more high-quality talents for the country when we graduate to education. In teaching, for example, teachers should to guide students to do according to the current knowledge to do all-round understanding, and then in practice to play their own subjective thinking ability, enhance their knowledge collection quality, so as to facilitate according to the teacher's problems, continue to study repeatedly, and put forward new innovative ideas.

4. CONCLUSION

To sum up, in order to ensure the current teaching quality of normal students, we should adopt a new PAD teaching mode in the teaching link, enhance students' autonomous thinking ability and strengthen their cognition of educational content, to improve students' comprehensive quality and professional skills.

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The Innovation of College English Teaching Based on Mobile Learning

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Abstract: The rapid development of the Internet environment has promoted the continuous upgrading and transformation of many industries. College students' English learning is also gradually changing from the traditional single teaching to the diversified network way. Students have realized efficient and convenient English learning ways under the diversified teaching environment. This paper makes a brief analysis and discussion on the innovation of college English teaching based on mobile learning.

Keywords: Mobile Learning; College English; Teaching Innovation

1. INTRODUCTION

Compared with modern mobile learning education, traditional English teaching has gradually shown its own shortcomings. From the present form, educational mobile innovation will become a major reform of English teaching. Mobile innovation education is completely different from traditional English teaching. Mobile learning can simulate a similar real language environment for students, so that students' ability to accept greatly improves, and exercise students' oral ability, to improve the quality of English teaching. English teaching in the traditional teaching classroom has always been based on the arbitrary mode of indoctrination. Teachers often only use a chalk and blackboard to teach students, such a teaching model for most students is not only boring, but also makes students' acceptance ability to continue to decline. And mobile learning is that teachers use new network media technology to communicate with students in the form of "face to face", so that students can greatly improve the efficiency of listening to classes. And since the living environment is different, the language atmosphere is also very different. The modern information-based teaching is to improve this phenomenon, and teachers take advantage of the network. When students go home after school, they carry out distance teaching on the Internet. And the popularity of intelligent network in modern society is high, so students can also practice and learn English at home. All in all, information teaching is a great reform in the traditional teaching, it not only inherits the traditional educational idea, but also uses its own scientific and technological advantages to create a real language environment for students, abandon the traditional blackboard teaching, and combine the advantages of modern new media to image the

courseware to facilitate students to accept [1].

For example, when the teacher is explaining "we love animals" to the students, the teacher can use multimedia to make slides of some common pictures of animals in daily life. When the teacher leads the students to learn the English names of animals, he opens the slide to show the pictures of each animal to the students. With the help of images, students can understand the appearance of animals, and combine pictures with language teaching, to leave a very vivid impression on students. In this way, when students see animals in the future, they will immediately remember that this is what teachers have taught before, to achieve the purpose of deep memory.

2. MAKE USE OF THE ADVANTAGE OF MOBILE NETWORK TEACHING PROCEDURE TO MAKE UP FOR THE DEFICIENCY IN TRADITIONAL TEACHING

In this situation, teachers should change their previous teaching mode and introduce English learning software from the background of network intelligence into their daily teaching. According to different students' learning habits and learning levels, suitable English learning software for students is recommended to help students to learn better. English learning software is flexible and students' learning is not limited by time and space [2].

For example, after the teacher has finished the "English around the word" class, the teacher can recommend the English learning software, such as the "Fluent English Speaking", which allows students to search the English learning content outside the class, and then lets the students use the language system of "Fluent English Speaking" for oral practice. Since there is no time or space limit for learning software such as "Fluent English Speaking", students can avoid learning in the same place at different times, so that students can turn on their mobile phone to "speak English fluently" both at school and after school. Under the university flipped classroom mode, students are the main body of classroom teaching. Therefore teachers should always list the main subjects of English learning software to students, so that students can use English learning software for autonomous learning, which greatly increases students' learning time and opportunities to a large extent, arouses students' interest in English learning and cultivates students' English learning ability, and promotes the improvement of students' English ability.

3. SIMULATE AN EFFICIENT LANGUAGE ENVIRONMENT FOR STUDENTS USING THE ADVANTAGES OF MOBILE LEARNING

Mobile learning is different from the previous one-to-many forms, teachers can do one-to-one simulation operation on the computer with the use of network facilities. In the past, classes were mostly teacher-oriented, and students rarely participated in the classroom activities, so students lacked the opportunity to exercise and practice. However, modern multimedia can improve this situation. Teachers can involve more and more students in class participation, so that students have a better sense of participation in learning, and teachers' questions at any time can strengthen students' language sense and improve students' oral speaking level [3].

For example, the teacher is explaining "hello" to the students. In this lesson, the main learning content is to greet others and take "say hello" as the class topic. Teachers can simulate a virtual environment on the multimedia according to the topic, and then use virtual VR technology to implant the courseware into VR glasses. In this way, three or four students are divided into a group in class. Each student is set up as a different role in the textbook. Each group uses VR glasses to experience the use of greetings in the actual environment. After the student's experience, the teacher can tell the meaning of each sentence to the students, and ask them to think if there is another

sentence that can express the similar meaning of "hello" besides it, thus developing the students' divergent thinking.

4. CONCLUSION

Mobile learning has been gradually absorbed in the traditional English teaching system, which promotes the development of college English teaching and the efficiency of students' English learning. Therefore, both schools and teachers should continue to attach more attention to mobile learning, and try to make it the best way to promote students' English learning through continuous exploration and improvement.

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Construction of Practical Teaching System of Physical Education Under the Background of Teacher Qualification Examination

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Abstract: It is a great test for the students to obtain the teacher's qualification certificate of physical education students from the original Provincial Department of education when they graduate to the transformation that they need to apply for the examination by themselves. The results of the investigation on the PE students who apply for the teacher qualification examination by themselves are not satisfactory. Also exposed the malpractice of our practice teaching system. In the teacher's qualification examination, especially in the student's trial teaching, our students' teaching ability and teaching level are highlighted. Therefore, under the background of the national examination of teachers' qualification certificate, how to make our practical teaching system more perfect, practically improve the students' practical ability, meet the requirements of the state for physical education teachers, and then make the students go to work smoothly is particularly crucial.

Keywords: Teacher Qualification Certificate; Physical Education Major; Practical Teaching

1. INTRODUCTION

The requirements of the notice on the separate coding of the public subjects of primary and secondary school teachers' qualification examination sound, physical and aesthetic professional candidates issued by the teacher work department of the Ministry of education. From the second half of 2017, the acquisition of PE professional teacher's qualification certificate was changed from the previous uniform release meeting the graduation conditions to requiring students to take their own examination [1-3]. The change of acquisition method greatly reduces the proportion of students who succeed in the teacher qualification examination, thus affecting the employment of students. Therefore, for our practical teaching, how to make it fit with the national examination of teachers' qualification certificate through reasonable construction is particularly important.

2. THE CONSTRUCTION OF PRACTICAL TEACHING SYSTEM OF PHYSICAL EDUCATION UNDER THE NEW BACKGROUND OF NATIONAL EXAMINATION OF TEACHER QUALIFICATION CERTIFICATE

In the new situation, the author of physical education

professional practice teaching system construction research mainly from the goal, content, security, evaluation four aspects.

2.1 construction of target system

For students majoring in physical education, the teaching practice of physical education is aimed at improving the actual teaching level of students majoring in physical education and cultivating the classroom teaching ability of primary and secondary schools. Under the situation that the students of physical education major need to obtain the teacher's qualification certificate, the construction of the teaching practice goal system of physical education major should be closely combined with the following three aspects: first, combining the training goal of physical education major itself [4-7]. Secondly, social demand, what is the requirement of the primary and secondary schools or the social talent market for the practical ability of physical education major, is also the basis of the establishment of teaching practice target system. For this, we can refer from the recruitment of talents and the public recruitment of PE teachers, to make the goal of PE teaching practice closely combined with the social needs. Thirdly, the interview of teacher's qualification certificate requires us to combine it with our practical teaching practice.

2.2 construction of content system

The practical teaching content of physical education major involves specific teaching, so the three basic teaching processes of teaching preparation, implementation and feedback are the basis of content system construction.

The teaching preparation includes not only the students' familiarity with the course, but also the dress, the writing of the teaching plan and the preparation of the field equipment before the class. Physical education is an action skill. Teachers' dress should meet the needs of sports [8]. The classroom teaching plan is a direct reflection of the preparation of the course in the teaching practice. The students participating in the practical teaching should write the standard in the teaching plan, and the details related to the teaching should be reflected in the teaching plan. The teacher's qualification examination takes up a large proportion of the writing of teaching plan, which requires students to demand themselves with high standards in practical teaching. The preparation of

field equipment before class, physical education class should rely on specific field and equipment, and the grouping design of class should be based on suitable field and enough equipment.

Practice teaching is not only to organize students to implement the content, but also to use reasonable methods to achieve the expected purpose. In the process of teaching, students need to pay attention to the prevention of potential safety hazards, classroom routines, teaching methods and means, the completion of teaching objectives, the standardization of language explanation and demonstration, teaching density and classroom atmosphere.

Teaching feedback is divided into three levels: practice students' own feedback, classroom students' feedback and instructor's feedback. The purpose of feedback is to improve the level of practical teaching. In the feedback, students participating in the practice should summarize the feedback information of these three levels, to improve their teaching ability.

Preparation, implementation and feedback interact with each other. Teaching preparation is the beginning of the course, teaching implementation is the concrete embodiment of the quality of the classroom, teaching feedback is the summary and reflection of the classroom, and it has an adverse effect on the process of teaching preparation and teaching implementation.

2.3 construction of security system

The construction of the practical teaching guarantee system of physical education specialty is related to the implementation of the practical teaching objectives and the implementation of the content system, so as to successfully pass the teacher qualification examination in the future and meet the needs of the society for physical education talents, so as to smoothly go to work. Mainly from the self-monitoring of students, the professional guidance of teachers, the construction of practice base and the expansion of the second classroom.

Students' self-supervision includes students' subjective progress and objective practice. Practical teaching, teachers' qualification examination and employment all need students to have good teaching ability. In practice teaching, we should summarize and practice more, to improve our practical ability.

The teacher's role of teaching by words and deeds is an important aspect of improving students' practical ability. The instructor has rich teaching experience. Taking a laissez faire attitude towards students in practical teaching will make students lack effective guidance in practice, so that the practical ability cannot be effectively improved. In order to strengthen the close degree between the practical teaching of College Physical Education and the teaching courses of primary and secondary schools, the local excellent primary and secondary school teachers can be employed as guidance experts.

Practice base construction. The improvement of practical teaching ability needs the accumulation of

quantity to improve the quality. For sports professional managers, enrich the off-campus practice and practice base, so that students can really participate in the teaching process of primary and secondary schools in off campus practice. To better grasp the characteristics of primary and secondary school teaching as well as the characteristics of primary and secondary students. In practice, we should make reasonable distribution according to the needs of practical students, for example, some students tend to face primary school employment in the future, some tend to face middle school employment. Before the practice outside the school, the place of practice should be allocated according to the students' intention.

The second class comes from the fact that the teaching materials are limited to the teaching materials, and the form is relatively lively, which enables students to flexibly use the skills they have learned. For example, participating in the organization of innovative practice activities in Colleges and universities, sports association activities and so on, and extracurricular one-hour Sunshine Sports in primary and secondary schools.

2.4 construction of evaluation system

Practical teaching evaluation system is a summary of students' practical teaching effect, that is, teaching ability, and a test of the first three systems. A reasonable evaluation system is needed for students to improve their participation in practical teaching, to meet the requirements of teachers' qualification examination, and to meet the needs of the society. Under the background of the national examination of teachers' qualification certificate, the evaluation system needs to be integrated based on the original evaluation of practical teaching and the requirements of the interview of teachers' qualification certificate and the requirements of the society for talents. Therefore, the evaluation system of practical teaching needs to be based on the original self-evaluation of students and the summary of teachers, in addition to organizing students' teaching competitions and simulated interviews to carry out comprehensive evaluation to ensure the practical improvement of students' practical ability.

3. CONCLUSION

Under the background of the national examination of teachers' qualification certificate, higher requirements are put forward for the physical education major. The change of the way of obtaining teachers' qualification certificate is more pressure and motive force for students. For our practical teaching, whether the students we cultivate can accept the test of the society, the teacher qualification examination also brings us opportunities and challenges. Therefore, under the original practical teaching standard, combining with the teacher qualification examination, the practical ability of the students majoring in physical education is constructed, and the practical ability of the students majoring in physical education is practically improved

with high standards and strict requirements. This requires the joint action of both teachers and students to cultivate the teachers with comprehensive development of moral, intellectual, physical, aesthetic and labor, solid professional theoretical knowledge and strong practical ability, to lay the foundation for the physical education students to work.

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Research on the Outstanding Problems and Strategies in the Logistics Management of Industrial Enterprises

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Abstract: With the rapid development of Internet economy, logistics industry has been greatly promoted. As a part of enterprise management, logistics management plays an important role in the operation and development of enterprises. But the enterprise's logistics management and the logistics industry's internal management are different, in addition to their different management content, the management level of the two is also some gap. The internal management of the logistics industry has many professional talents and quite mature management system. There are many problems in logistics management, not only lack of professional talents, but also incomplete management system. Logistics management level, not only affects the production and operation of enterprises, but also has a significant impact on the future development of enterprises. Based on many years of experience in logistics management, combined with the outstanding problems existing in the logistics management of industrial enterprises, the author discusses the reform methods and Countermeasures of the logistics management of industrial enterprises.

Keywords: Logistics Management; Strategy; Industrial Enterprise

1. INTRODUCTION

With the advent of the digital economy era, enterprises are facing unprecedented challenges and business opportunities. Improving the market competitiveness has become the main goal of enterprise development. In order to improve the market competitiveness, we should not only start with the product quality of the enterprise, but also strengthen the management level of the enterprise. As an integral part of enterprise management, logistics management is not only the focus of enterprises, but also the difficulty of enterprise management.

2. CONTENT AND IMPORTANCE OF LOGISTICS MANAGEMENT OF INDUSTRIAL ENTERPRISES

In the process of operation, industrial enterprises should not only produce and manufacture products, but also pack and store products according to customers' needs, and deliver products to designated places on time. It can be seen that logistics management plays an important role in the business process.

2.1 Product packaging and storage

The effect of product packaging and storage not only affects the quality of products, but also affects the delivery and distribution of products. Product packaging and storage, as an important part of logistics management, must strengthen the standardization of packaging and storage. The standard and reasonable packaging can effectively store, shorten the time of delivery and distribution, and improve the overall efficiency of enterprise logistics [1].

2.2 Delivery and distribution of products

The main content of product delivery and distribution is to deliver the product to the place required by the customer within the specified time. Not only the delivery time has strict requirements, but also in the process of delivery, but also to ensure the quality of products. Only when the requirements of time and quality are met at the same time, can the customer be satisfied and the enterprise develop healthily [2]. Therefore, in order to shorten the delivery time of products, enterprises have adopted various means of transportation. Not only can effectively improve the efficiency of enterprise logistics, but also can avoid accidents and better guarantee the delivery of products.

3. OUTSTANDING PROBLEMS IN LOGISTICS MANAGEMENT OF INDUSTRIAL ENTERPRISES

Although the logistics management has an important impact on the production and operation of enterprises, the level of logistics management of enterprises is still immature. The outstanding problems in the logistics management of industrial enterprises are mainly reflected in three aspects: imperfect basic conditions, backward logistics management concepts and imperfect logistics management system [3].

3.1 Imperfect basic conditions

The basic conditions of enterprise logistics management mainly consist of two parts: human and route. In the enterprise logistics management, there is not only a lack of professional logistics management personnel, but also no specialized logistics management organization. The reasons in this regard lead to the lack of professional planning of transportation routes and the increase of transportation costs of enterprises.

3.2 Backward logistics management concept

In addition to the imperfection of the basic conditions,

the backwardness of the concept has also become a major problem in the logistics management. With the rapid development of the Internet, the construction of many remote areas is more and more prosperous, and the demand for commodities is also growing day by day. Therefore, in the process of business operation, enterprises should not only increase the sales volume in urban areas, but also carry out layout in remote and rural areas to sell products to all parts of the country. If you want to expand the business area, the first thing you need to do is to innovate the concept of logistics management. Abandon the original concept of logistics management, look at the market with the development of the times, and strengthen and improve the level of logistics management of enterprises.

3.3 Imperfect logistics management system

The imperfection of logistics management system is a big obstacle in the development of enterprises. The imperfect logistics management system not only affects the logistics transportation efficiency of enterprises, but also lays a hidden danger for the logistics transportation work of enterprises. The imperfection of the logistics management system, to a large extent, affects the timeliness of the logistics management, and is also the main reason for the stagnation of the logistics management level [4].

4. REFORM METHODS OF LOGISTICS MANAGEMENT IN INDUSTRIAL ENTERPRISES

In order to improve the logistics management level of industrial enterprises, we should start from all aspects. We should not only reform according to the market demand, but also improve the logistics technology from the inside of the enterprise. Under the premise of ensuring the normal production and operation of the enterprise, the logistics system of the enterprise is improved by various methods.

4.1 Reform according to market demand

Market demand is not only the source power of enterprise development, but also the vane of enterprise innovation and reform. When carrying out logistics management reform, enterprises must also follow the trend of social development. Starting from the demand of the market, we will improve the efficiency and standardization of enterprise logistics. With the development of the era of big data, people's concept of time is becoming more and more important. Therefore, when carrying out logistics transportation, enterprises should not only ensure the timely arrival of products, but also ensure the real-time update of logistics information. The method of real-time update of logistics information conforms to the development of the times, meets the needs of customers, and increases the competitiveness of enterprises in the market.

4.2 Improve logistics technology

Improving logistics technology is an important measure of enterprise logistics management. The improvement of logistics technology can not only set the level of logistics management on a new stage, but

also enhance the core competitiveness of enterprises. At the same time of improving logistics technology, we must pay attention to the quality of product transportation. To improve logistics technology, we should not only reform from hardware facilities and equipment, but also introduce professional talents. Professional talents can make use of logistics management skills to build a strong logistics management information network. From each link of enterprise logistics, we should reform to improve the level of enterprise logistics management.

4.3 Improve enterprise logistics system

The logistics system of an enterprise has a restrictive effect on the transportation and storage of products. The improvement of logistics system can help enterprises to standardize their management and avoid some risks and hidden dangers in the process of operation. It is a long way for enterprises to improve the logistics system. In the process of business operation, enterprises need to continuously practice and explore, and then analyze the causes of the problems to make targeted improvements. Although the process of improving the enterprise logistics system is relatively long, it plays a great role in promoting the operation and development of the enterprise. Moreover, the improvement of enterprise logistics system can also enable enterprises to strengthen the supervision of logistics, to improve the overall level of enterprises.

5. CONCLUSION

In the process of improving the level of enterprise logistics management, we should first understand the importance of logistics management in the enterprise. Then, in view of the common problems in the enterprise logistics management, the logistics system is constantly improved. In the process of business operation, the logistics system is constantly optimized and changed. To improve the level of logistics management, we should also reform the logistics of enterprises from all sides. The reform of enterprise logistics management must be carried out from both internal and external aspects. At the same time of improving the internal logistics technology, we should also combine with the development of the times. With advanced technologies such as big data, enhance the management and control of enterprise logistics, improve the efficiency and comprehensive strength of enterprise logistics. Logistics management will become more and more important in the future development of enterprises. And the continuous improvement of transportation equipment speed will greatly shorten the transportation time. Therefore, only following the development of the society, can we make the logistics management more efficient and make the enterprise get a healthy long-term development.

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A Study on Choreography of Middle-Aged and Old People

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Abstract: With the continuous development and progress of our society, people's living standards have been greatly improved, and people's ideology has been constantly enhanced. At present, there are many middle-aged and old people in China, which are the objects of great concern to the society and families. To strengthen the spiritual and cultural construction of middle-aged and old people, to let them know dance and learn dance arrangement, not only plays a vital role in the physical health and psychological adjustment of middle-aged and old people, but also promotes the development of building a harmonious society.

Keywords: Dance; Arrangement; Middle-Aged and Elderly

1. INTRODUCTION

In recent years, as a group activity, dance has become the best choice for middle-aged and old people to play and exercise. Dance arrangement mainly focuses on the dancers' dance movements and the grasp of rhythm, which requires the ability of thinking vividly and flexible body movements. Dance activities can not only enrich the life of the elderly, but also enhance the fun of life for the elderly. In order to arrange and study the dances of the middle-aged and old people, we should go deep into their cultural life and make a comprehensive analysis and exploration of them.

2. THE SIGNIFICANCE OF DANCE ACTIVITIES AND CHOREOGRAPHY IN THE ORGANIZATIONAL ACTIVITIES OF THE ELDERLY

As the main group of dance activities, it is of great significance for the middle-aged and old people to actively carry out dance activities and choreography. Dance can not only bring people visual enjoyment, but also improve the overall quality of dancers. Choreography is a kind of artistic creation form of dance, which is a way for dancers to show their dance skills and skills [1-4]. Dance choreography not only links music and dance, but also requires dancers to modify and create dance movements. Through rich expressions and coherent body movements, the theme and emotions of dance are expressed, to achieve the effect of dance performance. Dance arrangement and activities can not only enrich the communication activities of the elderly, enhance the feelings and friendship between the elderly, but also regulate the spirit and emotions of the elderly, and promote the

development of physical and mental health of the elderly.

3. THE PARTICULARITY OF DANCE ARRANGEMENT FOR MIDDLE-AGED AND OLD PEOPLE

3.1 Dance for the middle-aged and the elderly has the characteristics of sports and fitness

For the middle-aged and old people, dance is a special way of life movement to enhance physical quality and reduce disease. Through the way of dancing, improve the cardiopulmonary function, improve the blood circulation of the body. In the process of dancing, through continuous exercise, strengthen the digestive system of the gastrointestinal tract, exercise the flexibility and coordination of the joints, and enhance the flexibility of the muscles, it provides a great help for the physical and mental health of the elderly [2]. In addition, in the process of choreography, it is particularly important to pay attention to the elderly's ability to bear pressure, to avoid the high degree of difficulty of dance movement, and to conduct choreography exercise mainly based on physical safety and health.

3.2 Dance for middle-aged and old people is good for expressing their emotions

Dance, as an essential sport for middle-aged and old people, can radiate their spirit and cultivate their sentiment. From the actual situation of the old people's life, many old people can't adapt to the boring life state when they are old or retired, and they are full of disappointment and complaint. Dance activities can enrich the emotional world of the elderly, make the dancers feel happy, enjoy the wonderful experience brought by dance, produce psychological changes that love life, and realize the unity of physical and mental and emotional of the elderly.

4. THEME SELECTION OF DANCE ARRANGEMENT FOR MIDDLE-AGED AND OLD PEOPLE

4.1 Take social trend as the basis of dance creation

When choreography is carried out, it is generally necessary to design choreography first, and the choice of theme is the key to choreography of the whole dance work [3]. The theme selection of dance arrangement for middle-aged and old people should be closely related to the current elements of the society, and fully understand the background, theme and influence of the whole work. For example, when arranging the dance "father's back", let the middle-aged and old people in

the competition know what kind of special background "father's back" is written in, and express the author's patriotic feelings and feelings of missing relatives. Emotion and war background are the trend thoughts and elements of the development of the contemporary era. Based on this, from the aspects of kinship, revolution and war victory, we choose songs that we all know and feel.

4.2 Clarify the theme and deepen the idea

The theme is the basic condition for the work to be highly promoted. Therefore, in order to make the choreography of middle-aged and old people more distinctive, we should start from the root, especially the choice of choreography theme, and take the theme as the center, and make an in-depth analysis of the intention of the program around the center. For example, our country has a wide area and different regions have different regional characteristics. Mastering the regional characteristics can take the regional dance as the theme of dance arrangement, to make the local characteristics of the program richer. In this way, the choreographed dance can easily be recognized by the local middle-aged and elderly groups. However, in the process of choreography, we should draw inferences from one instance and draw inferences from the other, remember the same choreography form, apply creative thinking and creative vision to choreography, be brave to get rid of traditional constraints, and integrate innovative elements based on tradition. Only in this way, the "vitality" of dance can be more long-term.

4.3 Choosing dance theme in combination with the life of the middle-aged and the elderly

Life is the source of art development, and art is also the "condiment" of life, the two complement each other and grow up. Therefore, in the process of choreography, we should fully consider the basis of life, so that the content of choreography is closely related to life. In this case, the choreographed dance can be accepted by the public, and can be integrated into the life of the elderly. For example, there are many artists with high dance attainments in life, but throughout the works of all artists, they have a close relationship with life, such as Zhang Jigang's thousand hands Avalokitesvara, mother, etc. The Inspiration of the above works all comes from life, and in the process of exhibition, the difficulty of skills is not high, there is a sense of reality and life, especially the sense of life "Thousand hands Guanyin" is loved by the audience. In the process of choreography, a reasonable choice of dance props can promote more life-style dance.

5. CULTURAL ELEMENTS IN CHOREOGRAPHY

5.1 Cultural elements of traditional art

The dance of middle-aged and old people not only enriches the art of amateur activities of middle-aged and old people, but also contains profound culture. As for the choreography of middle-aged and elderly people, in order to improve the effect of dance, we

need to integrate folk art into it, because folk art comes from the masses and is also carried forward in the masses, so there is a close relationship between the masses and folk art, and folk art can also resonate with the masses [4]. The integration of folk art into dance arrangement can not only enrich the image of dance, but also make the artistic conception of dance more profound. For example, in some large-scale evening parties, there are often many programs with folk colors, such as paper cutting, Kung Fu, etc. the combination of these folk arts and dance can improve the level of dance programs, but also make the single dance more rich, which is conducive to the improvement of the attraction of dance programs. In addition, Peking Opera is the essence of Chinese traditional culture, which is integrated into the choreography of middle-aged and old people and plays an expanding role in the dance art space. Adding the essence of folk art to dance is conducive to creating dance programs with national characteristics.

5.2 Cultural elements of fashion dance

Dance element is an important foundation to improve the form of dance. In the process of choreography, it is not only necessary to integrate folk art, life flavor and other contents, but also to make full use of the elements, so that the choreographed dance can be more abundant and have "soul". However, there are many elements that can be integrated into the dance, and only reasonable selection in the arrangement can have unexpected effects. For example, the integration of modern fashion elements into dance choreography, and the addition of modern dance, Cha Cha, samba and other fashion dance elements in the dance of middle-aged and old people in China not only improves the level of dance, but also makes dance more dynamic.

6. CONCLUSION

It can be seen from the above description that the choreography of middle-aged and old people is also a process of artistic creation, but the art form needs to be more popular and life-style. Therefore, without departing from the theme, adding fashion elements, cultural elements and other elements into the dance can not only give the dance a certain vitality, but also make the middle-aged and old people more easily accepted. Therefore, the choreography of middle-aged and old people's dance should find out the theme and clear intention.

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The Influence of Higher Vocational Physical Education on the Constitution of Poor Students

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Abstract: With the implementation of the charging system in Colleges and universities, the number of poor students in Colleges and universities is increasing rapidly, and the physical and mental health of poor students is concerned by all aspects of society. At present, there are few researches on the physical education of poor students in higher vocational colleges. Poor students are unable to ensure a good quality of life due to their poor family economic conditions, and their physical condition is affected to a certain extent. Strengthening physical exercise is helpful to improve This paper studies the influence of physical education on the physical fitness of poor students, which is of great significance to improve the current physical education theory and guide the physical education in higher vocational education.

Keywords: Higher Vocational Colleges; Physical Education; Poor Students; Physique

1. INTRODUCTION

Poor students in higher vocational colleges are a special group. Their physical and mental health development is affected by economic poverty, and their quality of life is poor. There is a certain gap between their physical level and that of ordinary students. Physical exercise can help poor students to improve their physical quality. At present, the relevant research focuses on the mental health education of poor students, but the research on the physical condition of poor students in higher vocational education is less. This paper investigates the physical condition of the poor students in higher vocational education, compares the physical condition with that of the ordinary students, and discusses how to improve the physical condition of the students through physical education, to promote the development of the students' physical and mental health. It provides a reference for the reform of physical education in higher vocational colleges.

2. A SURVEY OF THE CURRENT SITUATION OF PHYSICAL EDUCATION FOR POOR STUDENTS IN HIGHER VOCATIONAL COLLEGES

Poor college students are those who have difficulty in paying tuition and miscellaneous fees and whose basic living expenses are not guaranteed. Poor college students are characterized by their inability to pay tuition and low cost of living. Poor students cannot guarantee good living conditions due to poor family

economic conditions, so their physical and mental health development is affected to some extent. Strengthening physical exercise is conducive to the improvement of students' physical fitness level [1].

Taking the poor students in Higher Vocational Colleges as the objects of investigation and referring to the national standard of students' Physical Health issued by the Ministry of education, the paper tests the students' physical fitness and establishes a database of the results of the students' physical fitness test. The survey shows that the proportion of general students who are overweight is higher than that of poor students. There are many reasons for this. The diet structure with high nutritional capacity is an important reason for the increase of obesity. Poor families have limited economic conditions and many undernourished people. Common students have the habit of eating and sleeping, which results in high body fat content. Compared with urban students, poor students have more physical labor, and their physical quality is better. According to the investigation of the poor students' physical health and the way of sports in higher vocational colleges, there is a big difference between male and female students' performance, and the overall physical health is poor [2]. It is very important to analyze the way of College Students' sports and study the countermeasures to improve their physical fitness. It is found that boys often take part in competitive sports such as foot basket, Pingyu and so on. Girls like aerobics, dance and so on. Based on the investigation and analysis of the poor students' physical health in higher vocational colleges, it is found that the main factors affecting physical education and students' physical constitution are the ignorance of the cultivation of students' physical quality in school physical education, the unclear teaching objectives, and the backward concept of physical education.

The teaching focus of higher vocational colleges is to carry out vocational education for students. In the physical education teaching of some higher vocational colleges, the cultivation of students' physical quality is often ignored. The current situation of paying attention to the short-term education effect generally exists in the physical education teaching of higher vocational colleges. The teaching focus in the teaching is on improving students' physical quality in the semester and ignoring the development of students' physical education quality. The state pays more and more

attention to higher vocational colleges, and the scale of higher vocational colleges is expanding. However, many schools use a large amount of funds for professional construction, ignoring the investment of sports infrastructure. Many colleges' sports funds do not respond to the increase, and only rely on the original equipment to maintain teaching, which cannot meet the needs of students' sports activities.

3. SUGGESTIONS ON IMPROVING POOR STUDENTS' PHYSIQUE BY PHYSICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

Poor students' physical and mental development is affected by economic conditions. In view of the neglect of poor students' guidance in the current physical education teaching, scientific guidance should be provided in combination with the actual physical quality of poor students. Through publicity, students' awareness of physical exercise should be improved, good sports habits should be developed, and their physical fitness level should be improved.

There are many reasons for the decline of College Students' physique. The main reason is that the examination-oriented education in school physical education ignores the cultivation of students' physical quality. In order to improve college students' physical health, we must establish the guiding ideology of health first, cultivate parents' awareness of participating in physical fitness, help students establish correct physical values, make students understand the importance of physical health, and be positive. Take part in all kinds of sports and form a good habit of physical exercise.

Strengthening physical exercise is a direct way to improve the physical health level of higher vocational college students. Different objectives of individual participation in physical exercise have different requirements for exercise items and exercise load arrangement. Teachers should help students to define their exercise goals according to their physical fitness level, make exercise plans in line with their own situation, and improve their enthusiasm for sports. Students should make exercise plans according to the school teaching time, take the semester as the exercise cycle, determine the weekly exercise time, and carry out comprehensive and systematic physical exercise. Every day to ensure more than one hour of exercise time, exercise should be arranged to ensure the continuity of sports, and gradually improve the physical quality of students.

The selection of physical exercise items affects the effect of individual exercise. Some exercise items can promote physical development, some exercise items can guarantee physical health. Students should pay attention to the combination of different items when choosing exercise items. Exercise load is the physiological load for physical exercise. If the load is too small, it cannot reach the exercise goal. Exercise

load should be controlled reasonably according to the physical level of students to avoid the bad stimulation to the individual caused by the loss of exercise load.

School sports ground is the material guarantee for physical exercise. With the expansion of higher vocational colleges, sports ground equipment needs to be increased accordingly. Schools must adhere to long-term investment in sports teaching funds, improve the conditions of sports ground, build sports ground in a planned way, attach importance to the maintenance of sports equipment, and improve the conditions of school sports. Set the opening time of sports venues flexibly, reduce the fees of sports venues, and enhance the enthusiasm of students. For example, most of the swimming pools in higher vocational colleges adopt the charging system, which will affect the enthusiasm of poor students to participate in sports and is not conducive to the improvement of students' physical quality. Schools should provide enough sports venues for students to exercise.

Higher vocational colleges should constantly enrich students' extracurricular sports content, enrich student's extracurricular life, guide students to strengthen exercise and stimulate their interest in participating in sports. Schools should play the role of student associations, carry out various extracurricular sports events, provide more conditions for students to participate, mobilize students' enthusiasm for participation through competitions, and cultivate students' good operation Habit of movement. To guide students to master scientific exercise methods, the poor students should focus on strengthening physical coordination exercise. We should strengthen the construction of financial aid system for poor students, establish a financial aid system that is suitable for Higher Vocational Colleges and comprehensive consideration of the economic needs of students with family economic difficulties, to provide basic guarantee for the healthy development of students.

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Research on business English Teaching under the background of Internet

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Abstract: Under the background of the Internet, the business trade between countries and different economies is more and more frequent, so the learning requirements and standards of business English are higher and higher, so it is necessary for teachers to accurately position the learning background and learning objectives of the subject when they carry out business English teaching. This paper starts with the goal of business English Teaching under the background of Internet, and studies the problems and teaching methods in Business English Teaching under the background of Internet.

Keywords: Internet Background; Business English; Teaching Mode; Research

1. INTRODUCTION

Business English is an important major of English department in Colleges and universities. In recent years, business English is also an important standard for more and more international trade enterprises to select talents. As a global communication and communication language, business English puts forward higher requirements for students' English level in the direction of standardization of language expression and improvement of listening ability. The popularization and penetration of the Internet in education requires business English to have a clearer teaching objective, and requires teachers to optimize the teaching mode in the teaching process [1-3]. Therefore, the research on business English Teaching under the background of Internet is of great educational significance.

2. RESEARCH ON BUSINESS ENGLISH TEACHING UNDER THE BACKGROUND OF INTERNET

2.1 Overview of internet background

Internet background is a global character development trend put forward by Premier under the background of Internet's important role in global economic growth and industrial structure improvement. The application of Internet in various industries has a great impact on the traditional production mode, as well as in the education industry. Internet can provide a more convenient and rapid way of information dissemination for people's daily life and production work, and provide a basis for students to receive more comprehensive and more developmental education.

2.2 Business English teaching objectives in the context of Internet

Compared with general English majors, business English is more professional oriented. Business English not only requires students to grasp the relevant professional terms in the process of business and trade, but also requires students to have strong application ability and practical ability in Business English, combine English learning with English expression flexibly, and improve oral English ability in combination with business English application situation Strength and listening ability.

3. PROBLEMS IN BUSINESS ENGLISH TEACHING UNDER THE BACKGROUND OF INTERNET

3.1 students' professional knowledge of business English is weak

Compared with general English majors, the standard vocabulary of business English is more difficult, among which the vocabulary requirements related to international trade and related processes are relatively higher. Students' exposure rate to business English is almost zero before learning in Colleges and universities, so learning in Business English Teaching in Colleges and universities is students' first exposure to business English. Although students have laid the foundation of English learning in primary and secondary schools for many years, and have mastered the basic methods and learning habits of English learning to a certain extent, there is still a big gap between business English and the content that students have been exposed to before.

3.2 Business English teaching lacks advanced teaching means and methods

In the process of researching and investigating the current business English teaching methods in Colleges and universities, it is found that the current teaching methods are still relatively traditional, for example, the interaction between teachers and students is mainly in the form of questioning. Although this way can let teachers know the learning situation of students in time, after all, the questioning time in the classroom is limited, and teachers get questions in the classroom There was little feedback and the situation was relatively good. In the Internet plus mobile era, teachers can ask questions of all students in the classroom by using mobile phone software, and better promote communication between teachers and students, help teachers better understand the feedback of students' teaching content, and at the same time, reduce the bad influence caused by students' irregular

use of mobile phone.

3.3 The contents of business English textbooks are not professional and of low quality

Some colleges and universities have some shortcomings in the arrangement and selection of business English teaching materials. For example, some teachers regard business English as a pure integration of business process content and English curriculum content. If they do not pay attention to the relationship between different priorities of business English and blindly let students learn and grasp the contents of the teaching materials comprehensively, they cannot reflect business English and general English the difficulties and advantages of language learning. It takes a lot of time and energy to grasp the content quality of business English teaching materials. It requires professional course teachers to make clear and summarize the main learning objectives and personnel training directions of this professional course, to establish a more intuitive and clear knowledge framework to show in front of students. The arrangement and high-quality selection of business English teaching materials by college teachers can give full play to the leading role of teachers in involving and using teaching materials, independently design teaching contents that meet the teaching conditions of different courses, deepen students' class memory, and thus promote students to understand and master business English learning contents more comprehensively.

4. RESEARCH ON BUSINESS ENGLISH TEACHING UNDER THE BACKGROUND OF INTERNET

4.1 Build a business English teaching mode based on Internet practice

Through the introduction of network technology and mobile devices, the teaching scope will be changed from the traditional classroom to a diversified platform combining online communication and classroom teaching, which can provide more opportunities for students to practice online, let students actively explore and communicate in the task situation, and truly realize the innovative application of teaching and learning mode. For business English teaching, the main purpose of teaching is to cultivate students' comprehensive application ability of business English, rather than the simple exploration of memory, reading and other skills. Therefore, it is necessary for students to actively explore the Internet business situation activities, so that they can find their own problems in learning.

4.2 Build a new business English teaching mode of Internet flipped classroom

Flipped classroom is a teaching mode proposed by western countries and continuously optimized according to the current situation of Chinese education

after its introduction into China. Once the flipped classroom model changes the traditional teaching method, it can help students better grasp the key points and difficulties in Business English learning, and make students more active, to better improve their cognitive ability. The idea of flipped classroom teaching is to build a student-centered classroom. In the learning mode of business English major in Colleges and universities, it is necessary to carry out teaching according to the different characteristics of each student, to realize differentiated teaching. Therefore, in order to make the flipped classroom model work better, we need to recognize the status of students in the classroom, and pay more attention to the construction of the classroom atmosphere, so that students can better express themselves in the classroom, and students' enthusiasm for learning will be greatly improved.

4.3 Improve students' feedback on business English teaching mode in the context of Internet

As the business English teaching mode under the internet background is still in the process of continuous exploration, it is the demand of continuous development of business English teaching mode under the internet background to innovate and improve the existing teaching mode according to the needs of students' learning ability. Teachers can combine online evaluation, offline statistics and other different ways to collect students' suggestions and feedback on teaching mode in time, to better adjust the proportion of different learning modules such as business English curriculum practice and theoretical learning.

5. CONCLUSION

To sum up, the internet background puts forward higher requirements for business English Teaching in Colleges and universities, and provides more ways and opportunities for the enrichment of business English teaching mode and the improvement of teaching efficiency. Teachers should be fully aware of the differences and connections between business English and general English majors, pay attention to the proportion of Internet practice in the teaching process, and promote students' learning and application of business English.

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Research on the Teaching Reform of Translation Course Based on the Cultivation of Innovative Talents

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Abstract: Translation is a very important course in English major. With the development of society, the demand for high-quality and innovative translation talents is increasing. Therefore, teachers should actively carry out the teaching reform of translation courses, train innovative translation talents and improve the quality of talents. This paper discusses and analyzes the teaching reform of translation course based on the cultivation of innovative talents.

Keywords: Training Innovative Talents; Translation Course; Teaching Reform

1. INTRODUCTION

Innovative translation talents have become the focus of training students in English majors at present. Translation students with innovative ability should not only have excellent English translation ability, but also have rich translation experience, know how to adapt to the situation and completely different translation tasks [1-3]. Therefore, teachers should pay attention to the reform of translation curriculum, consciously cultivate students' innovative ability, accumulate experience and promote students' development. Next, how to carry on the translation course teaching reform based on the cultivation of innovative talents is elaborated in detail.

2. DEFINING TEACHING OBJECTIVES FOR TRANSLATION COURSES

Traditional translation teaching is mainly to let students understand language differences, master English translation theory and skills, and cultivate students' ability of rapid conversion between English and Chinese. But in practice, traditional translation teaching is only applicable to the classroom, which plays no role in the cultivation of students' innovative ability and practical ability.

For example, teachers should first take the current social demand for translation talents as the guide, conduct enough research and investigation to clarify the teaching direction of translation courses in the future. Then, teachers should search for many innovative translation teaching cases through the Internet to understand the abilities and skills of innovative translation talents. In addition, teachers should detail division of teaching objectives. Set more detailed and clear goals according to different grades,

effective training of innovative translation talent.

3. ENRICHING TEACHING CONTENT AND REFORMING CURRICULUM

Setting up reasonable translation courses and teaching contents can greatly improve students' learning efficiency, achieve teaching objectives with high quality, and promote the cultivation of innovative translation talents. Therefore, teachers should actively reform translation courses, enrich teaching contents and promote students' learning and development.

For example, first, for the reform of translation courses, teachers should effectively set up courses and cultivate students' innovative abilities according to the needs of translation talents mentioned above. For example, outside the original basic translation courses, teachers can carry out situational translation courses, restore some real scenes in translation, place students in them, use their own translation knowledge to solve scene problems and develop students' ability to adapt to the situation. Then, teachers should set up situational interpretation after the situational translation course to explain to students some problems encountered in the actual translation process and how to deal with them. At the same time, teachers can encourage students to think for themselves, carry out appropriate transformation and innovation based on original translation, and solve problems. In addition, Chinese-English translation is essentially an exchange and communication between languages, and some difficulties will inevitably be encountered in the process of translation, which requires the help of some translation skills and translation equipment to complete, so it is very important for the rational use of translation software and translation skills. Therefore, teachers should enrich the content of teaching and let students master comprehensive translation skills and tools. For example, teachers can add an electronic translation tool to the original content to introduce and use based on these courses, students are taught the kinds of translation electronic tools commonly used in translation work and how to carry out effective operation.

4. INNOVATIVE TEACHING METHODS

There are many teaching methods of English translation, but in order to enhance students' innovative ability and cultivate innovative talents, we

must adopt teaching methods that can arouse students' continuous thinking and exercise students' thinking ability. Therefore, teachers should make appropriate innovations in teaching methods, effectively enhance students' creative ability in translation and promote students' development.

For example, teachers can use interactive methods to carry out translation teaching. In the process of teaching, teachers can use the way of asking questions to interact, integrate some translation skills into questions, arouse students' curiosity and desire for knowledge, make them think actively, get answers in constant exploration and study, and master translation skills. After students solve problems, teachers should also encourage students to broaden their thinking and thinking, adopt different types of methods to think and solve problems, so that students can constantly improve their thinking sensitivity, constantly generate new ideas, imperceptibly cultivate their innovative ability, and apply it to future work. In addition, teachers can also use the teaching method of group cooperative learning, teachers can divide them into different learning groups according to students' English translation level and learning ability, and then carry out group discussion and study on a translation case. Let each student say their own ideas and ideas, realize the collision of thinking, while creating a strong learning atmosphere, constantly stimulate

inspiration, enhance their innovative ability, promote the continuous development and promotion of students.

5.CONCLUSION

In a word, teachers should pay attention to the fluttering of innovative translation talents, carry out effective reform and innovation in translation course teaching, clarify teaching objectives, enrich teaching content, reform curriculum, and innovate teaching methods. While mastering the basic knowledge and skills of translation, teachers should not only enhance their ability of translation innovation, promote the development of students, but also excellent innovative translation talents for colleges and universities.

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Research on Urban Cooperation Countermeasures along the Belt and Road Initiative based on two-way enclave Model

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Abstract: The imbalance of regional economic development is not only a basic national condition, but also an objective law in the economic development of our country. Narrowing the regional economic differences and realizing the regional economic coordinated development which have become a major problem that needs to be solved urgently at the present in our country. In order to make the research more targeted and effective, so we focus on the special area of cities along the "Belt and Road Initiative". Take the Qinzhou city for example to carry out cooperative countermeasures research, which was the key hub city of the New International Land-Sea Trade Corridor. Based on the literature research of enclave economy and high-tech industrial development zone, I make a comparative analysis about the present situation of industrial development of Qinzhou High-tech Zone, Qinzhou city and Shanghai City. The paper put forward four innovative elements of enclave economy to successful cooperation and development, and expounds the countermeasures of through Qinzhou docking Shanghai and building jointly two-way enclave to promote the urban society and economy high quality development along the Belt and Road Initiative.

Keywords: Enclave economy; High-tech zone; Comparative advantage; Countermeasure

1. INTRODUCTION

"Enclave economy" refers to the government of the developed region and undeveloped region break the administrative division limit, put the funds and projects of the "flying out" to the "flying in", which are not belonging on administrative, through the cooperation mechanism of such as planning, construction, management, tax distribution and so on, which can realize the mode of mutual benefit and spanning development [1]. High and new technology industry development zone, referred to as "high-tech zone, which mainly include the intelligence intensive, technology intensive and open development, in order to speed up the development of high and new technology, realize the purpose of industrial agglomeration, the characteristics industry cultivate, strengthening the use of production factors [2].

Since 2002, the "enclave economy" as a new model of trans-regional economic cooperation has been flourishing all over the country. Such as the industrial park of Suzhou city, the Shen-Shan special zone, and so on, which as the typical representative of the most successful and influential in all "enclave economy". On May 12, 2017, the eight ministries and commissions of Chinese government had issued "the guidance of support the "enclave economy" development to encourage the relevant provinces, autonomous regions and municipalities break the administrative division limit, innovation the cross-regional cooperation mode, explore the government guidance, the enterprise participation, the complementary advantages, the park Joint construction, the benefit sharing, Endow with a important mission of the "enclave economy" service regional harmonious development in the new era, The opinion highlights the high position of "government guidance" and specified the attribute of "park joint construction" "on the first time [3-5].

2. RESEARCH PERSPECTIVES

Based on the literature and policy research, I think that Shanghai municipality have the earliest and most experienced economic development in China. In the new period of the industrial development upgrading and the "Bird replacement", which connect with Shanghai and build the "two-way enclave", it must be promote the high-quality industrial development of Qinzhou city [5], as follows Table 1.

Table 1. GROSS DOMESTIC PRODUCT (2017)

	GDP (billion yuan)	The structure of the three industries (%)	The contribution rate of economic growth (%)
Qinzhou	129.345	19:41.3:39.7	19.8:8.3:71.9
Shanghai	30632.99	0.3:30.5:69.2	0:25.5:74.5

3. COOPERATIVE STRATEGY

(1) Establish the "positive enclave". By the Qinzhou government and the Shanghai municipal government cosigned the "two-way enclave" "cooperation agreement, the Qinzhou high-tech zone undertake the Annual-adjustment industrial chain of Shanghai, and constantly offer the "Shanghai standard" high quality service for those enterprises which settled down in Qinzhou high-tech enterprises. it can not only extend

the industrial chain value of Shanghai, gather resources and factors to develop both ends of the industrial chain with high added value, but also can effectively solve the concerns of migrating or settling down enterprises in Qinzhou, enhance their confidence, greatly enhance the attractiveness of Qinzhou for investment and property.

(2) Establish the "reverse enclave". By the Qinzhou government and the Shanghai municipal government cosigned the "two-way enclave" "cooperation agreement, the Qinzhou high-tech zone to establish the "reverse enclave" by purchase property or cooperate with partners in Shanghai, enact the most preferential investment policies to attract more enterprises to registered in the "two-way enclave" zone, which can continue to enjoy the all kinds of rich resources and elements, including talent, technology, management, ideas, opportunities of Shanghai, make the enterprise obtain sustainable development.

4. CONCLUSION

During the operation of "two-way enclave", Qinzhou government and Shanghai municipal government can also jointly obtain dividends from enterprise development, including tax revenue, talent cultivation,

industrial chain extension, etc.

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Analysis of the Experimental Teaching Mode of Multiple Interactive College English Based on Different Angle

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Abstract: Nowadays, the English teaching mode in colleges and universities presents a diversified development trend. The model of teachers blindly instilling knowledge cannot adapt to the current education mode, interactive teaching has gradually become the mainstream, pay more attention to the interaction between teachers and students, teach students in class, improve students' knowledge level and enhance their English learning ability. This paper discusses and analyzes the teaching mode of English experiment in multi-interactive colleges and universities.

Keywords: Different Angle; Multiple Interaction; Experimental Teaching Mode; College English

1. INTRODUCTION

English teaching has always been one of the most important courses in college teaching. At present, the multi-interactive teaching model is gradually popularized and used. This model refers to the multi-interaction between teachers, students and environment in the teaching process. Teachers mainly guide students to study and explore independently, let students cooperate with each other and learn English knowledge in order to improve students' comprehensive English ability and promote students' development [1-3]. Next, we will analyze from different angles how to implement the diversified interactive English experimental teaching mode in colleges and universities.

2. TEACHERS SHOULD SET UP A NEW TEACHING CONCEPT AND PREPARE FOR THE INTERACTIVE CLASSROOM

In order to carry out the multi-interactive teaching mode effectively, the first thing is to change the teacher's thought. Nowadays, most college English teachers always keep the traditional teaching idea. For example, teachers should first make clear what changes have taken place between themselves and students in the interactive teaching mode, teachers should play an active role in teaching guidance and designers, and constantly improve their own teaching literacy and English classroom design ability. For example, teachers can use off-duty time to participate in some interactive teaching model learning and training activities, gradually improve their understanding of this new teaching model, deeply

understand this teaching model, set up a new teaching concept, step by step to improve their teaching skills and skills. At the same time, interactive teaching model is very demanding for teachers' pre-class preparation. Therefore, teachers should design the teaching based on the students' actual English learning situation and basic English ability, and consciously reduce the classroom teaching practice, give play to the students' classroom position in the classroom, fully interact with the students, and actively create a diversified learning environment for the students [2]. Teachers can greatly improve students' learning efficiency by changing their own teaching ideas and fully designing the classroom, so that students can learn knowledge in interaction, constantly improve their comprehensive English ability and quality, and promote the development of students.

3. EFFECTIVE ACTIVITIES FROM THE PERSPECTIVE OF TEACHERS AND STUDENTS

Teacher-student interaction is the most important interactive teaching mode in the pluralistic interactive teaching mode. Through effective classroom design, teachers can effectively guide and interact with students in the teaching process, which can not only improve students' learning efficiency and give play to their main position, but also help to promote the feelings between teachers and students. Therefore, teachers should consciously interact with students to promote their development.

For example, teachers and students are the two core components of English classroom. Therefore, teachers should consciously form the communication and transmission of thinking with students in the interactive teaching mode, and focus on the principle of less talk and more questions, leaving most of the time for students to think and explore independently, and perfecting the diversified interactive teaching mode. For example, teachers can use the method of asking questions to carry out the activities of teaching, leaving questions to students, allowing students to think positively, teachers in the side of the appropriate guidance, so that students in the continuous inquiry to get answers to questions, to obtain the corresponding knowledge of English, through the way of questioning can be greatly stimulated the students' curiosity and desire for knowledge arouse thinking, and learn

English knowledge in the interaction of one question and one answer not only realizes effective interaction, but also deepens students' impression of knowledge and improves their English learning ability. At the same time, teachers should also pay attention to encouraging students to ask their own questions. For example, teachers should ask each student to question himself after answering the questions, to check out the knowledge points just now, and to let students know their advantages and disadvantages in the learning process, to make the interaction more in-depth, so as to improve themselves and improve their English ability. Besides, since it's a different angle Teachers should also pay attention to the interactivity of teaching evaluation, which is an important factor to measure the effect of English curriculum. Therefore, teachers can use interactive teaching evaluation to evaluate classroom teaching performance, classroom design and the performance of teachers and students reasonably. For example, the teacher can make full use of the last five minutes of each English class, first let the students put forward objective opinions and suggestions on the teacher's performance in the classroom and the design of the class, then the teacher will evaluate some students' performance in the classroom, and realize effective interactive evaluation, so that both teachers and students can understand each other's advantages and disadvantages, so as to correct and improve the teaching effect rate and teaching quality [3].

4. FOCUS ON INTERACTION BETWEEN STUDENTS AND STUDENTS TO ACHIEVE MULTIPLE INTERACTIONS

In the multi-interactive teaching mode, the interaction between students and students is often an effective means to improve learning efficiency and learning quality. Therefore, teachers should pay attention to the interaction between students and students, and truly realize the multi-interactive teaching mode.

For example, teachers can set up several learning

groups according to students' English comprehensive ability, learning attitude and learning ability, and assign different English tasks to establish an effective competition mechanism. Before each class begins, teachers can ask several questions, let several learning groups discuss, answer positively in class. Form a strong competitive atmosphere, organize interactive learning activities, such as English debate competitions, let students form collision of thinking and communication of learning methods.

5. CONCLUSION

In a word, the multi-interactive English teaching mode will certainly become the main mode of English teaching in colleges and universities. Teachers should set up new teaching ideas and design interactive teaching methods from different angles to realize real multi-interaction and improve teaching efficiency. Constantly improve students' comprehensive English ability, promote students' development.

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Research on Higher Mathematics Teaching Based on Internet Plus Curriculum Politics Thought

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Abstract: Internet education is the product of the rapid development of Internet technology, and the integration of Internet technology into classroom education is also a major trend in the development of modern education. Internet education breaks the limitation of time and space, and the comprehensive use of multimedia sound, shape, picture and text can convey more knowledge information to students, improve teachers' teaching efficiency. At the same time, the rich carrier of information dissemination can arouse students' interest in learning to a certain extent and improve the efficiency of class. The ideological and political construction of curriculum means that all kinds of curriculum should go with the ideological and political curriculum, and take cultivating morality and cultivating people as the general goal of curriculum education.

Keywords: Internet Education; Ideological and Political Curriculum; Higher Mathematics

1. INTRODUCTION

The teaching of Internet education is an important feature of contemporary education, and the integration of micro-lesson teaching method into higher mathematics classroom is an important content of higher mathematics teaching. Teachers should improve the ideological and political construction level of higher mathematics micro-lesson teaching.

2. IMPROVING THE QUALITY OF INTERNET IDEOLOGICAL AND POLITICAL CONSTRUCTION

Under the mode of Internet ideological and political construction, we need to improve the quality of ideological and political construction. For example, teachers can make good preparation for the course before recording, fully understand the knowledge taught, can skillfully use knowledge and ideological and political construction, use human moral education to promote students' enthusiasm in class. Story jokes can have socialist core values, which can not only improve students' enthusiasm for learning in class, but also enrich the contents of microteaching, and get rid of the knowledge point concentration phenomenon of micro curriculum, so that micro curriculum is more in line with students' learning law, which is conducive to students' learning [1]. Through the above methods can enhance the Internet ideological and political

construction process. For example, teachers can share life-oriented and practical professional knowledge points before the beginning of each micro-class or chapter micro-class. Knowledge points need to have socialist core values, reflect the spirit of the times, can promote the ideological and political construction of the curriculum, improve students' ideological quality. The sharing of knowledge points enriches the content of micro-lessons and promotes the ideological and political construction of micro-lessons. Higher mathematics teachers can introduce the design examples of Hong Kong Zhuhai Macao Bridge. Hong Kong Zhuhai Macao Bridge is the longest cross sea bridge with the longest mileage, the largest investment, the largest construction difficulty and the longest in the world's architectural history. The design and construction of Hong Kong Zhuhai Macao Bridge is very complicated. The installation and placement of sinking pipes is one of the difficult problems in the construction of the Hong Kong-Zhuhai-Macao Bridge. The Hong Kong-Zhuhai-Macao Bridge must lay 6.7 km of offshore sinking tunnel in a length of 55 km. The standard pipe section of the sinking pipe tunnel is 180 meters long and the displacement is more than 75000 tons. The bridge technicians need to realize the unmanned docking of these sinking pipes at depths ranging from 13 meters to 48 meters below sea level, and the docking error is required to be within 2 centimeters. This docking technique on the basis of national architecture is difficult to achieve, but in order to successfully build the Hong Kong-Zhuhai-Macao Bridge, engineer Lin Ming led his team to study hard, repeated experiments, the use of advanced mathematics knowledge, related building knowledge, finally overcome the difficulties. The introduction of this example by professional teachers in micro-class can enhance students' patriotic feelings and cultivate students' consciousness of hard struggle.

3. TEACHERS ATTACH IMPORTANCE TO STUDENTS' EVALUATION OF PROFESSIONAL MICRO-CLASS IS AN IMPORTANT GUARANTEE

The main position of Internet ideological and political construction education mode is micro-class platform. Teachers should pay attention to students' evaluation of micro-class teaching, communicate with students in time, carry out higher mathematics teaching in vivid

and interesting language, get rid of the discomfort psychology of going on the lens as soon as possible, and use modern educational means such as multimedia technology flexibly [2].

For example, teachers can let students evaluate the micro-class after each micro-class to watch the major, automatically pop up the evaluation window, force students to evaluate, require students to score for the curriculum interest, curriculum richness, curriculum ideological and political level, curriculum acceptance of four evaluation criteria, focus on watching students' ideological and political construction evaluation, the evaluation grade is divided into five levels, corresponding to 1,2,3,4,5 stars. Teachers should also set up comment discussion areas for this class to allow students to discuss questions about the course and suggestions for the course. Teachers should also watch students' course evaluation or course questions, students' questions Mutual evaluation can see the students' current ideological and political level, but also permeate the achievements of teachers' network curriculum ideological and political construction. Teachers can let students choose whether to be anonymous, because some students in the matter of giving advice to teachers, will produce embarrassed psychology, so using anonymous way to make suggestions, which is conducive to students to express freely. Teachers need to remind students to evaluate seriously in their daily teaching, and need teachers to streamline the contents of the evaluation questionnaire, select the content, and make the students' evaluation information true to the maximum extent. Based on timely evaluation and analysis, teachers can continuously improve curriculum construction according to the audience size of micro-class, set up evaluation analysis cycle, it can be one month or one week, to improve the micro-class ideological and political construction results and level.

4. ENRICHING THE FORM OF IDEOLOGICAL AND POLITICAL CONSTRUCTION OF INTERNET EDUCATION

The ideological and political construction of higher mathematics needs to enrich the form of construction and pass the immature period of Internet education as soon as possible. It is necessary to make professional teachers open their mind and body to online teaching, promote the life and interest of online teaching, and enrich the form of ideological and political

construction.

Teachers need to create class groups of excellent students in order to promote and maintain a good class atmosphere, organize "professional knowledge answer" competition in class groups, knowledge topics need to be life-oriented, practical, interesting, such as: set $f(x-1)$ definition domain is $[0, a](a > 0)$, then $f(x)$ definition domain is what. In order to ensure the enthusiasm of students to participate, build a good class atmosphere, help students ideological and moral construction, help to improve the process of ideological and political construction of teachers. "Professional knowledge contest" can also enrich students' professional knowledge, improve the teaching quality of online courses and teaching efficiency [3].

5. CONCLUSION

In the era of rapid development of information technology, teachers should seize the advantages brought by the Internet and attach importance to the construction of the Internet plus ideological and Political Curriculum in higher mathematics teaching. At the same time, we should promote the maturity of the teaching system and raise the banner of "Building Morality and cultivating people". Educators have been engaged in this career.

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Application of Hybrid Breeding Technology in the Cultivation of New Varieties of North Cordyceps

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Abstract: According to the concept of hybrid breeding technology, this paper analyzes the application direction of this technology in the cultivation of new varieties of Cordyceps North, and takes the experiment of single-capsule spore cross breeding to select the species of Cordyceps North as an example, analyzes the details of the hybrid technology in depth, hoping to provide a reasonable reference for the cultivation of new varieties of Cordyceps North.

Keywords: Hybrid Breeding Technique; Cordyceps Sinensis; New Species

1. INTRODUCTION

Cordyceps North is one of the two models of Cordyceps. In recent years, people have a higher understanding of Cordyceps, and have opened overseas markets. In the past, Cordyceps North mainly used tissue separation technology to reproduce. The Cordyceps North cultivated by this technology is prone to strain degradation, while the Cordyceps North cultivated by hybrid breeding technology has stable genetic inheritance.

2. SUMMARY OF HYBRID BREEDING TECHNOLOGY

Hybrid breeding is close to biological natural phenomena, this technique is based on genetic theory, mainly using monocytic spores of different shapes for hybridization, so far is the most suitable way to cultivate new varieties of edible fungi. Compared with plants and animals, the hybridization period of fungi is shorter, but the new varieties after hybridization have diversity, so the workload is larger [1].

3. APPLICATION OF HYBRID BREEDING TECHNOLOGY IN THE CULTIVATION OF NEW VARIETIES OF CORDYCEPS SINENSIS

North Cordyceps sinensis is a typical secondary heterozygous fungus. In this paper, the hybrid breeding technique of North Cordyceps sinensis was used as molecular marker to analyze the application of hybrid breeding technique in the breeding of new North Cordyceps sinensis.

3.1 Material selection

The selected species of Cordyceps Borealis were stored in the Biotechnology Laboratory of a university. PDA medium: the filtrate of potato peeled and boiled

for 15 minutes, 20g·L⁻¹ glucose and 6.0ph NaOH, and the constant volume of distilled water to 1000ml. The PDA liquid plus rich medium is the filtrate of 200g potato peeled and boiled for 15 minutes, 20g·L⁻¹ glucose, 5g·L⁻¹ peptone and 0.5g·L⁻¹ MgSO₄·7H₂O, which are fixed to 1000ml with distilled water. In addition, PDA solid enrichment medium is PDA liquid enrichment medium +1.5% agar powder.

The configuration of liquid nutrient solution in this experiment is as follows: 20g·L⁻¹ glucose, 12g·L⁻¹ silkworm pupa powder, 5g·L⁻¹ peptone, etc. the same volume is fixed to 1000ml with distilled water. The culture medium of fruiting body is 30g wheat and 45ml liquid nutrient solution. The solid particles in the medium are spread on the bottom of the incubator by shaking. All the medium used in this experiment were sterilized by high pressure.

The reagents used in the experiment are glucose, peptone and vitamin B1, which can be purchased on the market. The instruments and equipment used include autoclave, low temperature incubator, super clean bench, etc.

3.2 Cultivation methods

The first step is the parent strain seed solid culture. The strains used in this experiment are strains 001, 002 and 003. During the experiment, the test tube inclined surface was stored in 4°C strain 001 in the ultra-clean workbench. 0.5cm² of the bacteria were selected and inoculated into the 50mLPDA liquid enriched medium which has been deployed, and then oscillated in 25°C for 4 d and then set aside. Meanwhile, the substrate was mixed according to the ratio of wheat: nutrient solution of 1:1.5 and then sterilized by high pressure. After cooling to room temperature, the fermentation broth of 5 mL was sprayed on the substrate surface by liquid remover, and the inoculated culture box was placed in the culture room. the temperature was controlled between 20-22°C to avoid light culture, until the hyphae was overgrown, and then the temperature difference stimulation was carried out, and the hind fruiting body matured d7.

The second step is monocytic spore's isolation and strain culture. the fruiting body in the above experiment can select the normally shaped north cordyceps fruiting body in the culture box after the

growth of the capsule shell, and use the scalpel to cut off from the base. the cut-off fruiting body needs to be sterilized with ethanol for 1 min, and washed with sterile water for 4 min each time. the sterile paper absorbs the surface moisture and then hangs the fruiting body on the sterile petri dish of agar medium for 6 h illumination in 25 °C environment, and keeps moist with sterile plastic bag. A sterile needle can be used to select the appropriate monocystic spores to PDA and solid-rich medium to avoid light culture until mycelium grows.

The third step is monocystic spore hybridization, this link needs to use sterile needle to select 0.5cm² of monocystic spore strain to transfer to 50mLPDA liquid plus rich medium, oscillate culture in 25 °C environment 4 d, shake evenly and then again according to the parent strain fruiting body culture until the fruiting body matures.

Fourth step is the breeding of *Cordyceps sinensis* species. This step requires the selection of good morphology fruiting body from the fruiting body cultured in the cross link of monocytic spore to be removed by tweezers, then washed 5 times with sterile water after strict disinfection ,5 min. each time. The sterile paper was also used to dry the water on the surface of the fruiting body, then the sterile scalpel was used to cut 1 cm tissue block from the head, middle and base of the fruiting body, and numbered according to the separation order, starting from the head was 1, 2 and 3 respectively, and inoculated into PDA enriched solid medium and placed in 25 °C environment to avoid light culture 14 d. And then again according to the parent strain Culture the fruiting body in the way of raising, and finally screen the hybrid strain which can form the normal fruiting body.

3.3 Breeding results

The results of this experiment showed that the strains of monocytic spores of *Cordyceps* North were mixed in wheat solid medium after mating type identification. Most strains cannot form fruiting bodies, only strain 002 can form a small amount of fruiting bodies, strain 001 can form many primordia but the primordium cannot differentiate. but the sub-entity surface of strain

002 is smooth, and there is no sub-encapsulated shell. The experiment shows that the cross-breeding of different mating types of monocytic spore strains can form a sub-entity, the sub-entity shape is cylindrical, the head is slightly larger and the surface has many sub-encapsulated shells, and the number gradually decreases from top to bottom. Disinfectant and time of disinfection will produce strains. The hyphae sterilized by the lift pump is easy to produce the condition that the germination time is prolonged or does not germinate. When transferring the subspecific strains of strains 001 and 002 to wheat medium for cultivation, it was found that most strains had fruiting body formation, and a small number of strains with weak ability to see light and change color could not form fruiting body. Under the same culture conditions, the fruiting bodies of different strains were different.

In conclusion, in this experiment, the hybrid culture results of strain 002 under the same conditions are better, which is suitable for mass culture as the original strain, and the hybrid breeding technology can effectively improve the situation of strain resource degradation caused by strain transfer [2].

4.CONCLUSION

To sum up, the breeding of *Cordyceps sinensis* using the previous tissue separation technology will lead to the degradation of the strain. The breeding case of monocytic spore cross in this paper provides an effective method for the targeted cultivation of *Cordyceps sinensis* strains with high drug content.

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Research on The Lubrication Management of Coal Mine Machinery

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Abstract: The mechanical equipment in coal mining is usually high load equipment, and it needs a long time to operate. If the mechanical failure occurs in the process, it will inevitably lead to quality problems in mining engineering, and may also cause safety accidents. Therefore, it is necessary to guarantee the state of coal mining machinery. At this time, lubrication management has become an important work of coal mining machinery management. But according to the relevant cases, some coal mine machinery lubrication management performance is not good, there are many problems. In this paper, the existing problems of mechanical lubrication management in coal mines are discussed, and the key points of management are put forward.

Keywords: Coal Mine Machinery; Lubrication Management; Safety Accidents

1. INTRODUCTION

On the surface, the management of mechanical lubrication in coal mine is to guarantee the lubrication degree of mechanical equipment, ensure the normal operation of equipment and extend the service life of equipment, which is relatively simple. However, if there is any non-standard phenomenon in this work, it is not only unable to guarantee the lubrication degree of the equipment, but also easy to have the opposite effect. In serious cases, it will cause equipment failure and safety accidents [1, 2]. The management of mechanical lubrication in coal mines is of high importance and worthy of attention.

2. EXISTING PROBLEMS IN THE MANAGEMENT OF MECHANICAL LUBRICATION IN COAL MINES

2.1 Managing labor issues

At present, many coal mine machinery lubrication management personnel do not understand the importance of this work, so the work performance is more casual, often some irregular places, cannot give full play to the role of the work. For example, in the work of a certain coal mine machinery lubrication manager, the equipment is not lubricated according to the work plan, resulting in large rheological space. And the related equipment has serious gear wear phenomenon in a short time, and its service life is far lower than the long-term expectation.

2.2 Technical programme issues

There is also a certain relationship between technical solution problems and labor, which can be understood

as "problems caused by human factors". There are many kinds of such problems, including improper selection of lubricating oil, insufficient oil quality inspection work and old oil filter equipment. The issues are outlined below.

(1) Improper choice of lubricants

Lubricants are the main materials to achieve the purpose of equipment lubrication, in use because of the different equipment components of the shape, materials, etc. there are differences in the lubrication requirements, so to choose different lubricants for lubrication work, which is one of the key points of lubrication management of coal mine machinery. However, some managers do not understand this, will subjectively choose some lubricants that do not correspond to the actual situation, resulting in poor lubrication quality.

(2) Oil quality testing efforts are not enough

The quality of the lubricant affects the quality of the lubrication work, so it is appropriate to test the oil quality of the lubricant, if the test results are not abnormal, the lubricant can be used. However, most of the modern coal mine mechanical lubrication management work, will not be the oil quality of lubricants to detect, or testing methods, equipment is relatively traditional, indicating that the strength of the work is not enough.

(3) Old oil filtration equipment

In the process of lubricant use, the oil will inevitably appear impurities, these impurities will cause the lubricant quality change, so that the equipment abnormal, so the need to use oil filtration equipment for filtration. Some coal mine mechanical lubrication management will ignore the importance of oil filtration equipment, the daily work will not maintain such equipment, the use of old equipment for filtration, and the function of old equipment may have been lost, or energy efficiency has dropped significantly, and cannot completely eliminate the influence of impurities.

3. KEY POINTS OF COAL MINE MECHANICAL LUBRICATION MANAGEMENT

3.1 Do a good job of manual management

Because coal mine mechanical lubrication management relies on labor, so to ensure the quality of work, we must solve the problem of labor, to improve the quality at the root. For labor, first of all, it is suggested that the relevant organizations to train

artificial, focusing on improving the importance of artificial work on the management of coal mine mechanical lubrication, expounding the main role and impact of the work, and secondly, to establish a detailed management system and punishment mechanism, if found that labor violations of the management system, it should be punished, This would allow the management system to be more authoritative. In addition, in order to reduce the difficulty and burden of manual management, we should pay attention to the comprehensive quality when recruiting the manager of mechanical lubrication in coal mine. If the quality is low, it is not recommended to employ.

3.2 Technical solution settings

While excluding the impact of labor itself, it also solves related problems from the perspective of technology. The following is the common technology solution softening management strategy.

(1) Standardization of lubricant selection

The correct lubricant selection method is divided into two steps: the lubrication equipment analysis, confirm the lubrication needs of various types of equipment, thereby establishing the lubricant selection standard indicators; However, standard indicators for alternative lubricants must be designed first.

(2) Do a good job of oil quality testing

The oil quality testing work can be divided into two stages: all newly introduced lubricants quality testing, testing to use professional equipment, and ensure that the equipment status is excellent, normal parameters, if the test results are correct, then the lubricant can be used; Under this condition, the lubricant used is inspected once before each lubrication to ensure the quality of the lubrication work.

(3) Replace and maintain oil filtration equipment

In the coal mine mechanical lubrication management work, the relevant staff should always pay attention to the state of oil filtration equipment, if found that the equipment abnormal, must be replaced in time, but in order to reduce the cost of equipment replacement, it is necessary to maintain the oil filtration equipment in daily work, such as testing oil filtration equipment aperture, cleaning oil filtration equipment inside and outside. In addition, if significant damage is found to be caused to the oil filtration equipment, the repair can be attempted and replaced if the repair is not successful.

4. CONCLUSION

In conclusion, the lubrication management of coal mine machinery has a significant impact on the operation of coal mine machinery. Relevant staff should pay attention to it. But the practical problems show that this work has not been paid attention to, and there are defects in all aspects. This paper puts forward some common problems, and in view of the problems existing in the key points of coal mine machinery lubrication management, through the strategic methods mentioned in the key points, it can ensure the quality of coal mine machinery lubrication management, which is conducive to the operation of coal mine machinery.

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Research on The Improvement Measures of Gymnastics Teaching in Colleges and Universities Based on The Reform of Teaching Resources

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Abstract: Gymnastics course plays an important role in the teaching content of physical education major in Colleges and universities. Bound by the traditional education thought, it is the gymnastics teaching that mainly teaches the sports skills in a long time. After the reform of the national teacher qualification examination, how to improve and adjust the teaching content and structure of gymnastics course will face an unprecedented test. Based on the current situation of Gymnastics Teaching in Colleges and universities, this paper puts forward the reform and assumption of gymnastics teaching, and actively promotes the optimization and sustainable development of Gymnastics Teaching under the new background.

Keywords: Improvement Measures; Gymnastics Teaching; Reform

1. INTRODUCTION

Gymnastics course occupies a large proportion in the teaching of physical education in Colleges and universities. It has been arranged in all areas of sports skills learning, and has been determined as a required course of physical education. However, at present, in all levels of students, the development of gymnastics course is not ideal, because of various reasons, the prospect is worrying, and even some schools are shrinking, which has a great impact on the physical condition of professional students and the quality of school physical education, as well as the cultivation of Teachers' comprehensive quality and ability.

2. THE CURRENT SITUATION OF GYMNASTICS TEACHING IN PHYSICAL EDUCATION MAJOR OF COLLEGES AND UNIVERSITIES

2.1 Understanding of the importance of Gymnastics Teaching

At present, some college PE teachers do not have a comprehensive and three-dimensional understanding of the teaching value of gymnastics. While developing gymnastics, some teachers think gymnastics is a very important teaching content, some teachers think it is generally important, and there are obvious ideological differences. From the perspective of the role of gymnastics teaching, body shape, sports skills and

physical quality are three aspects widely recognized in the evaluation of gymnastics indexes, but they are not widely recognized in the five aspects of mental health, spiritual quality, life ability, moral education and aesthetic education, and comprehensive quality of teaching. It is considered that gymnastics has no significant role in these aspects [1]. It shows that it is one-sided to understand the value of Gymnastics Exercise. Teachers only stay on the surface, and do not fully understand the important role of Gymnastics in training professional students' organizational discipline, emergency self-protection, education and teaching ability.

2.2 Teaching reform promotes the change of gymnastics teaching status

Physical education curriculum reform is the basis of teaching, evaluation and teaching compilation, as well as the basis of curriculum evaluation and management. At present, the teaching hours and contents of gymnastics have been deleted in some physical education courses of colleges and universities, so the development of students' gymnastics teaching is directly affected by the grasp and cognition of professional teaching reform in Colleges and universities [2]. Through the telephone interview with some teachers, we know that there is no comprehensive understanding of the relevant knowledge of the national unified examination of teachers' qualification certificate, and there is a one-sided cognition. Even some teachers have the mentality of following the crowd and moderation. They are always willing to do what others want, and lack the spirit of participation and innovation.

2.3 Gymnastics teaching content and current situation of class hours

Gymnastics is an important teaching content during physical education in Colleges and universities. But now there are few actual execution hours in gymnastics teaching. Only three colleges and universities will have more than 120 class hours in gymnastics teaching, accounting for 11.11% of the total number of people surveyed. 15 universities (55.56%) have less than 120 class hours and more than 60 class hours in gymnastics teaching, and 9

universities (33.33%) have less than 60 class hours in gymnastics teaching. From the side, such a small number of teaching hours are attached great importance to physical education and their actual status. Although the venue, equipment, and personal skills of teachers are closely related to gymnastics professors, it can also be seen that the few relations with the arrangement of class hours are also very close [3].

2.4 Organization and teaching methods

In teaching activities, teaching organization form is the link between students' learning and teachers' teaching, and the structure form of interaction between teachers and students. It is a design around teaching content. Different teaching content needs to have corresponding organization form. It is difficult to arouse students' interest because of the single and old phenomenon in the organizational teaching. It is a basic requirement for PE teachers to give full play to the initiative of students and inspire their interests. Therefore, it is necessary to pay attention to the interaction between students and teachers. Based on the choice of teaching, students' interest in learning should be properly stimulated and guided to give full play to their initiative in learning [4].

2.5 Teaching content of Gymnastics

Teaching content is the essence of human civilization achievements in selecting and processing students' development services. It is the main carrier to complete teaching objectives and tasks, and the most important and fundamental part of classroom teaching. With the development of science and competition, it has been gradually expanded and enriched. In the gymnastics teaching of physical education major in Colleges and universities, the formation of queues and unarmed exercises occupy a higher position, and many schools have professors [5]. In gymnastics teaching content, jumping and acrobatics accounted for about 60%, and practical gymnastics and gymnastics game development schools accounted for about 40%. Therefore, the reform and reconstruction of traditional teaching mode is imperative.

2.6 Teaching evaluation

It is necessary to emphasize the establishment of an evaluation system with diversified evaluation methods and contents under the background of national examination for teachers' qualification certificate. In terms of evaluation content, we need to pay attention to the evaluation of students' psychology, behavior and attitude, realize the evaluation of students' skills and teaching ability, and strive to ensure the consistency of teaching and evaluation content. In terms of evaluation methods, there are students who evaluate each other and themselves, and teachers who evaluate students. We should pay attention to the process and focus on the final evaluation [6-8]. For the effect and quality of gymnastics teaching, teachers should actively find out the shortcomings, promote the improvement of teachers' teaching level and their own development,

and ensure the ultimate realization of teaching objectives. In order to realize the organic combination of teachers' and students' self-evaluation, it is necessary for teachers to study and recognize the teaching background carefully, and put the content of gymnastics quality and teaching ability into practice.

3. REFORM, ASSUMPTION AND IMPROVEMENT MEASURES OF GYMNASTICS COURSE

3.1 Contents of innovation assessment

The means of gymnastics practice and theory examination need to be more scientific. After the unified assignment of teachers' scores and the technical examination of the teaching and Research Office, the application of the test bank can be realized. The in-class test is the most important part in the teaching ability test. Even some schools are hard to make objective and accurate evaluation, and there is no such requirement. We should adapt to the demand of quality education advocated in the new era, and add the assessment proportion and teaching content of the ability part [7]. It is proposed that the proportion of assessment content is 40% of technology, 20% of theory and 40% of comprehensive ability, that is, 4:2:4 is more reasonable. Combine "teaching" and "learning", "examination" and "evaluation" organically, strengthen the practical application ability of the students, pay attention to the cultivation of the students' ability of creation and teaching guidance in teaching, and actively create new teaching means and methods. For the teaching effect and students' achievement, the final examination is a kind of evaluation, which needs to be carried out from both quantitative and qualitative aspects.

Reduce the number of technical movement teaching, rationalize the number of technical movements, and according to the requirements of the society and curriculum standards, through the study of gymnastics class, promote students to master the basic gymnastics technology, meet the requirements of the society for gymnastics, as well as college physical education teaching. Students need to fully understand the value of gymnastics fitness, the creation of various types of gymnastics, the process, characteristics, methods of gymnastics teaching, as well as the analysis of basic movement technology, the application, methods and requirements of protection help. Through the Basic Gymnastics Exercise and study, the students of physical education major can command and control the ability of the team, significantly improve the ability of creation and teaching demonstration of all kinds of exercises, and realize the training of students' sports guidance training and national fitness guidance.

3.2 Innovative teaching methods

Scientifically arrange the order, quantity and degree of teaching organization. Quantity is the classroom extension and teaching capacity. Because gymnastics is a highly practical technique, and the classroom teaching practice is limited, the classroom extension of

homework brings great imagination space, and reasonable application can effectively supplement classroom teaching. Pay attention to the moderate grasp of teaching, because of the psychological energy consumption of students in learning, while the physical requirements are relatively high. According to the actual situation and individual differences of students, the exercise density and difficulty of gymnastics teaching are scientifically and reasonably arranged by teachers, who teach students according to their aptitude and treat them differently [8]. The order is the teaching procedure, which should be flexible and reasonable in structure. When encountering key points, choose heuristic teaching to stimulate students' thinking ability. The key of technical action is demonstration. The understanding and experience of action requires the students with personal experience, strong ability and good command of action technology. The teachers should strengthen the guidance and correction.

4. CONCLUSION

Gymnastics course in Colleges and universities plays a very important role in the teaching of physical education, which is one of the main courses of physical education. However, restricted by the traditional educational thought, gymnastics teaching insists on teaching sports skills for a long time. Under the background of the reform of the national unified examination of teachers' qualification certificate, we must improve and adjust the teaching content and structure of gymnastics course, and actively promote the optimization and sustainable development of sports teaching in the new era.

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Application Effect of Team Based Teaching Mode in Clinical Teaching of Respiratory Medicine

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Abstract: This paper takes the medical student as the research object, takes the respiratory medicine department as the data acquisition platform, makes a systematic and in-depth discussion on different teaching modes, the clinical teaching obtains the effect, through the comparison to each group student achievement, whether the teaching efficiency, or the student acceptance degree, the team teaching method is superior to the traditional teaching method.

Keywords: Team Teaching Method; Clinical Teaching; Department of Respiratory Medicine

1. INTRODUCTION

As the only way to change from medical students to doctors, clinical practice is the main period for students to accumulate experience. Whether the teaching methods used are scientific or not directly affects the students' future growth. The conventional teaching method, represented by bedside teaching, is not conducive to the teaching of knowledge, nor to the stimulation of students' interest. Team teaching method is put forward and widely used in this context, and it is necessary to study it.

2. RESEARCH OBJECT AND METHODS

2.1 Research object

Select 80 students to go to a hospital of respiratory medicine to participate in the internship, as the object of this study, by drawing lots, 80 students were divided into two groups, that is, experimental group, control group, each group has 40 students. Among them, the experimental group was composed of 18 boys and 22 girls, and the control group was composed of 26 boys and 14 girls, all aged between 18 and 24 years. The criteria for selecting the subjects are as follows: good health, can complete the internship task. By comparing the students' abilities and knowledge in each group, the data can be obtained and provide reference for the follow-up work.

2.2 Research methodology

The control group chose to apply the conventional teaching method, and the experimental group chose to apply the team-teaching method.

The conventional method chosen by the control group, that is, bedside teaching, specifically, the doctor led the students to complete the clinical diagnosis and

treatment work, to show the students the focus of the medical history inquiry, medical record filling, question answering and other links [1].

The doctors in the experimental group should pay attention to the preparation of teaching, and deeply understand the teaching method of the team by looking up the data and consulting other doctors. According to the direction of diagnosis and treatment of respiratory medicine, the typical cases are selected according to the requirements of the syllabus, which is used in clinical teaching, the task of teaching doctors, and the contents of medical records are also explained. When conditions permit, teachers can regularly conduct centralized teaching, using multimedia equipment to show students what needs to be focused on [2-5]. At the end of the session, the task card is used to test the students' mastery. Students are required to use fixed time in groups Complete the task of analysis and discussion, unify the opinions, and then submit the test answers by the team members, so that teachers can understand the students' situation and get accurate results. On this basis, the results of the two groups of students are compared, and the advantages and disadvantages of different teaching methods are analyzed. At the same time, the emphasis of the follow-up teaching activities is adjusted to provide a guarantee for the quality of teaching. In addition, teachers may give students appropriate rewards or penalties aimed at stimulating their interest.

3. APPLICATION EFFECT OF TEAM MODE

From the above, we can see that the model used in the experimental group is team teaching, and the model used in the contrast group is bedside teaching. The purpose of comparing the achievements of the students in each group is mainly to judge the applicability of the team model.

3.1 Judging indicators

After the completion of the teaching task, the students involved in the experiment were investigated to understand the enthusiasm of the students in each group to carry out the clinical teaching activities. By comparing the results of the experimental group and the control group before and after participating in the clinical training, the work of evaluating the learning effect was completed. Test form should be closed

paper, the content of case analysis, theoretical basis. The evaluation of the teaching methods used should be carried out by secret ballot, and the contents of the questionnaire can involve the mobilization of enthusiasm, the active atmosphere, the cultivation of cooperation consciousness and so on. Using software to calculate the data of valid questionnaire, guarantee Evidence differences have due statistical significance and lay the foundation for more in-depth analysis. From the calculation results, we can see that the teaching efficiency of the control group is about 85%, and the teaching efficiency of the experimental group is about 95%. Thus, the experimental group has a higher teaching efficiency.

3.2 Effect discussion

As a department that needs to treat many patients, the effectiveness of the clinical teaching method chosen by the Department of Respiratory Medicine will often directly affect the students' mastery of knowledge and skills. For a long time, the teaching methods used in the Department of Respiratory Medicine are written medical records and checked with doctors. The team-teaching method emphasizes the importance of students, regards arousing students' interest as the first task, and the role played by teachers is more inclined to "guide ". The application of the method not only plays a positive role in arousing students' enthusiasm, but also has more pertinence in learning activities plus obvious [2]. At this stage, the team-teaching method has been recognized by most people, and as an efficient teaching model, it has been used in the teaching activities of many subjects.

The result of case analysis and theoretical test in the experimental group was higher than that in the control group. Therefore, it is necessary for the team-teaching method to have its own existence. Only by forming a discussion mode based on the group and cultivating the theoretical knowledge and application ability, can the group determine the final answer based on the discussion result. In addition, the students in the experimental group generally agreed with their own accepted teaching model, which also showed that team teaching Compared with other teaching methods, the

method can satisfy the students' demands more effectively arouse students' enthusiasm. In addition, the advantages of the model are as follows: cultivating students' sense of team; giving prominence to teaching emphasis; training students' ability to respond to emergencies; and making students develop the habit of independent thinking.

4. CONCLUSION

Through the above analysis, we can see that the team teaching method has a more positive effect on the improvement of students' achievement, so it can be widely used in clinical teaching and related activities to create a good environment for students to grow into a doctor who meets their own expectations. At this stage, teachers should focus on the study of the model, the purpose is to ensure that its positive role in teaching is complete and specific presentation.

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An Exploration of Circuit Principle Learning Method

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Abstract: At present, there is a relatively single phenomenon of cramming and some other inefficient methods in learning circuit principle. It is high time that students should actively seek efficient learning methods based on cooperative discussion, experiment and exploration. Therefore, these new methods can be scientifically applied in some significant knowledge points such as Circuit Series and Integration, Circuit Time-domain Response, Resonance and Coupling. These essays discuss the advantages of above methods, which is helpful for students to learn circuit principle effectively.

Keywords: Circuit; Discussion; Experiment; Exploration

1. INTRODUCTION

In the talent training program and curriculum system of electrical engineering and automation specialty, circuit principle is an important professional basic course, which plays a connecting role. The purpose of studying circuit principle is to master the basic knowledge and methods of circuit theory, analysis and calculation in a bid to prepare necessary circuit theory for the following courses.

2. CURRENT SITUATION OF CIRCUIT PRINCIPLE LEARNING AND METHODS

With the development of electrical specialty, it is emphasized to cultivate wide caliber compound workers with strong comprehensive quality, good professional ethics and certain innovative spirit, who can be engaged in the development and research of engineering design, system operation, control, electronic technology, information processing, experimental analysis related to electrical engineering and its automation field, and who have ability in management, computer application and other fields Technical talents. In order to meet the demand, students need to have more scientific learning methods for obtaining perfect circuit theory knowledge and application practice ability [1-3].

However, there are still some deficiencies in the current circuit principle course:

First and foremost, the original circuit course content is relatively lagging, which is not timely enough to meet the needs of the follow-up professional courses. Students can't master the knowledge system of circuit, the connection of key knowledge points and the frontier knowledge completely.

Additionally, the logic relationship between the circuit

course and the follow-up professional courses is not close enough, and the background of the electrical major is not fully understood in the course learning. Although I have learned relevant knowledge, I feel that it is out of touch with the follow-up courses, and it is difficult to apply it to higher-level professional courses. In view of the above situation, to a certain extent, when students learn this course, the learning method is relatively single. It's hard to really understand the complex principle because it can't be learned from different aspects and perspectives.

Ultimately, there are relatively few learning methods and means in the experimental practice class. Only through the teacher's blackboard explanation and on-the-spot demonstration, we can't understand and operate the experiment thoroughly, and the design ability and innovation ability can't be excavated.

3. EFFICIENT METHODS OF LEARNING CIRCUIT PRINCIPLE

Russian educator Г.И. шукиной once said: "there is no unified and recognized classification of learning methods in modern learning theory." For one thing, according to the classification of each link in the learning process, the learning methods can be divided into two parts: learning methods in the initial stage of students' mastering knowledge; learning methods to improve students' knowledge and skills. For another, considering the relationship between teachers, teaching materials and students, it can be divided into another two parts: the way of teachers' prompts; the way of students' independent activities; the way of conversation, dialogue and discussion between teachers and students, including thinking, discussing, solving problems and discovering new knowledge together.

According to the classification of learning stimulus to achieve expected learning results, J.A. Laska, an American scholar, divided learning methods into: presentation method; practice method; discovery method; reinforcement method. This classification is based on the learning theory. According to the different ways of learning stimulation performance, it adapts to the needs of different psychological activities in the learning process of students. Moreover, the specific operation process is relatively clearer.

According to the characteristics of students' cognitive activities, Soviet educator skatkin divided learning methods into two categories: recurrence and creation. In the recurrence class, students master the ready-

made knowledge and reproduce their known activity methods. It includes illustration method (I.E. Information Receiving method) and repetition method. Creative learning method is characterized by students' creative activities to obtain new knowledge. It includes local search method and research method. In addition, problem narration belongs to the middle class, because it requires both ready-made information and creative elements.

To sum up, according to the content and characteristics of the circuit course, adding the continuous practice and exploration of the author, the more appropriate and scientific learning methods mainly include: cooperative discussion-based learning method; experiment-based learning method; exploration-based learning method.

4. THE REALIZATION OF CIRCUIT PRINCIPLE LEARNING METHOD

4.1 Cooperative discussion-based learning method

The cooperative discussion method, combined with the learning task, gathers discussion, enlightenment and learning from each other around a certain or some problems in a unit together, to improve students' understanding of the problems. In order to complete the common tasks in a group or a team, students have interactive learning with clear division of responsibilities, which is characterized by communication, mutual assistance and sharing. Its theoretical basis is mainly the theory of social interaction and social interdependence. The requirements of using this method are: paying attention to the design of the discussion questions in a bid to make the questions attractive; being good at guiding and inspiring everyone's independent thinking ability in the discussion; making a summary of the discussion at the end of the discussion. For example, there are many and complex knowledge points in the circuit course. In order to have a more comprehensive and clear understanding of the circuit, it is essential to establish the establishment of the circuit course structure by discussion, which needs each air his own views, forms a summary, and makes clear the train of thought. In concrete units: circuit elements, basic theorems and calculation, including ideal elements, controlled sources, nonlinear elements, Kirchhoff's law, superposition theorem, Davining's theorem, branch current method, mesh current method, node current method (including matrix form), and dynamic circuits, including time domain analysis method, complex frequency domain analysis method, and AC circuits, including Phasor method, single-phase sinusoidal steady-state circuit, resonance, three-phase circuit, non-sinusoidal periodic current circuit, coupling inductance circuit, two port network, the cooperative discussion method can be applied to enhance students' understanding for these points may not be up-to-date and complete in the current learning materials. It is necessary for students to set up cooperative learning groups to discuss and divide their

work, using the advanced means of the Internet to query the latest trends and knowledge, and then updating and integrating them, so as to be able to recognize the latest knowledge, keep pace with the times, and achieve the best learning effect.

4.2 Experiment based learning method

The experimental method, using certain instruments and equipment to carry out independent work, observes the occurrence and the change of things and processes, and explore the law of things development, to acquire or consolidate knowledge and skills, and to cultivate practical operation ability. There are two kinds of experimental methods: perceptual experiment (the experiment before learning theory) and confirmatory experiment (the experiment after learning theory). The requirements of using the experimental method are: to do a rigorous planning and preparation before the experiment; to make the purpose, requirements and methods of the experiment clearly; to do a comprehensive experiment summary and write the experiment report. With the rapid improvement of electronic design automation and the increasing number of integrated circuits, electronic system has entered the stage of system on chip. Using computer-aided analysis and designing tools to analyze has become basic knowledge and essential abilities for electrical engineering and automation undergraduates. Therefore, as an undergraduate, it is a significant task to cultivate the habit and ability of using tools. Taking the typical software OrCAD PSpice A/D9 as an example, in order to understand the function of PSPICE software, we must gradually master the basic method of how to use CAD tools for circuit analysis and design through circuit experiments, and cultivate our own habit and ability to use CAD tools. For another example, the time-domain response of the first-order RC circuit as a synthesis and design experiment, the experimental circuit is relatively simple, but the experimental results are not satisfactory. The experiment consists of signal generator, variable resistance and capacitance, which are connected in series to form a circuit. The signal generator is used to generate 500Hz square wave to provide power for the circuit. Then, connect the circuit well and observe the change rule of output voltage waveform with oscilloscope. However, when establishing the differential circuit, the output voltage must be taken from both ends of the resistance, and the negative pole of the signal generator must be connected with the negative pole of the output voltage and the negative terminal of the oscilloscope, so as to realize the real common ground. The key point of this experiment is the selection of experimental parameters because RC differential circuit must satisfy the condition that the time constant of the circuit must be much smaller than the width of the rectangular pulse. The condition that RC integral circuit changes rectangle wave into triangle wave is that the time constant of circuit must be much larger than the width of rectangle pulse.

4.3 Exploration based learning method

Exploration based learning method refers to the method of obtaining knowledge through independent inquiry and research activities. The characteristic of this kind of method is that in the inquiry and research activities, learners' independence is brought into full play, aiming at cultivating and developing the exploration and innovation ability. In the course of circuit principle learning, it is an effective method to determine the research topic, create a situation similar to academic research, and obtain the development of knowledge, skills, emotion and state, especially the development of exploration spirit and innovation ability through independent exploration activities such as problem discovery, experiment, operation, investigation, collection and processing of information, expression and communication. So that they can get the experience of participating in research and exploration, develop the ability of finding and solving problems, the ability of collecting, analyzing and using information, the scientific attitude and morality, and the sense of responsibility and mission to the society. Its theoretical basis is J.J. Schwab's exploration learning theory and contemporary constructivism learning theory. The basic procedure is: clearing the problem, identifying and defining the problem - determining the direction of the exploration, forming the prediction or hypothesis - organizing the exploration, designing and formulating the exploration plan - collecting information - sorting out the data, carrying out the screening, classification, statistics, analysis and comparison of the data - drawing conclusions and exchanging them - applying the exploration conclusions to the actual social activities, or the conclusion has decision-making value for social development. For example, when learning the linear

coupled inductor, in addition to deriving its port voltage current relationship, some decoupling equivalent methods will be introduced, especially the application of T-type decoupling; in the analysis and discussion of resonance circuit, the port characteristics, quality factors or energy problems of resonance network will often be emphasized. Generally, the understanding of the concept is not accurate enough, which is reflected in the process of solving problems. Resonance and coupling are two important knowledge points in the study of circuit theory, which need the learners to explore carefully. They not only need to master the basic concepts of knowledge points, but also fully understand and master them through exploration. It is necessary to analyze the errors and their causes when solving the problems with two knowledge points of resonance and inductance coupling, clarify the solution methods of such problems, and focus on the use of phasor diagram to make the analysis and solution of such problems more intuitive and easy to understand, even convenient for direct calculation.

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Discussion on the Teaching Reform of Accounting Specialty in Applied Undergraduate Colleges from the Perspective of Course Thought and Politics

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Abstract: In order to truly adapt to the needs of society, at the same time, in order to fully implement the "Build up people by virtue of morality" put forward by general secretary, we should integrate the cultivation and practice of socialist core values into the whole process of teaching and educating people. The importance of Ideological and political teaching should be paid attention to in the process of teaching reform of accounting major in the current application-oriented undergraduate colleges. This paper discusses the reform of Ideological and political education in accounting major of application-oriented universities.

Keywords: Ideological and Political Courses; Accounting Major; Applied Undergraduate Colleges; Teaching Reform

1. INTRODUCTION

In recent years, the curriculum of colleges and universities has been constantly reformed, and more attention has been paid to the ideological and political education of students. In the current university teaching program, students' professional course education and ideological and political education are constantly combined. In the present social development situation and the world situation, the high-quality talents needed by the society not only require high technical ability, but also require them to have extremely high ideological and moral quality. Based on this, I present the following insights.

2. IDEOLOGICAL AND POLITICAL EDUCATION IN PROFESSIONAL COURSES

In the traditional teaching concept, ideological and political education is only the teaching task of ideological and political classroom, and the ideological and political teaching of students can be completed by the ideological and political teacher. But with the continuous development of the times, the ideological and moral values of the public are constantly valued, especially for the students in undergraduate colleges and universities at this stage is the period of training and developing talents. In the higher teaching stage, the most influential to the students is the teaching of professional courses. Therefore, from the perspective of ideological and

political curriculum, we should introduce ideological and political education into the teaching process of professional courses, and use the characteristics of high participation of students in professional courses to carry out ideological and political education for students. No matter what school, there is thought. The situation of low attendance rate and low participation in the classroom leads to the failure of ideological and political teaching to be carried out scientifically and efficiently. Now after the curriculum reform, ideological and political teaching into the professional curriculum education undoubtedly alleviated this phenomenon. But in the professional classroom if too much to add to the ideological and political part of the explanation, it will cause students antipathy. Therefore, during professional classroom teaching, we should pay attention to the use of subtle ways to avoid students tired of classroom behavior. Unconsciously ideological and political teaching compared to the original boring textbook theory explanation can make students understand the connotation, achieve twice the result with half the effort.

For example, while marketing course teaching, in the past, teachers often ignored the correct guidance of students' ideological and moral quality because of the large amount of classroom theoretical knowledge and busy with the explanation of professional theory. After the curriculum reform, teachers should explain further in combination with the reality of social life in addition to the theoretical knowledge explanation and mainly cultivate the students' ideological and moral. Marketing course teachers can take the activities of "McDonald's second cup half price" and "KFC Crazy Thursday" as course cases. After guiding the students to the marketing strategies used in this activity and explaining them, they should pay attention to rational consumption do not blindly consume [1]. While teaching, teachers should not only pay attention to the cultivation of students' professional skills, but also constantly cultivate students' correct values, especially for students majoring in accounting and accounting.

3. GUIDE ACCOUNTING STUDENTS TO FORM A CORRECT IDEOLOGICAL AND POLITICAL PATTERN

The introduction of ideological and political teaching into the classroom is very important for college students, especially for practical undergraduate students. For students majoring in accounting in practical undergraduate colleges, we should pay more attention to the ideological and moral construction. Applied undergraduate course is to meet the needs of China's economic and social development, and plays an important role in the needs of high-level applied talents and in promoting the development of higher education in China [2]. Students majoring in finance and accounting in applied undergraduate colleges will certainly enter the real economy and society after graduation, and even participate in controlling the normal operation of the socialist market economy, so the accountants must be highly ideological Virtue. At the same time, the main characteristic of this type is practicality, which requires students not only to master the theoretical knowledge that is inherent in books, but also to understand the trend of social development and the needs of social development. After entering the society, the financial and accounting personnel must have a high ideological and moral standard. At the same time, for students majoring in finance and accounting in practical undergraduate colleges and universities, in addition to many economic theoretical knowledges to learn many economic law knowledges. Assuming that students are not properly taught at school, going out and out of society as accountants may result in using themselves To facilitate the normal operation of social and economic order, to use the loopholes of the current economic system to meet their own greed, to make false accounts tax evasion and so on. Or now it's a myth, but these phenomena are real. From various aspects, students of accounting major in undergraduate colleges and universities must strengthen ideological and moral education and cultivate students' moral quality. The introduction of ideological and political teaching into the course of professional classroom teaching is precisely in line with this teaching purpose, but also can use this new teaching method to cultivate the correct ideological and political pattern of accounting students. For example, in the teaching process of accounting, teachers must fully reflect the content of the course in the teaching process, express the main purpose of the

course, and effectively add the classroom thinking and politics into the course learning process. While teaching, teachers combine these three parts correctly and completely, and achieve the unity between them in order to achieve the teaching goal better. Teachers in the teaching of accounting involved in the outflow of funds part of the content, must guide students to treat correctly, always remember " A gentleman loves money and has a way to get it ". And the teacher can organize the students to simulate the real work scene of the accounting firm, so that the students can feel the work of different roles in the firm Responsibilities, understanding the importance of what you're learning now, and promoting a better understanding of the profession. What is more important is to give the right direction to the lucrative links in the simulation of real work situations. In the process of scene simulation, teachers consciously and purposefully teach students ideological and political education, and train students to form correct values [3].

4. CONCLUSION

Under the guidance of ideological and political teaching policy, students majoring in accounting in practical undergraduate colleges should choose teaching methods which are more suitable for their students. For example, using the subject advantage of professional courses to add ideological and political teaching work into professional courses to form a subtle influence, teachers should pay more attention to the formation of correct ideological and moral cultivation of students.

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The Teaching Design of Junior Middle School Physical Education Under the Background of Core Accomplishment

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Abstract: With the background of the new curriculum reform, educators pay more and more attention to the cultivation of students' core quality, which is an important goal of junior high school physical education reform. Therefore, in the process of physical education teaching, teachers should strengthen the cultivation of students' core quality, design efficient physical education teaching methods, highlight the students' main position in the classroom, and improve the quality of physical education Teaching quality and efficiency, training student's healthy physique and independent learning ability. In this paper, the core literacy background of junior high school sports teaching design to explore.

Keywords: Core Literacy; Junior High School Physical Education; Teaching Design

1. INTRODUCTION

The sports core quality of junior middle school is constructed from three aspects: sports skills, healthy behavior and sports morality. It is to cultivate students' good learning habits through scientific and reasonable sports teaching, so that students' physical and mental development can be comprehensive [1]. Therefore, PE teachers should increase communication and solidarity between students in the sports teaching class, so that students can develop good people Outlook on life and values.

2. THE PRESENT SITUATION OF PHYSICAL EDUCATION IN JUNIOR MIDDLE SCHOOL

At present, there are many problems in the junior middle school physical education. In the teaching environment, the physical education cannot get enough attention, so that the national education policy cannot be fully implemented, and in the traditional physical education teaching, the physical education teaching method is too single, unable to arouse the enthusiasm and interest of students, leading to the students' physical quality cannot be fully developed Exhibition.

2.1 Neglect of Physical Education

The education idea has always been emphasizing knowledge and neglecting physical education, which has led to the fact that physical education has never been valued by schools. Both teachers and schools will think that physical education is only for physical exercise, which has no effect on the improvement and

development of students' knowledge and ability. Therefore, the status of physical education teachers has become low, especially in the junior high school, it is often His teachers are busy in class, which leads to the low enthusiasm of PE teachers, so PE teachers are uneasy about teaching, which affects the teachers' strength in schools [2, 3].

2.2 The teaching content is boring

The content of physical education is some common competitive sports, because the teaching content is too monotonous and repetitive, which leads to the boring physical education teaching. In addition, the content of junior middle school physical education examination is mostly shot put, basketball transmission, standing long jump, rope skipping, etc., so the physical education teaching from primary school to college is basically a teaching mode, which further makes students despise the physical education curriculum and long In the past, it will produce a psychological resistance to physical education. At the same time, physical education teachers will be bruised and reduce their enthusiasm for work, which makes physical education fall into a vicious circle.

2.3 Single teaching method

Junior high school physical education teaching course has always used the teaching process of teacher explanation, demonstration, student practice, correction, consolidation and improvement. The whole teaching process emphasizes too much unity. Such a teaching method is too single, which makes students not interested in physical education teaching course and lack of learning initiative. At that time, the physical education classroom atmosphere is lack of vitality. This kind of teaching method obliterates the students' personality, hinders the students' subjective kinetic energy, and makes the students become the obedient role in the physical education class.

3. CULTIVATE THE LEARNING CONSCIOUSNESS OF JUNIOR MIDDLE SCHOOL STUDENTS

In physical education teaching, teachers design and guide students to prepare before class and interact with students in class, to cultivate students' core literacy, improve students' sports awareness, and improve the efficiency of junior high school physical education teaching. The teacher guides the students to preview and prepare before the physical education teaching, so

that the students can preview according to the tasks arranged by the teachers before the physical education teaching starts. The students can preliminarily master the relevant knowledge and physical skills to be learned, so that the enthusiasm of the students in the classroom can be improved, and the training of physical skills will be full of enthusiasm. In physical education teaching, imitation teaching is the main way. In classroom teaching, teachers analyze and observe students' imitation and exploration ability and observation ability according to students' actual situation. Students will quickly enter the teaching atmosphere in imitation and improve students' learning ability in subtle influence. In the above description, whether the teacher guides the students to preview before class or the imitation practice in the classroom, it is all around the students' learning of sports skills and knowledge, to achieve the purpose of sports teaching. Moreover, the teacher can also reasonably set up teaching according to the content of the teaching materials and the actual situation of the students, and guide the students to carry out independent training in the sports classroom.

For example, under the guidance of physical education teachers, students can preview the standing long jump course. Students can play the standing long jump game together with their parents in the family. They can also play games such as jumping obstacles and jumping number lattice between students. Pre class preview of standing long jump cannot only improve students' physical skills, enhance their physical coordination and sensitivity, but also Lay the foundation for the students to learn sports skills in the future.

4. THE CONSTRUCTION STRATEGY OF HIGH EFFICIENCY PE CLASS IN JUNIOR HIGH SCHOOL

4.1 The teaching idea of physical education needs to be changed to cultivate the comprehensive quality of students

Under the educational background of the new curriculum reform, junior high school physical education is committed to the overall development of students, and junior high school physical education mainly focuses on the physical training of students, but only exercises the physical quality of students, and does not pay attention to the development of other aspects of students, such as students' ability to resist pressure, team cooperation, etc. Therefore, physical education teachers need to change the concept of physical education, based on the actual situation of students, improve the core quality of physical education of students, as well as other comprehensive quality. Therefore, physical education teaching needs to cultivate students' basic knowledge of physical education and mastery of sports skills. At the same time, it also needs to pay attention to the cultivation of students' core quality, so that teachers realize that students are the main body of teaching, teachers The main role in teaching is to guide students, mobilize

their enthusiasm for learning, and give full play to their subjective kinetic energy.

4.2 Innovate the content of physical education and cultivate the students' optimism

Physical education cannot only train students' physical quality, but also help them form a good and healthy life style. Students can gain health and form self-confidence through sports. Therefore, teachers should innovate the teaching methods in the process of physical education teaching, improve the interest of the teaching methods, improve the teaching content and methods in the teaching and by observing the actual situation of students, combined with the ideas and opinions of students, so that students can communicate with each other in the innovative teaching methods, and enjoy the joy of teaching, for example, in the process of physical education teaching When learning rope skipping, teachers can ask students, "what are the methods of rope skipping?" "And the rope skipping methods" This kind of problems, let students think, in this kind of sports teaching, students can be more active in learning and life.

4.3 Humanized classroom management and self-confidence of students

Junior high school students are in the adolescence stage, the students in this stage have special psychological and physiological changes, so the cultivation of students' core literacy is the most important stage at this time, because the students at this time are very vulnerable to external influence, with two characteristics of plasticity and volatility. However, these problems are easy to be ignored by educators in physical education, so the humanized education mode is more in line with the students at this stage and the humanized management mode pays more attention to the education with students as the main body. According to the actual situation of students' physical and psychological conditions, specific physical training is formulated to meet students' learning needs and establish students' self-information So that students can actively integrate into the teaching, teaching according to their aptitude, and promote the development and growth of students.

5. CONCLUSION

Physical Education in practice to cultivate the core quality of students, in the implementation of teachers' scientific and reasonable teaching plan, to promote the overall development of students. Let schools and educators pay attention to the core quality of students' physical education, and implement the core quality into the process of physical education teaching.

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Research on The Current Situation and Countermeasures of County Agricultural Products Cold Chain Logistics Development

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Abstract: This paper takes the cold chain logistics transportation of county agricultural products as the research object, analyzes the current situation and existing problems of the cold chain logistics of county agricultural products, and puts forward corresponding solutions, which has important practical significance for the realization of county agricultural industry and the comprehensive management and operation mode of cold chain.

Keywords: County; Agricultural Products; Cold Chain Logistics; Information Construction

1. INTRODUCTION

With the economic globalization and the application of network, the acceleration of information process, in order to meet the needs of people's growing material and cultural life, the logistics industry also rises and becomes a new hot industry. As an important part of national economic development, the cold chain logistics of agricultural products has a far-reaching impact on the production of urban and rural areas and the development of county economy [1-3]. Cold chain logistics is a low-temperature logistics transportation process using logistics management, information technology and related disciplines to realize the transportation of frozen products. Compared with the traditional normal temperature transportation of agricultural products, cold chain logistics has the characteristics of long-distance transportation under constant temperature, to improve consumer satisfaction and economic benefits of enterprises.

2. DEVELOPMENT STATUS OF COLD CHAIN LOGISTICS OF AGRICULTURAL PRODUCTS IN COUNTY

(1) Characteristics of county agricultural products
China is rich in agricultural product resources, and the county is an important distribution center of agricultural product management, which plays an important role between the producers and consumers of agricultural products. As a basic industry of economic development, the logistics of agricultural products in the county is the main production area of fruits and vegetables and other agricultural products in the county, while the vast area and sparse population are the characteristics of most villages and towns in China, and the population concentration process is not the same High. In addition, the growth environment of

agricultural products in the county is affected by topography and uneven distribution, which leads to a specific way of centralized supply and distribution of agricultural products logistics transportation.

(2) County agricultural products cold chain logistics infrastructure has taken shape

Cold storage and cold chain transport vehicles are the signs of cold chain logistics infrastructure of agricultural products. At present, the development of domestic cold storage industry has entered a relatively stable period. One belt, one road policy is adopted by the logistics industry in China to give full play to regional advantages and to form a cross regional exchange with the advantages of neighboring counties. At the same time, each county region also combines its own regional characteristics, compares the advantages and relevant analysis of different locations, builds a multi-level modern cold chain logistics system, and on this basis, forms a local logistics information base, and uses big data related information technology to provide relevant information for logistics enterprises sharing platform.

(3) Steady growth of cold chain logistics demand for agricultural products

As a big country of production and consumption of agricultural products, with the continuous development and progress of society, people's requirements continue to improve. In order to let people, eat fresh agricultural products with quality and quantity, it needs to have cold chain logistics guarantee. In the production of agricultural products in China, pigs, cattle, sheep, etc. consume a lot, while aquatic products, milk and vegetables consume more. From the perspective of circulation rate and transportation rate, aquatic products demand the most, followed by meat, and finally vegetables. The demand of cold chain logistics market in China is still huge. In the new era, the establishment of cold chain logistics system for county agricultural products can not only meet the growing consumer demand, but also increase the income of farmers [4].

3. MAIN PROBLEMS IN THE DEVELOPMENT OF COLD CHAIN LOGISTICS OF COUNTY AGRICULTURAL PRODUCTS

(1) Lack of unified standards for the cold chain system of county agricultural products

At present, each region of the country formulates the

implementation standards in line with the actual situation of the region, but the deviation between each region and the international implementation standards is large, and the main implementation of standards by each enterprise is also different. Enterprises need to implement national standards, local standards and industry standards. Due to the many provisions, there are many problems. In addition, in the process of cold chain logistics transportation, local administrative departments are involved, and there is less communication between departments, which leads to the restriction of the development of cold chain logistics industry. Due to the vast territory of China and the large temperature difference between the north and the south, this will also lead to the impact of different transportation and storage standards on the cold chain logistics transportation to a certain extent.

(2) The county distribution management is disordered and the logistics cost is high

Affected by the county economy and concept, a considerable part of the logistics and distribution of agricultural products in the county is still transported under the natural logistics. Although some agricultural products are transported by cold chain logistics, the chain breaking often happens. Some agricultural products cannot be cold treated in time, which will damage the nutritional value of agricultural products, affect the quality of products, directly affect the psychology of consumers, and even more It is seriously decomposed and treated as garbage. Some enterprises still have nonstandard management and large consumption of logistics and transportation, which leads to higher direct cost and lower economic benefits.

(3) County cold chain logistics supporting technology and facilities construction backward

At present, the equipment used in the cold chain transportation in the county's agricultural products market is still in a backward state, some places even have no cold storage, while some places are in a idle state, and the quality of cold storage is mostly relatively old, backward technology professional cold storage. In addition, most of the cold chain logistics in the county area also uses foam insulation and ice packs to keep the products warm. It does not use the advanced transportation equipment to keep the products warm at that time, and causes the products to be sold in the market. However, foreign countries use advanced technology network to measure the temperature of transport vehicles in real time and transmit it to the monitoring system. In this respect, our county cold chain transport equipment is still very backward.

(4) The informatization level of county agricultural products cold chain logistics is low

In order to ensure the quality and freshness of agricultural products, no matter market information or transportation information, there is a lack of a complete agricultural product market information

management platform. Specifically speaking, the knowledge and culture level of the people engaged in cold chain logistics in the county industry is low, and they can't use modern information means to complete the collection, sorting and full utilization of information. On the other hand, most of the cold chain logistics enterprises' information is not fully open, and the integration and utilization of cold chain resources of other enterprises in the region is low, resulting in a high air utilization rate of transport vehicles.

4. RESEARCH ON THE DEVELOPMENT OF COUNTY AGRICULTURAL PRODUCTS COLD CHAIN LOGISTICS

(1) Optimize County cold chain system standard and supervision mechanism

Relevant departments of the county government should plan the draft implementation standards of cold chain related industries of agricultural products according to the actual situation in the region, draw lessons from the more mature advanced concepts of laws and regulations of cold chain logistics in western developed countries, and encourage relevant agricultural logistics enterprises to participate in the formulation of industry standards according to the changing logistics industry and the actual situation of local economy Build and improve the relevant implementation standards of County cold chain logistics, and lead the sound development of logistics industry. At the same time, we should severely crack down on the speculation of agricultural products, strictly regulate the various costs of the agricultural product market, establish a price guarantee system for agricultural products, and ensure the rights and interests of producers and consumers.

(2) Increase the basic construction of cold chain logistics of county agricultural products

The management and application of cold chain logistics related equipment is the basis of the whole cold chain operation of agricultural products. At present, the county should vigorously develop the infrastructure construction of cold chain logistics of agricultural products to ensure the quality and safety of agricultural products. To integrate the precooling of agricultural products producing area, cold chain transportation, distribution center and sales terminal into a complete cold chain logistics, do a good job in the planning and construction of Rural Industrial Park, do a good job in the low-temperature distribution of agricultural products and the construction of cold storage facilities of agricultural products logistics nodes, increase the cold storage sales function of the old agricultural trade market, and ensure the sales quality of agricultural products. At the same time of completing the logistics equipment, we should constantly improve the green channel construction of agricultural products logistics, increase the investment in the basic equipment of green channel logistics, fully consider the carrying capacity of the means of transport, reasonably plan the transport path, reduce

the time of the cold chain transport vehicles driving empty and not fully loaded, reduce the waste in the transport process, so as to achieve the rationalization of transport.

(3) Improve the informatization level of cold chain logistics of county agricultural products

The government and enterprises should continue to improve the speed of the construction of cold chain logistics informatization for county agricultural products, provide reliable and real-time information for villages, towns and enterprises, actively introduce excellent logistics management talents, give relevant policy support and awards, and participate in the technological research and development of logistics enterprises. At the same time, we should actively build a specific service plan to ensure the transportation of agricultural products in the appropriate temperature and humidity by processing agricultural products from the field and entering the cold chain circulation after freezing or cold packaging, to make consumers satisfied.

(4) Perfect cold chain logistics distribution system and innovate cold chain transportation technology

In recent years, the cold chain logistics and distribution of agricultural products in the county has shown the characteristics of diversification and globalization. The local government should establish a perfect modern cold chain logistics system, implement and innovate the integrated management of supply chain and cold chain logistics technology, which is the top priority of the current county construction cold chain logistics and distribution system. At present, there are many advanced preservation technologies of agricultural products at home and abroad, such as low temperature and high humidity preservation technology, high temperature treatment preservation

technology, ozone controlled preservation technology, etc., which provide the storage and transportation environment for different regions and different agricultural products, so as to improve customer satisfaction.

5. CONCLUSION

With the improvement of people's quality of life, the demand for the freshness of agricultural products is higher and higher. In order to improve customer satisfaction, this paper analyzes the existing problems of cold chain transportation of agricultural products in the county, and puts forward corresponding solutions to create a good environment for safe production, health distribution, quality assurance sales and assured consumption of agricultural products.

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Application of Hybrid Teaching Mode in Higher Mathematics Teaching

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Abstract: The hybrid teaching mode is an important measure to realize the effective integration and innovation of higher mathematics online and extracurricular teaching mode, and has a positive impact on students' core mathematics literacy and higher mathematics teaching quality. This paper briefly introduces the necessity of hybrid teaching mode of higher mathematics application, and puts forward some concrete and feasible suggestions to improve its application effect.

Keywords: Hybrid Teaching Model; Higher Mathematics Teaching; Application; Strategy

1. INTRODUCTION

In the past, the teaching of higher mathematics mainly focused on the explanation of theoretical knowledge in class and the training of extracurricular problem-solving skills. Teachers decide the content and speed of teaching unilaterally based on their teaching experience, examination outline and the number of class hours, which indirectly results in the solidification of students' mathematical thinking and the decline of their mathematical ability. Therefore, teachers' teaching resources, teaching methods, teaching evaluation and other aspects to expand the hybrid teaching mode have laid the foundation for students' comprehensive ability of mathematics and the promotion of higher mathematics education.

2. MIXED TEACHING RESOURCES

Traditional teaching resources to blackboard, chalk, teaching props, internet information technology promotion and modern teaching equipment software research and development has also improved the richness of network education resources, not only projectors, computers and mobile phones, tablets and other equipment, but also test library, reference resource library, web site resource library and so on. Teachers can optimize the setting of teaching resources according to the characteristics of teaching knowledge and students' cognitive understanding level, to realize the flexible combination of different teaching resources [1-3].

For example, the teacher projector introduces the teaching context, uses multimedia teaching equipment to play teaching videos related to teaching topics, and write the key words of the knowledge point on the blackboard, not only realizes the effective integration of traditional and network teaching resources, improves the effect of teaching resources, but also

realizes the novel flexibility of classroom teaching and the active interest of teaching atmosphere. In addition, teachers can also use mobile phones, video cameras and other equipment to record their teaching activities, use after-school time to edit them into a short time, theme prominent and compact rhythm of teaching video, and upload it to the class mathematics learning exchange WeChat group, QQ group, Students can answer their classroom learning confusion by watching teaching videos on the line over and over again, thus improving the selectivity of students' after-school learning methods, the relevance of learning content and the efficiency of learning efficiency.

3. HYBRID TEACHING METHOD

In the past, the teaching method of higher mathematics was based on case explanation and theoretical explanation, the teaching method was relatively single backward, and the mixed teaching method was the integration of classroom teaching and network teaching, in which the classroom teaching method realized the method of inquiry teaching, group teaching method, stratification teaching method, multimedia teaching method and situational teaching method. The effective integration of experiment teaching method and other teaching methods, network teaching method is based on the higher mathematics teaching system, class mathematics WeChat communication group, learning software and remote network teaching. Teachers should choose more flexible and convenient teaching methods according to the length of teaching time, students' interest in learning and teaching facilities. According to the students' learning situation, we can increase or decrease or adjust teaching links in time to improve students' learning attention and learning efficiency [2]. For example, when learning the knowledge of composite function, the teacher first uses case analysis and definition interpretation to help students understand the concept and law of composite function definition. Then organize and carry out classroom questioning and discussion activities, let students put forward their confusion in the process of learning composite function. Use the way of group discussion to discuss, analyze and answer puzzles. At last, the teacher uploaded the files about the error prone points and common test points of the composite function to the wechat group of mathematics learning in the class. And through the wechat group to arrange exploratory homework, let students use their spare time to compare

and analyze the similarities and differences of composite function, hyperbolic function, elementary function and so on. This not only improves the flexibility and efficiency of higher mathematics teaching, but also has a positive impact on students' autonomous learning ability and divergent thinking.

4. HYBRID ROLES

In the past, higher mathematics teaching carried out the one-way dissemination of knowledge with teachers as the main body, and the reform of quality education highlighted the status of students as the main body, and the mixed teaching model did not strictly restrict or stipulate the nature of the role played by teachers and students in teaching activities, but guided students and teachers according to the form of teaching activities. The theme and nature of changing each other's roles at any time and place, not only to play the role of teacher guidance, motivation and restraint supervision, but also to play the subjective initiative of students, to guide students in the study of learning to achieve their mathematical theory knowledge system and practical inquiry ability of the spiral rise. In addition, the hybrid teaching method is not to allow students to choose their own learning direction and set development goals, but to encourage students to combine their knowledge level, learning ability and surrounding environment on the basis of the development of difficult phase development goals, to help students master more scientific and effective learning methods on the basis of the formation of the most suitable learning model for their own. While improving students' ability to question inquiry and active mathematical thinking, it also realizes the transformation of teacher role from indoctrination to design guide, and promotes the construction of harmonious teacher-student relationship [3].

For example, when learning about the simple nature of functions, teachers ask students to use small groups to develop the next section of classroom teaching

programs, encourage students to go on stage alone to explain this part of the math knowledge, which also encourages students to use their spare time to consult the relevant knowledge, to prepare for the classroom guest "teacher" role. At the same time, the process of classroom explanation is also the process of re-learning the application and examination of this part of knowledge, realizing the effective dissemination of mathematics knowledge among students, but also strengthening the students' sense of achievement and self-confidence, and stimulating students' enthusiasm for learning mathematics knowledge on their own.

5. CONCLUSION

To face up to the disadvantages of the traditional higher mathematics teaching model, analyze the significance of the hybrid teaching mode to achieve the final teaching goal of higher mathematics, improve the application effect of mixed teaching in higher mathematics teaching by means of mixed teaching resources, teaching methods and teaching roles, and lay a foundation for the common development of students and higher mathematics education.

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A Practical Thinking of Cell Engineering Teaching Based on OBE and Integrated Thinking

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Abstract: The subject of cell engineering has a strong experimental and comprehensive. In order to improve the teaching effect of the subject, this paper introduces the OBE concept and integrated thinking into the classroom teaching, and studies the specific measures of cell engineering teaching for reference by relevant personnel.

Keywords: OBE Concept; Integrated Thinking; Cell Engineering

1. INTRODUCTION

Cell engineering is the key subject of biomedical specialty, which integrates modern biological theory and engineering technology, the course content has some difficulty, and involves more experimental operation. In the process of cultivating comprehensive applied talents, cell engineering courses can help students acquire more knowledge and skills related to future employment, so it is necessary to focus on their teaching innovation.

2. INTEGRATION OF OBE CONCEPT IN CELL ENGINEERING TEACHING

2.1 Goal setting

OBE concept is the concept of results-oriented education. It takes learning results as the core, designs learning objectives under the guidance of results, and selects methods and processes that are conducive to the achievement of results. There is a close relationship between learning achievement and teaching goal setting, so when the OBE concept is integrated into cell engineering teaching, the goal setting should be completed first.

Cell engineering teaching aims at strengthening students' professional knowledge accumulation and application, improving experimental operation ability and comprehensive practical ability. Finally, it is hoped that students can master the principles and techniques of cell engineering skillfully through cell engineering teaching, and can apply them to scientific research work to complete the transformation of knowledge to scientific research results [1, 2]. For example, in the teaching process, imperceptibly exercises the student data inquiry, the information summary, the information acquisition ability; trains its technical innovation and the team cooperation ability. Through the rational planning of teaching objectives,

the subject of cell engineering is developed as an effective way to improve students' scientific research ability and employment competitiveness for their society practice to lay a good foundation.

2.2 Content selection

The subject of cell engineering is highly professional and comprehensive, and its content involves the knowledge of many subjects, and is limited by the school hours. The teaching capacity of a single class is high, and the students' learning tasks are heavy. In order to make full use of the teaching time and ensure the students' solid and comprehensive acquisition of cell engineering knowledge, teachers can make appropriate screening and reorganization of the contents of teaching materials and build a new content system. For example, the content of the course is divided into three modules: basic theory, key technology and technical practice, so as to ensure that the knowledge in each module is interrelated and paves the way for each other, and to reasonably remove the jumbled and useless contents in the teaching material, and to carry out the teaching work step by step. In addition, teachers need to introduce the relationship between the contents of each teaching module to the students, and make clear the importance of each part of the content, to guide the students to arrange their study energy reasonably and achieve twice the result with half the effort.

Cell engineering knowledge is widely used in practical production and life. In order to broaden students' knowledge, teachers can make appropriate additions to the contents of teaching materials, such as selecting real projects or cases from school-enterprise cooperative enterprises, and paying attention to the new addition content should be able to be used as a supplementary explanation or detailed explanation of the original knowledge.

2.3 Method innovation

At present, the innovation of teaching methods revolves around information-based teaching tools. OBE concept emphasizes student-centered and purposeful learning, so teachers can use information-based teaching tools to introduce new teaching methods such as project teaching method and case teaching method, so that students can have enough opportunities to independently carry out knowledge

inquiry. At the same time, exercise their comprehensive practical ability and promote the systematic development of students' thinking. For example, taking the real case of the enterprise as the theme, publishing the project inquiry task in advance in the information learning platform, uploading the necessary micro-lesson video, reference courseware, etc., asking students to watch the information given by the teacher, cooperate with the information they find, and complete the preview work. In class, the students take the group as the unit, carry out the project inquiry activity, share the preview result, and get the project plan of the group, and display it in the class. During the presentation of each group, teachers and other students ask questions, and finally teachers summarize and evaluate the students' works, and emphasize the knowledge focus of this class again, upload the summary micro-lesson video on the learning platform, publish the after-class homework, ask the students to complete it independently, and carry on the online review.

3. INTEGRATION OF INTEGRATED THINKING IN CELL ENGINEERING TEACHING

The subject of cell engineering is usually set to 32 hours, compared with the limited teaching time, in order to make students master the core knowledge of cell engineering in a short period of time, the integrated thinking of the teaching process is essential. Summary of knowledge points. The summary of knowledge points is intended to enable students to clearly understand the key knowledge and principles contained during cell engineering, to distinguish the difficult knowledge points, and then to achieve focused learning. At the same time, attention should be paid to putting knowledge points into specific exercises. For example, students are advised of books and literature on cell engineering, encouraged to try to combine the knowledge they have learned in books, edit their own exercises, then share them in the class, or unify the number of exercises, so as to exchange answers and take an examination of students' knowledge points. Participating in the exercise editing process can also fully arouse the enthusiasm of students to explore the knowledge of cell engineering, make them take the initiative to acquire new knowledge, consolidate old knowledge, and improve learning efficiency.

Knowledge network integration. After the students

have enough understanding of the basic knowledge of cell engineering, the teacher should guide the students to construct the knowledge network independently, divide the knowledge presented in the book into several subject modules, and summarize the relevant knowledge points in the way of thinking map. For example, in the beginning stage of cell engineering, lead the students to analyze the characteristics of the knowledge framework of the subject, roughly understand what kind of knowledge is involved, and combine the catalogue, draw the big frame of the knowledge network, and then in the course of subject teaching, constantly improve the content of the knowledge network. The programme pre-integrates knowledge networks to enable new curriculum learning with purpose and understanding, and to reduce learning the difficulty, promotes the student knowledge thought network formation to be very advantageous. The perfect process of knowledge network is also the process of students' thinking development, through continuous summary, induction, to achieve the purpose of thinking integration.

4. CONCLUSION

OBE concept and integrated thinking are advanced educational concepts at present. It should be integrated into the cell engineering teaching, and the corresponding teaching purpose, content and method should be innovated reasonably, to give full play to the advantages of the new education concept and help improve the quality of cell engineering classroom teaching. At the same time, it also promotes the normalization of teaching innovation through the renewal of teaching concept.

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Research on The Competence of College Counselors in Chongqing In the New Period

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Abstract: As an important part of college teachers, college counselors play a key role in the ideological and political education and daily management of college students. With the rapid development of higher education in China, the work of college counselors is facing new requirements. How to improve the ability level of counselors to meet the objective needs of education in the new era. Improving the competency of counselors has become one of the core tasks in the field of education.

Keywords: College Counselors; Competence; Problem Research

1. INTRODUCTION

Competence research work in modern society is deepening, the research results have been covered to the construction of the team of counselors. Guided by the theory of competence, exploring the model of the construction of professional counselors in the new period is the stable guarantee of the effectiveness of effective thinking and political education, and a new way for the development of higher education. This paper will also take Chongqing as an example to understand the relationship between the work of local college counselors and competency factors.

2. STUDY ON COMPETENCE AND COMPETENCE

Counselors, as part of the teaching staff of colleges and universities, are the backbone of moral education and ideological and political education in colleges and universities, and for counselors, job satisfaction can effectively reflect their ability and work characteristics, which is related to the future work effectiveness [1, 2]. Competence in the current academic community has not yet a unified definition, but we can in some aspects of the consensus discussion, that is, competence and work ability, job characteristics are closely related, it is not simply refers to the level of knowledge of counselors, but and work ability associated with the ability to apply skills. So, competence can be understood as the dynamic knowledge skills and cognitive motivation skilled for individual counselors, which can be used to measure the level of specialization.

Most of the research on competence in our country focuses on the field of organization and management, and this paper will also focus on the actual situation of college counselors' work, explore the theory of

competence with Chinese characteristics, enhance the specialization and institutionalization of university counselors' work, and apply it to the future education field.

3. COMPETENCE MODELING RESEARCH

3.1 Basic methods and principles

The main method of competency modeling is to build competency model to judge the relationship between counselor's personal accomplishment and education. The research work under this idea pays more attention to the relationship between counselor's personal ability and education function. Specifically, we need to plan work performance and evaluation criteria first, and then identify evaluation samples to collect information to understand the differences between different factors affecting competency interests.

3.2 Research process

In order to further understand the basic situation of the work of college counselors, this study set up a comprehensive questionnaire for the work of college counselors, with some colleges and universities in Chongqing as the basic object, added work value, social recognition, working environment and other dimensions in the content of the scale, and designed the score, the higher the score indicates that the higher the respondent's job recognition of the counselor' work. After using the collected data for statistical processing using a professional application software, the results of the data were obtained and the data collected were statistically processed using the professional application software. The results show that competence includes work attitude, problem-solving ability, professional knowledge and professional principle characteristics, and can also be seen that the work attitude of counselors will directly affect the effectiveness of education in the future, and good interpersonal communication ability, can play an important role in the work of counselors. When counselors have good problem-solving skills and good level of professional knowledge, they will directly or indirectly affect the performance of daily work. From this point of view, colleges and universities in the future of counselor selection and training work, should improve the ability of the study, the construction of a more reasonable evaluation program.

4. THE TRAINING METHODS OF THE TEAM BUILDING AND COMPETENCE OF THE COUNSELORS

4.1 Paying attention to the foundation of ideological and political education

To promote the work of counselors, professional education is the inevitable trend of professional development in the future, and the core of counselor's work is ideological and political education, the need for scientific management and training within the school, so that counselors master the basic skills of ideological and political work in colleges and universities, and carry out effective guidance and practice in student management. In this way, counselors can be more competent than the current practice group, so that counselors can be more competent than the current practice group to work in the job. From the school's point of view, we can optimize the professional structure, fundamentally improve the ability and quality of counselors, determine professional loyalty based on ability, attach importance to the basis of Ideological and political education, proceed from the reality, and try to achieve objective positioning in material selection.

4.2 Systematic Counselor Training

The work of counselors has high requirements in terms of comprehensive quality. The college should build a perfect training mechanism for counselors, and create necessary conditions for the improvement of counselors' ability with a systematic work mode. New counselors and old counselors should regularly communicate with each other, establish a new system of helping with the old, and strengthen business learning on this basis. Apply the knowledge of educational psychology and public relations to daily practice, combine it with the overall goal of education construction, form a good work incentive mechanism,

and strive to form a new model of teachers' team construction.

5. CONCLUSION

Through the research results of this paper, the purpose is to provide some reference for the future talent selection and counselor training, and to establish a more perfect and optimized counselor competency evaluation model. In this way, it can also ensure that colleges and universities select the most appropriate person to take on the work of counselors, comprehensively improve the quality of counselors, deepen the ideological management and daily management of students, and provide basic guarantee for talent training.

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The Optimization Path of Enterprise Financial Management Mode in The Era of Big Data

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Abstract: Today, the development of Internet promotes the dissemination and circulation of information. The emergence and rapid development of big data relying on the Internet has had different degrees of impact on the development of various fields. For enterprises, influenced by the era of big data, financial management begins to face more challenges. In order to better adapt to the environment of big data era, enterprises must speed up the optimization and innovation of financial management mode. This paper starts with the influence of big data era on enterprise financial management, focusing on the research and optimization of financial management model innovation.

Keywords: Big Data; Financial Management Model; Optimization

1. INTRODUCTION

Big data is a vast amount of information material, refers to the use of general software tools cannot be captured, managed and processed within a specified time of data, this information data must go through new processing models to have more powerful decision-making, insight, and process optimization capabilities of a diverse, massive amount of information assets. At the same time, big data has high growth rates.

Its characteristics are reflected in many aspects:

- 1) The data volume is huge, and there are many sources and channels at the same time;
- 2) There are many kinds of data;
- 3) The speed of flow propagation is fast the speed of obtaining data information is fast;
- 4) The information density is relatively low, and all kinds of information data in big data are not valuable. We must mine the value through corresponding technology [1].

2. IMPACT OF BIG DATA ON CORPORATE FINANCIAL MANAGEMENT

2.1 The significance of big data application for enterprise financial management

The emergence and development of big data not only brings opportunities to the development of enterprises, but also leads to the transformation of financial management mode.

First of all, in the era of big data, enterprises in the application of accounting computerization process, the corresponding account information, data storage is more convenient, data loss rate has dropped

significantly, and the development and application of computer technology also facilitate the compilation and classification of accounting information data; Secondly, facing the influence of big data era, modern enterprises should pay attention to the upgrading of computer software and hardware. Through the introduction or research and development of software technology, with the help of Internet platform to build a financial management model based on big data background [2].

In the era of big data, the combination of information technology applied to financial management can not only help enterprises to better organize data information, greatly reduce the workload and pressure of financial managers, but also can use network information technology to prevent information risks. To ensure that the enterprise financial management data information can be completed in a more secure environment, effectively avoid financial data leakage.

2.2 Impact of the Big Data Age on Corporate Financial Management

The era of big data not only brings convenience to the financial management of enterprises, but also makes the financial management change. The traditional financial management mode lacks timeliness for data analysis, and relies too much on the results of financial management to understand the profit and loss of products or services in the business process. Especially in the changing market economy environment, the lag of financial information data will greatly affect the economic benefits of the enterprise [3]. In the era of big data, enterprises can analyze financial information data in time with the help of information technology, which greatly improves the effectiveness. And enterprises can also use information technology to timely understand and update market information, and improve the market competitiveness of enterprises.

3. INNOVATION AND OPTIMIZATION OF ENTERPRISE FINANCIAL MANAGEMENT MODE IN THE ERA OF BIG DATA

3.1 accelerate the formulation and improvement of big data financial management system

The effective development of financial management cannot be separated from the perfect system. In the current external environment, enterprises must combine big data to optimize and improve the traditional management system.

First of all, speed up the construction of data information collection system, standardize the

enterprise financial data collection methods, clear the specific collection path, further improve the quality of financial data, financial information, and pay attention to the deep mining of financial data between the deep correlation, provide financial management to provide basic data protection;

Secondly, speed up the construction of standardized system, strictly regulate financial management, ensure the symmetry and sharing of financial information, strengthen communication and collaboration between internal departments;

Furthermore, we will build a confidentiality system, strengthen the awareness of financial information security prevention, and strengthen financial information security protection by means of the technical advantages of big data, such as system security access mechanism and information security evaluation mechanism.

3.2 Enterprise Financial Risk Management Model in the Context of Innovative Big Data

The improvement of any enterprise's competitiveness cannot be separated from risk control and risk avoidance, and the reduction of financial risk is the most important, it's also an important purpose of financial management. Compared with the era of big data, the traditional ability of financial risk management avoidance is lacking, and the effectiveness of risk management is low. Therefore, in the context of big data, it is necessary to innovate the financial risk management model. In recent years, influenced by big data, many domestic enterprises begin to integrate big data analysis into financial management, which requires the innovation of traditional financial management theory, timely supplement and improve the existing risk management theory, timely predict and evaluate the possible risks in the process of enterprise financial management. According to the prediction and evaluation results to develop financial risk prevention measures, only in this way can enterprises really face financial risks, timely and effective response, reduce financial losses to the lowest [4].

3.3 Strengthening the construction of financial management talents for big data

Statistics are the main content of traditional financial management work, in the traditional financial management process, the staff too much to look at the calculation of financial figures, but in the era of big data, relying solely on digital computing cannot meet the needs of financial work. Especially in the current

era of Internet "flooding", the traditional digital computing has been shown in the form of finished products in the computer. Coupled with the existence of the integrity management system, the audit work is more efficient and convenient. The data that used to take a lot of time to calculate is now simple and efficient. For the current enterprise financial management, it is necessary to change the management direction, strengthen the construction of big data financial management talents, fully consider the financial issues from the perspective of business, coordinate and improve the financial accounting, supervision and other aspects of the enterprise, and improve the level of financial management from multiple dimensions and perspectives. To achieve this transformation, on the one hand, financial managers need to have strong insight ability, on the other hand, they should also have good information processing ability.

4. CONCLUSIONS

To sum up, the impact of big data era on corporate financial management is multifaceted. Affected by this, the enterprise financial management should pay attention to the innovation and optimization of management mode, accelerate the formulation and improvement of big data financial management system, and innovate the enterprise financial risk management mode under the background of big data. At the same time, pay attention to the construction of financial management talents, timely change the management concept, and provide more support for the healthy development of enterprises.

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Analysis on The Reform of Packaging Design Education Curriculum System and Personnel Training Based on The Oriental Perspective

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Abstract: With the increasing attention of modern enterprises to packaging design, packaging design has gradually formed a professional course, which is specially used to train packaging design professionals. However, in terms of the current situation of the development of the professional curriculum, its education curriculum system is not perfect, there are many areas that need to be reformed, and there is no in-depth training of professional talents, so it needs to be improved. Based on the Oriental perspective, this paper analyzes the curriculum system and personnel training of packaging design education, and puts forward corresponding reform and training strategies.

Keywords: Oriental Perspective; Packaging Design; Reform

1. INTRODUCTION

Oriental perspective refers to the aesthetic perspective of Oriental people, which is closely related to Oriental culture and national characteristics. Therefore, from this perspective, the reform of packaging design education curriculum system and personnel training can change some problems in modern packaging design. For example, the design forms and techniques are the same, and the quality of design results is not high. And when these problems are solved, the real function of packaging design can be reflected. Through the packaging design to reflect the oriental culture, it is necessary to analyze the subject from the Oriental perspective.

2. ANALYSIS OF THE CURRICULUM SYSTEM OF PACKAGING DESIGN EDUCATION AND THE TRAINING OF TALENTS

2.1 Problems in the educational curriculum

According to the general case, there are two problems in the curriculum system of modern packaging design education, respectively, the design of the curriculum system is too theoretical and the content of curriculum teaching is simple. The issues are shown below.

(1) The design of the curriculum system is too theoretical

At present, most of the courses in the system of packaging design education are theoretical courses, which contain only a small number of practical courses, indicating that there are theoretical features in the design of curriculum systems. The contents of the theoretical course are theoretical knowledge, and

packaging design professional has a strong practical, it can be seen that the curriculum design and professional application requirements are contrary, on behalf of the curriculum system design is unreasonable, will cause the problem of insufficient ability of talent knowledge application, so talent in the actual work will frequently learn from other design, the formation of design forms and techniques are more similar situation [1, 2].

(2) The content of the course is poor

In the theoretical curriculum education, many teachers explain the content is relatively simple, such as a packaging design course, teachers only teach the packaging design points, the basic color application techniques, tone of emotional expression, such as this performance will further reduce the ability of talent knowledge application, resulting in the quality of talent design results is not high.

2.2 Talent development issues

In the packaging design education curriculum of talent training role can be seen, such courses do not have in-depth professional ability to train talents, only let talent master to master some basic concepts and skills, while ignoring the individual needs of talent in the learning process, resulting in poor quality training. Such as according to a packaging design education curriculum case can be seen, in education talent on the curriculum content performance of the lack of interest, and the classroom to teachers-led, indicating that the curriculum education cannot train talent design innovative thinking, nor can protect students' interest in learning, so that the quality of their talent training can be imagined.

3. THE REFORM OF THE CURRICULUM SYSTEM OF PACKAGING DESIGN EDUCATION AND THE STRATEGY OF TALENT TRAINING FROM THE EASTERN PERSPECTIVE

3.1 Reform Strategies for Education Curriculum System

In view of the two major problems of packaging design education curriculum system, we can adopt the theme practice curriculum setting and the traditional culture teaching content application strategy to achieve the reform goal from the eastern perspective. The following is an analysis of how the two strategies are applied.

(1) Topic Practice Class Settings

Because the packaging design education curriculum has a high practical, so can take the Oriental culture or national characteristics system as the theme, carry out a series of theme practice courses. The role of the theme practice class has two points: in the practice class, talents need to complete the design task independently around the theme, so that we can exercise the knowledge application ability of talents; Through the theme practice class, talents will develop a unique art design ideas, thus eliminating the design form and techniques of the same situation.

(2) Traditional Culture Teaching Content

Although the content of the modern packaging design education course is relatively simple, the existing content is desirable and can therefore be retained. However, on the basis of the original, we should add some traditional cultural teaching content, so that the talent can broaden their horizons, encourage students to understand and explore the "beauty" of traditional culture, and their own experience into the packaging design, so that can effectively improve the quality of design results.

3.2 Talent Development Strategy

In order to give full play to the role of personnel training in packaging design education curriculum, we must grasp two key points, namely, talent learning interest and innovation consciousness, which will be put forward below the corresponding talent training strategy.

(1) Talent learning interest promotion strategy

As the saying goes, "interest is the best teacher", so when talents have a high interest in packaging design education courses, the quality of their learning will be improved, representing the role of curriculum talent skilled. In the face of the phenomenon that modern talents are feeling the lack of interest in the content of the course, it is suggested that in the training of talents according to the orientation of talent interest, more use of the corresponding Oriental cultural cases to attract

talent, so that it is "enjoyed" in learning. Such as a teacher in the training process found that many talents like to see movies, so based on the film, successfully aroused the interest of talent, at the same time, the film's oriental ink design elements explained, so that talent in a relaxed and pleasant atmosphere to learn.

(2) Innovation Awareness Training Strategies

In order to make talents form a sense of innovation, it is necessary to stimulate their initiative, in this point it is recommended to use "competition course" to cultivate. The function of "competition course" is to make use of talent's motivation, competitiveness, mobilize their artistic thinking, so that during the competition, the initiative to create the theme of the competition, so that we can cultivate the innovative consciousness of talents. For example, a packaging design major launched a "competition course" with the theme of "bronze ware". From the performance of talents, the course can mobilize the enthusiasm of talents to learn and enhance their innovation awareness.

4. CONCLUSION

In conclusion, although the modern packaging design education curriculum system and personnel training are complete, they are not perfect enough, and there are still defects in many places. This paper lists some common problems. Then, in view of the problems in this paper, the corresponding strategies are put forward from the Eastern perspective, through which the packaging design professionals can be better trained, to achieve the purpose of reform and training.

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Research on The Reform of The Teaching Mode of Product Design Major Based on The Integration of Production and Teaching

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Abstract: China has long been in the examination-oriented education system, there are theoretical knowledge-based characteristics. This leads to the students and society, lack of practical opportunities and ability. Especially for the discipline of product design which needs strong practical ability, the school should pay attention to "employment oriented" in personnel training. Practice at the same time of learning, practice at the same time of learning, to put forward new requirements for personnel training.

Keywords: Integration; Production and Teaching; Product Design; Reform Research

1. INTRODUCTION

At present, the outstanding problems in the training of product design professionals in China reflect the necessity and urgency of educational model reform. Based on the integration of industry and education, this paper puts forward the education concept of "employment oriented" to improve the quality of professional talents. Around the students' professional ability and quality, explore the construction of practical talent training mode, keep up with the needs of the times, optimize and upgrade the education structure of our country [1].

2. CULTIVATE STUDENTS' HANDS-ON ABILITY TO CARRY OUT STUDIO SETUP

China's education system is influenced by the large population base, insufficient teachers, teaching resources are not matched and so on, and it has long been under the education system supplemented by theoretical teaching's main practical ability. Therefore, although students have a more systematic theoretical knowledge, but in the actual operation of the lack of hands-on experience cannot combine the two. Product design is a discipline with both theory and practical experience, and the proportion of practical ability is large. Therefore, if you want to train qualified professionals, we should carry out the reform of teaching mode, adhere to the "employment-oriented" integration of production and teaching in the school to carry out studio construction, open up students' ideas to improve practical ability.

For example, studio settings are available on campus to provide employment practice opportunities. Studio teaching mode to practice operation mainly, respect the students' subjective initiative in the design to

mobilize students to think independently, so that professional construction to achieve the integration of production and teaching, effectively the first classroom and the second classroom linked to exercise students' independent learning, design expression and teamwork ability. First, the teacher led the project, the students free to form a group to carry out the project discussion. For example, for 3D printing thinking results difficult to convert low rate of the problem teachers put forward the project requirements for students to design their own, solve and finally put their design to market. Students freely group after receiving propositions, the group members of different strengths of the pattern to facilitate the follow-up of the project. Teachers guide students to conduct market research to understand the needs and orientation of the market, can take the form of field visits, questionnaires and other forms. Students based on what they learned in class and their own preliminary understanding of the design questionnaire content, and then conducted data analysis to arrive at the understanding of 3D printing technology between the operator and the thinking provider of the understanding of the conclusion that the final results are poor. Students discuss and share their ideas, teachers listen to summarize their ideas and guide them in due course, and eventually students think they can design a 3D-printed pen to meet the need for a conversion of thinking outcomes. The students then worked together to divide the members into drawing design groups and the parts assembly combination marketing group. The drawing design team is committed to the aesthetic and practical drawing of the sample after the completion of the first draft teacher review and put forward changes [2]. The production of the 3D print pen was completed after repeated tests after receiving the drawing. The marketing group is responsible for contacting the major manufacturers to attract investment to expand production for further improvement of technology. During this time, teachers follow up and observe students' performance on the record in order to give each student specialized guidance at the end of the activity to help them better move into society. The studio teaching model attaches great importance to the cultivation of students' knowledge application ability and professional post ability, and lays a good foundation for future employment.

3. OPTIMIZE AND UPGRADE THE EDUCATIONAL STRUCTURE AND ESTABLISH A COMPOSITE EDUCATION MODEL

The integration of production and education aims to integrate education and teaching, production labor, quality training, skills training and social services, so that students can enter the corresponding social role as soon as possible to meet the development needs. This educational model breaks the barrier between occupation and education, work and education in the past, and forms a win-win situation of production and education to promote the innovative transmission and creative development of scientific research results, thus driving the technological upgrading of enterprises and the rapid progress of regional economy. The compound education model refers to the professionals with strong practical operation and professional theoretical quality who set the goal of student training as cultivating a group of knowledge composite, ability conforms to and the thinking complex adapts to the needs of the first line. This is not only the trend of social and social development, but also the new demand in the face of severe employment situation, but also the need for the individual students to improve. Therefore, schools should optimize and upgrade the educational structure and take the road of compound education model.

For example, the establishment of a composite education model to promote the training of composite talents. First of all, the school should carry out the training goal design, in view of the current situation of social development and lack of practical ability characteristics, the focus of the current stage of education is to train a group of have strong practical ability and professional theoretical literacy, with a certain degree of social adaptability and humanistic literacy of comprehensive, practical talent. After that, according to the characteristics of the students are roughly divided into practice classes, enterprise classes two. The practice class is designed to provide students with practical opportunities and experience. The aim of the enterprise class is to create various situations that may arise in the future employment process for students, so that they can integrate into society more quickly to meet the needs of their jobs. Because the product design major is closely related to the market, so teachers should carry out dynamic teaching according to the industry, domestic and foreign market changes so that students master the most advanced design concepts and craft production methods. Next, whether it is practice class or enterprise class to adjust the curriculum, integration of curriculum content, showing a "one-year-wide, multi-point co-prosperity" curriculum pattern [3]. Based on strengthening professional courses, other related disciplines, such as teaching aesthetic sepulture in product design, can be added to the humanities course, in order to open students' ideas and deepen the depth

of their thinking. In the course content reflects several points to promote the characteristics. Finally, the school can set up "three classes" for students: the first classroom is the teacher's theoretical explanation, the second classroom is the organization of college students' associations, the third classroom is: social practice, production and learning cooperative education base. Through the organic combination of the three classrooms to fully mobilize students' ability to think and practice on their own, multi-pronged to improve their professional quality.

4. GIVE STUDENTS PRACTICAL OPPORTUNITIES TO CONDUCT JOINT SCHOOL-ENTERPRISE

Product design as a highly technical subject, in school education should be combined with theory and practice, closely follow the trend of market development, but at this stage, product design professional education is subject to the shortage of teachers, teaching resources and equipment backward, the number of students in large employment difficulties, resulting in the inability to provide practical opportunities for students. Students' lack of experience after graduation due to lack of internships makes their career path worse. Therefore, the school should reach a good strategic cooperative relationship with local enterprises to carry out school-enterprise joint, the school will become an outdoor practice classroom and professional practice base at the same time to meet the needs of enterprises, to achieve a win-win situation between schools and enterprises.

For example, joint school-enterprise alliances provide internship opportunist for students. Enterprises and schools to reach an interconnection model to strengthen mutually beneficial exchanges between the two sides. In view of the shortage of teaching resources in schools and the weak strength of teachers. Enterprises will regularly send professional and technical personnel to the campus, for students to carry out special practical courses. Teach students the problems and solutions they encounter in the practical process, who in this way in disguise to accumulate practical experience and use for their own use. At the same time, professionals can also train teachers in the school professional ability, so that teachers can break the shackles of school education, linked to the market closely follow the pace of development, will be popular design concepts and advanced technology to pass to students. The corresponding schools to meet the needs of enterprises, the enterprise into its internship cooperative units, each year to send many professionals to the enterprise internship, to alleviate the shortage of enterprises to reduce production costs. During this period, enterprises through the interns to provide free accommodation, a good working environment and provide local hukou and other preferential policies to attract interns to sign up, after graduation to return to the enterprise to work, for the future development of the reserve talent force. In

addition, enterprises can also focus on college teachers, hiring teachers as their technical advisers. When teachers and students conduct research on the subject, the company provides them with financial, technical, human, and field support. After reaching the experimental conclusion, the enterprise can obtain the priority right to use the market in large quantities to obtain economic benefits. The joint education method of school-enterprise not only makes up for the lack of practical ability training in school education, but also solves the problem of high labor cost of slow labor for enterprise technology upgrading, and finally realizes the win-win situation between schools and enterprises.

5. CONCLUSION

In order to meet the needs of social development, the school should actively improve the teaching mode of product design. We should change the single theory teaching into the combination of theory and practice, and pay attention to the cultivation of students' practical ability. By setting up a studio in the school, establishing a compound education team and carrying out school enterprise alliance, we can provide students with practical opportunities, transform and upgrade the education structure. So that students can better

complete the transition from school to society, and become a progressive force to promote social progress.

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Construction of Positive Personality of Poor College Students from The Perspective of Positive Psychology

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Abstract: Positive psychology is a new science that studies traditional psychology from a positive perspective, focusing on the positive aspects of human nature. Positive psychology is of great significance to the construction of College Students' positive personality. Taking Nanchang Normal University as an example, this paper analyzes the current psychological status of poor students in Colleges and universities through 16PF personality test, combined with the factor analysis of the formation of poor students' personality and the problems existing in the current mental health education, and puts forward the ways to construct the positive personality of poor students in self, school and family from the perspective of positive psychology.

Keywords: Positive Psychology; Poor College Students; Personality

1. INTRODUCTION

General secretary pointed out that poverty alleviation should be meticulous support in the precise poverty alleviation, and poverty alleviation should also be supported by ambition. How to promote the physical and mental health and all-round development of impoverished college students has become an important topic of social concern. Scholars believe that positive psychology is conducive to developing students' potential, enhancing their sense of self-efficacy, establishing a positive personality orientation, helping students form a sounder personality at a higher level and a broader vision, and promoting the healthy, happy and harmonious development of students [1-4]. This paper takes the personality differences between poor and non-poor college students as the starting point, and combines the four basic viewpoints of arousing positive emotions in positive psychology (establishing correct cognition, arousing positive emotional experience, strengthening positive behavior and cultivating positive quality) to study poor college students, so as to further put forward that from the perspective of positive psychology, from the perspective of students' self, School The constructive suggestions on the construction of the positive personality of the poor students from the three aspects of family make up for the current vacancy and deficiency in the construction direction of the positive personality of the poor students.

ACADEMIC PUBLISHING HOUSE

2. LITERATURE REVIEW

2.1 Research status of positive personality of College Students

The research mainly focuses on the current situation, influencing factors, and training strategies. The research methods are mostly carried out by questionnaire survey. Cattell 16PF scale and college students' positive personality scale are the most used research tools. The personality research mostly combines theoretical analysis and empirical analysis for comparative study, among which Deng Qinqin et al. (2015) and Wu Yazi et al. (2018) think that the research on the positive personality characteristics of college students has a strong practical significance, which is helpful to promote the individual growth and development of College Students, and to promote the harmonious happiness and progress of social life.

2.2 Research status of positive personality of poor college students

There are few research results and few excellent literatures in this field. The research mainly focuses on personality traits and influencing factors. Most of the research methods are interviews, which lack of effective measurement of the positive personality dimensions of poor students. The research is mostly combined with psychology. Most of the strategies for cultivating the positive personality of the poor students are based on the theory of personality traits.

2.3 A study of personality construction from the perspective of positive psychology

Positive psychology mainly from happiness, happiness, gratitude and other positive experience, to establish a positive personality orientation, to guide the formation of positive personality traits [5]. At present, the study of personality from the perspective of positive psychology mainly focuses on personality traits, formative factors and so on. There are few researches on personality construction and few excellent literatures. 16PF scale, interview method and Eysenck questionnaire are used to analyze the research, while empirical research is less and theoretical analysis is more.

To sum up, scholars have made some achievements in the study of personality, which is still in constant exploration. Most of the research focuses on the positive personality of college students, lacking of the research on the positive personality of poor students.

In the perspective of positive psychology, the research object is mostly college students. The research on the combination of the positive personality of poor students and the positive psychology is few, the research content is single, the research results are few, the empirical research is few, and the theoretical analysis is mostly. Based on the 16PF personality test and the results of interviews and qualitative research, this paper analyzes the positive personality of poor students, and puts forward some suggestions on the construction of poor students' personality from the perspective of positive psychology.

3. RESEARCH METHODS

3.1 Research object

Using the method of random sampling, 150 poor college students and 150 non poor college students were randomly selected from Nanchang Normal University. Among them, the poor college students refer to the college students with family economic difficulties (refer to entering the poor student Bank of Nanchang Normal University). A total of 300 questionnaires were distributed.

3.2 Research tool-16pf

Using the Cattell 16PF test scale developed by Professor Raymond Cattell of the Institute of personality and ability of the University of Illinois is one of the authoritative psychological measurement tools in the field of psychological personality measurement. 16PF test is to reveal 16 personality factors on individuals and show their personality features [6]. Based on the characteristics of poor students, this study selected factors a, h, C, Q 1, F, F, Q 3, self-discipline, O, Q 2 and so on.

At the same time, in order to understand the reality and ideological trends of poor college students more comprehensively, At the same time of the 16PF personality factor scale survey on the poor students, the survey was conducted by means of personal interview (first, ten poor college students were interviewed randomly to understand their views on family poverty, possible causes and future impacts, and summarized the basic interview questions for other interviewees).

3.3 Methods

Test with unified guidance and analyze with Excel

4. RESULT ANALYSIS

Table 1 16PF comparison between poor and non-poor students

Factor	Standard score	Above standard score		Below standard	
		Needy students	Non poor students	Needy students	Non poor students
A Music group character	6	16.67%	83.33%	40%	60%
C stability	5	33.33%	66.67%	28.57%	71.43%
E Influence	7	51%	49%	50%	50%
F vivacity	7	11.11%	88.89%	33.33%	66.67%
H Communicative nature	7	33.33%	66.67%	20%	80%
L Skepticism	6	25%	75%	26.07%	74.93%
O Apprehension	7	25%	75%	22.22%	77.78%
Q1 Transformational	12	60%	40%	40%	60%
Q2 Independence	4	36.36%	63.64%	50%	50%
Q3 Selfdiscipline	4	30.56%	69.44%	22.22%	77.88%

Table 2 interview statistics of poor students

Item	option	Percentage (%)					
		Needy students		Non poverty-stricken students			
		male	female	male	female	male	female
Living place	A. town	28	36	55	68	54	66
	B. countryside	72	64	45	32	46	34
Brothers and sisters	A. 1	16	17	15	42	62	66
	B. 2	52.1	58	62	46	28	23
	C. 3	28.2	28	19	12	10	11
	D. 4 or more	3.7	7	8	0	0	0
Bosom friend	A. 1	67	61	68	36	31	27
	B. 2 or more	24	29	26	62	68	71
	C. No	9	10	6	2	1	2
Attitude to learning status and achievement	A.Satisfied	18	42	33	38	45	40
	B.Basic satisfaction	67	55	62	49	53	57
	C.Dissatisfied	15	3	5	13	2	3
Confidence in the future	A.Be confident	36	31	27	46	66	64
	B.Have a little confidence	57	63	68	48	32	33
	C.Hope is slim	7	6	5	6	2	3

The 16PF test comparison between the poor students and the non-poor students is shown in Table 1: there

are obvious differences between the poor students and the non-poor students in the aspects of music group,

stability, liveliness, communication, skepticism, change, independence and self-discipline, especially in the aspects of music group and liveliness, the difference between the poor students and the non-poor students is greater. The common behaviors of poor students are often conservative, serious, rigid, and taciturn, which may indicate that the ability of academic activities is better than that of social activities to some extent.

There is little difference in the impact. In the transformative aspect, the poor students show more transformative. Therefore, the ordinary behavior of the poor students may be expressed in curiosity and like to try many possibilities.

In terms of self-discipline and independence, the performance of poor students is slightly lower than that of non-poor students, and the proportion of poor students in the above standard scores is slightly lower than that of non-poor students. Therefore, poor students are highly dependent, lack of opinions and lack of self-discipline in terms of self-discipline and independence.

In terms of stability and skepticism, poor students account for a large proportion of people below the standard score. Therefore, poor students are characterized by sincerity, cooperation, tolerance, easy to adapt to the environment, easy to build good relationships with others in the collective, but at the same time, their emotions are not stable enough and easy to be motivated.

In terms of anxiety and communication, the poor students account for a large proportion in the number of students below the standard score. They may be inclined to the low score character, more easily adapt to the environment, calm, shy, timid and unable to express themselves.

In a word, poor students tend to be cautious in character, have a certain risk-taking spirit, easy to adapt to the environment, improve and other characteristics, but at the same time, their social communication ability is poor, they are easily shy and dare not express themselves, they have strong subjective dependence, lack of self-discipline and poor emotional stability, as Table 1 and Table 2.

5. COUNTERMEASURES AND SUGGESTIONS

Based on the analysis and statistical results of 16PF personality test, and according to the four basic viewpoints of arousing positive emotions in positive psychology (establishing correct cognition, arousing positive emotional experience, strengthening positive behavior and cultivating positive quality), this paper puts forward suggestions on the construction of poor students' personality from three aspects of students, schools and families.

5.1 On students' own: building correct cognition

The poor students are the main body of cultivating positive psychological quality. To cultivate positive psychological quality, we must start from the poor students themselves, give enough support to the poor

students, guide the poor students to establish a positive personality orientation, to establish a correct cognition. "Because of the family difficulties, I often feel inferior. I don't have the courage to talk. When I talk to others, my voice is very small." "I don't know why. Sometimes we don't know what to do with each other's friends. We don't talk when it's cold." through interviews, we found that it is necessary for some poor students to establish a correct understanding of their own, family environment and social environment, establish sufficient self-confidence, learn to find their own advantages, consciously cultivate their positive and good quality, learn to adapt to their own environment, learn the benefits of the surrounding environment for personal development, and find more accumulation in social life In order to guide the formation of positive personality.

5.2 School: stimulate positive emotional experience and strengthen positive behavior

School is the cradle of learning and incubation of students, while teachers are the center of educational activities and occupy the main position in the process of education, so the construction of the positive personality of poor students cannot be separated from the support of schools and teachers.

"In fact, sometimes I'm grateful for the encouragement of the teacher, but it's just a simple" good! "Great. I'll be happy for a long time." through the interview, we learned that poor students are sensitive in personality and can associate and enlarge the subtle behaviors of others. Therefore, paying attention to their personal emotions, stimulating their positive emotional experience, and strengthening their positive behaviors play an important role in the construction of their positive personality. On the one hand, school teachers should not only change the original solidified teaching concept and teaching method, actively use the relevant knowledge of positive psychology in the teaching process, actively guide students' classroom mood in the classroom, give timely affirmation to students' positive performance, find more flash points of students, and stimulate students' learning motivation and enthusiasm. On the other hand, the school should strengthen the popularization and education of positive psychology for students, introduce the courses related to positive psychology, let students more contact and understand the relevant knowledge of positive psychology, at the same time, organize the activities of relevant positive psychology associations, consciously create a positive campus cultural atmosphere, and let students online, offline and in class After class, we should cultivate the positive and healthy psychological quality imperceptibly. At the same time, the school should establish an effective multiple evaluation mechanism and funding mechanism for students, guide poor students to build a positive interpersonal system with their own subjective initiative, and give poor students the support of positive development with an effective

poverty funding mechanism.

5.3 Family: cultivate positive quality

Family is the environment where students live for the longest time. It has many opportunities and wide influence, which plays a very important role in the overall development of students' personality.

"Although our family's economic situation is not particularly good, my grandfather's way of being modest and principled has been influencing me in silence, and he has always told me that as long as we are willing to work hard, we will be able to achieve what we want." through interviews to understand the families of poor students, we found that those poor students with obvious positive personality characteristics cannot do without a family environment that attaches great importance to family style and family members have good moral character. Building a good family environment is conducive to the cultivation of the positive character of the poor students. Through strengthening the emotional interaction with family members, we should pay attention to the construction of good family style in the family, help the psychological quality of the students to mature, increase the life foundation and courage of the poor students, and promote the students to establish a correct and positive outlook on life values, so that the students can get the whole Face development.

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The Exploration of The Reform of Thought and Politics in The Professional Course of Film and Television Animation-Taking Practical Courses as An Example

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Abstract: Taking the ideological and political education as an example, in the overall design of the course, the professional skills of the course and ideological and political education are both emphasized as the design orientation, and the talent training program is the goal to integrate ideological and political elements into the course content. This article has always run through the whole course, closely around the moral education goal of "Building Morality and cultivating people", and combined with the characteristics of art professional courses for teaching. At the same time of driving students to learn professional skills, we should cultivate their ideological and political literacy, and test the final effect of the course with the creation height and production of works.

Keywords: Film and Television; Animation Professional Courses; Practical Courses; Political Reform

1. INTRODUCTION

At the National Conference on Ideological and Political Work in colleges and universities: "To make good use of the main channel of classroom teaching, the ideological and political theory course should be strengthened in the improvement. We should improve the affinity and pertinence of Ideological and political education to meet the needs and expectations of students' growth and development. All other courses should have a sense of responsibility, so that all kinds of courses and ideological and political theory courses are in the same direction, forming a synergistic effect." Make all kinds of courses and ideological and political theory courses go with peers, forming synergies. "This

Table 1 Content of the school

Serial number	Chapter content	Class	Experimental training	Total
1	Overview of courses, software installation and operation, task assignment.	4	4	4
2	Example operation and practical problem solving	4	4	4
3	Project follow-up and discussion	8	8	8
4	Project integration	4	4	4

theme, through the combination of curriculum and politics, the fun artistic creation of the content of the integration of thought and politics in the curriculum kneaded together, with students as the lead, teachers grasp the direction, keep up with the pulse of the times, with a professional perspective to create a number of conscious, soulful political cartoons."

The main courses are as follows: "Comprehensive Practice" course belongs to the professional elective course, using the virtual project simulation training method to arrange teaching. Considering that the second-year students are gradually learning professional courses, cognitive and ability level is in rapid development, so the virtual project to arrange analysis of classics, imitation creation as the main line, so that they have a profound understanding of the profession, skilled in technology, but also for the follow-up courses to lay the foundation [1-3].

The main task of the "Comprehensive Practice" course is to enable students to master the "moderate, sufficient" thinking and design skills of film and television animation, master some of the basic use of software functions.

2. COURSE DESIGN IDEAS

The comprehensive training course takes a public official account as an example, and combines the first lecture on the ideological and political content of "Chairman of the national new socialist China thought". Students use special tools for film and television animation, combined with audio-visual language related courses, to turn ideological and political characters into pictures, so that boring content becomes easy to understand, and then use software to synthesize comic articles, as Table 1.

3. THE CONTENT OF "THINKING POLITICS"

"Comprehensive practice" course is a practical course, its content operability is large, compared to other courses is easier to join the "thinking politics" content, in the curriculum content design is how to let students consciously learn to "thinking politics" content, then the "thinking politics" elements should be integrated into the curriculum, to students' usual creative theme including "thinking politics" elements, Then students learn artistic skills at the same time. It is the crystallization of the practical experience and collective wisdom of the Party and the people, an important part of the theoretical system of socialism with Chinese characteristics, and a guide for the whole Party and the people to strive for the great rejuvenation of the Chinese nation.

Before drawing, we can find some corresponding materials and download the pictures of great people. Import into flash, draw the outline of the character's head, eyes, ears, nose and mouth, and adjust the details. Fully understand the text content, find out the corresponding meaning, and explain the key words [2]. Through the above practice and practice, compared with the boring software learning and text reading, the use of comic form to create ideological and political content, students' interest is very important. Students not only translate words into pictures, but also understand the meaning of words, search for certain information, and finally determine the form of comics [3]. To improve students' ability of independent

learning and innovation is helpful to keep in mind the content of socialist core values.

4. CONCLUSION

Art courses are mostly based on projects or examples, and students' interest in learning accounts for a large proportion. Art students should not only learn art accomplishment, but also learn software knowledge. There are many tasks for students to learn. The art curriculum system is very important, many courses are in order, and the major classification is obvious. There are many ways to combine ideological and political content with art courses. We can develop ideological and political content in the form of projects, or we can show some ideological and political content through shooting and editing, which needs more efforts to explore and verify.

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Certification and Evaluation of Teacher Training Professionals Based on OBE Education Theory

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Abstract: With the continuous development of the theory of normal major certification, the certification of normal major in China has gradually turned to OBE based education theory. Adhering to the advanced concept of student center, achievement oriented and continuous improvement, we will carry out all-round and whole process assessment of teaching for normal majors. Therefore, the reconstruction of the professional certification and evaluation system has become the focus of everyone.

Keywords: OBE Education Theory; Normal Class; Professional Certification

1. INTRODUCTION

For our country's ordinary colleges and universities at this stage, the certification of teacher-training major is not only a challenge to face, but also an opportunity to promote the development of teacher-training majors. In the higher normal school social reputation and the acquisition of resources is of great benefit, but also affect the competitiveness and survival of the school professional running. Therefore, this paper focuses on the evaluation and evaluation of teacher training professionals based on OBE education theory.

2. OVERVIEW OF OBE EDUCATION THEORY

The professional certification of teacher training uses the early concept of engineering education in China, taking students as the center, taking the results as the guide, and gradually improving the quality of education, which comes from OBE education, and is also known as "results-oriented education". It was first proposed by the educator Spetti, and in the 1990s, the concept was first widely used in North America. OBE education puts forward higher requirements for teachers, requiring teachers to know clearly what extent they are at the time of graduation, and for students to achieve this goal, teachers must design reasonable and effective teaching programs. From the school's point of view, the whole educational process is based on the students' learning results, so that the whole teaching activity process is accurate to the students as the main body, rather than just according to the content of the subject [1-3].

The professional certification of teacher security regards OBE as a psychological idea and applies the OBE education model to the whole teacher-training professional certification system. According to the

Form of OBE Education, the teaching activities which are required to be formulated according to the goal achieved by the students' professional ability, compared with the traditional teaching mode in which teachers only pay attention to the teaching of knowledge, the OBE educational concept takes the students as the center and attaches importance to the development of the students' professional ability. It is characterized by the reverse design of education from the final requirements to achieve the goal, which is more demanding of the whole teaching system.

3. CONSTRUCTION STRATEGY OF TEACHER TRAINING PROFESSIONAL CERTIFICATION AND EVALUATION BASED ON OBE EDUCATION THEORY

3.1 Student-centered, return to the beginning of professional construction

With the reform and development of the school, teachers' major and non-normal major make progress and develop harmoniously. In recent years, when ordinary undergraduate schools study how to change to technology-type colleges and universities, most of the technology is in order to meet the needs of the local industry, thus neglecting the investment in the teacher-type professional, in the process greatly hinders the development of teacher-training major. Therefore, in the teaching process of the school, the teaching resources of the school should be reasonably allocated, we should pay attention to the training of teachers, improve their professional level, and provide resources for the students of normal majors. At the same time, it is necessary to plan the relationship between subject knowledge and professional aspects. All along, most colleges and universities in the process of running schools, have paid more attention to the construction of disciplines, thus neglecting the construction of professional. Teacher-training professional certification is focused on the professional, pay attention to the development of students. Schools should strengthen the awareness of professional construction, establish awareness of professional construction, in teaching work, professional construction as the focus, strict implementation of their own work, the training of talent as the main purpose, for the growth of all students to provide better services.

From the professional aspect of analysis, to grasp the

important objectives of professional construction, and its elements, students as the center, in the professional construction work, the design of each step not only for the growth and development of students to improve better services, but also to make the teacher-training students teaching level has been improved. In the process of the construction of teacher-training majors, to a certain extent, the construction of disciplines will also have a certain impact on them, and there will also be cases of seeing people. Professional construction will promote the progress of discipline construction, professional construction is the goal of scientific research, laboratory level of development, training more excellent professionals in all walks of life needs. The goal of discipline construction is to attach importance to the cultivation of knowledge, although it may be some students' majors to improve, but because the goal of the construction of the two is not the same. Therefore, discipline construction cannot be replaced by professional construction, professional construction methods cannot be carried out according to the discipline construction.

3.2 Setting training goals and graduation requirements
We should not only establish the exact professional training objectives, but also make the relevant graduation requirements. This is an important part of the teaching process of normal majors, and the starting point of the teaching system of normal majors. According to OBE's education concept and the certification standard of normal major, the training goal is to see whether the students can take the job after graduation, whether the students are suitable for the requirements of the job, whether they can undertake the basic teaching work and carry out the teaching smoothly. This requirement reflects whether the development in the job position has reached the expected standard after the students graduate about 5 years. Graduation requirements in the process of training all normal students, get appropriate decomposition and implementation [2].

3.3 Optimizing curriculum and teaching activities
The basic mode of optimizing curriculum is reverse design, matrix analysis, it is a scientific work, according to the training objectives and its graduation requirements, clearly put forward the teaching ability that students must achieve, as well as the students' own quality, according to the content analysis of each subject, to evaluate and analyze each course, Whether it is possible to improve the teaching ability of students, and the degree of contribution to the goals to be achieved by normal students, list the matrix to carry out analysis, and then choose the course according to the intensity of the impact of the curriculum on the

teacher majors, so that the curriculum can effectively meet the graduation requirements of teacher sin students. Optimizing curriculum is an analysis in the whole teaching system according to the degree reached by the student major, timely selection of the course sought strongly supported by graduation, and eliminating its weak support course, therefore, optimizing the curriculum is not a one-time can be completed. At the same time, according to the teacher-training professional certification, the requirement of curriculum construction is to combine professional education and teacher education effectively, theoretical and practical courses, compulsory and elective courses to carry out appropriate construction. The curriculum should be carried out according to the graduation requirements to develop appropriate teaching objectives and outline, the development of reasonable teaching methods and different forms of assessment content, in order to achieve the curriculum objectives. In the process of teaching, teachers should pay attention to the use of new teaching methods, and can effectively combine online and offline teaching, to improve the enthusiasm of students to learn independently.

4. CONCLUSION

To sum up, the implementation of the start-up of the certification and evaluation of Normal Majors Based on the OBE education theory is conducive to the enhancement of the connotation construction of normal majors and the improvement of the training quality of normal talents. It is more important to innovate the old education concept and coordinate the basic elements of professional construction. Constantly improve the teaching quality of normal majors, and constantly adapt to the requirements and development of the new era.

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Ontological Interpretation in Teaching Chinese As A Second Language

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Abstract: This paper mainly analyzes how to analyze and expound the concept of Chinese as a second language. In view of this, this paper combines some practical cases in Chinese applications to explain the ontological concept and extension of Chinese as a second language, hoping to be helpful to the teaching of Chinese as a foreign language.

Keywords: Chinese Teaching; Second Language, Ontology; Elaboration

1. INTRODUCTION

Chinese as a second language, can also be called the teaching of foreign Chinese, teachers in the process of teaching Chinese as a foreign language, must fully understand and master the concept of Chinese ontology, in-depth and detailed study of Chinese ontology can not only greatly improve the teaching quality of Chinese as a foreign language, but also have a certain help to teachers to study Chinese language theory and system.[1]

Analysis of the ontological study of Chinese as a second language. Chinese as a second language ontology research is mainly through the systematic, phased analysis of the original meaning of Chinese words, grammar, definition and usage of some related theories. After obtaining the theory, teachers need to further study it and put it into a process of practical teaching. In the process of teaching Chinese as a foreign language, the study of Chinese ontology is of great significance for improving the quality of teaching Chinese as a foreign language and helping teachers better master the mystery of Chinese language. At present, Chinese ontology research can be divided into two different schools: formalism, formalism mainly studies the theory and grammar generation of Chinese language; functionalism, that is, through the application of Chinese language to carry out a detailed study of Chinese ontology. Although the two schools have different research methods, they belong to the category of Chinese Ontology in essence.

2. CHINESE ONTOLOGICAL RESEARCH THEORY SEGMENTATION

2.1 Study on the ontological of Chinese grammar system

The so-called research on Chinese grammar ontology system means that each researcher studies the formation and application of Chinese grammar through various research methods and means. Because different scholars have different research purposes, there are some differences in the Chinese grammar

system. In the actual process of teaching Chinese as a foreign language, the main purpose is to help students master Chinese grammar and grammar system structure. In view of this, teachers should choose a suitable grammar teaching system to carry out Chinese Teaching [2].

For example, in the study of the ontology of Chinese grammar system, teachers will use some commonly used Chinese vocabulary and explain their meaning in different sentence patterns and context. Such as teachers in the elaboration of some of the Chinese commonly used command-style words or short sentences in the process, will use such cases: (1) turn off the lights; Such as the Chinese short sentences or vocabulary expression and application of many, separate around the word "put" alone, in different contexts and semantics can represent different states and emotions. In addition, "take" and "take" can also be used for word replacement, for example, in the Chinese expression "What can he do to you?" "And "What can he do with you? All represent the subject's description and expression of objective situation, mainly used to express the subject a helpless mood and tone. In view of this, teachers in the actual teaching process, we must carry out in-depth study of Chinese vocabulary in different grammar situations, to improve the quality of curriculum teaching. At the same time, in the process of subdivision, carry out the teaching of Chinese as a foreign language according to the difficulty of the grade.

2.2 Basic Investigation of Language Facts in Chinese Ontological Research

During the study of Chinese ontology, even the same words can have different meanings under different circumstances because of the different expressions of Chinese and English. In view of this, the most basic research in the study of Chinese ontological culture is the interpretation and description of the expressed facts.

For example, in some Chinese sentence patterns, words with the same meaning may have differences between the subject and the object. One of the most distinctive local cases is the Lingtang (Lingshou Tang) and the mother. In Chinese teaching textbooks, your father is aimed at others, which is a kind of honorific name of subject to object, and the subject cannot be a person in the same family. Mother is a simple noun, which aims at both subject and object, and is not limited by usage. In addition, due to the long history of Chinese language, some ancient vocabulary can

also be used to replace modern vocabulary. Although these words seem to be different from the original ones, they can be replaced in some languages [3]. For example, husband and wife are common nouns in Chinese, but in many histories, many words can be used to replace the term husband and wife, such as couple, spouse, and so on. If they are a couple, they can also be expressed as a couple. Compared with husband and wife, a good couple is more intimate and affective. But, the meaning of the two paragraphs is the same. In English grammar, a thing is often referred to by a vocabulary, which can greatly improve the simplicity of the language and conform to the economic principles of the language. However, in the process of teaching Chinese as a second language, in order to help students better understand and master Chinese, they can use different vocabulary to practice. What's more, although these words have their own characteristics, they contain the language wisdom of Chinese people and Chinese culture.

3. CONCLUSION

To sum up, the research on the ontology of Chinese as a second language plays an important role in improving the teaching quality of TCFL. Chinese ontology research and Chinese teaching are inextricably linked. Although there are differences in the nature of the two, Chinese ontology research can

be guided by thinking about how to build a systematic theory of Chinese research and using theory to guide the actual research. Chinese ontology research has an important influence and outstanding contribution in TCFL, and the in-depth study and analysis of its theory is also helpful to Chinese teaching.

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Screening Identification of Methanol-Resistant Lipase-Producing Bacteria and Advances in The Study of Enzymatic Properties

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Abstract: Methanol resistant lipase producing bacteria is the key to improve the efficiency of biodiesel production. In this study, based on the analysis of the function and advantages of methanol resistant lipase producing bacteria, the screening and identification process and enzymatic properties of methanol resistant lipase producing bacteria were analyzed, to provide good support for the development of methanol resistant lipase.

Keywords: Methanol-Resistant; Lipase-Producing Bacteria; Enzymatic Properties; Biodiesel

1. INTRODUCTION

In recent years, biodiesel gradually with its non-polluting, renewable and other advantages, has been a good popularity. Enzyme legal biodiesel is an important way to produce biodiesel. The enzymes used in the production process are susceptible to the toxic effects of short-chain alcohols, and it is difficult to play a good active and catalytic role. The development of methanol-resistant lipase is key to improving these deficiencies. This study will be based on a literature review of methanol-resistant lipase-producing bacteria screening and identification as follows:

Methanol-resistant lipase-producing bacteria. In enzyme-legal biodiesel, short-chain alcohol (methanol) in raw materials will promote certain toxic damage to the fates production process, which in turn affects the life and activity of lipase, resulting in a decrease in production efficiency. Compared with other lipases, methanol-resistant lipase can effectively improve the toxic damage of short-chain alcohols to enzymes and maintain good lipase catalytic efficiency and productivity. Combined with the above characteristics, the screening of lip enzyme-producing bacteria with high methanol tolerance can improve the production efficiency of biodiesel and reduce the difficulties in the later production of biodiesel. Therefore, it is necessary to do a good job of methanol-resistant lipase-producing bacteria screening and application.

2. SCREENING IDENTIFICATION OF METHANOL-RESISTANT LIPASE-PRODUCING BACTERIA

Strain screening is the basic link to improve the production efficiency of enzyme legal biodiesel. From the strains screening process, strain screening usually needs to go through the initial screening, re-sieve,

activity determination and other links [1]. In this work, the selection of screening methods is the key to determine the success rate of screening and the efficiency of screening.

Liu Yanbo et al. think: the screening of lipase producing bacteria can be completed by rhodamine B plate method. After inoculating the strain on the screening medium plate, it will continue to be cultured for a period under specific culture conditions [2]. At the end of culture, the ratio of the diameter of the transparent circle to the diameter of the colony was used as the primary screening standard of lipase producing strains. Then, the mature strains were cultured in liquid seed culture medium, under the specific temperature conditions, and were treated by shaking culture for a period. Take 2% inoculum amount and put it into shake flask fermentation medium to continue shaking culture. Take a proper amount of fermentation liquid and put it into a centrifuge tube for centrifugation. The above supernatant is used for enzyme activity determination. The identification of lipase producing bacteria is an important support for lipase development. In order to ensure the accuracy of the identification results of lipase strains, more than two methods are usually needed to identify the strains at the same time. Shape recognition is a simple and easy recognition method. Its principle is to compare the shape of strain after filtering and judge whether the two are consistent. Bai Xue pointed out that in addition to basic morphological identification, 26srDNA molecular biological identification method can also be used to obtain the identification results of strains [3]. The specific process is as follows: DNA is extracted from the strain by DNA extraction kit, amplified by PCR with universal primers, and the product is obtained by PCR reaction. The obtained gene sequence is compared with the existing gene sequence in the database by blast. For the sequences with high homology with the screened strains, the results were obtained by multiple comparative analysis with professional analysis software. While Li Junfeng et al. [4, 5] introduced morphological identification, physiological and biochemical characteristics experiments and 16S rDNA gene sequence to identify the strains in the screening and identification of organic solvent resistant lipase producing strains.

Among them, the identification process of 16S rDNA gene sequence identification method is: extraction and screening of organic solvent resistant lipase producing bacteria as templates. PCR amplification was carried out with 16S rDNA universal primers, and the amplified gene sequence fragments were compared with the gene sequence in the database. After confirming the relevant standard sequence, the professional analysis software was used again for comparison and sequence homology analysis. Finally, according to the above information, the corresponding development tree is drawn. According to the above process, the final identification result is that the homology between 16S rDNA and *Bacillus pumilus* (most) is higher than 99%, and the comparison between H2 strain and *Bacillus pumilus* in phylogenetic tree is also in line with the above conclusion (the genetic distance between them is close to 0).

3. THE ENZYMATIC PROPERTIES OF METHANOL-RESISTANT LIPASE-PRODUCING BACTERIA

Enzyme properties analysis is the key to promote methanol-resistant lipase in enzymatic biodiesel. After analyzing the effect of enzyme temperature, PH and metal elements on enzyme activity by enzymatic properties, the above conditions can be used as the basis for the preparation of biodiesel by enzyme method to promote the effect of methanol-resistant lipase. Chen Guiyuan and so on [6] in the study to explore the fatase-producing bacterial enzyme nature of the analysis method: the enzyme liquid placed at 4-75 degrees C conditions, determine the most appropriate temperature; Wang Bin and other [7] research shows that: after screening the methanol-resistant lipase to produce bacteria SXL-107 by flat screening method, the use of enzyme properties analysis to determine: the most appropriate temperature of the lipase, the most suitable pH is 50 degrees C, 7.0;

4. CONCLUSION

It is of practical significance to strengthen the screening and identification of methanol resistant

lipase producing bacteria. In order to promote the development of lipase, suitable methods can be selected to screen the strains resistant to methanol lipase, and the classification status of the strains can be determined by reliable identification methods, to promote the application of methanol lipase in enzymatic biodiesel production.

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Research on the Training Model of Applied Talents in Business Management Major Based on Innovation and Entrepreneurship

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Abstract: With the sustainable development of economy and society, enterprises have a high demand for high-quality talents with strong practical application ability. Colleges and universities need to strengthen practical education and focus on training high-quality talents with both professional knowledge and professional skills. Therefore, based on innovation and entrepreneurship, the author studies the training mode of Applied Talents in Business Administration specialty. Moreover, it clarifies the objectives and requirements for the cultivation of applied talents in business and industry, and puts forward some suggestions on the training and curriculum of applied management talents. The research shows that the practical teaching methods and characteristics of applied innovative talents are grasped, and the implementation work can be solidly promoted, which has achieved good results.

Keywords: Innovation and entrepreneurship; Industry and Commerce; Management Profession; Talent Training

1. INTRODUCTION

The business administration major was officially listed in the undergraduate professional catalogue of the Ministry of Education in 1998 with the independence of management disciplines. At present, there are more than 500 undergraduate colleges with business administration majors [1]. Under the background of “mass entrepreneurship and innovation”, contemporary college students, as a new force for innovation and entrepreneurship, have a very important significance for the sustainable development of China’s economy and the prosperity of the nation’s nationality [2]. The business administration major belongs to one of the five first-level disciplines of the “Teaching Science” category of the 12th University [3]. In the next few years, the crisis of student resources in ordinary colleges and universities will continue to have an impact on some colleges and universities, and application-oriented undergraduate colleges should pay more attention to this [4]. The training mode of applied talents emphasizes the orientation of vocational post demand and the goal of professional competence training. Based on ensuring the system and standard of theoretical teaching system, it strengthens the training

of students’ professional competence and improves their professional quality [5]. To cultivate professionals who can adapt to the modern workplace environment, have good professional quality and strong professional ability. Business administration is the full name of business management. As a first-level discipline, business administration specialty has a wide range of training directions [6]. Especially, local applied universities play a very important role in the talent training system of Applied Innovation and entrepreneurship in China. It has brought challenges to local colleges and universities, and posed a difficult problem to higher education in all regions of the world. In general, undergraduate professional education, the structure of subject knowledge is embodied through curriculum design. Specialized courses include professional basic courses and professional core (main) courses [7]. Generally, it accounts for more than 30% of the total school hours, and the proportion of compulsory courses is larger than that of professional elective courses. Practice has proved that the evolution from specialty to specialty group is an important trend of modern discipline development. It also provides a new perspective and opportunity for local applied universities to integrate discipline resources, optimize discipline layout and innovate discipline development. It provides a strategic breakthrough for the construction of high-level applied universities [8]. The business administration major is an applied discipline that is closely related to social and economic development. With the goal of building the cradle of future CEOs of small and medium-sized private enterprises, the company highlights the distinctive features of serving private SMEs and cultivates advanced applied talents for the management of small and medium-sized private enterprises [9]. Therefore, the attention of colleges and universities should shift from enlarging enrollment and school-running to paying attention to quality development, changing the situation of running schools closed and enhancing the flexibility of running schools. Timely confront the social needs to adjust the discipline and talent training model to form the school’s school-running characteristics [10]. Its specific content covers all aspects of business management activities. Under the requirements of understanding the whole picture of business management and requiring all enterprises to

manage and manage knowledge and possess relevant skills, it is often difficult for students to define the specific career direction. There is no "match" position when they graduate. As a result, the business administration profession has gradually become one of the most difficult undergraduate majors in recent years.

2. THE STATUS QUO OF BUSINESS MANAGEMENT PROFESSIONALS

2.1 Single training mode, similar curriculum settings

As an early and more common profession in China's higher education institutions, business administration is facing tremendous pressure. Teaching reform and curriculum innovation are imperative. The professional employment dilemma promotes the cultivation of professional talents must relate to the social needs. The subject knowledge structure needs to increase the connotation of vocational education based on general education and realize the cultivation of applied talents. The business administration major is a key specialty in the training of management talents in applied universities, and its application and practicality are strong. Building a business management professional group based on the cultivation of innovative entrepreneurship has a sense of the times and the urgency of professional and school development. Under the double pressures of the rapid economic development and the impact of the educational reform tide all over the world, it is necessary and urgent to reform the higher education of business administration in China. In order to ensure that the old pavement material can be fully broken, on the one hand, the milling speed of the cold regenerator should be properly controlled. On the other hand, it is necessary to set the speed of the cold regenerator. Talent training in undergraduate colleges can be divided into two levels: research-oriented and application-oriented. They should be different in talent training objectives, training programs, curriculum settings, teaching plans and teaching links. However, the single subject-based and research-based training mode limits the future career development space of management students.

2.2 Lack of professional competence and poor competitiveness in employment

The higher education in our country has changed from "elite education" to "popular education". Under this background, the employment pressure of university graduates has increased. Numerous related studies have elaborated and summarized the basic characteristics of applied talents from different aspects or perspectives. However, only emphasizing the application-oriented orientation, general undergraduate colleges will lose their significance in the process of competing with higher vocational colleges. In the process of innovation in application, the cultivation of undergraduate talents in business administration specialty urgently needs to solve the problem of cultivating applied innovative talents. Its guiding ideology and principles. Take the

transformation of educational thought and the renewal of educational concept as the forerunner. The business administration major is many majors in various colleges and universities in China. "Management is both a science and an art." The discipline and professional nature determine that business education professional education and learning must be practiced, and must be learned and managed from practice. The corresponding curriculum setting emphasizes basic, mature and applicable knowledge. As for the systematic nature of the disciplinary system and the exploration of the frontier unknown areas of the discipline, it is not the focus of applied talent training. However, in the process of cultivating professional talents for business administration in domestic universities, there is a tendency to "talk on paper" to varying degrees. The consequence is that business management professionals are increasingly difficult to adapt and meet corporate and social needs.

3. THOUGHTS ON THE CULTIVATION OF APPLIED BUSINESS MANAGEMENT TALENTS BASED ON PROFESSIONAL ABILITY

3.1 Establishing the concept of professional talent-oriented application talent training

Based on the current situation of the cultivation of business management talents in domestic applied undergraduate colleges, the author believes that under the conditions of market economy, the construction of business administration majors in applied undergraduate colleges should be guided by the employment market. Analyze market requirements and develop qualified application talents that meet market needs. In the capacity development, special emphasis is placed on the mastery and flexible application of basic knowledge, but there is no higher requirement for research and development capabilities. Management personnel training should be based on broad humanities literacy and solid professional knowledge, and develop students into good professional habits, professional accomplishments and professional abilities. Comprehensive and applied talents with certain career development potential. We should set up a comprehensive quality view, a new goal view, an educational view focusing on cultivating students' innovative ability and comprehensive coordination ability, and a unified view of teaching and learning. At present, the state should further improve the system guarantee and introduce more targeted talent guarantee measures. Therefore, modern general education is a universal and common education on the premise of recognizing the status of professional education. We should stimulate and mobilize the initiative, enthusiasm and creativity of teaching and learning, train the compound, applied and creative talents needed by the socialist market economy, deepen the educational reform, and improve the quality and efficiency of education.

3.2 Basic Requirements for Professional Ability of

Applied Talents in Business Administration

The training of business management professionals in general undergraduate colleges and universities must adhere to the training objectives of application-oriented, compound and skill-oriented. From the connotation, extension and characteristics of applied talents, it is not difficult to see that the outstanding characteristics of applied talents lie in the working ability of frontline posts, which serves production, technology, management or business. Because there are materials with low plasticity in the mixture, these materials are prone to shear failure when they are compacted by a grader. Transverse displacement occurs, so when mixing these mixtures, it is necessary to strictly control the amount of water in order to achieve better compaction effect. First, determine the talent training goal of "Quality is the root, application is the foundation, ability is the top, innovation is the soul". Such as institutional guarantees for dual-creation personnel, incentives for science and technology workers, and safeguards for proprietary knowledge patents. Second, we must make great efforts to change the educational ideas and concepts of teachers, especially academic leaders. The rolling process should be completed as one time as possible and the rolling time should be shortened as much as possible. Generally, it is controlled within 4h, and the final setting time of the cement is shortened to improve the rolling quality. Specifically, applied business management professionals should have basic scientific and humanistic qualities, good communication and collaboration skills, and the potential to develop in different professional directions.

4. CONCLUSIONS

In general, the business administration majors of undergraduate colleges have been criticized for their lack of application, and the shift to applied talent training is the mainstream of talent training mode adjustment. Judging from the current economic development in China, China's human capital has gradually accumulated in the process of economic growth in the past. In the future, on the one hand, we must continue to strengthen investment in education and scientific research, and create a good environment for the role of human capital. It helps students to actively acquire knowledge and apply knowledge to solve problems. It emphasizes the practical application of the knowledge and skills learned, the process of learning and the practice and experience of students. In the construction process, we should strictly follow the construction requirements and construction technology to grasp the key points of quality control and improve the maintenance level of asphalt concrete pavement, to ensure the safety and smoothness of highway. At present, most of the applied

undergraduate colleges and universities in China have not yet formed the characteristics of running schools, and there are many problems and puzzles in the process of education and teaching. On the other hand, we should improve the system guarantee and enhance the level of production and transformation of human capital. In order to cultivate students' ability to discover and solve problems, cultivate their scientific academic attitude and sense of responsibility and mission to society. Asphalt concrete cold recycling technology is a new road maintenance technology, which has changed the traditional way of repairing damaged pavement and has significant social and economic benefits.

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Problems and Countermeasures of Financial Cost Management in Colleges and Universities

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Abstract: The financial expenditure of colleges and universities is gradually developing towards diversification, which brings certain challenges to the financial management of colleges and universities. This paper mainly analyzes the problems existing in the financial cost management of colleges and universities, and probes into the reasonable countermeasures to strengthen the effect of financial cost management of colleges and universities. Through reasonable management methods to strengthen the rationality of financial expenditure, do a good job in financial budget, and then promote the high-quality implementation of financial cost management in Colleges and universities.

Keywords: University Finance; Cost Management; Financial Budget

1. INTRODUCTION

Cost management has always been an important part of financial management, which has positive significance for financial control. For colleges and universities, reasonable financial cost management can use financial expenditure to the blade, and maintain the smooth development of all work in colleges and universities. In the face of the increasing number of daily financial expenditure projects in Colleges and universities, the form of which is also quite different from the traditional education mode, it is necessary to strengthen the financial cost management in Colleges and universities.

2. PROBLEMS IN FINANCIAL COST MANAGEMENT OF COLLEGES AND UNIVERSITIES

2.1 Lack of clarity in financial cost control objectives

The unclear objective of financial cost control is the main problem in the financial management of colleges and universities. For example: in the financial work of colleges and universities, the emphasis is on the collection and allocation of funds, the allocation and use of funds, and the neglect of how to strengthen the utilization rate of funds through reasonable financial management means to make the use of funds more reasonable. This has a negative impact on the long-term development of colleges and universities and the guarantee of financial benefits. In addition, where financial cost management objectives are not clear enough, there is no good basis for the financial staff to carry out their work, and the service function can play

a role, but the management process in terms of internal supervision degree is not enough, which is not conducive to promoting the sound financial management system in colleges and universities.

2.2 Inadequate quality of financial personnel

Human resources are the core force of financial cost management effect, and the comprehensive quality of financial personnel is the key to maintain the smooth development of financial management in colleges and universities. However, under the influence of scientific and technological innovation, various financial management models have been innovated, which not only provides technical support to financial cost accounting and budget, but also brings some challenges to the ability of financial personnel. The traditional financial management mode cannot meet the needs of the financial system in the new period, and it is necessary for the financial personnel to improve their comprehensive financial quality.

2.3 Untransparent financial information and cost accounting

The opacity of financial information and cost accounting is easy to cause the staff and students do not understand the financial trend, which will affect the financial cost management effect to a great extent. At the same time, the problem of poor information disclosure in colleges and universities has prompted the emergence of many dark box operation behaviors. For example, some schools do not make clear the specific use of the tuition fees paid by students, which leads students to have the question of paying fees and do not know the relationship between the regular fees paid and the cost of education, which has a negative impact on the education sector in maintaining its own image.

2.4 Inadequate financial cost management system

The financial management system is an important basis for the implementation of financial supervision and audit, and an effective support for the realization of internal control. At present, some colleges and universities have shortcomings in internal control, the implementation of rules and regulations is not good, and even some systems are too traditional to play a practical effect. For example: some university leaders believe that internal audit control will to a large extent constrain the financial staff to work normally, easy to intensify the contradictions of functional departments. Under the role of wrong understanding, managers

ignore internal management audit, which is unfavorable to the long-term stable development of colleges and universities.

3. RESEARCH ON THE FINANCIAL COST MANAGEMENT STRATEGY OF COLLEGES AND UNIVERSITIES

3.1 Clear cost control objectives

In order to better promote the cost management of colleges and universities, the relevant management personnel of colleges and universities should first clear the cost control objectives, correctly understand the importance of cost management for the stable operation of the president period, and then implement the cost management work with high quality. In practice, the school leaders should introduce correct market behavior in combination with the strategic development direction. For example, the financial management personnel of colleges and universities should pay attention to improving their cost management awareness. They can also make all the staff and students realize that the school's capital expenditure is closely related to themselves through meetings, and pay attention to the clarity of each financial expenditure link [1]. And the financial problems of each link are brought into the scope of cost management control to avoid the hidden angle of financial activities. Using detailed workflow to improve the problems caused by unclear cost control objectives, and then implement cost management with high quality comprehensive cost control as the financial management objective.

3.2 Focus on financial team building

The diversified trend of financial expenditure in colleges and universities puts forward new requirements for financial managers. In order to cater to the development of the times and promote the improvement of the effect of financial management in colleges and universities, school leaders should pay attention to the construction of financial teams and cultivate excellent financial workers who adapt to the development of the times. For example: school leaders can set up financial learning groups to provide good learning opportunities for financial personnel, learn the market financial cost management model, and improve their own financial cost management ability. At the same time, the school can let experienced financial management personnel to guide the work of other members, standardize the work process, and record each expenditure in the book. The implementation of specific work can be achieved Over the responsibility system to advance. In addition, the financial cost budget and accounting work in the new period should be carried out according to the computer software technology, which has a high requirement for the computer level of financial personnel, and the school should make a reasonable replacement for the financial workers have not strong learning ability, and inject strength into the financial management team of colleges and universities. And in the recruitment

process of talent selection, managers can combine the comprehensive quality of the implementation of ability assessment, pay attention to responsibility and meticulous inspection, to promote cost management work.

3.3 Increased transparency of financial information and cost accounting

In the process of promoting financial cost management in Colleges and universities, the transparency of financial information and cost accounting is very important. It has far-reaching significance for improving the rationality of financial expenditure and implementing cost budget with high quality. In this regard, the financial management department of the university should strengthen the use of network technology, reasonably publicize the financial information processing methods and cost accounting information, and show a clear cost management process [2]. For example, the school can establish a resource sharing platform through network technology, and set up a certain authority to provide the staff and students with a query platform of financial expenditure information based on ensuring that the financial information is not leaked. It is better to set up a hotline or message board in the platform to facilitate students' consultation of financial activity information. In addition, the university can publish the distribution of financial budget and the implementation of financial activities through the information disclosure column. Let the staff and students understand the concerned charge and expense use information, and promote the rationality of financial cost management.

3.4 Improve the Financial Cost Audit Oversight System

The improvement of financial cost audit supervision system is also an effective way to improve the internal problems of the existing system, and it is a necessary condition to promote the financial management of colleges and universities in the new period. The implementation of specific work should be to ensure the smooth development of teaching and scientific research in colleges and universities as the core, improve the financial control system in schools. For example: financial management personnel should establish a financial system adapted to the development of the school, eliminate the problem of internal income loss in colleges and universities completely, and avoid the transfer of funds, take the supervision of expenses and expenses as the focus of work, and maintain the orderly conduct of financial control. At the same time, a control process should be specified for matters related to the financial business, strictly supervise the authorization, approval, implementation, recording and inspection, using procedure restriction to realize high quality management of financial cost.

4. CONCLUSION

In a word, for non-profit colleges and universities, the actual financial cost management should first clear the

goal, and then formulate the financial management system that meets the operational needs of colleges and universities, to provide the basis for the optimization of cost management. At the same time, we should strengthen the construction of financial management team, strengthen the comprehensive ability of financial personnel through ability training, provide human resources support for financial budget work, and then promote the sustainable development of colleges and universities in the new period.

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Building Online Learning Community Between Teachers and Students Through Online Courses

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Abstract: Nowadays, with the development of Internet technology, the Internet Plus model has been more and more fully used in the field of education. The network course is more and more important in the present teaching, and becomes a powerful supplement to the classroom teaching. Through the network, teachers and students can break the distance limit for online communication. Online class playback is also convenient for students to review and break the time limit. This paper focuses on the construction of online learning for teachers and students through online courses, and the research of joint enterprises.

Keywords: Online Learning; Online Learning; Learning Community

1. INTRODUCTION

Both teachers and students need to learn new knowledge. Through the construction of online course platform, teachers can conduct teaching and Research on the Internet, or watch and listen to the excellent courses of famous teachers, to improve their teaching ability. In the current special period of the epidemic, students can also learn courses through online classes and communicate with teachers. As a learning platform, online course platform has built a community of online learning between teachers and students to a certain extent. This paper mainly discusses how to build the online learning community of teachers and students through online courses.

2. TEACHERS SHOULD STUDY HARD AND STUDY HARD TO IMPROVE THEIR TEACHING ABILITY

If the teaching atmosphere is divided into teaching and learning, then the teacher's teaching ability is the key to students' academic performance. In order to build the online learning community of teachers and students through the online course platform, teachers should make great efforts. Teachers should study and study hard in their spare time to improve their teaching ability. Teachers should not only ensure students' listening quality and improve the teaching level, but also learn and study the use of online class platform to maximize its function. Only when teachers make efforts to study hard can we build a community of online learning between teachers and students through online classes [1].

For example, before giving lectures to students

through the Internet platform, teachers can listen to the excellent courses of the famous experts in the subject. Understand how top educators in the industry interpret this part of the teaching content, and make notes of the teaching content. Using the time of lesson preparation to make ppt courseware, we can also clip the wonderful contents of famous teachers and make small videos for students to play directly. In addition, teachers should also carry out teaching exchanges, teaching research meetings and other activities through the online course platform to share their learning insights and teaching methods. There are good ways and methods that can be used for reference in their own teaching. In the face of the problems, we should pay attention to them to avoid mistakes. Serious study and research are undoubtedly the premise of building online learning community between teachers and students through online courses.

3. STRENGTHEN THE GUIDANCE TO STUDENTS, IMPROVE THEIR COGNITIVE LEVEL AND LEARNING ABILITY

In the traditional classroom, teachers and students learn face to face, teachers can understand the state of students' class and related reactions to the maximum extent, and then they can understand the quality of students' listening to classes and the cognitive level of learning content. Through the way of network teaching, although it breaks the limitation of time and space, but in the classroom effect and the communication link between students and teachers, the ability is greatly reduced. In the face of this kind of situation, teachers should strengthen guidance and improve students' cognitive level and learning ability.

For example, in the process of teaching students through the network platform, teachers can test the students' class state and learning situation through many functions of the network platform. Through the release of in class exercises and random roll call, the students can keep the state of class, and avoid the loose and comfortable brought by online teaching. Students in good learning state should be rewarded accordingly, and students in poor learning state should be warned and reminded, so that most students can keep up with the teaching progress as much as possible, and learn through network teaching. At the same time, interest is the best teacher. When teachers strengthen guidance, improve students' cognitive level and learning ability,

they should strengthen guidance and management by improving students' learning interest and fun. Teachers can set up some distance for quick answer questions in online teaching to improve students' participation and sense of gain. In the face of such small activities, most students are still attractive [2].

4. TEACHERS AND STUDENTS ADAPT TO THE MODE OF ONLINE CLASSES AND STRENGTHEN COMMUNICATION AND COMMUNICATION

For most teachers and students, online teaching is still a new thing. Whether teachers or students lack of adaptation to and understanding of the online course model, which is also difficult to ensure the construction of online learning community of teachers and students through online classes, in order to get rid of this obstacle. Teachers and students should actively adapt to the online class model, and strengthen communication and communication in the process of online classes.

For example, before carrying out the online teaching, the teacher can appoint several responsible students in the class, and the teacher will lead the experiment on the relevant functions of the online class platform, learn how to carry out the functions of connecting wheat, voting, random roll call, issuing announcement, etc. First, let the teacher and some students have a comprehensive understanding of the use of the online class platform. After teachers and some students have a preliminary comprehensive understanding of the online class model, teachers and some students can organize all students to learn to use the online class platform, which lays a solid foundation for the smooth progress of teaching activities in the future. At the same time, students and teachers should also strengthen communication. If you don't understand any questions, ask your teacher at any time through the internet platform or social software. Teachers should

also pay close attention to the students' class situation and the relevant dynamic urge students to study hard, such an interactive mode of good cycle between learning and communication, which is conducive to promoting the construction of online learning community between teachers and students through the online course platform [3].

5. CONCLUSION

Through this article, we have put forward some solutions on how to build the online learning community of teachers and students through online courses, which are teaching and learning through online courses, which should be paid attention to by students and teachers. In addition, relevant education departments and network information departments should also pay close attention to the implementation of online courses, and relevant education departments should formulate relevant administrative opinions. The network information department should also pay close attention to the network situation and urge the developers of the online course platform to maintain the platform in real time on a regular basis. With multiple guarantees, strict guidance and reasonable use, the online learning community of senior brothers can be built through online courses to reach a new high.

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Analysis of the Management Mode of Modern New Coal Chemical Engineering Project Construction

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Abstract: China's coal industry has been an important part of the energy industry; China's coal industry meets most of the domestic energy demand. However, after entering the 21st century, the domestic energy situation is becoming increasingly tense, coupled with the development strategy of energy conservation and emission reduction, the modern energy industry is more inclined to modernize the management system. For coal chemical engineering projects, the support of industrial development process and strategic planning also need to seek new project management model, to maintain their own sustainable development.

Keywords: New type; Coal Chemical Engineering Construction; Project Management Mode

1. INTRODUCTION

Modern new coal chemical industry in the technical level is very perfect, and the process of industrial development will involve optimization of technology, equipment manufacturing and other aspects. In order to further ensure the utilization rate of coal resources in China and play a role in more key construction projects, we need to fully plan the project management mode in the new period, carry out scientific improvement, and maintain the high quality and high efficiency of the construction of the project.

2. MANAGEMENT MODE OF NEW COAL CHEMICAL CONSTRUCTION PROJECT

2.1 Traditional project management

Most of China's engineering construction adopts the traditional project management method of the owner's own, which has two kinds of organizational structure, one is the functional organization structure under the support of the project construction or department leadership, and the other is the project organization structure divided according to the project under the leadership of the management department. However, the traditional model has several defects, such as the construction of the various stages of management is more complex, need a large management structure and more management personnel as a guarantee, project management is prone to chaos, the stability of the engineering team is poor.

2.2 New project management contracting model

The new project management contracting model is a

management method commonly used in western countries, PMC is Production material control, the owner hires the contractor through the contract, acts as the owner's representative, carries out the project comprehensive management, the project contractor in accordance with the owner's contract requirements to carry out the design, procurement or service and other work. From the specific characteristics, we can achieve a professional project construction project management system, because the contractor has a wealth of experience in project management, for the owner to provide professional support, and the owners share the project risks, they coordinate and cooperate to create a systematic construction environment.

In some cases, will also take the project supervision project management method, the owner authorized and organized the project management organization to carry out the overall planning of the project, whether it is the pre-project bidding, or the later completion acceptance, can be managed and coordinated. The owner is responsible for the decision-making of major incidents, while the management responsibilities are carried out by the agent. This avoids the deployment of many managers after some construction tasks are completed. From the overall advantage, the practicality of the new project management contracting model is relatively wide, especially under the premise of strong management ability, which can provide important support for the work of enterprises.

2.3 Owner-owned EPC management model

EPC, or Engineering Procurement Construction, which is a company commissioned by the owner and contracted to manage the construction of the project in accordance with the contract requirements. This mode of operation has been more mature in foreign countries, and china's new coal chemical project construction, some owners do not have project management resources and large-scale project management experience, or even lack of basic project management personnel support. Therefore, the owner-owned EPC management model will become the main operating method of modern coal chemical project management, the owner is responsible for the project decision-making and command, functional managers and project management department sits in charge of the

specialized control of different businesses in a decentralized manner, and the production staff is responsible for specific process project planning. Overall, the project department is a joint management team composed of professional managers and production personnel, through standardized management and construction project management system, the way to continuously carry out experience summary, and ultimately ensure that the quality of the project always falls within the control of the scope. According to the future project management requirements, coal chemical enterprises also need to do a good job in the project's needs of the organizational structure planning.

3. THE PROBLEMS NEED TO PAY ATTENTION IN THE PROJECT MANAGEMENT OF MODERN COAL CHEMICAL ENGINEERING PROJECTS

3.1 Interference of external environmental factors

The construction management system started late, many enterprises did not have enough in-depth understanding of the construction management work, also not to realize that there is an inevitable link between the project. Therefore, in order to ensure that the construction of coal chemical engineering can promote the effective management, we need to attach great importance to the application of modern construction management scheme, and pay attention to the possible adverse effects of external environmental factors. Under the trend of economic globalization, the internal management of enterprises is faced with higher requirements, especially in terms of the quality and efficiency of engineering construction management, which will be disturbed by market fluctuations. At present, the coal chemical products market has been transformed into a buyer's market, the relevant enterprises need to make overall arrangements and management guidance based on the overall decision-making requirements of the project, to avoid the situation of project management confusion.

3.2 Industry system construction

The industry system of engineering construction

management is to standardize the engineering construction project management and ensure the steady progress of all works. From this point of view, scientific and reasonable management system can greatly improve the construction efficiency and quality of construction projects, and provide key support for the development of the industry. However, China's system construction in engineering construction management is not perfect, especially compared with developed countries, the gap is obvious. How to combine advanced management experience with China's national conditions will become the key target of follow-up work [2].

4. CONCLUSION

Based on the characteristics of coal chemical project construction and practical work requirements, this paper discusses the effective management methods of modern new coal chemical project construction, in order to provide a reasonable reference for future work. The project management of coal chemical engineering involves many specialties, and various affairs are closely linked. Its high risk and high-income characteristics also make the future strategic planning develop towards the direction of high standard and high integration.

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A Study on Practical Teaching Strategies of Business English Writing in Higher Vocational Colleges

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Abstract: Under the background of the deepening of the new curriculum reform, the current teaching work in our country is gradually improved and optimized. In the teaching of business English writing in higher vocational colleges, diversified means are also used to improve the overall teaching quality. In order to significantly improve the overall quality of business English writing practice teaching in higher vocational colleges, teachers are required to adopt modern teaching theory Read and use teaching methods, and take a correct view of the existing problems in the current teaching work, so as to improve students' writing level and consciousness. Therefore, this paper will focus on the business English writing practice teaching strategy as the theme to carry out the analysis, through a detailed understanding of the current business English writing practice teaching work in various weak links, and then put forward the feasibility of promoting the business English writing practice teaching in higher vocational colleges.

Keywords: Business English; Writing Practice Teaching; Strategies

1. INTRODUCTION

At present, there are still various problems to be improved in the business English Writing Teaching in higher vocational colleges. The main reason for this problem is that the teachers' own teaching ideas are relatively backward. And for the students of higher vocational colleges, their learning ability is relatively weak, easy to fail to keep up with the teaching rhythm of teachers, and the accumulated problems are more and more, so that they cannot achieve the ideal teaching goals. Under this background, some students can't use all kinds of business English flexibly after entering the society, which reduces their employment rate. According to the analysis of the actual teaching situation in higher vocational colleges, the arrangement of business English writing teaching course is relatively less, and it pays attention to the theory teaching but neglects the practice teaching, so the students lack the opportunity of practice. The teaching form adopted is too single to contact the actual life of the students. At present, in some vocational colleges, the traditional teaching form still fails to reflect the main position of the students. Under this background, it is difficult for the students to show

their own value and be in a passive learning state. Teachers pay too much attention to the use of various grammar, vocabulary and skill teaching, and simply let students improve their writing ability by imitation, which hinders the development of students' thinking ability. In this teaching form of restricting thinking, students cannot apply the knowledge learned in the course to practice [1].

2. AN ANALYSIS OF THE FEASIBLE MEASURES TO PROMOTE THE PRACTICE TEACHING OF BUSINESS ENGLISH WRITING IN HIGHER VOCATIONAL COLLEGES

(1) Reflect the main position of students

First of all, in order to promote the smooth development of business English writing practice teaching in higher vocational colleges, teachers should reflect the main position of students in the follow-up teaching work, require teachers to have a sense of lifelong learning, timely change their own teaching ideas and teaching methods, and reflect the main position of students in each teaching link. All teaching should be conducted with students as the main body. Only in this way can we arouse students' curiosity and curiosity, let them actively integrate into the learning process, experience the fun of learning, promote students' divergent thinking, give full play to their subjective initiative, turn passive learning into active learning, and achieve good learning results. It should be noted that teachers must have a comprehensive understanding of the actual learning situation and cognitive ability of all students in the class. Because there are some students with weak English learning foundation and poor self-control in higher vocational colleges, it is difficult for such students to complete their study alone. For this kind of students, teachers should use the compulsory means to help students to integrate into the learning process, strengthen the supervision and management, and set up a special learning group for this kind of students. In the group, another student with strong learning ability is arranged to help them. Through this means, we can achieve the advantages and disadvantages, and let students interact and promote each other Enter [2].

(2) Actively adopt multimedia technology

Secondly, teachers should actively adopt multimedia technology to promote the smooth development of business English writing practice teaching in higher

vocational colleges. As for business English Writing Teaching in higher vocational colleges, it is necessary to carry out practical teaching properly, so that the theoretical knowledge that students have mastered in the classroom can be applied to practice, and their practical application ability can be improved. However, English writing is rather boring. In order to stimulate students' interest in learning, teachers should pay attention to adopting various practical strategies. Among them, the application of multimedia technology will help the students understanding theoretical knowledge more easily with the help of pictures and videos. It will stimulate students' desire for learning and arouse their enthusiasm for learning. In general, in a class of 45 minutes, it is difficult for students to keep concentration if teachers would not change any teaching methods. Teachers can use multimedia technology to design rich and diverse teaching activities for students, and use more intuitive forms to show various writing skills and methods for students, to improve the intuition of English teaching. At the same time, teachers can attract students' attention by simulating various situations in multimedia courseware, and then use various learning resources on the network to extend and expand students' learning. Students can also use a variety of instant messaging tools and teachers to communicate and contact online, and jointly explore the means and skills of writing. In the use of this modern teaching technology, students will form good divergent thinking, create a kind of interesting and vivid teaching classroom, so that every student can get a good learning experience [3].

(3) Implement the application case teaching mode

Finally, teachers should implement the case teaching mode to carry out the practical teaching of business English writing in higher vocational colleges. The application of case teaching method is of practical significance. Through case teaching, students' writing ability, writing skills and communication awareness can be improved. Before the actual teaching, teachers need to choose appropriate cases according to the learning content and students' cognitive ability, so that students can deal with problems and acquire professional knowledge by analyzing cases. After the completion of this work, the teachers then carry out a unified evaluation, find out the problems of students, and break them one by one to achieve the purpose of teaching students in accordance with their aptitude. The specific teaching process is that the teacher will provide the cases prepared before the class to the students to watch, and then make reasonable grouping for the students, research and discuss in the form of groups, and summarize the cases. In this process, teachers should always pay attention to every student, give effective guidance and help to students, and

encourage students to use English to express their views. After the research and discussion, the teacher can arrange each group representative to express the opinions of their own group, and then the teacher can summarize and summarize the problems according to the students' opinions and analysis. Through this means, the students will be trained to form good problem-solving ability and analysis ability, and each student will participate in the learning process to carry out effective Interaction and communication provide guarantee for promoting the quality of business English writing practice teaching in Higher Vocational Colleges [4].

3. CONCLUSION

Through the analysis of the above problems, we fully realize the importance and necessity of paying attention to the practical teaching of business English writing. This requires teachers to conform to the development of society, keep up with the trend of social development, update their teaching ideas and teaching methods, carry out specialized teaching for students, improve their language application ability, and export more excellent talents with strong professional skills for our country. Teachers should take a correct view of the problems existing in the practical teaching of business English writing in higher vocational colleges. In the follow-up teaching work, teachers should reflect the main position of students, actively adopt multimedia technology, and implement the application case teaching mode. Teachers should also have a lifelong learning awareness, strengthen the exploration and learning of various teaching methods, and summarize various feasibility. The teaching method of "three-dimensional teaching" has laid a solid foundation for promoting the all-round development of students and the significant improvement of teaching quality.

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Analysis of the Teaching Mode of College English Autonomous Learning Based on Internet Plus

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Abstract: English is an important content of college education. In the era of Internet plus, colleges and universities have constructed the teaching mode of college English autonomous learning based on Internet technology. Therefore, this paper puts forward the strategy of constructing the whole frame, group cooperative learning mode, applied teaching software and network construction in school to realize autonomous learning teaching mode, hoping to provide reference for relevant industries.

Keywords: Internet Plus; College English; Autonomous Learning

1. INTRODUCTION

English is a difficult point in college English teaching. Because of the differences between language and culture, students lack interest in learning English, plus the disadvantages of traditional teaching methods, the quality of English teaching cannot be guaranteed. Therefore, it is of great significance to study this subject.

2. BUILDING A HOLISTIC FRAMEWORK

Teachers should pay attention to the innovation and reform of traditional teaching mode and promote students' desire to learn, and take it as the basis to make clear the curriculum system. This is reflected in the following aspects:

Improve students' desire to learn. The author thinks that in order to improve the students' desire to learn English, we need to take the learning method, learning interest and learning achievement as the starting point, and through the reform of the above contents, let the students gain happiness and achievement in the process of learning English. The key point is the reform of learning methods, teachers can integrate the concept of game teaching into college English teaching, stimulate their interest in learning by setting up teaching games, and cultivate their correct learning ideas;

Reform of college English teaching mode. College students have obvious differences in English foundation and learning ability, while the traditional teaching mode obviously cannot meet the students' individualized learning needs. Therefore, teachers should aim at the shortcomings of the traditional teaching mode, through the creation of individualized

teaching structure, so that students' learning quality can be improved. For example, teachers can divide students into study groups according to their characteristics and provide the learning materials they need to meet their learning needs;

In the process of constructing the overall framework, teachers should pay attention to the application of technology and equipment, mainly including LAN, English learning software and communication software, and ensure the effect of English teaching using these equipment [1].

3. GROUP COOPERATIVE LEARNING MODEL

Group cooperative learning is an important part of English autonomous learning education model based on Internet universities. The integration of this teaching method is helpful to cultivate students' learning initiative. In the specific application stage, teachers need to analyze students' English ability and set up study groups reasonably.

In the specific application stage, teachers can understand the students' English foundation by the way of mapping examination, mainly including the ability of vocabulary mastery, reading comprehension and grammar application. At the same time, the importance is taken as the basis, and the weight of each ability is allocated reasonably, which is the precondition to determine their mastery of English knowledge.

After the completion of the results statistics, teachers should reasonably divide the groups according to the number of students in the class. For example: there are 50 people in a certain class, because of the consideration of achievement and management difficulty, the teacher can divide the class students into 10 study groups, each study group, and their group members' English scores are roughly the same, so as to create favorable conditions for teachers to carry out follow-up teaching activities. After the construction of the learning group is completed, the teacher also establishes the learning discussion group through the application of social software such as WeChat and QQ. In the daily teaching process, the teacher arranges the study task, the group student can discuss in the group.

4. APPLICATION OF ADVANCED EQUIPMENT AND SOFTWARE

In the era of "Internet plus", various advanced

equipment and software are applied in various fields, and the field of education is no exception. It is understood that most colleges and universities in China have completed the information construction, various communication software, learning software in education and teaching has achieved good application. Therefore, teachers can take this software as the basis to innovate the traditional English teaching mode. For example: teachers can apply the flipping classroom teaching mode based on micro-class in the teaching process, and arouse students' enthusiasm and initiative in learning by playing micro-video. Besides, teachers can recommend excellent learning software to students, Chinese universities MOOC. The software belongs to the comprehensive learning software, which has a lot of course contents, and students can use the software to consult the materials they need, but this learning method is only suitable for students with strong English foundation and strong learning initiative. Therefore, for some students with weak English foundation, teachers should take the way of sharing micro-lesson video to improve students' learning ability. At the same time, teachers should also put forward their learning requirements, so that they can fully master this autonomous learning method within the prescribed time.

It is worth noting that under the model of college English autonomous learning education, teachers should also pay attention to the application of online learning platform, and ask students to sign in, punch cards and report their learning situation regularly on the platform every day, which is then verified by teachers. After students have achieved certain learning results, supervision can be relaxed, the reason is that after a period of study, students have set up good study habits, without the supervision of teachers [2].

5. OPTIMIZING THE CAMPUS NETWORK

At present, the local area network has been established in colleges and universities, and the construction of this network is helpful to the play of the role of

autonomous learning teaching mode in college English. To this end, college teachers should take it as the starting point, and optimize the English learning module by optimizing the campus network, which is manifested in the following aspects:

(1) Optimize the process of issuing learning materials. Teachers can use the Internet to search and distribute English learning materials to students, and ask students to complete the reading of these materials in a fixed time. At the same time, teachers have to stand in different angles, such as: translation difficulty, ideas and vocabulary difficulty, and so on, to make clear the difficulty of learning materials, and then let students follow the principle of easy to difficult, draw the knowledge points in the material.

(2) Record students' learning situation. Teachers should regularly upload learning materials and assign learning tasks in the teaching platform constructed by the school to create the necessary conditions for students to learn online. At the same time, students are required to consolidate what they have learned through online testing after their daily study.

6. CONCLUSION

To sum up, the arrival of the "Internet +" era has created favorable conditions for the realization of the active learning teaching mode of college English. Therefore, teachers should pay attention to the application of Internet technology in the teaching process, integrate it into English teaching, so that students' learning initiative can be effectively promoted.

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Analysis of The Curriculum Teaching Reform of Human Resource Management in Tourism Enterprises

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Abstract: With the expanding size of the domestic tourism market and the strong demand for high-level tourism talents in the industry, the country has also actively promoted the reform of education and teaching in colleges and universities. Human resource management of tourism enterprise sits the core course of tourism management, but there are still some problems in the teaching of the course, which affects the quality of talent training. This paper analyzes the current situation of the course teaching of Human Resource Management in Tourism Enterprises combined with the author's teaching experience, and puts forward the idea of curriculum teaching reform.

Keywords: Human Resource; Management; Tourism Enterprises

1. INTRODUCTION

Human resource management of tourism enterprises is a practical course for tourism management major. Its purpose is to help students master the basic knowledge of human resource management through teaching, which is to help students master the ability to deal with human resource management problems in tourism enterprises. However, due to various reasons, there is a certain gap between the talents trained by tourism management specialty and the talents needed by the industry [1, 2]. The gap of high-level tourism management talents in China is still large. With the continuous promotion of education and teaching reform, colleges and universities are also constantly strengthening the strength of curriculum reform. How to improve the teaching methods and ideas of human resource management in tourism enterprises is worth exploring.

2. THE CURRENT SITUATION OF THE COURSE TEACHING OF "HUMAN RESOURCE MANAGEMENT IN TOURISM ENTERPRISES"

2.1 Teaching content lags the development of the industry

Although many colleges and universities "tourism enterprise human resource management" course use different versions of teaching materials, but the contents of these teaching materials are very similar. This causes the course teaching content pattern, the abstract phenomenon to be quite serious. It not only

improves the difficulty of learning theoretical knowledge, but also easily reduces students' interest in learning. Moreover, most of the teaching contents are not in line with the current situation of industry development, and the contents are obsolete. No matter the author or the teacher of the textbook, they fail to follow the development of the tourism industry. The management information of large-scale tourism enterprises adjusts the contents of teaching materials and teaching contents in time, and does not include the new problems in the tourism industry into the teaching contents.

2.2 Lack of innovation in teaching methods

Most teachers in the "tourism enterprise human resources management" curriculum teaching is a one-word teaching method, focusing on the theoretical knowledge of the explanation, less communication with students, classroom teaching and learning in a state of separation. Although some teachers will introduce tourism enterprise cases when explaining theoretical knowledge, almost all of them are completed by teachers to explain and analyze cases. Students are less involved in the form of case teaching process, students' learning interest and initiative are not mobilized, which seriously affects the teaching effect.

3. THE IDEA OF CURRICULUM REFORM OF "HUMAN RESOURCE MANAGEMENT IN TOURISM ENTERPRISES"

3.1 Increase the teaching content of the times and practicality

Although the content of teaching materials lags behind the development speed of the industry, but teachers in the teaching process, should consciously supplement the knowledge of textbooks, pay attention to the development of the tourism industry, tourism enterprises human resources management of new problems, and search relevant resources on the Internet after integration to supplement the teaching content, guide students to use the theory learned in the curriculum to analyze these problems, so that the curriculum teaching content can keep up with the pace of [2] industry development, but also help to improve students' practical ability. At present, with the rapid development of modern information technology, such as big data, most tourism enterprises, especially large-

scale tourism enterprises begin to use big data and other technologies to carry out human resource management. However, there are also many tourism enterprises in the process of human resource management information is eager to achieve, ignoring the sustainable development. Teachers can search this information before class, let students think about the opportunities and challenges brought by the application of modern information technology to the human resource management of tourism enterprises, and let students discuss the corresponding solutions at the same time. This not only makes up for the lack of teaching content, but also helps students' thinking ability.

3.2 Changing traditional teaching methods

In order to improve the teaching effect of the course of human resource management in tourism enterprises, and to cultivate more applied tourism management professionals. Teachers must change the single teaching method of "one word, one action", take the quality education as the starting point, take the students as the center, introduce the teaching mode with strong interaction and participation, and improve the students' comprehensive ability. At present, the commonly used teaching methods are case teaching method, situation simulation teaching method, role-playing teaching method and project teaching method. Teachers should choose reasonable teaching methods according to the teaching content and students' needs. For example, when learning the chapter "recruitment and selection", teachers can use role-playing method to carry out teaching, and set up roles of candidates, interviewers, business managers, etc. Before class, the students were divided into groups according to the principle of group heterogeneity and group homogeneity. According to the actual problems encountered by tourism enterprises, the script is designed, and the textbook knowledge and role views related to the content of the script are explained to each group, so that students can play a role and understand the role position in combination with the knowledge they have learned. In the class, arrange similar situations with the real recruitment of tourism enterprises, and each group member performs according to the process arranged before the class. Teachers and other groups carefully observe students' deficiencies in role-playing. For example, when the

students who play the role of the interviewer refuse to apply for the job, their words are stiff and they tend to be contemptuous. The teacher should point out this problem after the students perform. In serious cases, the inappropriate speech acts of the interviewer should be stopped immediately to avoid language conflict. Role play is completed by one or a small number of students. Other students in the class learn together as the audience, analyze the strengths and weaknesses of the role player, and analyze the problems in the situation with theoretical knowledge. This kind of teaching method can stimulate the enthusiasm of students' participation. Both the role-playing students and the audience can actively participate in the classroom activities, greatly improving the classroom teaching effect.

It is worth noting that teachers should be good at dealing with the problems in the process of students' role-playing when applying the role-playing method. In order to better guide students in teaching, we should make enough preparation before class, master the latest information related to human resource management of tourism enterprises, and keep learning.

4. CONCLUSION

The course of human resource management in tourism enterprises is an important course to train high-level applied tourism management professionals. Curriculum teaching needs to be guided by the needs of employers, student-centered, quality-oriented education as the starting point, and adjust the content of curriculum teaching. When teaching, teachers should actively supplement the latest trends and theoretical knowledge of the industry for students, and combine the needs of students, teaching content, teaching objectives, and adopt diversified teaching methods to improve the teaching effect.

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Analysis of University Cost Management Under the Background of the New Government's Accounting System

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Abstract: At present, the development of domestic colleges and universities is characterized by complications and marketization, with special funds for running colleges and universities as the support, and the use of special school funds in colleges and universities needs to be confirmed by the financial department and the competent department of education. The new government accounting system promulgated in October 2017 adjusts the cost accounting and management, which puts forward higher requirements for the cost management of colleges and universities. At present, many colleges and universities cost management flow in the form, cost management effect is not high. This paper first analyzes the positive impact of the new government accounting system on the cost management of colleges and universities, and discusses the problems and cost management strategies of university cost management.

Keywords: Cost Management; Accounting System of The New Government; Colleges and Universities

1. INTRODUCTION

College spending comes from the support of local finance to a large extent, and the Financial System of Colleges and Universities points out that the cost management of colleges and universities implements the internal cost cost management mode, and the cost cost analysis system needs to be implemented in the process of internal cost cost management, but the system does not have the rules of efficient cost accounting. Because the relevant system is not perfect, some colleges and universities cost accounting and management workflow in the form, the overall level of financial management of colleges and universities is not high. The new government accounting system promulgated in October 2017 adopts the dual-function dual-base double-reporting model, which puts forward higher requirements for the cost management of colleges and universities from the national perspective [1-3]. In this context, colleges and universities need to face up to the existing problems in the current cost management, based on the new government accounting system to explore efficient cost management strategy, in order to better improve the internal cost management of colleges and universities.

2. THE POSITIVE IMPACT OF THE NEW

GOVERNMENT ACCOUNTING SYSTEM ON THE COST MANAGEMENT OF COLLEGES AND UNIVERSITIES

The implementation of the accounting system of the new government has a positive effect on universities and other institutions:

First, the implementation of the new government accounting system is conducive to scientific reflection of the cost of colleges and universities. In the daily expenses of colleges and universities, the amount of cost and expense is relatively large, and the original accounting system for the control of expenditure expenses there are obvious defects, so that some university staff to use this loophole for personal gain, seriously damage the rights and interests of colleges and universities, increase the cost of colleges and universities expenses. The double reporting system in the new government accounting is stricter lying on the cost and cost of colleges and universities, so that the accounting information of colleges and universities can reflect the cost of colleges and universities more scientifically.

Secondly, the implementation of the new government's accounting system is conducive to improving the level of university asset management. Colleges and universities have public service functions such as providing education to the society, and since they belong to non-profit organizations, the state grants full or differential funds. However, some colleges and universities asset management system is not perfect, some colleges and universities have high loss rate of fixed assets, loss of assets and other circumstances, seriously damage the interests of colleges and universities, increase the cost of university expenses.

In addition, the implementation of the new government accounting system is conducive to strengthening the internal performance appraisal of colleges and universities. If colleges and universities want to improve the teaching and management staff's enthusiasm, improve the internal management level, we need to strengthen the internal performance appraisal work. In a long period of time, the internal performance appraisal of colleges and universities mostly from the workload and work effect of the assessment, for the cost control attention is not enough,

which is one of the reasons for the higher cost of colleges and universities. In the accounting system of the new government, the cost management and other contents are included in the scope of performance appraisal, which is conducive to the financial personnel of colleges and universities to further grasp the cost and expense expenditure of each link, to link the cost control with the university running schools, is conducive to the efficient reduction of costs, is conducive to strengthening the internal performance appraisal of colleges and universities.

3. PROBLEMS IN THE COST MANAGEMENT OF COLLEGES AND UNIVERSITIES

3.1 The accounting system of cost management is not perfect

Colleges and universities are mostly implemented in cost management according to the accounting system of colleges and universities and government accounting standards, and accounting is based on the realization system of collection and payment. However, with the reform of the financial management system of colleges and other institutions, the fiduciary responsibility reflected by the collection and payment realization system is narrow, in the specific accounting work, the income expenditure and capital expenditure are confused, the cost and other accounting information may be distorted by personal factors, and the requirements of improving the transparency of accounting information and maintaining the responsibility of state-owned assets in the context of government accounting reform are contrary to the requirements of cost accounting, and it is difficult to accurately record and reflect the true value of fixed assets of colleges and universities. At present, many colleges and universities in the cost accounting, most of to the total expenditure as the basis for cost accounting, fixed assets acquisition fees and other expenses are also among them, which makes it difficult for accountants to calculate the education costs and actual expenditure has a certain difference, affecting the accuracy of accounting information. At the same time, the existing accounting laws and regulations and related systems, for the cost management accounting and other work lack of rules, it is difficult to ensure that the accounting work of colleges and universities in an orderly manner.

3.2 Cost management awareness is not strong

Most of the funds for running colleges and universities come from the income of tuition fees and local financial allocations, the survival pressure is small, so the majority of colleges and universities have weak sense of cost management, pay more attention to cultural and social benefits, education and teaching departments communicate less with the financial department, internal management subjective randomness is strong, most of the university cost management workflow in the form. At the same time, at present, many colleges and universities can use cash collection and payment method s(N) in accounting,

and do not use special accounting methods, and most colleges and universities accounting methods do not implement the cost accounting content and methods. With the reform of the financial system of institutions and the need severity of higher education in China, cash collection and payment has been difficult to meet the requirements of cost management in colleges and universities, and the cost information provided is limited, which directly affects the management of university funds, and is not conducive to the development of cost management, which also reflects the weak sense of cost management in colleges and universities [2].

4. UNIVERSITY COST MANAGEMENT STRATEGY UNDER THE BACKGROUND OF THE NEW GOVERNMENT'S ACCOUNTING SYSTEM

4.1 Perfecting the cost management system of colleges and universities

On the one hand, colleges and universities need to improve the cost accounting system. First, colleges and universities should make clear the cost accounting standards, considering the shortcomings of the payment system and the impact on efficient cost accounting. It is suggested that the cost accounting of colleges and universities should adopt the accrual system, to ensure that the income and cost of colleges and universities correspond with each other, and make the cost accounting of the depreciation and amortization of fixed assets of colleges and universities more accurate. It can also reflect the content of performance appraisal in the financial report, which is conducive to the improvement of cost management and internal control level in Colleges and universities. Secondly, determine the accounting cycle. Due to the special attributes of colleges and universities, the accounting cycle should be consistent with the semester. In cost accounting, we should abide by the matching principle and improve the quality of cost accounting.

On the other hand, colleges and universities also need to improve the cost budget management system. The budget management system can further reduce the risk of efficient funds, improve the utilization rate of funds, reduce the waste of funds. Colleges and universities should improve the cost budget management system according to the policies of the relevant departments of the state and their own situation, understand the implementation of the existing budget system according to the actual cost of each operation link, analyze the cost elements in the budget management of colleges and universities, and clarify the cost allocation mode according to the characteristics of multi-department, multi-disciplinary and multi-disciplinary schools, and determine the cost collection and calculation steps on this basis. At the same time, colleges and universities should also improve the information feedback system, according to the actual situation of the budget to make a certain range of

adjustments, improve the accuracy of budgeting.

4.2 Strengthen cost management awareness

The cost management of colleges and universities mainly controls the cost of material resources and human resources, and with the strong support of the state, the scale of high-efficiency assets is expanding, and the management of university assets has put forward more stringent requirements. If colleges and universities want to implement the cost management goal, if they want to make good use of these resources, we need to set up the idea of benefit-first, and on the basis of ensuring the quality of education, they should try to reduce the cost of education and improve the utilization rate of school resources. First of all, the managers of various departments of colleges and universities need to establish the concept of cost and benefit, in the allocation of educational resources, we need to think from the perspective of cost and benefit, in order to ensure the quality of education, meet the demand for teaching activities, on the premise of trying to reduce the input of unnecessary resources, improve the cost management level of each college. But at the same time, university administrators should also realize that the nature of colleges and universities and enterprises is different, so cost management methods and ideas cannot be fully consistent with enterprises, colleges and universities in cost management should consider social benefits and costs, rather than profit as a focus. Cost management cannot be realized by one person and one department. Therefore, while strengthening the cost management awareness of university leaders and managers, it is also necessary to enhance the cost control awareness of teachers and other staff, create a good atmosphere for all staff to save costs, publicize the significance and importance of cost management and control through departmental meetings, scientific research activities, teaching activities, etc., so as to make more teachers, service personnel can actively participate in the cost management of colleges and universities, start from the small things around them, reduce the waste of resources, and cultivate the awareness of cost control of all staff.

4.3 Use of reasonable costing methods

Under the background of the accounting system of the new government, colleges and universities should use reasonable cost accounting method according to their own actual situation. First, colleges and universities should carry out cost accounting according to the characteristics of each faculty and the needs of cost management, especially to check the actual cost of

each institution, check whether there is a big difference between accounting costs and actual costs. On this basis, the actual costs incurred by each college are incorporated into the cost of scientific research and other management of the department, and the unincorporated will be included in the education cost after the distribution of relevant laws and regulations and systems. Secondly, considering the needs of interdisciplinary talent training in each college, the relevant course hours can be divided according to a certain proportion, accounting personnel need to combine the actual situation of college cost management and course hours and other information for accounting. In addition, the accountant should also according to the relevant standards in the accounting system of the new government and the needs of school cost management, the public education expenses benefit on the premise of reasonable allocation of education funds, and according to the number of professionals, learning information and other information according to a certain proportion of the allocation of teaching and auxiliary expenses, accounting for the final allocation rate of teaching and auxiliary expenses.

5. CONCLUSION

The cost of colleges and universities has a great influence on their running and scientific research. Under the new government accounting system, colleges and universities should fully understand the differences of the new government accounting system, pay attention to the cost management work of colleges and universities, realize the importance of cost management for the development of colleges and universities, improve the cost management system, use reasonable cost accounting methods, better allocate the resources in Colleges and universities, and better perform social functions while saving costs.

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Discussion on the Teaching Mode of Higher Vocational English and Professional Curriculum Reform

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Abstract: Higher vocational English education is a teaching mode with the training of students' English professional ability as the core. This paper introduces the necessity of the combination of higher vocational English and professional curriculum teaching reform and the teaching mode under the combination of teaching reform, so as to promote the reform of higher vocational English teaching, improve the practicability of English teaching, enhance students' English level, and hope to bring inspiration to readers.

Keywords: Higher Vocational English; Professional Curriculum; Teaching Mode

1. INTRODUCTION

At present, the English teaching content of most students in higher vocational colleges is less practical, and the students' learning efficiency and quality are poor. For this, in order to improve the quality of talents, China has put forward new requirements for the teaching mode of higher vocational colleges.

1. Necessity of Combining Higher Vocational English with Professional Curriculum Reform

In the face of the situation that many enterprises in our country go abroad to cooperate and exchange with foreign enterprises, the society puts forward higher requirements for the English level of graduates of higher vocational colleges. Higher vocational colleges need to enhance their understanding of the importance of English teaching reform in order to better provide professional talents with higher level for the society, so as to make higher vocational English more compatible with professional curriculum teaching reform, so as to improve their English education quality and improve students' English level.

2. THE TEACHING MODEL OF HIGHER VOCATIONAL ENGLISH AND PROFESSIONAL CURRICULUM REFORM

2.1 Clear orientation of English courses

At this stage, some higher vocational colleges English courses are not related to other courses, curriculum design is more obvious isolation, resulting in students in the process of learning English learning feel more abrupt. At the same time, there is no difference in English teaching materials for all major students in some colleges and universities, which leads to the lack of pertinence and practicability in English teaching,

which reduces students' interest in learning, and leads to the low efficiency of English teaching in higher vocational colleges. In order to solve the above problems, higher vocational colleges should make clear the orientation of English course before carrying out English teaching, establish effective connection between English teaching and other subjects as far as possible, and improve the too independent English teaching situation, and enhance students' attention to English knowledge learning. At the same time, colleges and universities should fully implement the requirements of English curriculum reform, according to the major students have learned, add students' professional English content in English teaching, enhance the integrity of English teaching, cultivate students' professional ability, and give play to the role of English in promoting students' growth, so as to train high-quality talents for the society. For example, according to the principle of "market-oriented", a higher vocational college arranges suitable English courses for college students. For example, the college has set up oral English communication courses for students majoring in international logistics and international trade, focusing on cultivating their communication ability, and lay the foundation for students' future work [1].

2.2 Optimizing curriculum teaching materials

In most higher vocational colleges, the teaching material version of English teaching is old, the teaching content is mainly the passage of English articles in the teaching material, the proportion of oral communication application is on the low side, which leads to the students' weak oral ability, the teacher's spoon-feeding to explain the written language continuously, and reduces the students' enthusiasm for English learning. In this regard, higher vocational colleges should combine the teaching objectives and social development needs of colleges and universities, properly adjust and optimize the original textbooks, as far as possible to choose more practical course materials, so that English courses can facilitate students' understanding and memory. In addition, the college can also organize English teachers to compile scientific teaching materials according to students' actual learning situation, to help students learn English better.

2.3 Innovative curriculum teaching model

In order to enable students to grasp the basic knowledge of English more firmly, English teachers in the process of explaining English knowledge, English words, grammar, sentence patterns and other theoretical knowledge as the focus of English teaching. In the classroom using word analysis, text translation, key sentence patterns to explain the order of teaching, ignoring the cultivation of students' English communication ability, so that some students have resistance to English learning. In the current economic globalization, the cause of foreign trade is booming, and most students in higher vocational colleges need to face the situation of consulting English literature and communicating with foreign friends after graduation. Therefore, higher vocational colleges should follow the current professional curriculum reform. In order to enhance students' enthusiasm for learning, teachers should improve their teaching mode by using projector, multimedia and other teaching aids, and cultivate a strong learning atmosphere by playing English short films and music in class. For example, English teachers in a higher vocational college, in order to improve students' communication ability, encourage students to communicate in English by creating situations in the classroom, to enhance their employment competitiveness.

2.4 Enrichment of Curriculum Assessment Program

Curriculum assessment is the main way to test students' mastery of knowledge. At the end of the term, colleges and universities issue test papers, organize students to answer questions, and take the results of the written examination as the students' English learning effect this semester. Because English is a practical language subject, its knowledge includes reading, oral English and so on. Higher vocational colleges should not judge students English only through one examination result In order to make the

students correct their English learning attitude, colleges and universities should add the students' classroom performance, homework completion and so on to the examination results, and construct a diversified examination system, so that the examination can comprehensively show the actual situation of students' learning, stimulate their enthusiasm for English learning, and lay a solid foundation for students' future employment. For example, at the end of each semester, a higher vocational college carries out a final exam at the same time as a monthly English exam. At the end of the semester, the students' English scores are the sum of the monthly test scores and the final to fully grasp the students' English learning situation [2].

3. CONCLUSION

Due to some problems in the traditional teaching methods and teaching materials of English teaching in higher vocational colleges, in order to improve the quality of English teaching at this stage, colleges and universities need to reform the teaching mode of English courses so as to meet the needs of the society for high-quality compound talents.

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Discussion on the Construction of the Course System for the Training of Master of Mechanical Engineering Under the Concept of Mass Entrepreneurship and Mass Innovation

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Abstract: Mass entrepreneurship, mass innovation is an important development strategy of the country, talent training is the key point that the strategy can be successfully realized. Hundreds of colleges and universities in China are the cradle of cultivating professional and technical talents under the concept of mass entrepreneurship and innovation, and the continuous flow of talents is the engine of our economic development.

Keywords: Junior Middle School Language; Extension; Practical and Thinking

1. INTRODUCTION

Mechanical engineering is the foundation and carrier of national high-tech industry, as an important platform for high-tech development, it plays an important role in the construction and development of national economy. In view of the present situation of cultivating master's talents in mechanical engineering, this paper puts forward the theoretical teaching system of platform module series course, and combines the concept of Mass Entrepreneurship and Mass Innovation to perfect the construction of curriculum system, and studies and explores a series of teaching contents, teaching methods, practical results and so on. This article constructs the course system of master's degree in mechanical engineering under the concept of Mass Entrepreneurship and Mass Innovation, and puts forward several concrete ways and means for reference by researchers in related fields.

2. ENHANCING INNOVATIVE DESIGN OF PRACTICAL COURSES

2.1 Autonomous choice of practical courses

Based on the characteristics of mechanical engineering specialty, taking talent training as the goal, more elective courses can be set up for students to choose independently. From different angles of mechanical engineering major, theory combined with practice, so that students can study selectively and pertinently according to their own interests and preferences, such as: modern mechanical design theory and method, mechanical system dynamics,

mechatronics system design, numerical control technology and other elective courses.

2.2 Practice courses should be open

Only by applying theory to practice can we test the mastery of knowledge. The practice course should follow the principle of diversification, which is more conducive to the divergence of students' thinking and the cultivation of talents. Students can choose different elective content by interdisciplinary and cross-professional combination of their own interests and hobbies. Teachers can also use the new model of integral system in their daily courses to increase interaction with students in the classroom, record each student's emphasis in different fields by asking questions, and then give students some objective suggestions and opinions in different practical courses, and focus on training. In practice courses, students should be encouraged to question the existing problems boldly, and collect and sort out the problems in practice courses. Let the students analyze the practical problems in the classroom independently, put forward the bold guess hypothesis, and then look for the answers with the purpose to improve the professional quality of the students [1].

2.3 Practical courses should develop knowledge beyond the classroom

If the curriculum is confined to the classroom, the students' thinking will solidify. To cultivate creative talents, we should start with knowledge outside the classroom and open our horizons. Teachers can select excellent potential students among students, and then encourage students to actively participate in scientific research projects carried out by teachers according to their own actual situation. They can also recommend students to other scientific research institutions, so that students' knowledge in the classroom can be integrated and applied to real practice. Encourage students to participate in technical competition and other events, let students take the initiative to use their spare time and other areas of mechanical and electronic engineering exploration.

3. STRENGTHENING THE CONSTRUCTION

OF TRAINING BASES IN SCHOOLS

The construction of in-school training base should be based on the central and local co-construction projects, the relevant national talent training plan and other projects, combined with the local characteristics of specialty and talent training model. Building an independent, open, practical talent training platform and Providing more hands-on operation opportunities for mechanical students.

3.1 Finding adequate financial support

Capital is the core and key of infrastructure construction, and it is the foundation to ensure the realization of construction. Adequate financial support can lay a good hardware foundation for the development of experimental teaching for graduate students, the opening of laboratories and the development of various subject competitions in schools.

For example: apply for school construction funds and school-enterprise cooperation funds. You can also consult local investment sponsors for large and medium-sized enterprises and look at central local co-construction projects on government official websites to seek funding support.

3.2 Regular input of talent.

To ensure the flow of talents in the training platform, we should not only select fresh blood from inside and outside the school, but also train outstanding talents.

For example: holding scientific and technological innovation activities for graduate students, providing students with scientific and technological innovation activities services, encouraging students to participate independently in national and local innovation and entrepreneurship related events: China "Internet" College students Innovation and Entrepreneurship Competition, National Challenge Cup Competition, National Mechanical Innovation Design Competition, Robot Design Competition, Electronic Design Competition, etc. Award prizes are set up in the competition organized by our school to encourage outstanding innovative talents, and to explore the potential students from the to inhale into the base construction. The base can strive for cooperation and exchange with the mechanical experiment major of the foreign school, give full play to the students' autonomy it uses of its own design, processing and assembly worthy to realize their own dream of creating inventions [2].

3.3 Maintenance of exchange and cooperation

Schools and bases themselves have certain restrictions, and students need to be encouraged to communicate with each other and broaden their horizons.

For example: hold regular internal and external talent exchange activities, invite external school mechanical engineering master lecturer and students to communicate, invite professional outstanding social talents to give lectures, organized to let students stand

on a larger platform to broaden their horizons. At the same time, we should strengthen school enterprise cooperation, provide more opportunities for students to exercise, understand the cutting-edge technology in the field of machinery, etc. Such as enterprises entering the school and students entering the enterprise, to stimulate students' entrepreneurial potential.

4. THEORETICAL TEACHING SYSTEM OF "PLATFORM MODULE SERIES"

Schools can set up different platforms and modules for students of different majors, offer different courses according to different situations, set up more employment guidance courses and innovation and entrepreneurship classes, provide more professional support for innovation and entrepreneurship.

For example: to cultivate students' future employment and innovative and creative ability as the goal to set up innovative entrepreneurship platform, divided into employment, innovation, entrepreneurship and other different modules, set up "comprehensive employment ability "," innovative entrepreneurial foundation" and other innovative entrepreneurship courses. In order to enhance the comprehensive application of students' professional knowledge ability, the public basic platform is set up, which is divided into common language digital English foundation, mechanical engineering foundation and other modules, and the professional courses such as "mechanical design" and "electronic practice" are set up. For the mechanical engineering major, adhere to the concept of "innovation and entrepreneurship" in the teaching system, take the cultivation of students' comprehensive quality development as the main line, and take students' innovation and entrepreneurship ability as the main line.

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Innovation Strategy of Enterprise Financial Management Based on Big Data

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Abstract: By analyzing the importance of big data technology to enterprise financial management, this paper constructs the innovative strategy of enterprise financial management in the perspective of big data, such as: financial management is combined with the overall development goal of enterprises, optimizing the level of enterprise data management. Hope to provide reasonable reference for enterprise management-related work.

Keywords: Big Data; Business Management; Financial Management

1. INTRODUCTION

Big data is widely used in various industries. With the change of market, the former financial management methods and systems of enterprises have been unable to adapt to the development of enterprises. In order to improve the financial management, overall development and production and operation efficiency of enterprises, enterprises need to innovate their financial management in the era of big data, to occupy more market shares in the industry market.

2. THE IMPORTANCE OF ENTERPRISES USING BIG DATA TECHNOLOGY FOR FINANCIAL MANAGEMENT

2.1 Helps improve the accuracy of your company's financial budget

Financial budget work is the main content of enterprise financial management work, the integration of big data technology into budget management can be through the precise processing of big data, to help the financial management department in a short period of time to collect a large amount of data for accurate analysis, improve the accuracy of financial budget work.

2.2 It is conducive to promoting the development of financial management work norms

Big data technology can help the financial work of enterprises, using big data technology, enterprises will no longer be limited to the traditional simple financial work, but to promote the financial management of enterprises to a more standardized direction.

2.3 Improve the financial management and risk prevention and control capabilities of the enterprise

Compared with traditional financial management, big data technology can help enterprises identify risks timely and accurately, and use reasonable means to identify and manage the overall risk of enterprises, which has a positive role in promoting [1].

3. THE INNOVATIVE IDEA OF ENTERPRISE

FINANCIAL MANAGEMENT BASED ON BIG DATA

3.1 Combining the direction of the enterprise

The implementation of China's "One Belt, One Road" strategy has prompted most enterprises to start to integrate with the international market, but many enterprises still use decentralized financial management, this management model can no longer meet the needs of enterprise development. In this context, the centralized management of enterprises, through the financial process to restructure subsidiaries has formed a new financial sharing model. This kind of financial management mode is the financial management mode formed by the integration of financial resources and network environment in the big data environment, which can reduce the influence of human factors on financial management. For example, the financial management of an enterprise uses the enterprise to directly supervise the financial management work, directly implement the enterprise financial instructions, reduce the transmission of instructions, complete the integration of resources internally, not only to improve the efficiency of financial management, but also to reduce the cost of enterprise management.

In short, there are differences in the enterprise management system, most of the large system of enterprises in the big data environment to carry out financial management reform is difficult, so the specific objectives of financial management and the direction of development of enterprises, can achieve the financial and enterprise overall business synchronous management, reduce the difficulty of work.

3.2 Innovative financial management structure

The financial management structure of enterprises is a system to guarantee the production and operation of the whole products of enterprises. In the past, most enterprises' financial management structure refers to the financial department, with the advent of big data era, enterprises can adjust their original financial management structure, for the future development of enterprises to provide a sustained impetus.

Such as: an enterprise in the perspective of big data to adjust their own financial management structure, mainly from the following three aspects, first, in the enterprise's own financial management structure, the addition of a special financial data management of the big data development management platform. The

second is the introduction of data analysis capabilities in the ranks of financial managers. Finally, under the concept of big data, financial management departments are required to cooperate across departments and other parts of the enterprise, encourage all employees to participate in financial management.

3.3 Establish a sound management system

The financial management of enterprises under the perspective of big data needs to be supported by the construction of a sound system. Such as: enterprises need to consider their own network environment, will be related to the enterprise management policies, resources and other factors combined with financial work considerations, while building a unified financial management system, the internal financial flows of enterprises to control, improve the efficiency of the operation of enterprise funds. For enterprises, the financial data center in the perspective of big data needs to focus on reform, enterprises can build a financial data center, specifically manage internal financial data, to provide enterprises with accurate information for management and development. In addition, enterprises also need to cooperate with the financial management in the big data environment to develop a reasonable work system, to ensure that the work of employees can be based on the rules.

3.4 Improving data management

In the big data environment, the level of data management is closely related to the actual competitiveness of enterprises. In the past enterprise management work, the importance of financial data has not been correctly recognized, and the advent of the era of big data for enterprises' financial data management has brought a new direction, that is, through data collection, storage and analysis of the management of the overall financial data management level.

For example: an enterprise in the collection of data, storage, analysis and application of four aspects of targeted capacity improvement. Actively do a good job in data planning, according to their own actual business situation put forward a reasonable and feasible data collection framework, focusing on improving their data collection capacity. In the field of data storage, the enterprise has planned and designed its own database and constructed a unified standard for

data classification storage. In the data analysis work, the enterprise pays more attention to the potential value of financial data, collects a large amount of data in the data collection and storage stage, and then organizes it through big data analysis technology, obtains useful information that can help enterprise development from a large amount of data, and gradually guides the financial management department to adapt to the changes of the times. In data application, the enterprise believes that the current market development of the need for big data is increasing, the key resource of future enterprise competition is big data. Therefore, we should not only make full use of the advantages of big data in financial management, but also strengthen the training of financial management personnel and optimize personnel allocation, so as to provide effective guarantee for the development of financial management in the big data environment, and to carry out the financial management of enterprises [2].

4. CONCLUSION

In summary, in the development of economy and society, big data technology is becoming more and more mature, put into use in enterprise management, so that the efficiency and quality of financial management of enterprises have been positively developed. In short, the use of big data technology in the financial management of enterprises can effectively reduce the production costs of enterprises, help enterprises in the increasingly fierce market competition to reduce costs.

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The Aesthetic Meaning and Modern Value of Zhang Daqian's Poems

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Abstract: Zhang Daqian is a great master of modern Chinese painting. His attainments in calligraphy, painting, poetry and other fields are very high, and his aesthetic style and level still have an impact on the contemporary art field. Based on this, this paper studies the aesthetic meaning of Zhang Daqian's poetry, and discusses the modern value of his poetry aesthetic by analyzing the influence of Zhang Daqian's poetry aesthetic on modern poetry creation.

Keywords: Zhang Daqian; Poetry Aesthetics; Aesthetic Implication; Aesthetic Value

1. INTRODUCTION

As an outstanding painter, Zhang Daqian's observation and insight are very sharp. He can capture the beauty and emotion of life with great precision, which is also reflected in his poems. Zhang Daqian's poetry works directly show his rich life experience and wide vision experience, with a variety of aesthetic implications, and show the beauty of very special poetry, which is of great reference value for the modern literary world.

2. DIVERSITY OF EMOTIONAL LYRICS

There is a unique charm in Zhang Daqian's poems. When expressing his emotion, he seldom chooses the straightforward way of expressing emotion, but will skillfully integrate this emotion into the words and sentences. His style is the reservation of the implicit and graceful style of the traditional poetry. However, in Zhang Daqian's poems, people can taste and read the yearning for individuality, freedom, life, family affection and love of the generation, which has rich emotional connotation. At the same time, the emotional tension of words and sentences is more intense. In the same poem, Zhang Daqian uses unique perspectives and techniques to skillfully integrate different types of emotions, and then displays different styles.

Zhang Daqian's poetry emotion mainly contains several aspects: one is homesickness-based hometown feelings, the other is the fusion of patriotic emotions and personal emotions, the third is people's appreciation of the beauty of nature, the fourth is the feelings of thinking friends but slightly helpless tangled emotions, and the fifth is the complex mood under the Waigus. These emotions in Zhang Daqian's poetry, harmonious coexistence and easy to accept, neither far-fetched attachment nor abuse, but can truly show Zhang Daqian's spiritual world. For example, "Dream Butterfly", "Homeland Peony" and other

poems, full of natural and human interweaving emotional characteristics, very emotional strength and intensity, can be very natural to the reader into the poetry situation, the feeling of the emotion. Therefore, the aesthetic implication of Zhang Daqian's poems is very enlightening for modern poets, which can help them to further deepen the conception and decoration of the emotional expression of poetry, and can help them to correctly understand the flavor and style of poetry.

3. FREEDOM OF EXPRESSION OF THE MIND

From the perspective of artistic attainments, Zhang Daqian is undoubtedly a very excellent artist, who often has free thinking and soul, and most of them will move and feel when narrating, writing and painting. So is Zhang Daqian. His poems are full of freedom and free and easy atmosphere. Their content is not only the record of his own life experience, but also the emotional understanding in every stage of life. Compared with Zhang Daqian, the content and style of most modern poetry writers are too single, and even many people will deliberately create in order to show some emotion or connotation, making the poetry works appear very artificial [1].

Zhang Daqian's life experience is very rich, in each life stage his poetry works style and content are not the same.

At home, the works reflect the infatuation for the places of interest and the stability and frankness of people in their hometown. When he left home, there were nostalgia for my hometown and family and friends in my works. After going abroad to settle down, the poems contain the feeling of patriotism and homesickness. Therefore, in Zhang Daqian's poetry works, emotion is complex and independent, which fully shows his characteristics of independence and frankness. He dares to face his heart and express his feelings freely, so it is easier to arouse readers' resonance. Therefore, the aesthetic meaning of Zhang Daqian's poems can bring inspiration and inspiration to the modern poetry writers, provide them with new creative ideas, guide the modern poetry writers to face their hearts, enrich their experience, and master the ability to express their hearts freely [2].

4. RICHNESS OF CULTURAL HERITAGE

Zhang Daqian's poetry culture is very profound. Although his works are all sentimental, but in the process of expression, they use a lot of famous allusions which are consistent with the poetry, and

achieve the combination and unity of ancient and modern. For example, the "Don't say the mountains on the sea are far away" in "Yin palace island" embodies the fusion of the view seen by Zhang Daqian and the view of association. When visiting the Japanese palace Island, he thought of the sacred mountains in the records of history and the song of eternal regret, which not only added a sense of historical heaviness to his poems, but also showed his admiration and nostalgia for the motherland's culture, history, mountains and rivers when he was in a foreign country. Poetry works are highly concentrated in the author's literature and cultural quality, and need to have cultural taste and poetic spirit. Only with profound cultural heritage and superior cultural taste, can we become a qualified poet, which is the Enlightenment of Zhang Daqian's aesthetic connotation for modern poets.

5. CONCLUSION

To sum up, Zhang Daqian's poems contain a strong traditional culture, reflecting his love for the natural mountains and rivers and his keen insight into the

world's emotions. Poetry and personal characteristics have been fully integrated, making his works with a unique style and taste. The richness and uniqueness of Zhang Daqian's aesthetics are the characteristics that contemporary poets are extremely short of, so its reference value is enough to go through time and space.

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Research on The Construction of The College's Oral English Wisdom Classroom Under the Background of Informa Ionization

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Abstract: Under the background of globalization, colleges and universities in China pay more and more attention to English teaching and the cultivation of students' communicative competence. However, there are still many problems in college oral English teaching. Many college students only know some simple communication terms, so it is difficult to use oral English in daily communication. The development of modern information technology has a profound impact on all walks of life. The application of information technology in college oral English teaching plays a positive role in stimulating students' enthusiasm and adjusting the atmosphere of English classroom teaching. This paper first analyzes the current situation of college oral English teaching, and discusses the construction strategy of college oral English smart classroom based on the background of information technology.

Keywords: College English; Speaking; Wisdom Classroom

1. INTRODUCTION

As an important part of English education, oral English plays an important role in cultivating students' oral English communication skills. Educational informatization has become the trend of higher education reform, and the education department and local governments have actively promoted the reform of education Informa ionization in recent years, encouraging teachers to use information technology in classroom teaching to improve teaching effectiveness. The traditional university oral English teaching model has been difficult to adapt to the requirements of students' personality development, and its disadvantages are gradually emerging. Under the background of Informa ionization, it is of great significance to construct the college oral English wisdom classroom to make up for the deficiency of the traditional teaching mode [1, 2].

2.THE CURRENT SITUATION OF ORAL ENGLISH TEACHING IN COLLEGE

Although the Ministry of Education and colleges have paid more and more attention to the cultivation of college students' oral English ability in recent years, and paid more and more attention to the teaching of oral English courses in universities, there are still many problems in the teaching of spoken English in

universities:

On the one hand, students have a low interest in oral English learning. Influenced by the traditional teaching methods of "dumb English" and educational ideas, many students are afraid that their spoken English pronunciation is not standard dare not speak English, passive treatment of oral English courses, low interest in learning. In addition, most colleges and universities have less time to teach oral English courses, and some students have difficulty mastering oral knowledge for a limited time. In the long run, you will gradually lose the enthusiasm for oral Knowledge learning and oral communication.

On the other hand, teaching methods and teaching resources are single. At present, the university oral English teaching, usually to teachers to explain the main, students passive listening to the class, this kind of preaching, one-word teaching methods difficult to mobilize students' enthusiasm, also did not consider the needs of students personalized learning. At the same time, the current university oral English teaching resources are often limited to the content of teaching materials, some boring, boring content reduces the student's classroom participation, limited teaching resources are not conducive to students will learn to internalize oral English knowledge and output [1].

3. UNIVERSITY ORAL ENGLISH WISDOM CLASSROOM CONSTRUCTION STRATEGY IN THE BACKGROUND OF INFORMATION

3.1 Building an after-school e-learning platform

The development of modern information technology and the popularization of smart devices make smartphones an indispensable communication tool for college students' daily life. In the process of constructing the university oral English wisdom classroom, colleges and universities can use mobile devices such as smartphones to extend oral English teaching from the classroom to the classroom, give full play to the advantages of the Internet platform, and build a learning network platform. College English teachers can use WeChat, QQ and other students widely used mobile social software to establish class oral learning communication group, teachers and students real-time online voice communication, not only can master the students' oral learning, but also provide online guidance for students to answer students in oral learning problems. To build a network

learning platform after class, we can also improve the teaching methods of teachers and cultivate students' ability of independent learning. Teachers can publish the next lesson on the network platform such as WeChat and pre-class learning tasks, so that students pre-class self-preview, through the task to guide students to scientific preview, students collect relevant information before class, in the classroom to explore the problems encountered in the pre-study and practice the expression of spoken English, save English classroom speaking time, so that each student can carry out oral practice [2]. In the process of expression, teachers can correct the problem of students' pronunciation in time, which largely makes up for the shortcomings of traditional one-word teaching.

3.2 Create a good classroom learning atmosphere

During oral teaching, college English teachers should fully realize the advantages of information technology, learn to use modern information technology to create a good atmosphere for students to learn spoken English, rational use of information technology to stimulate students' interest in learning, focus students' attention. For example, teachers can use multimedia and information technology in the classroom to allow students to play "Walking around the United States" and other film and television drama fragments, dynamic video than boring preaching can better mobilize students' interest, guide students to learn English spoken English happily, let students from culture, customs and other aspects to understand the cultural characteristics and language of western countries, so that they feel different people under different occasions of different tone and tone, to help students learn language in a specific situation, and promote the output of traditional English spoken English.

3.3 Using Internet resources to learn spoken Language
Internet resources are numerous, including many English oral learning resources. In the context of Informa ionization, teachers should take the initiative to use Internet resources to carry out oral teaching, in accordance with the needs of students personalized learning before class, the Internet learning resources screening and integration, supplementing the text and

learning resources, not only to enhance the interest of students in English learning, but also conducive to students more comprehensive understanding of the charm of English, which can make students practice oral English in different contexts. For example, teachers can share some video resources such as phone calls, visits, parties and so on with students in the classroom or on the online learning platform, so that students can experience the language, internalized language in the real scene they see, and cultivate their sense of language in the classroom and after class. In this way, students' impression of oral English learning is no longer limited to a wide range of word lists, a road examination questions, the Internet rich learning resources for students to provide a fresh sense.

4. CONCLUSION

The construction of college oral English smart classroom conforms to the trend of educational information reform, and effectively makes up for the shortcomings of traditional oral English classroom. Universities and teachers should actively use mobile social software and network platform to build learning platform after class, and actively use Internet resources to carry out teaching. In order to improve the quality of oral English teaching, it is necessary to use information technology to create a good learning atmosphere.

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Reflections on the Quality Evaluation of Online Teaching during the Period of War Epidemic

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Abstract: During the epidemic, the traditional teaching methods were affected, and online teaching became a favorable measure to break through the difficult situation, which played a good role in promoting the learning efficiency and learning quality during the student campaign. This paper mainly analyzes the specific impact of the epidemic on teaching methods and quality, on this basis, the teaching quality on the line has been comprehensively assessed, and reasonable countermeasures are beneficial to the improvement of teaching quality on the line, so as to be used for reference and reference by relevant personnel.

Keywords: Outbreak; Online Teaching; Quality Assessment

1. INTRODUCTION

Online teaching is an advanced teaching method based on the development of Internet and mobile terminal technology. The research of online teaching mode can not only extend the scope of classroom teaching, but also promote the intellectualization and modernization of teaching methods, which has important application value for the improvement of students' learning level. Researchers in related fields should focus on online teaching quality assessment and adopt advanced assessment techniques and means to improve teaching efficiency.

2. IMPACT OF THE EPIDEMIC ON THE QUALITY OF TEACHING

2.1 Online Teaching Mode

During the anti-epidemic period, due to the need for home isolation between students and teachers, the traditional teaching method, that is, classroom teaching, is difficult to achieve. In order to meet the normal needs of students in class, an online teaching mode has been developed. Online teaching mode has obvious application advantages. Students and teachers can communicate and exchange online through live video to improve the interest of learning process. Since online teaching is not limited by time and place, it only needs to be available where the Internet can be popularized and applied. Therefore, taking online teaching also increases the convenience of Teaching [1, 2].

2.2 Interactive teaching process

The interaction of network teaching mainly refers to

the interaction between teachers and students based on the platform of network live broadcast, the research and discussion of relevant teaching contents, and the participation of students in the teaching process. The realization of interactive teaching mode makes the teaching evaluation more comprehensive, not only to evaluate the effect of students' theoretical knowledge, but also to test the interactive results between students and teachers, to make students active in the learning process and improve learning efficiency. The construction of the online teaching quality evaluation system should consider the interaction of the teaching process, so that the evaluation effect is more scientific and effective.

3. COUNTERMEASURES FOR THE ASSESSMENT OF TEACHING QUALITY ON THE LINE DURING THE WAR EPIDEMIC

3.1 Teaching Program Testing

During the epidemic, the scientific and time-sensitive teaching program needs to be tested and evaluated in the online teaching quality assessment, so that the teaching content is consistent with the students' actual development needs. In practical teaching, it is found that the learning effect of students is closely related to the teacher's teaching technology program. In the process of online teaching, teachers should consider the relationship between teaching progress and students' needs and evaluate the application effect of teaching programs. In the specific evaluation, we should focus on the timeliness of teaching programs, systematically evaluate the teaching methods and techniques, and evaluate the specific teaching results and quality, to make the teaching program more reasonable.

For example, in the online teaching of a subject, in order to improve the application effect of the teaching program, teachers evaluate the application effect of the entire online teaching program through scientific and orderly communication with the teaching and research group and the parents of students. It makes the design of the teaching plan in line with the actual situation of the students, and plays an important role in helping students to learn online during the epidemic.

3.2 Evaluation of teaching process

The difference between online teaching method and online is that its teaching process is more flexible, and students and teachers can interact and communicate on

the same specific problem in the teaching process, which not only exercises students' thinking ability, but also helps students to cultivate their ability of expression and communication, which has important application significance and value for students' comprehensive and all-round development. In the process of online teaching quality assessment, we should focus on the performance of students and teachers in the teaching process, and evaluate the whole teaching results according to the actual situation, and construct a reasonable evaluation method based on the development of students.

During the epidemic, students' learning methods and teachers' teaching methods have changed, and the teaching quality assessment should be adjusted to make the teaching evaluation program consistent with the teaching practice. The combination of theory and practice is not only the requirement of offline classroom teaching, but also the concentrated display of offline teaching results. For the comprehensive development of students, it is necessary to make value evaluation of teaching content by using advanced teaching evaluation methods, and to make weight assessment of different teaching factors. For example, the assessment of students' online interactive ability, online classroom attendance, students' specific learning situation and learning attitude makes the online teaching process evaluation more practical and applied, and provides important guarantee and strong support for students' progress and development.

3.3 Quality Assessment System

In the process of online teaching, building a scientific and perfect teaching quality evaluation system has a positive role in promoting the implementation of online teaching programs. In practice teaching, teachers should see the application advantages of online teaching mode and improve the current teaching quality evaluation system. At present, there are some problems in the process of quality evaluation, such as unreasonable application of evaluation methods and technologies, failure to build a modern evaluation system, and lack of pertinence in the design of online teaching programs. Through the development of a scientific and reasonable online teaching quality evaluation model, the relevant problems are improved to meet the actual needs of

online learning of students during the campaign [2].

There is a close relationship between students' learning effect and learning level and teaching quality evaluation system. Teachers should pay more attention to it, make good use of advanced teaching technology and methods, and make a useful contribution to the construction of teaching quality evaluation system. According to the actual situation of teaching, design a reasonable evaluation scheme which is conducive to the improvement of students' comprehensive quality and the progress of online learning methods, and realize the scientific and effective evaluation of teaching quality. The practice shows that the perfect teaching quality evaluation system can promote the comprehensive development of students and improve their learning ability and professional quality during the campaign.

4. CONCLUSION

To sum up, in the online teaching quality evaluation during the campaign, the teaching scheme should be tested, and the interactive results of teachers and students in the whole process of online teaching should be evaluated. Build a perfect teaching quality evaluation system, and promote the reasonable application of online teaching mode. At the same time, in the specific teaching process, we should find the existing problems in the current teaching quality evaluation, such as the imperfect evaluation system, and improve it.

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The Application Research of STEAM Education with Middle School Information Technology Courses

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Abstract: STEAM education meets the requirements of talent training in our country at the present stage, its educational concept has been applied in primary and secondary schools. As an important way to train talents, the integration of information technology and STEAM education plays an important role in the research of primary and secondary schools. According to the connotation of STEAM education and related theoretical background, a teaching plan STEAM the application of information technology in junior high school is designed, and the second-grade class is selected as the experimental object for case analysis, and the effect of classroom implementation is evaluated. Combined with the student interview, the research conclusion is drawn. To provide reference teaching design for STEAM its application and promote the development and application of STEAM education.

Keywords: STEAM Education; Information Technology; Instructional Design Application

1. INTRODUCTION

STEAM are the initials of five major subjects, Science, Technology, Engineering, Art, Mathematics, emphasizing the integration of disciplines [1-3]. The real-life situation that students face is a whole, the school generally adopts the form of sub-disciplinary teaching, this model makes the boundary between subjects obvious, which is not conducive to systematic learning [4]. STEAM the emergence of education blurred the division line of this subject, the use of interdisciplinary teaching is conducive to the overall learning of knowledge, easy to establish links between disciplines. Integrating STEAM education during information technology can guide students to innovate boldly in practice and explore, think about problems in multi-dimensional and multi-level, to improve students' comprehensive ability [5]. Through the analysis of the cases of integration of STEAM education and information technology at home and abroad, combined with relevant theories, a problem-solving-based teaching case is designed and implemented in junior high school to provide a more practical flow of classroom teaching activities, to a certain extent enrich the relevant theoretical and practical research, so that STEAM education in our education has a greater development.

2. DESIGN AND IMPLEMENTATION

According to the teaching content of this class, the teaching design of the interdisciplinary inquiry learning mode of STEAM education and the task-driven teaching mode of information technology course are adopted in the design of teaching activities [6]. The interdisciplinary inquiry learning consists of five parts: Engagement, Exploration, Explanation, Elaboration/Extension, Evaluation, referred to as 5E teaching models.

2.1 Engagement

The teacher showed the multimedia animation and explained to the students: since the small animals heard the story of the crow drinking water, people have praised him. Today, there is a forest "water contest", small animals have been eager to participate, we also go to see it! (Display PPT animation while explaining) Students watch the teacher play the animation and think about how the teacher's animation is set.

2.2 Exploration

Teachers ask students to choose a bird they like, and think about water animation settings, and how pebbles can be set in the shortest time animation display. Show the evaluation gauge to the students, make clear what kind of standard the task should meet, and what aspects should be promoted in this class, which will help the students to make clear the classroom standard and learning goal.

2.3 Elaboration/extension

Explain by the student what physical phenomenon the little crow can drink water for. According to the volume of the bottle, the volume of the remaining water inside, the density of the pebbles, the mass, etc., to re-place the small stones, so that the birds can drink water in the shortest time. Groups can share their opinions and can also refer to other people's ideas. The teacher gives all the parameters, including V bottles, V water, m stones, and ρ stones, each with several different values, allowing students to choose freely, match them into a new set of data, and implement animation. After thinking, the students calculate and design the animation again to make it more realistic. Students first choose the appropriate data, can choose the optimal combination, or can be calculated randomly. Through the physical formula to calculate the number of pebbles, modify the animation again, set the corresponding animation parameters, to achieve a

rational drinking process.

2.4 Explanation

Discuss in groups, then put the group into a PPT manuscript, together as a referee, to see whose birds can drink water as quickly as possible. This is the final task of the whole project, students have played their own advantages, as rich as possible to improve their own animation, beautiful their own works. Finally, through the group display, we can see the cooperation between the members of the group and cultivate the students' ability to cooperate.

2.5 Evaluation

Download and organize student presentations to QQ groups and use multimedia to show several works. Students are asked to explain the process of making their own, while using the evaluation gauge to score. For excellent works, put forward praise, and emphasize what can be used for reference, appropriate recommendations. Students sum up, exchange in this lesson of their own harvest and reflection, can skillfully set animation, making animation effect more vivid. In the classroom of information technology, knowledge is mostly reflected in the form of operation, practice makes perfect, and students are more willing to immerse themselves in the joy of the classroom and maintain their interest in information technology. In real life, it will also be associated with the knowledge of various disciplines is not a single presentation, but can be organically combined to solve the problem. STEAM is integrated into the classroom to solve problems scientifically in the situation, while improving students' information literacy and STEAM literacy.

3. ANALYSIS ON THE EFFECT OF STEAM EDUCATION

By the implementation of STEAM education in the junior middle school stage, the teaching reflection is carried out. Synthesizes the existing implementation case, the later stage unifies to the student interview, the research discovers [7]:

5E teaching process and problem-solving based STEAM teaching mode can be well applied to junior high school information technology teaching, students are easy to accept, and classroom activities are carried out in an orderly manner. The evaluation of students is not on scores, but on the process of learning, so the teaching effect is very good, some students fail to complete the task on time, but most students can design works well. In the display of learning works, the student performance is quite positive, students in the study of this class, the study of individual subjects is also more engaged and interested, the subject is through, enhance the ability of application.

STEAM education model proves to play a great role in

promoting students' subject integration and knowledge application. Students actively participate in thinking and discussion in the classroom, participate in activities personally, stimulate internal learning motivation, and improve information literacy and STEAM literacy. Activities can take care of each student's ability development and promote the development of students' personality. STEAM education improves students' problem-solving ability and realizes the practical application of learning.

4. CONCLUSION

In the research, STEAM education can be implemented in the junior middle school information technology classroom. However, its inability to do so includes the lack of teachers, the lack of unified textbooks, uneven standards, and lack of strategic leadership. The application research of STEAM education in information technology still has a lot of room for development. Due to the limitations of research objects, practical conditions, hardware facilities, etc., the research is not thorough and comprehensive, and the teaching design needs to be further improved. It can be more in-depth and detailed in the research scope and research methods, making STEAM play a greater role in information technology.

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A Review of The Research on Personality of Poor College Students

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Abstract: Based on the analysis and combing of the main research results about the personality of poor college students in the past ten years, it is found that the research results of the personality of poor college students are not many. The existing research mainly focuses on the personality traits of poor college students, the analysis of influencing factors and the research of recommended countermeasures are mainly based on subjective judgment, the effect cannot be judged, and the methods and contents of the existence of the personality research institute for poor college students are comprehensively pointed out. Try to study the content: perfect theoretical research, enhance system elaboration, in terms of research methods: comprehensive multi-method, multi-angle research, in the research direction: enhance the intensity of vertical research. Exploring effective ways to study the personality of poor college students, in order to promote the active and healthy growth and comprehensive development of poor college students.
Keywords: Poor College Students; Personality Characteristics; Personality Shaping; Review

1. INTRODUCTION

College students with family financial difficulties (hereinafter referred to as poor college students) account for more than 20% of the number of college students [1]. Personality is an integrated mode of a person's unique thoughts, feelings and behaviors. It is just a stable and unique psychological quality that distinguishes individuals from others. Poor college students' personality reflects their habitual thinking mode, emotional expression and behavior habits, which has a profound impact on their life, study, work and social development.

In the 1920s, the concept of "sound personality" first put forward by American psychologist olbert opened a wave of personality research. In China, the research on personality began in the 1930s, and the research results in this field are relatively few. After the 1970s, the research on personality of college students began to emerge in the late 1980s. With the popularization of domestic higher education and the expansion of college enrollment, the number of poor college students has further increased, which has gradually become a hot topic of common concern for colleges and society. Since 2004, domestic scholars began to pay attention to the research on the personality of poor college students. 76 papers were retrieved by

consulting CNKI, books related to personality research of college students, and other important materials and documents, without doctoral dissertation. Based on the analysis of the research on the personality of impoverished college students in recent ten years in China, the author summarizes the main contents of the research on the personality of impoverished college students, finds some problems existing in the research in this field, and puts forward the thinking and improvement methods accordingly, so as to provide reference and reference for the follow-up related research.

2. THE MAIN CONTENTS OF PERSONALITY RESEARCH ON POOR COLLEGE STUDENTS

The research contents mainly include: Poor College Students' personality traits, factors affecting personality development and suggestions and Countermeasures for personality shaping, etc., involving disciplines such as psychology, pedagogy, ethics, sociology, etc., mainly involving the following research contents:

2.1 Personality traits of poor college students

Many researches on the personality of poor college students show that poor college students not only face economic difficulties, but also bear different degrees of psychological and spiritual pressure. Their personality characteristics are different from those of ordinary college students. Zhang Ke and Yang Meng (2007) compared poor college students with ordinary college students and found that poor college students have negative personality characteristics and tend to: inferiority, depression, anxiety sensitivity and mental atresia [2]. Ge YingYing and Chen Yi (2016) thought that poor college students also have positive personality traits, and summarized 15 positive personality traits from the personality survey of poor college students. In order to make them more representative, they extracted 5 positive personality traits from these 15 positive personality traits: aggressiveness, stability, independence, trust and quietness [3]. Compared with ordinary college students, poor college students' personality characteristics are more special, with positive and negative two opposite sides. Kong Desheng and Zhang Jing (2005) used Cattell 16PF test to test the poor students and non-poor students of Harbin Engineering University, and made the following classification of the poor students' Personality: self-confident, struggling, intermediate and uneasy [4]. Che Fenglan

(2005) investigated and analyzed the poor college students by interview and questionnaire, and divided them into harmonious personality, conflict personality, withdrawal personality and abnormal personality [5]. Domestic scholars have rich research on the personality characteristics of poor college students, showing different multi-dimensional perspectives.

2.2 Factors influencing the personality development of poor college students

Ge Yingying (2016) and others analyzed the personality characteristics of poor college students after in-depth interviews, and further explored the reasons for these characteristics: the power of love of the original family, the power of facing pressure events, and the rational power of self-evaluation [3]. Feng genfeng and Deng Xiaowei (2008) analyzed the problems and causes of poor college students' personality development, and found that the personality defects of poor college students are very prominent, such as psychological gap and sense of inferiority, symptoms of psychological tension and anxiety, frustration, etc. The reasons for these defects are the economic difficulties, the excessive attention of schools and all sectors of society, the lack of family personality education, and the high employment pressure [6]. The research of influencing factors is mostly empirical judgment or general discussion, lacking of judgment basis and systematic elaboration.

2.3 Shaping the personality of poor college students

Leng Juan (2009) proposed that the poor students in Colleges and universities are a problem of great concern in the new era of society. It is of great significance for the sustainable development of our society and the healthy growth of college students to help them lift the spiritual poverty while lifting the material poverty [7]. Han Xiaoming (2008) based on the influence of self-regulation factors on the personality of poor college students, starting from self-cognition, self-experience and self-control, found that individual personality differences have a lot to do with their way of cognition and construction of the outside world, and different people have different construction of the outside world. Changing personality can start from changing people's cognition, individual's construction of the world and life [8]. Domestic scholars' research on the positive personality building of impoverished college students is mainly based on subjective judgment and appeal, lack of practical test, and the effect is difficult to verify.

3. THE DEFICIENCY OF PERSONALITY RESEARCH OF POOR COLLEGE STUDENTS

After analyzing and combing the main contents of the research on the personality of poverty-stricken University, the research in this field mainly focuses on the personality characteristics of poverty-stricken university students, the analysis of influencing factors and the suggestions and countermeasures are mainly subjective judgment, mainly from the psychological health, educational thinking, etc., and the results

cannot be judged. The research method is mainly questionnaire, the research content is lack of systematic elaboration with other related disciplines.

(1) Research methods are single and lack of clear theoretical support

Ge Yingying (2016) and others adopted the method of in-depth interview to study the personality of poor college students. Xu Shifang (2013) and Kong Jie (2013) chose the way of questionnaire to conduct the research. In the research of the poor college students' personality, the research methods are questionnaire survey and in-depth interview. Cartel 16PF scale is the most used research tool. Cartel 16 personality factor scale is a personality test scale made by American psychologist cartel for teenagers over 16 years old. As the theoretical basis of this study, albert's theory of personality traits is rarely mentioned in various researches. Most of the researches on the personality of poor college students are conducted by questionnaire or in-depth interview, and the research method is single; through the use of Cattell 16PF questionnaire, we can get the relevant conclusions, lack of theoretical support and the discussion of combining the survey results with the theory.

(2) Focus on horizontal research, lack of vertical research

For the research topic of poor college students' personality, many domestic scholars focus on the personality characteristics, influencing factors and significance of poor college students in a specific region or age group. However, there are few longitudinal researches on the causes, development and evolution of poor college students' personality. Among the relevant literature collected, only Zhang Qingji (2017) conducted a three-year follow-up survey on poor college students, and supplemented by the questionnaire survey method, summed up the dynamic change rule of poor college students' personality in these three years [9]. Increasing the longitudinal research on the poor college students' personality can find the formation, change and difference of the poor college students' personality in different periods of time more clearly.

(3) Most of them are analyzed in the way of combination, lacking systematic explanation

The research on the personality of poor college students in China is usually combined with mental health, social support, subjective well-being and other aspects. Chu Xiaomei (2018) and Liu Yanning (2018) combined the personality research and happiness research of poor college students, and made corresponding analysis and Discussion on their relationship and related impact [10]. Li Shanting (2018) combined poor college students' personality, social support and mental health, and explored the relationship between them [11]. The formation and influence of personality are affected by many aspects, which need to be systematically analyzed and elaborated based on the theoretical support of various

disciplines. Such as the systematic exposition of the theoretical connection with psychology, ethics, sociology and so on.

4. REFLECTIONS AND SUGGESTIONS ON THE STUDY OF THE PERSONALITY OF POOR COLLEGE STUDENTS

At present, when there are few research results on the personality of poor college students in China, it is a future research trend to accurately identify the real spiritual and psychological needs of poor college students, further promote the work of helping poor college students, and further deepen and multi angle analysis on the personality of poor college students.

4.1 In the aspect of research content: perfect theoretical research and enhance systematic exposition. At present, the focus of the research on the personality of poor college students in China is mostly on the mental health, in order to protect the mental health of poor college students, establish correct values and other psychological significance. In this regard, researchers can further explore the deep-seated problems of poor college students' personality based on the existing empirical research. For example, it analyzes and explores the characteristics of poor college students' personality and the reasons for forming some characteristics. On this basis, it makes a clearer definition of personality types, analyzes the main influencing factors from different personality types, and puts forward practical improvement measures for them. In the follow-up research, we can also sort out and analyze the existing achievements, and build a more instructive and applied research theory of poor college students' personality, so as to provide a theoretical basis for shaping the good personality of poor college students and effectively carrying out the work of helping poor college students.

4.2 In the aspect of research methods: comprehensive multi method, multi angle research

In the present research, questionnaire survey or in-depth interview are often used. The follow-up research can enrich the specific research process by combining questionnaire survey, qualitative research, psychological response and other methods, compare the results of various research methods, summarize and analyze their similarities and differences, and make the discussion more in-depth and accurate based on a variety of research methods. In addition, the research on the personality of poor college students in China is usually in psychology, pedagogy, sociology and other aspects, involving several angles such as mental health, well-being, social support and so on. In the future research, we can analyze the personality of poor college students from other perspectives. For example, from the perspective of education, the dimensions involved can include school education, family education and personal education, etc.; for example, other perspectives can start from the growth experience of students, including their growth environment, growth experience and what kind of

psychological state in the process. By studying the personality of poor college students from various perspectives, we can have a more detailed and profound understanding of their personality characteristics and the specific performance and solutions in the process of personality formation. Effective integration of its methods and perspectives can better increase the richness of research and promote the diversity of personality research of poor college students.

4.3 In research direction: enhance the strength of longitudinal research

From the perspective of the existing research on the personality of poor college students, most of the research focuses on the combination of the personality analysis of poor college students in a certain region and a certain research field, which broadens the horizontal research on the personality of poor college students. In the future research, we need to increase the vertical research in this field. Under the time axis, we can make a series of comparative studies on the causes, processes and results of poor college students' personality, and analyze and measure their similarities and differences. The longitudinal follow-up study is of great significance to understand the development rules and trends of the poor college students' personality in the changes of the times. In the future, we can combine the horizontal research with the vertical tracking research to improve the accuracy and comprehensiveness of the research results.

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Research on The Influence Factors of The Recovery Rate of Student Loans in Colleges and Universities in Yunnan Province

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Abstract: The student loan is china's 2007 introduction of student aid policy, once the policy has been the attention of the provinces in China, so it quickly entered Yunnan Province. However, according to the performance of the implementation of this policy in Yunnan Province, it can be seen that the recovery rate of local student loans is low, so in order to understand the causes of this problem, this paper will carry out relevant research work, elaborated the factors that affect the recovery rate of student loans in Yunnan Province, and put forward relevant suggestions.

Keywords: Yunnan Province; Student Loans; Recovery Rate Influence factors

1. INTRODUCTION

The student loan policy can really solve the demand for student aid in Yunnan Province, which is a policy with practical effect, but if the student loan recovery rate is low, it represents the imbalance between supply and demand of the policy. This performance will inevitably lead to the policy-driven economic curve towards unhealthy direction, for a long time cannot continue to operate, so it is necessary to analyze the causes of the low student loan recovery rate in Yunnan Province.

2. RESEARCH PROGRAM ON THE IMPACT FACTORS OF STUDENT LOAN RECOVERY RATE OF ORIGIN

2.1 Assuming that the presentation is presented

According to the policy and economic operation of student loan in the source areas of colleges and universities, the recovery rate may be related to the amount of principal and interest receivable and the level of economic development in the source areas [1]. Therefore, both are taken as the hypothesis factors in the research plan.

2.2 Relationship between assumptions and recovery rates

The relationship between the amount of interest and interest and the level of economic development of the source of origin is analyzed, and the effectiveness of the research scheme is confirmed from the theoretical point of view.

(1) Relationship between the amount of debt receivable and the rate of loan recovery
Suppose that there are 3-4 full-time staff in the student

loan institutions of colleges and universities, who are especially responsible for loan recovery. However, there are many users who take part in the policy of student loan in Colleges and universities, and there is a great demand for recycling. Therefore, in the case of insufficient recycling labor and large demand for recycling work, the difficulty of recycling will increase, and the corresponding recovery rate will decrease [2].

(2) Relationship between the level of economic development and the rate of loan recovery in the source of the country

The policy of student loans in Colleges and universities is mainly applied to the users with financial difficulties. At the same time, the starting time of repayment is after graduation. Therefore, if the students' family is in financial difficulties and their economic income is reduced after graduation, their repayment ability will be insufficient. The reason that determines the number of economically disadvantaged families in the region and the economic income of students after graduation is the economic development level of the source area of students. The poor level of economic development in the source area will increase the number of students from economically disadvantaged families and low economic income after graduation, which will lead to the decrease of loan recovery rate.

3. RESEARCH RESULTS AND SUGGESTIONS ON THE FACTORS INFLUENCING THE RECOVERY RATE OF STUDENT LOANS IN YUNNAN PROVINCE

3.1 Findings

According to the above research plan, the relationship between the hypothesis factor and the recovery rate is incorporated into the study of the factors influencing the recovery rate of student loans in Yunnan Province, the results are below.

(1) Research on the relationship between the amount of debt receivable and the loan recovery rate in Yunnan Province

According to the data of more than 100 loan county institutions in Yunnan Province in 2014, we can see the recovery rate of debt receivable and one-time loans at that time, and then the relevant analysis using SPSS software, the results show that there is a significant weak correlation between local receivable and loan

recovery rate, and the correlation coefficient is -0.287. According to data from more than 100 loan colleges and universities in Yunnan Province in 2014, the recovery rate of debt receivable and one-time loans was used to analyze the relevant data using SPSS software, and the results showed that there was a negative correlation between the receivable and the loan recovery rate, but the relationship was not obvious. In Yunnan Province, the low recovery rate of student loans, county institutions are the main factor, that is, the county institutions are insufficient staff, resulting in the recovery rate cycle extended, but the impact of the degree is not high.

(2) Research results on the relationship between the level of economic development and loan recovery rate in Yunnan Province

According to the data of more than 100 loans in 2014 in Yunnan Province, we can know the per capita net income and one-off loan recovery rate at that time. SPSS software was used for correlation analysis. The results showed that there was a significant correlation between local per capita net income and loan recovery rate, with a correlation coefficient of 0.307. According to the 2014 public financial budget expenditure data of Yunnan Province, the income of the students after graduation and the one-time loan recovery rate were analyzed by SPSS software. The results showed that the per capita public financial budget expenditure was significantly related to the loan recovery rate, with a coefficient of 0.257. It can be seen that among the problems of low recovery rate of student loan in Yunnan Province, the level of economic development of student source area is the main factor, that is, there are many users with economic difficulties in student source area, and the income of students after graduation is low, which is the main factor leading to low recovery rate.

3.2 Policy recommendations

First of all, Yunnan Province student loan institutions should increase the number of loan recovery jobs, that is, because the number of local loan institutions recovery jobs is insufficient, cannot complete the 5 one-time loan recovery target within the specified time, so its one-time recovery rate decreased, but the overall recovery rate has not been affected, which is the main factor of the impact factor, and for this problem

recommended that local institutions increase the number of posts to more than 5. Secondly, we should focus on improving the level of local economic development, more support for local industry development, so that the source of economic difficulties users less, students after graduation income increase, in order to long-term management of low loan recovery rate, at the same time, because the local economic development level is not a task, so before economic development proposed to extend the loan recovery cycle, reduce the repayment quota per period. In addition, it is worth noting that loan recovery is a long-term work, during which there may be real changes, such as student loan willingness to reduce and refuse to repay, student family changes, etc., such problems are unpredictable, and therefore not included in the analysis, but in order to ensure the loan recovery rate, Yunnan Province student loan institutions should be included in the scope of consideration, set up the corresponding emergency plan, and always pay attention to the economic trends of certain special users to ensure the overall increase in recovery rate.

4. CONCLUSION

In summary, this paper puts forward a research program on the influence factors of student loan recovery rate, analyzes the two relationships mentioned in the scheme, and confirms the effectiveness of the scheme in theory. After the program into the Yunnan Province origin loan recovery problem, through the program to obtain the local student loan recovery rate of low factors, and finally put forward a corresponding method for the problem, which can make the local student loan policy more in line with the actual situation, support its continued operation.

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Thinking Triggered by The Disease: How Humans Harmoniously Exist in Nature

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Abstract: Rebuilding the relationship between man and nature has become the consensus of the people of the world, but the reconstruction of the relationship between man and nature is not a simple ecological restoration, but a complete ecological revolution. Try to make efforts from the following aspects: one is to establish a positive ecological nature view; the second is to practice a harmonious ecological behavior model; the third is to enhance the ecological aesthetic consciousness; the fourth is to enlighten the ecological consciousness; the fifth is to integrate ecological morality into the core of socialism Values.

Keywords: Human and Nature; Ecological Virtue; Live in Harmony

1. INTRODUCTION

At first, no one cared about the disaster. It was nothing more than a mountain fire, a drought, the extinction of a species, the disappearance of a city, until the disaster was closely related to everyone. The classic bridge of a science fiction movie has become a true portrayal of the human condition. The conflagrations in Australia, novel coronavirus pneumonia, locust plagues in India and Pakistan, continuous climatic crises, and ecological risks in the early years of 2020 have intensified human reflection on the question of the Times: "where is human society going in the face of a complex and changing world"[1]. Reconstruction of the relationship between man and nature has become the consensus of the people of the world, but the reconstruction of the relationship between man and nature is not simply to restore the ecology, but to carry out a thorough ecological revolution. Ecological Virtue Construction Takes First Place.

2. ESTABLISH A POSITIVE VIEW OF ECOLOGICAL NATURE

The view of nature is a systematic overview of the relationship between man and nature, which directly determines the basic attitude and basic view of humans towards nature. Ecological virtue requires a correct view of ecological nature as a prerequisite. Human beings and nature coexist on the earth's homeland. They have been organically unified in the long historical process and continue to interact and interact with the development of human society. Ignoring nature is the same as ignoring themselves, and will

ultimately damage their lives. The raging novel coronavirus pneumonia epidemic that swept across the whole country in Hubei has taught us a vivid lesson. neither the "bat," the king of all poisons, nor the "pangolin," which can be cured of all diseases, should be wantonly mutilated by human beings and deprived of their right to live. only by returning benefits to nature can human beings survive better. Therefore, while forming a systematic world view, human beings must first establish a correct view of nature, promote the construction of a positive and healthy view of human ecological nature, and try to make efforts from the following aspects. First, understanding of the dialectical unity of man and nature profoundly inspired the value of human beings in treating themselves and nature, and opened the perspective of the organic unity of man and nature. Secondly, to provide a systematic course on people and nature, and to cultivate a correct view of ecological nature, as well as to cultivate a sense of patriotism, different teaching methods should be established for different age groups, which should be included in the examination system in an orderly manner, and the overall view of ecological nature should be reasonably integrated Evaluation. Thirdly, through a wide range of public education, the nationwide publicity and cultivation of the ecological and natural outlook has allowed people to understand nature from vague to clear, from incorrect to scientific, from indifference to responsibility, and from a personal perspective. To the consciousness of the community of human destiny. Networks, TV shows, Weibo and WeChat platforms should widely promote media content that is scientific, positive, and responsible, and gradually eliminate media content that is wrong in three perspectives, misconduct, and bad behavior. Cultivate people's ability to analyze problems correctly, severely crack down on bad behavior, bad culture of docks, and circle culture, and guide people to arm their minds with correct thinking. Finally, the concept of ecological nature must be combined with social development, cultural forces should be used to enhance the internal driving force of social progress, vigorously develop the socialist ecological culture, and organically combine virtue construction with social development to form the driving force for social change.

2. PRACTICE A HARMONIOUS ECOLOGICAL BEHAVIOR MODE

Establishing a positive ecological view of nature is to promote the transformation of human behavior patterns, and to practice a more harmonious ecological behavior pattern between people and nature. With the continuous improvement of material living standards, the consumption of some people is not for the purpose of satisfying actual needs, but is a kind of conspicuous consumption and an intriguing psychology, and the desire for material possession is constantly being born. The fear of life and the protection of wild animals should be the most basic code of conduct for human beings, but they have been replaced by humans' continuous killings [2]. First, encourage and promote low-carbon, environmentally friendly and green lifestyles in the whole society, promote civilized ecological behavior patterns, and gradually extend them to the whole social group from their own point of view. The second is to use policies to lead the public's concept of civilized consumption, encourage environmentally friendly consumption, green consumption, and circular consumption behaviors, give environmentally friendly products preferential prices, provide more product sales channels to increase the consumption of green goods, and let more environmentally friendly products lead Market and marching into the international market, creating the competitiveness of green environmental protection brands. The third is to completely change the conspicuous consumption psychology, reverse the wrong consumption concept, and develop a correct and reasonable consumption concept. Strictly control the style of extravagance and waste and extravagant consumption, and introduce management measures to effectively stop it. The fourth is to promote the combination of behavior and happiness in life. Guide people to understand the true meaning of life and the true meaning of life, enhance people's reflection and truthful understanding of life, no longer dominated by filling the void in the heart or satisfying the materialized consumption of vanity, and enhancing the quality of life and happiness Purpose of life. Fifth, strengthen the research, development, promotion and popularization of green environmental protection technology, cultivate more scientific and technological talents to transition to the ecological path, develop new energy products, and support the widespread popularization of environmental protection undertakings in the whole society.

3. ENHANCE ECOLOGICAL AESTHETIC AWARENESS

Aesthetic consciousness is the best way to enhance human's inner spiritual realm. Ecological aesthetics can effectively connect human subjectivity and natural objectivity, and promote ecological harmony between human and nature. Ecological cognition is the foundation of ecological aesthetics. Looking at China's national conditions, the public's ecological cognition

is not high. The results of the nation 's first survey of public awareness of ecological civilization show that the three aspects of identification, awareness, and practice of ecological civilization are 74.8 points, 48.2 points, and 60.1 points, which reflects the weak public ecological concept and weak ecological responsibility. Lack of ecological aesthetic consciousness. Therefore, it is necessary to do a comprehensive job to improve people's ecological aesthetics. One is to guide the public to appreciate the value of beauty in the natural world and to enhance human enjoyment and value evaluation of beauty. A person who knows how to appreciate the beauty of nature knows how to be grateful for the beauty of the world, can be more harmonious with nature, and has a stronger moral sentiment to protect nature. Strengthen the protection of ancient villages, streets and towns, restore the cultural scenes with profound historical background, let more people enter the living environment of the ancients, and enjoy the beautiful environment endowed by nature. The second is to cultivate people's ecological aesthetic ability by developing diversified ways from schools to units at all levels, enterprises and social organizations, to create an ecological aesthetic cultivation system, so that people can pursue a better environment and physical and mental harmony in life, and gradually enhance the moral accomplishment of citizens in the whole society. In daily life, street environment, community environment and park environment can display ecological and cultural knowledge, and combine beautiful natural environment with people's daily life. The third is to carry out a variety of ecological aesthetic activities, to enhance people's ecological aesthetic consciousness with a colorful lifestyle, while conscious of nature to bring a beautiful life to human beings, cherish the relationship between human and nature life community. Various provinces and cities vigorously build public spaces, such as museums, science and technology museums, science museums, etc., which are conducive to cultural dissemination, so that more families have more channels to acquire and disseminate knowledge. A contemporary society that has sprung up, why can't there be more large libraries, public reading spaces, and public places for ideological and cultural exchanges.

4. ENLIGHTENING THE CONCEPT OF ECOLOGICAL CONSCIOUSNESS

Human beings should cherish the natural environment as much as life, establish the concept of ecological consciousness, and elevate the ecological moral perception of people. The emergence of ecological crisis and public crisis is, in the final analysis, since the whole society has not yet formed the concept of ecological consciousness, and has not developed the responsibility to protect the environment and cherish life. It is still dominated by traditional occupation of nature and plunder of resources. Therefore, to improve the relationship between man and nature, it is

necessary to fundamentally establish the concept of ecological consciousness and form a moral consciousness of cherishing nature from the heart. First, through various publicity activities and legal systems to restrict human behavior, use external constraints to regulate human ecological awareness. The entire society forms an ecological behavior system that monitors from top to bottom, so that people's anti-ecological behavior can be reviewed morally. The ecological wisdom with the core of "integration of man and nature" in ancient China gave many contemporary people the ecological inspiration of harmonious coexistence with nature. Contemporary people should establish a sense of community of life in which humans and nature are intertwined, and deeply understand that nature has given us shape and will be the mother of our long-lasting life. Modern people should learn from the ecological wisdom of the ancients, such as the Taoist nature of Taoism, and the equality of all things in the Buddhists. The ecological wisdom of the ancients contains rich knowledge of modern ecological ethics, and formed with modern anthropology sharp contrast. Especially in ancient China, people have always advocated that people should always discipline themselves and constantly reflect on themselves. Through internal self-awareness, externalize human behavior and develop good moral character. The moral cultivation of the ancients made us contemporary people extremely lacking in abilities, and it was also the culprit that caused contemporary people's inner emptiness and boring life. We should imitate the good habits of the ancients who often self-reflection, consciousness of mind and body, review of words and deeds, self-adjustment and self-restraint for excessive desires, and do not let the materialistic world overwhelm ourselves. Secondly, ecological ethics should be incorporated into the basic moral development system of citizens, combined with professional ethics, personal virtues, and social morality to form a social moral normative system. Let people promote ecological consciousness in the construction of virtue. There is an inseparable connection between ecology and civilization. Ecology can lay a good environmental foundation for the arrival of social civilization, and can also hinder the progress of human society and even destroy human civilization. Throughout the ages, the Mayan civilization, the Babylonian civilization, the ancient country of Loulan, etc., are all the destruction of human civilization due to ecological degradation. The ecological wisdom of the Chinese nation has a long history. It integrates ecological cultural construction into people's daily behavior habits, runs through the strategic height of national quality education, and forms a modern cultural education system. The development of culture should start with young children, cultivate children's diligence and eco-conscious behaviors, and promote children's civilized habits in daily life. Adults must also lead by example,

implement ecological education in classroom teaching, call on more school-students to enter nature and integrate into the cultural cultivation of nature, and increase efforts to open the knowledge link of harmonious coexistence between man and nature, and cultivate ecological view of nature. National curriculum editing experts should combine the learning interests and consciousness of students of each age group, set ecological culture into books, and edit textbooks that match them. Government agencies at all levels, enterprises and institutions, and social organizations step up efforts to build an ecological culture, encourage the establishment of specialized departments for policy implementation, daily training, and behavior supervision of ecological culture, and implement the practical links of ecological culture. Finally, from the family to the society, we should strengthen everyone's awareness of ecological responsibility, integrate sustainable development into everyone's behavior, be responsible for themselves, to contemporary people, to future generations, and to the community of human destiny. Cultivate everyone's awareness of ecological responsibility and integrate ecological lifestyle into behavioral details. Increase funding for ecological and cultural activities, regularly organize the masses to participate in ecological compulsory activities, encourage each family to donate love fees, open voluntary tree planting public areas, and allow more people to participate in environmental protection experience activities. Our country has a large population and many families. Each family builds an ecological vitality and forms a good ecological wind for the whole society. Cultivate good family education, promote communication and affinity among family members, and promote outstanding Chinese traditional virtues. Always bring children close to nature, participate in ecological environmental protection public welfare activities, combine children's personality and ecological cultural education, and form a personalized training for each child. Pay attention to the family's love training, entertaining and teaching. Enterprises and social groups study the ecological laws of science in depth, and cultivating caring nature is equal to the consciousness of true love itself, maximizing the creativity and transformation of social practice subjects.

5. INTEGRATING ECOLOGICAL MORALITY INTO SOCIALIST CORE VALUES

“Advocating prosperity, democracy, civilization, and harmony, advocating freedom, equality, justice, the rule of law, advocating patriotism, dedication, integrity, and friendliness, and actively fostering and practicing the core values of socialism.” Ecological ethics is fundamentally establishing the value concept of harmonious coexistence between man and nature. This concept fully meets the requirements of socialist core values and is an important manifestation of the connotation of socialist core values. First, ecological

morality is in line with the essence of "harmony". Ecological ethics should build a moral system that is consistent with human development, natural development, and social development. The purpose is to promote the harmonious progress of society and benign symbiosis. Therefore, ecological harmony is the foundation of building a harmonious society, and ecological morality is the inherent meaning of socialist core values. The relationship between man and nature is the basic relationship of the entire world and determines the generation and change of other relationships. Whether the relationship between man and nature is harmonious is an inevitable prerequisite for social stability. The path of human practical development proves that only the combination of human development and environmental protection can help society to go on a healthy track, and any benefits exchanged at the expense of the environment are short-lived, wrong, and stupid. In the process of building an ecological civilization, we must pay attention to the organic combination of people, nature, and society, to coordinate and unify, and to develop in a balanced and stable manner. Secondly, ecological morality embodies the value of "equality". Responsibility for nature is equal to responsibility for human beings. Human development should be coordinated and harmonious with nature. Ignoring the behavior of nature basically ignores the value of equality. Violates the essential requirements of harmonious development. Ecological civilization requires fairness and justice in the social structure. The synchronicity of human development and social development, society needs to continuously meet the actual needs of people's lives, and meet the short-term and long-term vision of the people's actual needs. The development of any society is a collection of processes. The improvement of education, medical care, culture, politics, and life requires a long-term development process. Ecological civilization is the progress of all aspects of society and expresses the people's commitment to a better life. In the process of ecological civilization construction, we should gradually improve the level of social development, so that social development and human development can be improved simultaneously, and people's continuous pursuit of a better life can be realized. Finally, ecological morality is the basic requirement of a civilized society and the moral standard for the construction of an ecological civilized society. It will deepen the effective implementation of ecological morality at all levels of society, develop the basic concepts of caring for nature and caring for

ourselves, and comprehensively promote and practice socialism core value. The development process of human civilization has told us that ecological civilization is a brand-new era in the journey of human civilization. Under the guidance of the goal of ecological civilization construction, we must go out of the benign development of human civilization and make continuous efforts to achieve a better life for human beings. The international community has differences in many areas such as race, religion, language, etc., but the pursuit of ecological civilization is the common interest of each country. The development of each country is based on the better life of human beings. The core value concept of ecological civilization the harmonious coexistence of man and nature has created the cornerstone of the consciousness of the community. The people of all countries in the world eliminate differences on the road of ecological civilization construction, exchange construction opinions in various directions, share effective construction experience, and guide backward countries to follow the path of ecological development and construction.

6. CONCLUSION

In addition, Australian scholar Janine Benyus also proposed the concept of "biological simulation", which gave important inspiration to the construction of ecological virtues. "Many people are habitually looking at the biological world from an external perspective, and I don't agree with this approach. In my opinion, everyone is a biological organism and there is no difference." Benyus proposed nine characteristics of nature: first, relying on sunlight to run; second, only consuming (the body runs) the energy required; third, the form and function are consistent; fourth, everything is in circulation; fifth, Tend to cooperate with each other; sixth, build diversity together; seventh, have regional characteristics; eighth, limit excess energy; ninth, make up for insufficient energy. If we apply these principles in our development, perhaps it can better coexist in harmony with the biosphere, and humans (societies) can also exist in nature in harmony.

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Research on The Teaching Mode of Promoting Deep Learning in The Network Environment

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Abstract: Deep learning is a concept put forward by modern science, which emphasizes the initiative and enthusiasm of learners and understands the complete meaning of learning content. On this basis, we can establish the relationship between knowledge, transfer the existing knowledge to the new situation, and use it to solve all kinds of problems. In the network environment, computer technology has changed the traditional learning and teaching methods, which can make more people accept good education and realize education equity. The research on the teaching mode of promoting deep learning in the network environment also has important practical significance.

Keywords: Network Environment; Deep Learning; Teaching Mode

1. INTRODUCTION

Since the 1990s, the application of computer network in modern education has become more extensive, and the research on network learning has been in-depth. In particular, the development and application of some social software, cross regional network teaching mode has become the trend of modern society. However, how to improve the teaching quality of deep learning in the network environment and break through the difficulties of traditional teaching has become the research focus.

2. BASIC VIEWS OF DEEP LEARNING

2.1 The Meaning of In-Depth Teaching to Modern Teaching

According to the theory of modern science, learner's learning is a multi-dimensional process of knowledge integration, which is closely related to knowledge construction and ability development in the process of learning. The learner's emotional attitude and value seating as a whole structure link, need to be more in line with the learner's basic learning law. The theory of deep learning, according to the relevant indicators put forward by cognition, can give us a summary analysis of classroom law and provide a new research idea for deepening the reform of classroom teaching. It is not difficult to see that in the process of deep learning, learners can integrate new ideas and facts into the original knowledge structure, migrate existing knowledge to the new environment, and start the process of decision-making and problem solving on this basis, so as to truly realize critical learning.

2.2 Development Goals for In-depth Teaching

Knowledge update sits very fast in the modern

network environment, and network knowledge is also facing a large-scale growth trend. In the face of this situation, learners need to pay attention to the planning of learning resources and educational resources, try to use constructivism methods to carry out learning, and seek the deep learning path in the network environment. From the current teaching status quo, teacher-oriented teaching relations, so that learners lose the subject status, learners cannot according to their interests and hobbies to have their own knowledge experience, teaching activities have become a "one-way" activities [1].

According to the future teaching development goals, educators should carefully analyze which teaching modes and strategies can help learners to change the existing learning methods, based on existing knowledge, closely linked to life, in the network environment to build a new era of experience learning activities.

3. TEACHING MODELS TO PROMOTE DEEP LEARNING IN A NETWORK ENVIRONMENT

3.1 Creating a deep learning network environment

To create a deep learning environment in the network environment, we should pay attention to the connection between the classroom and the actual life, and re-create the life situation in the teaching process, to realize the targeted guidance of learners. In fact, e-learning is an autonomous learning mode, learners can control the learning process, in many information to filter their needs. Deep learning in the network environment should pay attention to everyday sense and focus on open situational creation.

3.2 Subject Boot Mode

The network provides us with a very rich source of information, so that learners break through the traditional learning constraints. As educators, we need to be fully aware of the learning goals of educational work, guide around a topic, and then let learners get the learning content they need by screening, instead of staying at the simple surface. Based on understanding, we can also think critically and analyze the relevant content of learning resources.

Teachers may wish to ask open-ended questions for a certain part of the textbook, create a problem situation for learners, allow learners to think and understand the different connotations of the problem, and find solutions. The process of learning problem solving is the process of teachers and students exploring together, and the teaching content is integrated by the way of

subject research, which is transformed into the common activity material between learners and teachers. Teachers and learners discuss and communicate, and eventually lead to learners' perception and inquiry, as a basis to enhance learners' thinking ability, with the help of network means to solve the diversity of high-level problems [2]. Almost all types of learning are related to problem design, deep learning as an active way of learning, in line with the development of the network era needs. To remove learners in the network age, it is necessary to form a learning community according to their interests and hobbies, to construct an open knowledge system, to systematically recognize the learning content and learning activities in the subject guidance mode, and to benefit the formation of thinking and the great development of learning ability.

3.3 Application of creative knowledge with network assistance

As learners in the information age, learners need to fully learn network technology and learn to use the network to consolidate the process of knowledge learning. Modern society computer can be used as an important cognitive tool to help learners develop their abilities, and to reflect on the learning process, to apply existing knowledge creatively based on experience summary, and to form advanced thinking ability. Teachers can design some topics according to the teaching goal, let learners analyze content characteristics through network means, through the application of computer software to communicate with others, learn to use the concept of network to carry out

critical reflection on learning content. The content of reflection can be re-series of learning knowledge or re-evaluation of learning style, but in any case, learners should be allowed to consolidate experience and strengthen learning efficiency in the process of knowledge application.

4. CONCLUSION

The network can provide a good space for learners in a creative way, so that learners can truly experience the satisfaction brought by deep learning. It can be predicted that in the future education process, modern education methods will be widely used in classroom teaching, so that classroom teaching will gradually activate, reflecting the vitality of life. Modern network also provides important technical support for teaching, helping educators achieve the expected teaching effect and achieve the established teaching objectives, which also conforms to the spirit of modern education concept and the purpose of curriculum reform.

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Research on The Integration of Ethnic Minority Sports Culture into Physical Education and Teaching

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Abstract: The integration of ethnic minority sports culture and physical education can effectively enrich the content of physical education, improve the level of physical education, and cultivate students' national spirit and national conditions. Therefore, this paper begins with the characteristics of minority sports culture, focuses on the study and its integration in the teaching of physical education, with a view to providing corresponding reference for the relevant workers, to ensure the inheritance and development of minority sports culture.

Keywords: Sports Culture; Ethnic Minorities; Education and Teaching

1. INTRODUCTION

With the accumulation of time, the culture of Chinese famous ethnic groups is gorgeous and colorful, with local ethnic characteristics and humanistic characteristics. Among them, sports related culture is rich and interesting, such as Zhuang's shoe racing, Tibetan's cattle racing, etc.

2. SPORTS CULTURE CHARACTERISTICS OF ETHNIC MINORITIES

2.1 Common characteristics of ethnic minority sports culture

First, they are a kind of conscious existence, can objectively reflect the world, history and so on. Secondly, they are based on sports activities, carrying different national cultures, and can be preserved for a long time. Finally, these sports are refined and carried forward as abstract meanings, and represent the development direction of minority sports culture in special period.

2.2 The characteristics of ethnic minority sports culture differences

On the one hand, in the past by geographical restrictions, the same nation's sports culture will have differences, such as the same Yi people, although the main activities are torch festival, Lantern Festival, etc., the East Yi people in Xichuan also advocate wrestling, riding and other activities. On the other hand, the origin of each nation, migration basin, environmental characteristics are different, such as the Korean springboard, long inspiration, the Yi water festival, etc.

3. THE INTEGRATION OF ETHNIC MINORITY SPORTS CULTURE AND PHYSICAL

EDUCATION TEACHING

3.1 Respect for the sports culture of ethnic minorities
First, traditional culture is one of the important reasons why a nation can survive, the greatest vitality of this ideology lies in the long-term inheritance. Therefore, the integration with physical education and teaching, to help students correctly and systematically understand the national sports culture, and in the physical education curriculum to teach in the teaching methods of music, deepen the students' impression, establish students' diversified development awareness, so as to effectively pass on the national culture.

Second, the teaching of national sports culture should be based on respect, pay attention to the geographical characteristics, student groups and other differences, reasonable distinction between each student's individual quality characteristics [1, 2]. To achieve fairness and justice, teaching students according to their aptitude, maintain the rationality of physical education, improve the enthusiasm of students to participate in sports activities, and ensure the long-term development of national sports culture.

3.2 Establishing a physical education teaching environment for ethnic minorities

The integration of minority sports culture and physical education and teaching should first establish a corresponding teaching environment, teachers should have a deep understanding of the local minority characteristics, encourage minority students to actively participate in sports activities and sports cultural exchanges with famous ethnic characteristics, and grasp the overall level of students' understanding of sports culture.

Secondly, in order to grasp the needs of students, hobby direction as the premise, choose the physical quality of the more excellent minority students as representatives, improve the national characteristics of the overall sports activities, the original national culture into the physical education and teaching, and use a variety of teaching methods to enrich the overall teaching content, connotation.

Moreover, ethnic minority physical education teachers are an important teaching force, not only can promote the popularization of ethnic minority sports culture, but also improve the level of teachers' construction, and through ethnic minority teachers to establish the

corresponding physical education teaching and training, and combine the different characteristics of each institution with the local ethnic groups, refine the training standards and training direction.

Finally, the infiltration of national sports culture cannot be completed overnight. We should effectively guide and encourage students to participate in the sports teaching activities of ethnic minorities, especially the ethnic minority students with excellent physical fitness and good affinity. Not only can students complete more exchanges and interactions in a more harmonious and relaxed atmosphere, but also can maximize the efficiency of minority sports culture teaching, enhance the "point" and "face" of cultural communication, and promote the inheritance and development of minority culture. For example, the establishment of student learning groups of different grades can not only complete homework and study together, but also participate in minority sports activities together, to generally improve the enthusiasm for participation [2].

3.3 Innovative forms of physical education for ethnic minorities

In the physical education teaching of different colleges and universities, if we want to innovate the teaching form of national physical culture and use this kind of mode, we need teachers to focus on the cultivation of students' physical culture. In short, the sports culture of ethnic minorities has obvious characteristics and rich types, which can be integrated with the physical education and teaching of colleges and universities. It can enrich the physical education teaching system of modern colleges and universities and at the same time cultivate the national spirit and patriotism of students. It can be said that physical education is an important carrier. Therefore, in the actual development process, teachers should abandon the traditional and rigid teaching mode, and provide more diversified and colorful physical education classes for students through minority sports activities, to present more activities with minority characteristics to students. It can not only stimulate students' interest in participation to a certain extent, but also improve the quality and efficiency of physical education teaching. For example, the Zhuang shoe racing was invented by Guangxi Zhuang folk youth to fight against Japanese pirates. It was originally used to improve the speed of soldiers' March and team spirit, and then gradually developed and spread into the current ethnic sports. In 2005, the skate competition entered the national

minority traditional sports meeting to face up to the competition, which took three people as a unit to race with a pair of skates. The board shoes are usually 100cm long, 9cm wide and 3cm high. Each board has three 5cm wide foot protection skins. Usually divided into men's 60m, 100m, women's 60m, 100m, and mixed 2 × 100m relay. Teachers can increase the interest of sports and improve the team cooperation ability of students by using this kind of sports activities in the classroom. To a certain extent, by telling the origin, history and other knowledge of shoe racing, we can cultivate students' national spirit and patriotism.

4. CONCLUSION

In short, in the current campus physical education construction environment, the teaching requirements for physical education are getting higher and higher, not only need to improve students' physical fitness, health level, but also need to cultivate students' comprehensive literacy. Based on this, by combining the local national sports culture to innovate the mode of physical education teaching mode and teaching methods, improve the practicality of folk sports culture, to further meet the needs of contemporary physical education.

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Application of Multimedia Technology in Animation Design

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Abstract: The earliest multimedia technology is often used alone, but with the continuous updating of technology and the expansion of application areas, the technology has gradually become a universal technology, in many fields have achieved good results, including animation design. Multimedia technology plays a very high role in modern animation design and is the main means to ensure the quality of design. However, many animation designers still do not understand the application of this technology in animation design. Therefore, this paper will analyze the function and application of multimedia technology in animation design.

Keywords: Network Environment; Puer Tea; E-Commerce Marketing

1. INTRODUCTION

The development of China's animation industry in the early days has been criticized, the reason lies in the immaturity and backwardness of animation design technology. With the development of technology, multimedia technology has gradually entered the field of animation design, using this technology to successfully improve the quality of animation design in China, we can see the importance of this technology to the animation industry. In order to ensure the follow-up development of animation industry, we should promote multimedia technology, so that more people understand the application of multimedia technology in animation design, this is the significance of this study.

2. THE ROLE OF MULTIMEDIA TECHNOLOGY IN ANIMATION DESIGN

2.1 Function

Multimedia technology(Multimedia)is essentially an open platform, users can use some functions of the technology as long as they enter the platform, so that it can be applied to other areas, such as in animation design can be applied to scene design, program design, character design, post-processing, human-computer interaction functions, these functions can give animation designers a great space to play, support the innovative thinking of animation designers, so that China's animation design towards diversification. The functions of multimedia technology are: (1) scene design function can make the design manual in the design work to adjust the scene structure, color, and even switch three-dimensional, two-dimensional vision. (2) The program design function can let the

designer set the interactive function in the animation (game animation) to realize the interactive animation design. (3) The character design function is like the scene function, but the two do not interfere with each other, can realize the combination of different designs, such as displaying three-dimensional character image in two-dimensional scene. (4) Post-processing function can help the designer to adjust and refine the design results. (5) The human-computer interaction function mainly acts on the program design function, so that the designer can complete the interaction program setup [1].

2.2 Design concept guidance

In addition to the intuitive function of the embodiment, multimedia technology in the animation design also plays a guiding role in the design concept. In the past, the concept of animation design in China is more traditional, and there are defects and limitations in many aspects. With the introduction of multimedia technology, the idea of animation designers began to "fly in the sky", and the design concept began to evolve, which shows that this technology has promoted the development of animation industry in China. The idea of multimedia technology in animation design is "diversity". All design elements that can be used in animation design can be integrated into the design. It provides designers with "infinite design space", which is the cause of the guiding role of multimedia technology design concept [2].

3. THE APPLICATION OF MULTIMEDIA TECHNOLOGY IN ANIMATION DESIGN

In view of the two-dimensional and three-dimensional design patterns that are more common in modern animation design, the application of multi-multimedia technology in both is analyzed below.

3.1 Application in 2D Design

Based on multimedia technology, 2D animation designers can use computer software to set "keyframes", which can circle the animation design line in the entire design results, and then insert a continuous animation screen within the boundary, so that the two-dimensional animation design can be completed. From the effect point of view, through the multimedia technology design of two-dimensional animation will have a very high sensitivity, action, scene convergence will be more natural, realistic, while the quality of the picture will be optimized, these performance represents two-dimensional animation become more fluid, which is the performance of the

quality development of two-dimensional animation design.

3.2 Application in 3D design

Three-dimensional animation is a new form of modern animation, which is more realistic and softer than two-dimensional animation. It is the form benchmark of the development of modern animation industry. This form of animation design process is more complex, can be divided into three stages. That is, basic model space construction, mainly used to carry 3D animation design elements. Represent the size adjustment of the object, thus completing the modeling in the basic model space. Set the model motion track, shape parameters and light adjustment. The design of these three stages needs a lot of time under the support of conventional computer software, but the combination of multimedia technology and 3D modeling software (such as 3DMAX, AutoCAD, Maya, Brazil, etc.) can effectively shorten the time, and the modeling can be completed by directly using multimedia technology to show the model movement. At the same time, with the support of multimedia technology, the whole picture

of 3D animation design will show a sense of space, which is not a feature of 2D animation design.

4. CONCLUSION

In summary, modern multimedia technology has a good functional performance in animation design, which has played a role in improving the quality of animation and innovative design concepts, so it needs to be popularized. In this paper, this paper analyzes the application of two multimedia technologies in animation design, and expounds the main points and functions of multimedia technology in both ways for reference.

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Reflection on The Development Value of Think Tanks in Higher Education Under the Hot Construction of Think Tanks in Colleges and Universities

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Abstract: According to the current problem of the construction of think tanks in Colleges and universities, it has important theoretical guidance and practical significance to strengthen the supervision of the construction of think tanks in Colleges and universities. Through research, analysis and comparison, this paper analyzes the deep-seated causes of the popularity of think tank construction in Colleges and universities, and rethinks the business value orientation and logical starting point of think tank construction in Colleges and universities. The construction of higher education think tanks should be clear and stick to the original intention, unite with multi-faceted subjects, carry out transformation and seek sustainable development.

Keywords: Construction of Think Tanks; Colleges and Universities; Sustainable Development; Value

1. INTRODUCTION

The outline of national medium- and long-term education reform and development plan 2010-2020 clearly states that institutions of higher learning should participate in management decision-making consultation, actively carry out forward-looking and countermeasure discussion, and play the guiding role of think tanks and think tanks. With the rise of China in the world, the emergence of "hot" think tanks should be inevitable [1]. It is of great theoretical and practical significance to strengthen the supervision of the construction of think tanks in Colleges and universities.

2. THE RISE OF "THINK TANK CONSTRUCTION FEVER IN COLLEGES AND UNIVERSITIES"

In order to meet the needs of high efficiency and democratization of management decision-making and improve the governance ability, most colleges and universities across the country have started to build think tanks of colleges and universities with the help of information technology. From the perspective of natural law, the rise of anything is closely related to the interests of its related subjects. University think tanks are built to meet their own development interests.

2.1 drive of political interests

Based on the national level, the construction of University think tanks makes our country have more

dominant power and visibility in solving the problems of the external world, which is also conducive to accelerating the transformation of domestic information management and achieving the overall improvement of national internal governance capacity. From the perspective of colleges and universities, colleges and universities are generally attached to the government. In order to have more advantages in political resources, some colleges and universities receive dividends from the government in policy, and respond to the call of the government one after another to build think tanks in Colleges and universities, which leads to the rise of the current upsurge of "think tank construction in Colleges and universities".

2.2 market interest driven

University think tank is the product of University's profit-seeking behavior under the market competition, and it can also be used as a very important profit-making tool. "Universities sell research services, which are purchased by governments and enterprises" [2]. Some colleges and universities, driven by market interests, even use University think tanks to sell the use value of their research results to the government and other social organizations, and collect certain fees by establishing corresponding contractual relationships with them. In this contractual relationship, both the government and the university play the role of "economic man" who pursues market interests.

2.3 demands for knowledge interests

Under the background of the knowledge-based society, the production mode of knowledge begins to change from attaching importance to subject knowledge to attaching importance to application demand, and the production mode also tends to be diversified. Based on the network informatization, some scholars also put forward the new knowledge production mode of "collaborative network innovation and knowledge cluster" [3], from which we can see that the development of the era of knowledge-based society makes every subject of the society forced. At the beginning, it appeals to knowledge interests. This fully shows that our government, as an important knowledge stakeholder, has an urgent need for philosophy and social science knowledge.

3. POTENTIAL PROBLEMS IN THE "HOT CONSTRUCTION OF THINK TANKS IN COLLEGES AND UNIVERSITIES"

Since ancient times, there have been concepts like "door-to-door", "military division", "think tank" and think tank. As early as in the Warring States period, there was a famous Jixia Academy as an institution of higher learning with multiple functions such as lecturing, writing books, educating people and capital and government. At present, people are worried about the "overheating" of the construction of think tanks in Colleges and universities in China. They are also warning us that we need to think about the hidden problems that affect the sustainable development of think tanks in Colleges and universities.

3.1 the main body's understanding of the functions of University think tanks is not sound

The "main body" here refers to the stakeholders involved in the process of University think tank construction. At present, think tanks in our country are mainly composed of four main bodies: Institutions of higher learning, the party, the government and the army, the Academy of Social Sciences and the people. Among them, think tanks in Colleges and universities are the most unique one. The reason lies in that the construction of think tanks in Colleges and universities should not only combine with the actual needs of the society, but also build problem-oriented knowledge base, and constantly improve the theoretical knowledge system based on abiding by academic ethics.

3.2 there are conflicts in the value orientation of think tank construction in Colleges and Universities

As some experts and scholars have said, University think tanks are the bridge between the knowledge produced by universities and the policies formulated by the government. However, due to the different focus of universities, governments and think tanks, these three organizations have conflicts in terms of working principles, values and missions [4]. First, colleges and universities are mainly placing where scientific knowledge is produced. The academic value orientation they uphold should be to pursue truth, innovate knowledge and serve the society, and to the greatest extent to avoid the social environment hindering the production process of scientific knowledge. Secondly, as a policy making department, the government should follow the political value orientation with the characteristics of democratization and standardization when making policies, the government should comprehensively consider the economy, politics and culture.

4. SERIOUS UTILITARIAN PHENOMENON IN THE CONSTRUCTION OF UNIVERSITY THINK TANKS

Driven by the political and market interests, some colleges and universities are impetuous in the construction of think tanks. As some researchers have said, scholars who are worried about the "think tank

craze" at present are not the "think tanks" themselves, but the social unrest and changes that have evolved under the banner of "think tanks". This restless variant mainly consists of commercialization, generalization and entertainment. The construction of think tanks in Colleges and universities mainly reflects their concern about the present world, which is a kind of attitude of pursuing positive academic. However, from the perspective of generalized behavior, colleges and universities have devalued their own value when they join the ranks of think tank construction, thus hindering the further improvement of their social influence, and ultimately not conducive to the sustainable development of think tanks in Colleges and universities.

Reflection on the value caused by the "hot construction of think tanks in Colleges and universities"

As a well-known economist, Ronald Coase once said that "there is a serious problem in the current Chinese economic market, that is, the lack of ideas in the market.". This is also the root cause of many problems in China's current market economy "[5]. The thought market he talks about here is the cradle of think tanks. There are a series of problems in the process of building think tanks in Colleges and universities. In order to better solve these problems, we need to scientifically reflect on the value of building think tanks in Colleges and universities, find the initial intention of building, and then make it return to the logical starting point of corresponding building.

4.1 political logic

Political logic is a kind of consultation and reference service provided by the government when making policy. In the context of the modernization of national governance, the party and the government need think tanks more urgently. The think tanks should not only have in-depth research on the current problems in China's development, but also provide reference and advisory services for their decision-making. Because colleges and universities have advantages in the theory of talents and knowledge, so think tanks come into being. The construction of think tanks in Colleges and universities is also the inevitable result of the democratic and scientific development of our government when making decisions.

4.2 market logic

Market logic is a kind of social function that serves for the expansion and extension of colleges and universities. Colleges and universities are the main body of the construction of think tanks in Colleges and universities. As the academic grass-roots organizations in Colleges and universities, think tanks in Colleges and universities have their own characteristics. This particularity determines that the extension and expansion of social function services in Colleges and universities must be the logical starting point of the construction of think tanks in Colleges and universities, rather than for profit. This is the academic

ethics bottom line that colleges and universities think tanks must adhere to, and the academic mission that they need to bear in mind. However, it must be clear that the market benefits obtained by University think tanks must be put into their scientific research and personnel training. The social value of University think tanks, that is, their value of serving the society, can be truly realized, to make universities better based on the society.

4.3 knowledge logic

Knowledge logic can effectively promote the transformation of knowledge achievements in philosophy and social sciences. The knowledge of philosophy and social sciences is not only the main starting point for all stakeholders to pursue knowledge interests, but also an important logical starting point for universities to build think tanks. Only by promoting the continuous prosperity and development of philosophy and social science knowledge, can university think tanks provide high-quality consulting services for government decision-making based on profound theories, provide ideological products for its decision-making, and then realize the effective transformation of philosophy and social science knowledge achievements.

5.CONCLUSION

Today, there are utilitarian tendencies in the construction of higher education think tanks, such as marketization, interest administration, interest economy and shortsightedness. There is also low efficiency research, low quality communication, low output efficiency and low influence, especially the strong dependence of University think tanks on resources. In traditional sense, this will further deepen people's understanding of Its prejudice and misunderstanding. Therefore, colleges and universities, policy makers, scientific research institutions and other organizations should carry out all-round communication and cooperation based on a

deep understanding of industry and learning, to enhance the new driving force of innovation driven development and enhance the ability of independent innovation.

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Application of Traditional Culture Translation in College English Teaching

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Abstract: This paper introduces the rich materials based on traditional cultural translation teaching, the application of flexible traditional cultural translation methods, and the improvement of the traditional culture translation level of English teachers, in order to improve the English translation ability of college students, hoping to bring inspiration to readers.

Keywords: Traditional Culture Translation; College English Teaching; Teaching Methods

1. INTRODUCTION

Since December 2013, the translation of English four- and six-level examination papers in China has changed from the original single-sentence Chinese translation English to the Chinese translation of English, which involves China's historical culture, social development and other aspects of the Chinese translation, and its score has also been raised from the original account of 5% of the test paper score 5% to 15%, this change on the university English teaching put forward a higher requirement.

2. ENRICH MATERIALS BASED ON TRADITIONAL CULTURAL TRANSLATION TEACHING

English, as the official language of the world, occupies an increasingly important position in the current economic globalization, but during college English teaching, it is not in line with the strategic requirements of our country to carry forward the development of traditional culture. Although the current college students can easily express in English such as "Christmas", "Valentine's Day", "Thanksgiving" and other Western holidays in English expression, students do not understand the "Qingming Festival", "Sun Yang Festival", "Mid-Autumn Festival" and other traditional Chinese holiday English expression methods. In this regard, a university conducted a survey on "your satisfaction with the application of English to express traditional Chinese culture", the results show that at this stage, 83% of college students said that they are very dissatisfied with the expression of Traditional Chinese culture in English, 10% of college students said that they are not satisfied with the survey, and only 7% of the university students said that they are very satisfied with the expression of traditional Chinese culture and English [1, 2].

In the face of the fact that the English textbooks in our universities are not integrated into Chinese traditional

culture, so that college students can't express the connotation and essence of Chinese culture perfectly in the process of cross-cultural communication, college English teachers should integrate the teaching materials based on traditional culture in the process of translation teaching. For example, teachers can choose from Chinese and English bilingual magazines, newspapers and television programs to introduce Chinese customs and customs, while explaining their cultural background, guide students to translate, improve their translation skills. For example, in order to enrich the classroom teaching content and open up the horizons of college students, teachers can choose some of the Chinese language segments from the documentary "Beautiful China" jointly produced by the BBC TV and China Central Television, guide the students to translate, and compare the translation results with the English language segments, so as to enhance their translation ability, and deepen their understanding of traditional culture.

3. APPLY FLEXIBLE TRADITIONAL CULTURAL TRANSLATION METHODS

China's excellent traditional culture is extensive and profound, the content of philosophy, literature, medicine, agronomy and so on, including philosophy, philosophy, including traditional Confucianism, "benevolence, righteousness, courtesy, wisdom, forgiveness, faith, loyalty, filial piety, filial piety", "love of non-attack" and other content, it is regarded by many philosophers as an important tool to solve the social contradictions. However, because Chinese characters can represent different meanings in different contexts, for example, the traditional Chinese festival Qingming Festival as a festival can be translated as "Tomb Sweeping Festival" but as a festival-spirited Qingming should be translated as "Clear and Bright" and Qingming Festival gas similar to Lixia translated as "Summer begins", the great cold translated as "Great Cold". Therefore, in the translation process, students need to master the translation methods such as literal translation, transliteration, translation, etc., to facilitate the expression of traditional culture fluently to people, for example, Chinese traditional decoration Chinese knot can be translated as "Chinese knot", the festival can be translated as "Double ninth Day"; "Spirits"; there are words that represent traditional Chinese culture that are difficult to express accurately in a literal or Italian way, and they can be transliterated, such as Chinese

kung fu, which can be translated as "Chinese Kungfu";

4. IMPROVE THE TRADITIONAL CULTURE TRANSLATION LEVEL OF ENGLISH TEACHERS

English as a language subject, English translation needs to face the Chinese and English cultural history, humanistic thought and other differences, if you want to make teachers apply traditional culture translation to the university English teaching process, teachers need to master the basic knowledge of English at the same time, have a profound Chinese literature literacy. In this regard, teachers in the process of traditional cultural translation teaching, not only need to flexibly apply transliteration, Translation and other translation methods, but also continue to learn Chinese traditional Chinese culture knowledge, improve their traditional cultural literacy, so as to be able to shoulder the burden of spreading China's outstanding traditional culture to college students, cultivate a number of patriotic youth.

5. CONCLUSION

As an ancient civilization with a history of more than five thousand years, our culture has a long history and profound. In order to speed up the spread of Our culture, in recent years, the university English translation test has changed the way of evaluating English language skills, pay more attention to students' deep understanding of Chinese culture and the ability to translate English, so as to better show "Chinese wisdom" to the world.

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Research on the Integration of New College English Teaching Model and Foreign language Education Technology based on Grid Technology

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Abstract: Since the beginning of this century, computer technology in China has developed rapidly and has been widely used in various fields, which has had a profound impact on many fields. The application of modern technology with computer technology as the core in the field of education has also set off a new wave of educational and teaching reform, and great changes have taken place in the teaching ideas, teaching modes and teaching methods of various subjects. As a kind of the third generation Internet technology, grid technology can efficiently integrate Internet resources, which is of great significance to the curriculum teaching reform. Based on this, this paper first introduces the application field of grid technology, and analyzes the college English in computer environment. This paper briefly analyzes the present situation of teaching, and probes into the application of grid technology in college English teaching reform and its teaching mode under the integration of foreign language education technology, hoping to provide help for improving the quality of college English teaching.

Keywords: College English; Computer Technology; Grid Technology; Teaching Model; Foreign Language Education Technology

1. INTRODUCTION

With the development of science and technology, we have entered the age of information, and the modern information technology has become an integral part of people's life, so that people's work, life and study have changed over and over. In the present day of the highly developed modern information technology, we should re-even educate, seriously view the problems in the teaching and teaching activities, and integrate the modern information technology with the foreign language education technology, and re-construct the new model of the education teaching, and actively promote the teaching reform of the education. Grid technology has been a rapid development of network technology in recent years, and has been infiltrated in various fields. An integrated computing and resource environment can effectively integrate all kinds of network resources, which has a positive effect on changing the large investment and little effect of

curriculum teaching. In this paper, the author first expounds the application of grid technology in education, then analyzes the current situation of college English teaching, and on this basis, discusses the new mode of college English teaching under the combination of technology [1-3]. This study is of great significance to change the traditional teaching concept and promote the quality of foreign language education in colleges and universities.

2. GRID TECHNOLOGY AND ITS APPLICATION IN THE FIELD OF EDUCATION

Grid technology has been developed from the 1990 's and developed on a high-performance computer scientific research project funded by the United States Government for a long time. Grid technology is a new type of network technology that can have excellent storage capacity and great IT resources, which can be a new type of network technology that can have excellent storage capacity and great IT resources, and can be a new type of network technology with great IT resources, which can realize the high degree of network resources. The integrated resources may include storage resources, data resources and the like, and the communication of all networks is realized by respectively constructing a regional network, a local area network and the like. grid meter by using the shared network to connect the computers in different locations, to construct a large-scale computer network, and to integrate the redundant processor capabilities of the connected computers, many information data can be calculated and processed.

At present, grid computing has been applied in many fields, such as distributed supercomputing, data-intensive computing, information integration and so on. To a certain extent, the reform of college English teaching mode requires the use of information integration sports remote immersion related technology.

Information integration is the application direction of grid technology developed in recent years. It mainly refers to providing users with information acquisition services anytime and anywhere based on statistical information exchange architecture and middleware, including information network, knowledge network

and so on. Taking knowledge network as an example, some knowledge network centers collect many educational and teaching resources such as literature, video and so on. They can customize and configure some databases by users, connect multiple databases into an organic whole, associate their own fields with public fields, and users can select the configured databases of knowledge network centers for cross-database retrieval, to realize teachers, students teaching and learning resources. greatly enriched.

Remote immersion is a special virtual display network environment, which is distinct from the distributed supercomputing, data-intensive calculation, etc. It can reflect the reality more truly and visualize the database. The users of different places are gathered in the same virtual space with the aid of the network, and can not only roam freely, but also can communicate with other users. At present, the remote immersion system has been applied in education, such as collaborative immersion learning platform. For example, a foreign enterprise has developed the immersion learning platform, CenarioVR, which provides a large number of functions such as authoring tools, performance analysis, etc., which can be determined for users Make virtual reality learning scene, that is, through 360 degree camera or material of existing 3D video to create interrelated interactive scene, users can interact through selection, dynamic feedback, branch scene and 2D embedded video. Users with learning needs can use VR glasses, helmets and so on to improve immersion, this way can significantly improve the learning effect of learners.

3. CURRENT SITUATION OF COLLEGE ENGLISH TEACHING IN COMPUTER ENVIRONMENT

In view of the current college English teaching in our country, the teaching level needs to be improved, and the traditional teaching mode makes the English teaching become the "dumb English". The English reading ability of Chinese college students is strong, it can achieve good results in all kinds of examinations, but when some students communicate with foreigners, it is difficult to use English communication flexibly. in that past few decades, some university college English teaching generally adopt the "full-scale irrigation" 's teaching mode, neglect the student's subject position, it is difficult to train the student's comprehensive application ability, In order to keep up with the teaching progress or to talk more about the main points of the text, some teachers even sacrifice their oral practice time, ignoring the cultivation of students' language use ability..

Secondly, the atmosphere of college English classroom in most colleges and universities is dreary. Boring and boring classroom atmosphere is not conducive to students' enthusiasm and subjective initiative, nor is it conducive to excavating students' innovative creativity. Previous studies have shown that, most students are not interested in boring and

interesting classes, and the corresponding learning of English subjects is not active enough. In the traditional one-way teaching mode, teachers know too little about the basic situation of students. In addition to simple communication such as classroom questions, teachers and students hardly communicate outside the classroom, and both sides know too little about each other. Therefore, it is difficult for teachers to create a relaxed and pleasant classroom atmosphere and form a vicious circle in the teaching process.

In addition, under the influence of traditional teaching ideas, college English classroom teaching can be mainly guided by teachers, classroom teaching can exist "spoon-feeding "," preaching" phenomenon, some teachers in the teaching process did not take into account the basis of students and the ability to accept new knowledge. In the long run, students feel more than enough in the process of learning, and gradually become tired of English learning, and may even produce weariness.

In recent years, the development of modern information technology has made many colleges and universities begin to apply information technology to college English teaching, for example, some teachers prepare the optical disc and the recording resources before the class, and play a recording to the students when the class is introduced. Then according to the recording content, some questions are put forward to the students to make the students have a preliminary understanding of the text subject structure. After that, the teacher uses an optical disc or a network resource to carry out a word-by-word explanation on the contents of the textbook, and some teachers can even give examples to the contents of the CET-6 test, and then let the students listen to the text recording and ask questions. Some other teachers, based on this, are on the part of the hearing. The main point of the group is to organize the students to carry out the oral practice. From the above, the latest teaching mode is only a much more compact disc and computer teaching tool than the traditional classroom teaching mode, and is still a teacher-centered classroom teaching mode. When the teacher explains the contents of the textbook by using the optical disc, the contents of the computer and the optical disc only play an auxiliary role, and the students can be in the position of passive learning. In this process, even the content of the optical disc used by some teachers is basically the same as that of the paper textbook, so the auxiliary teaching of the optical disc is not of great significance. even if a recording is played to a student in the listening course, and the student is allowed to listen to the recording or hearing part, Under this teaching mode, the contents of students' painting and listening come from textbooks, and some students' English foundation is relatively weak, so the feasibility of oral English practice is open to question, and most students only imitate or repeat them in oral English practice. The main points of oral English practice are as follows: in this teaching mode,

the content of students' painting and listening comes from textbooks, and some students' English foundation is relatively weak, so the feasibility of oral practice is open to question. Under this teaching mode, teachers can be in the dominant position in the classroom, students' autonomous learning and individualized learning have not been fully reflected, and the super function of computer in education and teaching has not been brought into full play.

4. THE INTEGRATION AND APPLICATION OF NEW COLLEGE ENGLISH TEACHING MODEL AND FOREIGN LANGUAGE EDUCATION TECHNOLOGY BASED ON GRID TECHNOLOGY

4.1 Application of Grid Technology in College English Teaching

Autonomous learning is the core of the college English teaching reform. It is necessary to use the information integration and the remote immersion technology in order to realize the self-learning of the students, train the students' self-learning and explore the ability of learning.

(1) Using the information integration technology to build the network independent learning platform. Students' autonomous learning of College English course knowledge is mainly realized by various English teaching software. The common methods of these English teaching software include: first, the client computer transmits the request through the network, and many learning resources are stored in the cloud server of the company to which the software belongs or in different client computers. This way is to use computers and networks to integrate English learning resources such as electronic textbooks, relevant music and videos. Students can use the learning resources in the database or enjoy services at any time through the client if they are in the place covered by the mobile Internet, breaking the time and space restrictions of English learning under the traditional teaching mode. At the same time, the network independent platform built by information integration technology is rich in learning resources, covering a wide range of information content and close to students' lives, which greatly improves students' enthusiasm for learning English. Students can use these online learning materials to reverse practice and consolidate until they achieve satisfactory learning results.

(2) Using remote immersion technology to achieve a high degree of autonomous learning. Using remote immersion technology to construct a language environment close to real life for network users with learning needs, if college students can fully contact English in a virtual environment close to the real language environment, and use English in virtual business, culture, social and other environments, they can naturally learn English. However, the traditional teaching mode, influenced by utilitarian education thought and restricted by classroom teaching, cannot

provide students with a language environment close to reality and nature. The application of remote immersion technology in college English teaching can effectively make up for this deficiency. The basic architecture of English online learning platform based on grid technology is shown in Figure 1. Students can listen, speak, read, write and other language training in the virtual language environment constructed by the online English learning platform, and improve their English synchronous communication ability by watching English videos at any time and chatting with foreign friends in the community at any time. In addition, some students are shy and have certain obstacles in using English communication. In the virtual environment, such students can choose anonymous communication mode to communicate with alumni or other users without considering face, so that students can gradually improve their English communication level in the communication.

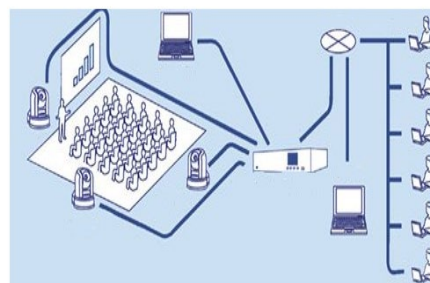


Figure 1. Basic architecture of an online English learning platform based on grid technology

4.2 Teaching mode of combining extracurricular network autonomous learning with multimedia task-based teaching

Based on the previous section, the author constructs a new teaching mode based on the multimedia technology in modern foreign language teaching technology, that is, the combination of extracurricular network autonomous learning and multimedia task-based teaching. In this teaching mode, the teacher distributes the pre-class learning task list to the students according to the learning situation of the class students, and the students carry on the pre-class autonomous learning through the network computer platform according to the contents of the task sheet. The platform will record each student's autonomous learning situation in detail, and the students can study online at any time. For problems encountered in autonomous learning before class, students can also communicate, interact and discuss with other learners through the functions of network platform community and comment. Classroom teaching is carried out in the voice classroom or multimedia classroom with multimedia equipment. Classroom teaching first summarizes the problems encountered by students in extracurricular network autonomous learning, and then allows students to discuss in the classroom, and then teachers to answer the common problems. After that, oral and other language skills training is carried

out according to the content of the textbook. In addition, conditional colleges and universities can also explore the hierarchical teaching model on this basis, that is, according to the differences in English proficiency of grade students into different classes, the content of teaching materials used by different classes and the task of autonomous learning before class have different difficulties. Students with good English proficiency learn independently through the network platform in the phonetic classroom or the computer classroom, and the teachers play an auxiliary role in the classroom, while the students with poor foundation use the computer network platform to study before class under the guidance and supervision of the teachers, and then the teachers explain the key and difficult knowledge of the teaching materials in the classroom.

The course examination is divided into oral test, written test, network test and evaluation. In the written examination, the students first introduce themselves, and then ask the students questions about a certain content or subject in the course. They mainly assess the students' ability to express English in a coherent way, convey information, express opinions and other oral communication skills. Oral exams are conducted many times every semester to check the students' oral ability and progress. In the written examination, the content of classroom reading should be controlled within a reasonable range, and the content of the

written examination should pay more attention to the part of students' extracurricular self-study.

5. CONCLUSION

After many years of teaching reform, college English teaching has achieved a high degree of integration with foreign language education technology. With the development of Internet technology, aiming at the problems existing in the existing teaching mode, we should actively explore the integration of foreign language education technology and computer grid technology, and innovate the English teaching mode of college, to improve the teaching quality.

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The Application of Suggestive Teaching Method in The Teaching of Simple Strokes for Preschool Children

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Abstract: At present, in preschool children's simple strokes teaching, there are still many "gourd gourd" teaching forms. In order to change this situation, this paper applies hint teaching method to preschool children's simple strokes teaching for research. According to the characteristics and interests of preschool children's age, suggestive teaching method is extracted from the teaching objectives of preschool children's simple strokes, teaching content, teaching environment and teaching methods, and feasible methods are put forward to effectively promote the implementation of suggestive teaching method, cultivate children's creative interest and promote children's overall development.

Keywords: Suggestive Teaching Method; Preschool Children; Simple Strokes; Application

1. INTRODUCTION

The idea of suggestive teaching method originated in the mid-1950s and was founded by Bulgarian suggestive expert Georgi Lozanov. It is suggested that teaching method should pay attention to various teaching forms and cultivate children's creativity. Suggestive teaching method is widely used in the education of various countries in the world [1-3]. Suggestive teaching method is a new and characteristic teaching method, which emphasizes the cultivation of children's initiative. It is a way to develop human intelligence to let children learn in a relaxed and pleasant environment, to stimulate children's potential, to promote children's all-round development and to realize education and entertainment.

2. THE CURRENT SITUATION OF THE TEACHING OF SIMPLE STROKES FOR PRESCHOOL CHILDREN

Preschool children's stage is the key period of children's physical and mental development. In this period, children need the correct guidance of teachers to promote the all-round development of physical and mental. Children's simple stroke is an important skill of preschool children. It can exercise children's coordination ability of hands, eyes and brain, and improve children's intelligence development. Preschool teachers have accumulated a lot of experience in the teaching of simple strokes, but there are still many misunderstandings in the teaching of

simple strokes for preschool children.

2.1 According to the teaching method of "gourd painting ladle"

In pre-school children's simple strokes teaching, preschool teachers often use the teaching method of "gourd painting ladle". This kind of teaching method not only can't inspire children's creative thinking, but also is just a mechanical imitation, which leads to children's creative works are all the same, which seriously kills children's creative power and imagination.

2.2 The indoctrination teaching method has lost the nature of children's painting

The indoctrination teaching, which mainly teaches the skills of simple strokes, makes children only imitate painting, dare not do anything to the new content, let alone express the new situation. This kind of teaching form ignores the subjectivity of children, which makes children lose the initiative of composition, thinking and painting, and leads to the lack of innovation and spirit in children's works.

2.3 Kindergarten teachers are not good at catching the time of intervention

Some preschool teachers don't pay attention to the function of hint teaching method, which makes them not good at catching the time of intervention. It is difficult for teachers to play the function of suggestive teaching method no matter how deep they understand it and how flexible they apply it. The appropriate time to intervene is the starting point for the success of suggestive teaching method.

2.4 Kindergarten teachers are not good at using suggestive teaching method

The creation level of children's simple strokes is not directly proportional to the number and intensity of hints. Teachers' excessive involvement in hints may interfere with children's creative thinking and reduce children's self-confidence. When there is an opportunity for intervention, teachers should confirm whether such an opportunity requires intervention and what kind of suggestion method is the most effective.

3. THE APPLICATION OF SUGGESTIVE TEACHING METHOD IN THE TEACHING OF SIMPLE STROKES FOR PRESCHOOL CHILDREN

Suggestive teaching method has advanced teaching ideas and unique teaching principles, which has an

important impact on the overall development of children. Suggestive teaching method has the characteristics of inspiration, acceptability and pleasure. It adapts to the characteristics of children's flexible thinking and inquisitiveness. In the application of pre-school children's simple stroke teaching, suggestive teaching method not only improves children's painting ability, but also, more importantly, makes children's potential get the maximum development and cultivates children's innovation ability.

3.1 Suggestive method of environment and materials

(1) Environmental suggestion

The environment around children not only has the principle of appreciation and comfort, but also has the principle of development. [4, 5] The classroom environment is not immutable. It changes with the age characteristics of children and the development law of interest needs. It can promote the development of children. Environment is the silent teacher of children. In the teaching of simple strokes, it has an important influence on the cultivation of children's creativity and association. For example, in the teaching of "Celebrating the new year" in the middle class, the teacher created an environment to play up the festive atmosphere and convey the joy of the new year to children through the environment.

In such an environment, children's paintings of the new year have their own characteristics. Some of them are full of red firecrackers, some of them are filled with people's wishes for the new year, and some of them are painted with what they want for the new year. In the process of painting, it not only develops children's imagination, but also enables children to experience the joy of the new year. Therefore, environmental suggestion can not only increase children's knowledge and experience, but also enrich the content and expression of children's simple strokes.

(2) Material suggestion

"Children's wisdom comes from materials," Piaget said Teachers should selectively put in materials according to children's age characteristics, interests and needs, expand children's vision and enrich children's life experience. In addition, because the painting tools of simple strokes are relatively simple, preschool teachers can provide children with such painting tools as gouache pen, oil painting stick and color pen. Diversified materials can satisfy children's desire for performance, and can satisfy children at different levels of development, and stimulate children's creative desire. When children see these materials, they are very excited and willing to use them to create. Teachers use this to stimulate children's imagination and encourage children to use a variety of ways to draw. Materials are the source of children's creation. Teachers should provide materials according to children's needs to meet their creative desires. Diversified materials can stimulate children's interest and improve their enthusiasm and initiative in painting.

3.2 Situational suggestion

(1) Hint of combination of performance and story

Preschool children are naturally interested in stories and performances. They combine stories and performances into the teaching of simple strokes to give situational cues. The twists and turns of the story stimulate children's curiosity and activate their thinking. Performance can let children feel the emotion and behavior of playing the role, and integrate their own opinions into it, to have a deeper understanding of the image of the characters, which is conducive to the development of children's exploration ability. The combination of story and performance is more conducive to children's connection with real life experience and integration of their own experience into the works.

(2) Suggestion of combination of animation and music

In children's eyes, everything has life, and in animation, whether it is toys or plants, there is life. Virtual plot and exaggerated image can arouse children's interest. Children's perception of music is very strong, but only using music hints cannot make children fully into the state, children cannot find the direction of creation, which will lead to children's inability to start. The intervention of animation will arouse children's curiosity, activate their thinking, and make up for their shortcomings by combining the two, which is more conducive to children's full-time devotion and active painting.

According to children's interests, needs and teaching contents, teachers should select appropriate suggestive elements to introduce into the simple stroke class, which not only creates a relaxed learning environment for children, but also enables children to inspire their creative thinking in play. Situational suggestion teaching develops children's intelligence potential and promotes children's all-round development.

3.3 Teacher suggestion

(1) Speech suggestion

Speech is the medium of interaction between children and teachers. It contains rich contents, such as the fast and slow rhythm of intonation and the information of priorities. It inspires children's Association through vivid and vivid speech. When teachers find that children encounter problems, they do not directly give hints of painting ideas, but through the encouragement and stability of speech, and then give appropriate verbal hints. Vivid language hints help children to complete their works successfully and improve their enthusiasm and initiative in hand painting.

(2) Postural suggestion

Postural cues are the use of nonverbal behaviors such as actions, expressions, eyes, gestures and so on by teachers. For example, in the creation of children's simple strokes, children have made innovations in their own works, and teachers use their appreciative eyes and touching actions to affirm them. In the process of teaching, the teacher can shake his head or face to stop the children who are quarreling or

distracted. Body suggestion not only optimizes the teacher's educational behavior, but also can better protect children's self-esteem and increase children's self-confidence in hands.

(3) Emotional suggestion

Preschool children's emotions are easily affected by external factors, and like to express their emotions through painting. Teachers can use this to give emotional cues to children. For example, when children listen to a story at the same time, each child has different feelings, so that the children's feelings can be combined with the teacher's hints, to promote children's emotional creation. Emotional suggestion can trigger children's feelings more. Teachers give positive emotional guidance, which not only promotes the development of children's healthy personality, but also improves children's interest in creating simple strokes.

4. CONCLUSION

The application of suggestive teaching method in preschool children's simple stroke teaching first optimizes the preschool teachers' educational behavior. Secondly, teachers should choose the appropriate suggestive method, and at the same time accurately judge the time when suggestive method is involved, to improve children's initiative in painting. Finally, it is helpful to

construct a teaching method suitable for children's simple stroke teaching, which effectively enriches the teaching method system of kindergarten.

Of course, we need to further explore and optimize the suggestive teaching method, through the introduction of suggestive elements of children's interest, cultivate their creative interest, develop their internal potential, and promote their all-round development.

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The Research of User Privacy Protection Strategies in Cloud Computing

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Abstract: Cloud computing attracts many users by its good scalability, low cost, on-demand payment and other advantages, but due to the related technology is not mature enough, imperfect legal supervision and so on, the privacy and security problems of cloud computing are serious at present. This paper proposes a privacy data protection model based on the analysis of the security and privacy problems in cloud computing, which classifies data into private data and non-private data according to the privacy attributes of data, and considers encryption, decryption technology and data partitioning technology to protect privacy data in data transmission and data storage. Experiments indicate that this model can improve the security of privacy data to a certain degree.

Keywords: Cloud Computing; Privacy Security; Encryption; Decryption; Data Block

1. INTRODUCTION

The concept of Cloud Computing was first put forward by Google in 2006. It has been developing rapidly since then. As a new service mode, cloud computing has attracted the attention of all parties in the Internet industry when it is integrated into our life. Now known well-known IT companies all focus on cloud computing and devote themselves to service applications based on cloud computing platform. Cloud computing provides information to users according to their needs by sharing hardware and software resources and information [1-3]. Because cloud computing technology requires many users to participate in sharing or collecting some information, which creates new privacy security risks, and users also worry about their privacy security while enjoying cloud technology services. This problem also determines the future development trend of cloud computing, and is also related to the vital interests of users.

2. PRIVACY SECURITY IN CLOUD ENVIRONMENT

Cloud computing is developing vigorously and has a bright future, but it is not perfect either. Especially in the aspect of protecting users' privacy, regulatory measures are weak, insufficient and lagging behind in dealing with problems. Users of cloud services can be divided into three categories: individuals, enterprises and governments [4-6]. The industry involved can be said to be all-inclusive, and some of its user data is also of great significance, its security is self-evident.

Nowadays, cloud computing service providers and large Internet companies are only doing a trick in security and privacy [7, 8]. The loopholes invisibly threaten the normal operation of the system and lead to the leakage of privacy.

2.1 Privacy Security in Network Transmission

Cloud computing generally has the following services at present: practical computing, network services, IaaS (Infrastructure-as-a-Service), PaaS (Platform-as-a-Service), SaaS (Software-as-a-Service), MSP (Management Service Provider); business service platform and internet integration service. Cloud computing service providers are committed to more convenient, fast and handy access to the required data, but in any case, data transmission is an indispensable part of it. The security and reliability of data in the process of network transmission is one of the key issues of cloud services can be promoted widely.

2.2 Privacy Security for Server

Google has sent notifications to some online document and spreadsheet users that it mistakenly shared some of the user's documents without the user's confirmation permission. Even though less than 0.05% of user documents have been affected by the false haring event, it reminds customers to carefully consider privacy and security issues related to cloud computing. If there are serious technical problems in cloud computing, the disclosure of personal privacy will result in an incalculable social crisis. Up to now, cloud computing still lacks a safe and reliable standard to measure it. This brings a great challenge to the management of cloud-based customer data, and with the progress of network technology and the overflow of applications, the form of security will only become more and more severe.

3. SOLUTIONS TO PRIVACY SECURITY PROBLEMS IN CLOUD ENVIRONMENT

Cloud computing generally divides into private cloud, public cloud and hybrid cloud. Private cloud is the infrastructure that users can freely control to realize cloud function. Data storage and operation are all implemented under their own control. So private cloud is more secure than public cloud. Public cloud is a common storage and operation facility for all users. The storage of data is totally uncontrolled. How to store and where to store the data are unknown, so that users' privacy data security will be threatened and there is no way to do it. In fact, the data of users or organizations can't be stored entirely in private clouds,

only many non-private data can be stored in public clouds. Enterprises with large amount of private data will also put private data on the public cloud, which can save some of the economic expenses. Therefore, in order to achieve the security of data on the public cloud, encryption measures must be taken. When users read these data, they should decrypt it accordingly.

3.1 Privacy Security Protection Model in Cloud Environment

In the cloud computing environment, in order to improve the efficiency of data use, save time and economic expenses, users' privacy data and non-privacy data should be stored separately. That is to say, private data should be stored in private cloud and non-privacy data in public cloud. However, this storage method also has new problems: public cloud. Applications may request the application of private data on private clouds, either internally or externally. However, if many data are stored in the public cloud, the security of the data should be considered. For example, the data on the public cloud can be encrypted and stored by using data encryption method. Only the corresponding decryption processing is needed to obtain these data for example.

The user authentication module is proposed in this paper. The requests for private data on private cloud may be private cloud insiders or private data through public cloud. The authentication module is used to distinguish requesters of private data and restrict access to private data through this mechanism. Do and protect private data. Some operations may not be executed in the private cloud and must migrate to the public cloud, which may involve private data on the private cloud. Therefore, the encryption/decryption module is applied to encrypt data transmission in the model to ensure the security of data transmission between the public cloud and the private cloud.

The public cloud part of this model is mainly used to protect the data security on the public cloud, mainly using data partitioning and data encryption to protect data. The figure is the specific process of data protection, in which the privacy level division module mainly decides the privacy of user data and takes corresponding level of security protection measures. Data partitioning module is to use data partitioning technology to decompose the data to be stored into several data blocks, and then store them in different memory with a certain mechanism. This can greatly improve the security of data. We need these data, just read and decrypt from these memory in the future.

3.2 User Authentication Module

In order to ensure the security of privacy data in cloud environment, this paper divides requests for data into different types and treats them differently. One is requests for access to privacy data, called privacy requests, and the other is requests for non-privacy data, called public requests. This classification is based on the privacy of the data. It can also be divided according to the source of the data request. The internal access to

data belongs to the internal request, and the external access to data belongs to the external request.

When introducing the privacy data protection model, this paper classifies the data into two categories: private data and non-private data, because the privacy data is stored in the private cloud of the enterprise itself, so the privacy data is completely controlled by users. Non-privacy data generally has a large amount of data and should be stored in the public cloud. Therefore, no matter where the requests for access to non-privacy data come from, they will be transferred to the public cloud. The public cloud will respond to the requests and process them. The requests for access to privacy data will be processed entirely within the private cloud, so that the security of privacy data can be guaranteed. The authentication module is deployed in the private cloud. When there are requests for access to private data in the private cloud, the module verifies the identity of the requester. If it is an internal request, it responds directly. Otherwise, it may refuse to respond.

3.3 Key Management Module

If applications on public clouds need to use private data on private clouds, private clouds need to transfer private data to public clouds, but for the security of the transmission process, data need to be encrypted before transmission. In the model proposed in this paper, both private and public clouds have a key management module, which is designed to protect the security of data transmission between private and public clouds. In this model, we adopt different encryption methods from other methods; the specific process is as follows: Step1: Private cloud generates a public key randomly and sends it to the public cloud. Private cloud keeps the private key corresponding to the public key at the same time.

Step2: The public cloud receives the public key from the private cloud, produces a symmetric key, encrypts the symmetric key with the public key, and then sends the encrypted symmetric key to the private cloud.

Step3: Private clouds use previously reserved private keys to decrypt symmetric keys from public clouds. Currently, both private clouds and public clouds have symmetric keys.

Step4: Data that needs to be transmitted can be encrypted with symmetric keys and sent to the other party. The other party can use the symmetric keys to decrypt.

The advantages of this method are as follows: firstly, the public key is generated by the private cloud because the public cloud is multi-user shared, which avoids the influence of too many private keys handled by the public cloud on efficiency; secondly, symmetric keys are encrypted by the public key, so that even if intercepted, symmetric keys can't be obtained because there is no private key, thus the privacy data will not be leaked.

4. CONCLUSION

In fact, in addition to strengthening investment in the

field of technology and preventing the leakage of privacy data from data storage and data transmission, the protection of privacy security has a certain relationship with users' own security awareness, national laws and regulations, and the supervision functions of relevant departments. Privacy data should be protected. Safety should be considered from many aspects. We should not unilaterally emphasize the importance of one aspect. We must integrate and complement each other in many aspects, angles and levels. To protect the security of privacy data, besides the security of privacy data transmission and storage, the following points should be done:

- (1) To strengthen their own security awareness, users should first strengthen their privacy protection awareness in the use of cloud services to prevent the leakage of privacy data. User's own security protection mainly includes password setting, login encryption, password management, authentication mode, data backup, software selection, fixed login location and so on. For example, if a user's password is set to his or her birthday, the password is unsafe, because many of his or her friends may know the user's birthday, which can easily lead to the leakage of privacy data.
- (2) The management of access rights to privacy data must not grant access rights to untrustworthy users to prevent users from stealing and spreading.
- (3) Establish and improve the regulatory mechanism, besides users and cloud service providers, we should establish and improve the third-party regulatory bodies, mainly for the supervision and management of cloud service providers, and conduct a comprehensive evaluation of cloud services to ensure the safety, health and sustainable development of cloud services.

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Experimental Discussion Under the Reform of Cross-Cultural English Innovation Writing Teaching

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Abstract: Language is one of the main carriers of culture, and it is necessary to understand the necessity of cross-cultural teaching, improve the problems encountered in writing teaching, and improve the teaching ability of English subjects. This paper mainly analyzes the significance of cross-cultural thinking in English creative writing teaching, and discusses the experimental methods under the reform of English creative writing teaching according to the existing teaching methods, hoping to provide some reference for English creative writing teaching.

Keywords: Cross-cultural; English Innovation; Teaching Reform; Experiment

1. INTRODUCTION

Cross-cultural is the main problem in foreign language teaching, which is of great application value to students' English writing ability. During practical teaching, teachers should take the training of composite talents as the main goal of daily teaching and guide students' English writing methods and contents, to improve students' learning level in English writing.

2. THE SIGNIFICANCE OF CROSS-CULTURAL THOUGHT IN ENGLISH INNOVATIVE WRITING TEACHING

The application of cross-cultural consciousness in English writing can help students understand different languages and cultures, promote students to be more confident in English learning, and improve their writing ability in English subjects. In the process of teaching reform experiment, it is found that students' cognitive ability to specific language and cultural environment is not enough and lack of learning basis, which leads to the lack of writing level. In the process of writing, there will also be unreasonable vocabulary mixing and unskilled language use.

In order to cultivate students' innovative writing ability and stimulate students' enthusiasm for English writing, teachers can cultivate students' adaptability to language and culture, be brave enough to overcome cultural barriers, and contribute to the improvement of English teaching level. At the same time, the cultivation of language and culture is also conducive to avoiding misunderstandings in business writing exchanges and promoting the orderly conduct of related exchanges [1].

3. EXPERIMENTAL METHODS UNDER THE REFORM OF CROSS-CULTURAL ENGLISH INNOVATION WRITING TEACHING

3.1 Understanding the context of vocabulary

For English vocabulary, especially in slang and fixed mixing, has a specific expression habit and cultural connotation, therefore, teachers are required to understand the extension of the relevant vocabulary in a situation. English writing is an important part of teaching, which makes strict requirements for students' English writing ability, which can make a useful contribution to the improvement of students' professional skills.

For example, in a particular cultural context, English expression effort and hard work are often used "Hit the books", if little is known about English language culture, it is understood as "hitting or crashing books", and for cross-cultural considerations, combined with English customary expression, the correct translation is "hard or hard learning" for example, "Sorry I But't can't play with you, I have to hit" the books." "I'm sorry, I can't watch the game with you tonight, I have to study hard." In the course of English innovative writing teaching, teachers need to explain similar language and culture, guide students to understand the context of vocabulary, and improve their English use ability through the memory and understanding of vocabulary-related combinations, and apply the relevant content skilled to the English writing experiment [2].

3.2 Innovative teaching methods

In the reform of English writing teaching method, it is necessary to innovate the teaching method and improve the effect of the teaching and reform experiment. Practice shows that through advanced teaching methods, students can improve their understanding of English, and their ability to practice has important application value. In order to improve the fixed thinking of native language, that is, Chinese language culture, and influence students' writing practice, teachers should pay attention to explain and apply the relevant writing teaching content in the English language environment, so as to make students clarify the importance of the Chinese elements of English writing.

Written communication is an important part of English teaching, especially business English teaching, because of the obvious differences in social system,

development background and cultural accumulation between different countries, the relevant content has a profound impact on students' writing thinking, in order to improve the scientific and rationality of students' English writing, we need to use innovative teaching methods to reform the past teaching methods, and promote students to continue to learn and progress under advanced writing concepts. For example, in a school's English writing teaching experiment, the situational teaching method was applied to encourage students to complete specific teaching tasks through simulation exercises. In this process, students complete the writing content of related topics through simulation exercises, which greatly improves their business English writing ability.

3.3 Assessment of experimental results

Under the cross-cultural background, the teaching reform experiment on students' English writing has obvious value and practical significance. In the process of writing, students' enthusiasm and self-confidence are clearly improved. In the experiment of teaching reform, the students' English writing ability is evaluated, and the specific teaching results are tested by means of group evaluation, students' self-evaluation and teachers' general evaluation. In this process, students' thinking ability and English writing ability have been exercised and improved. Relevant

English writing teaching content is conducive to students' clear learning objectives and promote students to develop in the right direction.

4. CONCLUSION

To sum up, under the cross-cultural background, teachers should pay attention to the understanding of vocabulary context, innovation of teaching methods and evaluation of experimental results in English writing teaching. On this basis, students' understanding of English Creative Writing in different cultural backgrounds should be strengthened to improve their English writing ability. At the same time, we should also recognize the problems existing in teaching ideas and methods in the process of English writing teaching, and devote ourselves to the adjustment and improvement in teaching experiments.

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Principle of Computer Composition Based on Project Guidance Training Curriculum Teaching Reform and Practice

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Abstract: In view of the teaching reform of the course "principles of computer composition", the teaching team has been updated day by day. Based on the optimization of the original teaching content, the reform of experimental teaching, the reform of assessment and evaluation, and the construction of the teaching team, the teaching method based on the project guidance training is exactly the education concept of "student center, achievement guidance, and continuous improvement" Miniature, through the implementation of high-level teaching, innovative experiments and assessment challenges, effectively achieve the teaching objectives and improve the quality of personnel training.

Keywords: Project guidance; Teaching reform; Continuous improvement

1. INTRODUCTION

The course of computer composition principle is one of the main basic courses of computer science and technology major. Its teaching goal is to enable students to master the working principle, logic realization, design method and system synthesis of computer components, and focus on training students' ability to analyze, develop and design computer hardware system. As the leading course of computer hardware and software teaching, this course has the function of connecting the preceding and the following. Students' achievement of the course learning effect is very important for the future professional learning. How to effectively guide teaching and achieve the established learning objectives has become a common problem faced by every teacher of this course.

2. TEACHING REFORM IN THE EARLY STAGE

In order to achieve the goal of curriculum teaching, teachers of teaching team have made a lot of beneficial attempts through the optimization of teaching content, the reform of experimental teaching, the reform of assessment and evaluation, and the construction of teaching team.

2.1 Optimization of teaching content

The teaching content of the course follows the concept of computer complete machine, takes 5 major components as the main line, and explains the internal structure and working principle step by step. Therefore, the teaching team divides the teaching focus into 3

major teaching modules, namely, the computer system hardware structure, the central processor and the control unit. Modular curriculum content design not only presents the teaching content vertically one by one, but also compares and expands the key points of knowledge horizontally, so that students have a clearer understanding. In addition, based on the traditional teaching content, combined with the latest development trend of computer science and technology, the teaching content such as assembly line, bus and cache involved in the modern system is added, which not only enriches the teaching content of the course, embodies the "high-level" of teaching, but also closely combines the practical questions with the theoretical teaching [1].

2.2 Experimental teaching reform

Experimental teaching is the most beneficial supplement to theoretical teaching, and it is the necessary process to apply the learning results of theoretical knowledge, to lay a solid foundation for students to understand and understand the principles of computer composition and stimulate their interest in learning. For this reason, combined with the course teaching team, 12 hours of experimental teaching contents are arranged, including three tasks of basic verification experiment, design application experiment and comprehensive innovation experiment. Among them, the best way for the comprehensive innovative laboratory to test the learning effect is that the students carry out the comprehensive application according to the knowledge and basic theory learned in the course, on the basis of full understanding and in combination with the projects arranged or prepared by the teachers, which can be called the "top stone design" of the course teaching [2], reflecting the "innovation" of the teaching. Through the experimental teaching, not only make students understand and master the course knowledge, but also promote the students' ability to analyze and solve problems, improve the learning effect, and achieve the teaching goal.

2.3 Assessment and evaluation reform

The traditional examination and evaluation of the course is mainly in the form of summative theoretical examination paper, supplemented by experimental examination and evaluation, which is not conducive to the verification of students' learning effect, the

mobilization of students' interest in learning, and the exertion of students' initiative in learning and the exercise of their ability to solve practical problems. Through discussion and trial, the teaching team has gradually established that the assessment of curriculum is mainly based on the process evaluation and supplemented by the final evaluation. Among them, the online learning content assessment is implemented by using the mobile information teaching software such as blue ink cloud class. Based on the course teaching task and experimental test content [3], the group assessment mechanism is adopted, and the final examination paper assessment is completed at the end of the period. In this way, the layered assessment form not only reduces the disadvantages of the final examination paper assessment, but also forms the "challenge" of the course assessment, so as to effectively improve students' learning. To improve the quality of curriculum training.

3. TEACHING REFORM BASED ON PROJECT GUIDANCE

In recent years, the teaching team has systematically adjusted the implementation, evaluation and teaching methods of the course teaching by using the information-based teaching software such as blue ink cloud class, etc. on the basis of the early reform, especially the project-based teaching method has significantly improved the students' learning initiative and initiative, and promoted the students' independent thinking ability and cross specialty Learning ability, problem-solving ability, innovation and entrepreneurship ability, as well as team cooperation ability, lay a good reserve of knowledge, quality and ability for follow-up course learning, employment and career selection.

3.1 Reform in teaching methods

Project oriented teaching method is a result-oriented teaching method based on constructivism learning theory, which can fully mobilize students' participation and innovation in learning, and achieve the effect of learning to use.

In the course teaching, the project guidance training method is implemented: first, the teaching team arranges relevant tasks in the form of project training tasks in combination with the content of the course teaching unit and the auxiliary experimental teaching content; students can freely form a learning team after receiving the task, and the number of general teams should be about 5, through group discussion, brainstorming, project investigation, practice training, simulation operation and other interaction In the form of participatory learning, learning tasks are completed and task results are formed; task results can be shared by group speaking in class or group presentation in class, and the achievement of task results verifies the teaching effect, which not only enables teachers to master the learning situation of students, but also timely adjust the teaching key points and difficulties

according to the feedback situation; high-quality task results are achieved One step verification and teacher guidance can form the innovation and entrepreneurship training program for college students and participate in all kinds of innovation and entrepreneurship competitions. Project guidance is a student-centered teaching method. In the whole task training process, teachers are only initiators, directors, promoters and supervisors. Students play a more important role. They fully explore and solve problems through group discussion, research and other forms, which is extremely effective for the cultivation of their innovation ability and entrepreneurship ability. With the change and transfer of teaching subject, the original passive learning mode will be changed into active learning, the cramming teaching will be changed into absorption teaching, and the abstract teaching content will be changed into the countermeasures and plans to solve the practical problems.

3.2 Effect of teaching reform

In the four semesters of teaching, the teaching team applied the teaching method of project-oriented training, effectively established 37 kinds of training tasks, and significantly improved the students' academic performance. In addition, through the teaching evaluation at the end of the semester, students are quite welcome to the curriculum teaching reform. The comparison between the two is shown in the Table 1 below.

Table 1. Comparison between the two

Evaluating Indicator	Comparison of evaluation results (percentage system)		Lifting Range
	Original Mode	Existing Mode	
Achievement of teaching objectives	89.12	95.29	6.92%
Richness of teaching content	85.23	96.48	13.2%
Diversity of teaching methods	82.16	93.45	13.74%
Teaching activities guidance effect	83.79	97.62	16.51%
Assessment and evaluation mechanism	75.2	92.36	22.82%
Teaching quality of Teachers	90.18	96.45	6.95%

At the same time, the students apply for 19 innovative and entrepreneurial training programs for college students and 6 Awards in innovation and entrepreneurship competitions at or above the provincial level, combining curriculum teaching, task training and entrepreneurship and innovation competitions, forming an integrated teaching mode of "course event competition".

4. EXPERIENCE OF TEACHING REFORM

4.1 Student centered education concept is the foundation of teaching

"One based, four return" is an important mission and

task of higher education. As a teacher, we should take teaching as the basis to carry out teaching and education. The traditional teaching mode has been difficult to meet the increasing demands of students' knowledge, quality and ability, which requires teachers to constantly adjust and improve the teaching methods and methods, and to achieve the construction goal of "student-centered" through the application of more interactive and participatory teaching methods. In addition, the information age provides more media for knowledge transfer, and classroom teaching is only a part of the process of knowledge transfer. How to use the limited classroom teaching time to play the creativity of students, it is very necessary for the classroom subject (students) to return. The concept of student center makes the teaching team more refined in the course.

4.2 The construction of multi-dimensional curriculum resources is the guarantee of teaching

In the new era, with the requirements of new engineering, there is a clear standard to achieve the goal of teaching. The principle of computer composition should not only transfer the knowledge of course teaching, but also cultivate students' abilities of solving practical problems, cross professional learning, creativity and teamwork, which requires more sound course resources support. The teaching team has established relatively perfect curriculum teaching resources by using teaching auxiliary platforms such as blue ink cloud class and wisdom tree, and gradually formed 72 teaching video courseware, 10 ppt teaching courseware, 10 Online unit test questions, 4 final exam simulation questions, and 35 special tests in the form of voting, questionnaire, brainstorming, discussion and other key and difficult knowledge preset. In addition, the teaching team continues to improve the curriculum resources according to the latest changes of the curriculum; the internal implementation of the teaching resource sharing mechanism effectively ensures the smooth implementation of teaching.

4.3 Being good at summarizing and innovating is the starting point of teaching reform

Teachers should hold a strong sense of responsibility

and mission to teach and educate people, and teaching is the place of verification, so the quality of teaching effect is very important. Excellent teaching must be obtained through continuous experience and accumulation of achievements. Students' timely feedback on the classroom teaching content, the completion of teaching tasks, and the innovation of experimental projects are all feedback on the teaching effect at any time. Teachers should not only make a comprehensive summary after the teaching, but also adjust the teaching content and update the teaching methods according to the students' mastery in the course. In addition, teachers are good at learning the teaching methods, mastering the modern teaching auxiliary platform and software, which is also to improve their professional ability and carry out teaching reform. In a word, in order to carry out teaching better, teachers need to constantly sum up experience in teaching, carry out teaching reform through innovative practices, and devote themselves to work to achieve curriculum objectives and improve the quality of personnel training.

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The Course Reform and Construction of Hospitality English (Modern Apprenticeship) Based on MT

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Abstract: Informationalization teaching is an important means in the global educational process in the 21st century. The combination of Mobile Terminal (MT) and remote online education has been popular in the development of vocational education, especially in the talent-cultivation of the Modern Apprentice (MA) system. With the help of mobile terminal, it gets tremendous potential and advantages to carry on course teaching. With the reference of reform and construction of Hospitality English based on MT, this essay analyses the foundations of reform and construction, and discusses the means of curriculum implementation, the content, function and the assessment of curriculum, offering the reference blueprint for the MA teaching in China.

Keywords: Mobile Terminal; Hospitality English; Modern Apprenticeship; Course Reform

1. INTRODUCTION

College English Curriculum Requirements (for Trial Implementation) issued in June 2004 guides the English teaching extends from traditional classroom to outdoors, with the help of MT which is represented by smartphones, gradually replacing the "Web 2.0" education model during the information technology developments. MT (Mobile Terminal, a computer device that can be used movably. The combination of MT and remote online education has been popular in the development of vocational education, especially in the talent-cultivation of the modern apprentice system. Owing to its advantage, there are some ways to solve "the last one mile and last minute" problem in course teacher in MA [1-3].

By the work-study alternation learning way, the MA course teaching focuses skill-based learning goal and carries on Task-oriented learning content. With full use of MT, the course teaching makes a great process in dual-system talent cultivation and comes into be a Hybrid Teaching Model.

2. COMPREHENSIVE RESEARCH REVIEW

2.1 Mobile Terminal

Mobile terminal (MT) owns many advantages in distance online education, for instance, the great flexibility and convenience, the great popularity, and the remarkable individuation characteristic. With the above-mentioned advantages, MT has been widely used in remote online teaching, especially for the

needs and characteristics of modern apprenticeship talent cultivation system.

It is available to improve the reuse of curriculum resources dynamically and flexibly with the help of MT. Courseware, lesson plans, expanded resources (eg. audio, video, etc.) and micro lessons can be used to assist students to watch and learn repeatedly. Therefore, MT meets the requirements for combination of modern IT and education reform. MT is taken as the extended organ of body by the millennial who are digital natives of the information age. Moreover, MT is considered as the best receiver and transmitter of learning course, satisfying the needs of learning (input) and realizing the application (output). MT can help students to manage their personal knowledge, reserve curriculum knowledge and record the learning process, which can be used for personalized teaching [4-6]. It conforms to the actual learning ability of the students in higher vocational colleges. Effectively taking us of MT enables the students who are easily distracted to use mobile phones for on-line English teaching, and for absorbing the course knowledge to complete the training of related skills.

2.2 Hospitality English (Ma)

One of the training objectives "to be good at foreign language application with language ability" in Talent Education Program of Hotel Management Major (Modern Apprentice) requires Hospitality English as a basic major course, which is compulsory for students to learn English cultural in hotel service and to train the basic skills and professional qualities needed for the hotel management. The teaching is mainly conducted under the modern apprenticeship system by online and door-to-door teaching. Although above mentioned practices can complete the arrangement of teaching tasks, basically meet the requirements of teaching and the needs from students, obviously there is still plenty of room for improvement.

3. THE REFORM AND CONSTRUCTION OF HOSPITALITY ENGLISH BASED ON MT

3.1 Information Construction of School Conducting Hospitality English Reform and Construction

Being one of the first-rate Vocational Colleges in Guangdong Province, Foshan polytechnic tries its best to meet all the requirements for fractionalization teaching, reforming and improving teaching platforms

to realize online teaching by MT.

3.2 Informationalization Teaching Platform Applied in Hospitality English

In this research case, it takes Superstar information platform to conduct the course reform and construct. With the mobile APP development, Superstar brings mobile teaching function into play in modularization of curriculum teaching. Module function of pre-class review, classroom teaching and after-class review contribute to carry out normal curriculum development. Modern multimedia technology is taken by information platform to organize the teaching and learning content, and it makes the teaching vivid, interesting and colorful. The teaching interaction on MT makes the teaching more flexible. The module function of voting, questionnaire, discussion and homework is used to promote the students' interaction, communication and feedback in class.

3.2 The Practice of Hospitality English Reform and Construction

3.2.1 Teaching Means: The Course Construction Based on Mt Function Module

With the combination teaching by PC terminal and MT, the course Hospitality English for MA is constructed and implemented by schools, modern apprenticeship students and hotel enterprises. The school is mainly responsible for the collection, arrangement and perfection of the teaching content and expanding resources of the construction curriculum; the hotels, with reference of curriculum, focus on the task assignment and assessment according to the actual work process; students fulfill the corresponding tasks through the completion of relevant courses of study, discussion, communication.

3.2.2 Curriculum Content: Curriculum Reform and Construction Based on Mt

The training goal of modern apprenticeship determines a highly authentic situation for teaching organization, in which students get skills matching the teaching standards in the work tasks that are reasonable designed, realizing the integration of theory and practice teaching by the way of alternating work and study. In order to achieve in Hospitality English teaching, it is necessary to make English language competence as the foundational goal, task-oriented work as content and the modularization teaching as organization.

3.2.3 Curriculum Function: The Teaching Mode and Characteristics of Ma Matches Well with The Reform and Construction of Hospitality English By Mt

It is interrelated and inseparable between teaching and work, the design of teaching process includes the curriculum arrangement, curriculum design and self-study schedule, which should relate to the production process in turn. These three above mentioned sub-items are expected to be corresponding to the design in turn, excavating the internal logic of the elements such as curriculum, production, post and skill, and to be integrated into learning posts and work tasks.

Bearing the "double standard" educational goal, it is necessary to realize the connection between teaching process and production process.

3.2.4 Curriculum Assessment

The dual mechanism of MA requires that the course assessment should be completed by both the school and the enterprise. The open, whole-process and project-based examination are adopted in ability-centric assessment. The open way is just for the purpose of comprehensive ability and quality of the students being examined. Assessment of the whole process is carried out on entire learning (e.g., students' participation in class, the completion of homework, production practice and performance of work tasks, etc.) In a word, a variety of assessment methods are available such as working task evaluation, classroom presentation, written & oral test and so on.

4. DISCUSS AND STRATEGY

4.1 The Selection of Curriculum Contents

How to choose the curriculum content that suits the needs of both hotel requirements, of students' expectation and the hospitality industry, while continuity of course development is required in practice.

4.2 Teaching Maintenance of Mt

Changing with each passing day, MT technology is a big challenge for teachers and hotels to carry out course teaching with practical mobile terminals. They are expected to learn from both information technology and education, getting training and exchanging among experts and scholars for open application of MT in curriculum reform and construction.

To solve the problems in the conventional course teaching under the MA, the reform and construction of Hospitality English based on MT carry out a lot at the technical level, organizing the curriculum knowledge system, relevant work process and tasks designation on respective roles. It is necessary to make clear the responsibilities and rights between school and hotels to connect seamlessly in order to construct the curriculum well. MT is expected to be used effectively to provide MA students with courses related to corporate requirements to meet hotel requirements and industry standards.

5. CONCLUSION

Informationalization teaching is an important means of modern education technology. Taking use of MT to provide course teaching for MA is an effective way to solve the practical teaching during the curriculum practice. The reform and construction of Hospitality English" course promote the process of running MA system in China and to provide a feasible reference for the development of China's vocational education

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Application of Local Wave Method in Fault Diagnosis of Ship's Intelligent Diesel Engine Fuel System

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Abstract: As an important part of diesel engine, the fuel system forms the diesel fuel system together with the inlet and exhaust system and combustion chamber, and affects the whole combustion process. The fuel supply system of diesel engine is directly related to the power and economy of diesel engine. At this time, fault testing and diagnosis technology can be used to carry out targeted research on common fault characteristics, to quickly troubleshoot. Local wave time frequency analysis can obtain fault characteristics from the signal, to provides important technical support for troubleshooting.

Keywords: Diesel Fuel System; Fault Diagnosis; Local Wave

1. INTRODUCTION

The advantages of the local wave method are obvious, and the problem of oil leakage in the fuel system of diesel engine can also be solved by the time-frequency analysis of the vibration signal on the surface. It plays a key role in preventing accidents and eliminating potential safety hazards. The analysis process supported by vibration signal has been widely used in the fault analysis of some mechanical components. Based on this, this paper has carried out the relevant research.

2. TECHNICAL PRINCIPLES FOR THE APPLICATION OF LOCAL WAVE METHODS

2.1 Cylinder Head Signal

Performance problems during combustion are directly reflected in the vibration signals on the surface of the diesel engine head, and the time-domain characteristics of these vibration signals reflect different characteristics at critical moments of action, thus analyzing the actual performance of the fuel system by the waveform of the vibration signal. In addition, there is a close relationship between the matching condition of the combustion chamber and the phase of the gas distribution during combustion, especially when the intake gas and exhaust valve sit in operation, the working state of the fuel system will directly affect the combustion process of the diesel engine cylinder, so as to analyze the vibration information of the burst phase to determine the fault situation.

2.2 Time analysis

Time-frequency analysis is based on the analysis

process of the vibration signal on the surface of the diesel engine head, and the analysis and processing of the smooth signal is better than the traditional Fourier transformation process, and the results need to be obtained through the local basis function. The basic point of time frequency analysis is to describe the energy strength and energy intensity of the signal by designing a joint function of time and frequency. For non-stable signals, time-frequency analysis has a significant effect and has played its due role in troubleshooting.

3. APPLICATION OF LOCAL WAVE METHODS

3.1. Technical principles

The local wave method is derived from the concept of instantaneous frequency, which can correctly express the local characteristics of dynamic signals and reflect the time-varying of non-stationary signals. After the signal is decomposed by local wave method, the original data can be divided into n basic mode components, and the remaining components can be regarded as the average trend.

3.2. Time spectrum

After the Hilbert transformation of different components and the signal analysis, the signal analysis results can be obtained. It can be expressed as a function of time and instantaneous frequency in three-dimensional space. The boundary spectrum can express the global amplitude or energy contribution of each frequency, and represent the accumulated amplitude of all data on the statistical level.

4. PRACTICAL APPLICATIONS

4.1 Failure instances

The rotation speed of a four-stroke oil production machine is 400R / min, the sampling frequency is 25.6khz, and the sampling length is 16K. Because the time-domain distribution can only reflect the time-domain information and cannot express the frequency characteristics, the existence of energy in the process of spectrum analysis shows the specific state of sine or cosine wave in terms of time length. It is difficult to accurately locate the fault type and fault state simply by analyzing non-stationary signals.

4.2 Time analysis

In the process of time-frequency analysis, the decomposition of local wave method can be intercepted in the combustion stage of cylinder, and the intensity of signal energy can be expressed by gray

level. From the results of time-frequency analysis, the frequency range of diesel engine in the outbreak stage is mainly concentrated in the low frequency range. If the internal combustion engine fails, the frequency range corresponding to the energy and peak value in the frequency band will also change, to determine whether there is a failure in the cylinder. However, it should be noted that at this time, the failure type cannot be fully analyzed, and the combustion situation in the cylinder should be analyzed through the information in the time domain. When the combustion period is prolonged, the explosion pressure decreases. If there is a problem in the dynamic performance, the vibration value will be too low in the time-domain waveform. From this analysis, it is found that the main reason for the failure is the defect of air tightness or the corresponding failure of the fuel system [1].

4.3 Boundary Spectrum Analysis

Boundary spectral analysis can understand the energy change trend of a certain frequency, and on this basis can understand the change of signal over time, and the time of occurrence of vibration signal can be obtained on the frequency distribution of local waves. According to the characteristics of the cylinder head vibration signal and the fault analysis mechanism, the fault diagnosis information can be obtained according to the boundary spectrum analysis. For example, the common faults of diesel engines include injector failure, high-pressure oil pump failure, etc., the system status and fault name can be analyzed to obtain content.

4.4 Neural network model construction

The combination of local wave method and neural network model can be generally carried out from two aspects. One is auxiliary combination, the other is nested combination. Specifically, the local wave method can be used as the preprocessing method of neural network. After the input eigenvector is provided for neural network, the eigenvector is obtained as the input value after transformation. If there are n neurons

in the input layer of neural network, then judge whether the network error can meet the requirements. If the error can reach the preset accuracy, the algorithm will be ended, otherwise, the next round of learning will be started, until the total error of neural network output is obtained, and the nonlinear mapping between output and input will be established. According to the fault of diesel engine fuel system and the local wave of pressure signal, the fault feature vector of the system can be effectively extracted to form a neural network and carry out training and learning, and the results with high accuracy can be obtained through the analysis of test samples [2].

5. CONCLUSION

Diesel engine fuel system fault is more complex, and the diagnosis process is more difficult, and the advantage of using local wave technology is significant. After getting the fault feature from the vibration signal, the accuracy and reliability of the method can be improved by analyzing the vibration signal and training the network.

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Analysis of the Influence of Traditional Economic Management Thought on Contemporary Economic Management

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Abstract: The traditional economic management thought has a long history in our country and has a profound influence on china's economic development. With the rapid development of China's market economy and the changing economic situation at home and abroad, the traditional economic management thought is difficult to adapt to the needs of economic development. Therefore, it is necessary to re-examine the traditional economic management thought and optimize the traditional economic thought to adapt it to the needs of contemporary economic development. First, this paper expounds the basic content of the traditional economic management thought and analyzes its influence on contemporary economic management.

Keywords: Traditional; Economic Management; Thought

1. INTRODUCTION

The thought of economic management is dynamic development, and the traditional economic management thought plays a positive role in the economic development of our country in a period. However, during the development of modern market economy, the traditional economic management thought has been difficult to adapt to the requirements of modern economic management. In order to better exert the value of traditional economic management thought and adapt it to the requirements of contemporary economic management, it is necessary to extract the essence of traditional economic management thought and apply it to practice with modern economic management thought. Based on this, this paper discusses the basic content of traditional economic management thought and its influence on contemporary economic management.

2. BASIC CONTENT OF TRADITIONAL ECONOMIC MANAGEMENT IDEAS

The traditional economic management thought is based on the thought and method applied in the ancient Chinese social background and the level of economic development, which has a certain guiding effect on the economic management activities at that time. China's traditional economic management thought mainly has the following:

First, the concept of the same structure of the country.

China is a large country of agricultural production, agriculture has always occupied an important position in our country, by the feudal social hierarchy and the influence of the Sino-French system, the nobles gradually formed the concept of home-state homogeneity, and formed the social form of patriarchal monarchy.

Second, the concept of enlightenment. From ancient times till now, not a few forerunners have pointed out the importance of enlightenment. Xunzi thought that "at the beginning of human being, nature is evil", so it is more necessary to suppress their own evil through the education of church people. Confucians also put forward ethical and moral, three from four moral ethical doctrines to restrict people's behavior, which had a great impact on the economic and social development at that time [1]. At the same time, due to the large gap between the rich and the poor in ancient times, both the Confucian and the Mohist schools insisted on equalitarianism. However, the deficiency of this principle was fully exposed in the movement of Taiping Heavenly Kingdom.

Third, the concept of heavy agriculture and business suppression. China is a large agricultural country, agriculture has occupied an important position from ancient times to the present, in ancient times all hundred families attach great importance to agriculture. The rulers take agriculture as their own business, stabilize the foundation of agricultural production, and Commerce will threaten their self-sufficient small-scale peasant economy. In addition, in the late Warring States period, merchants in various countries had great influence, even could interfere in the politics of the vassal states, and in the environment of that time, authority had a great impact on the development of ancient economy. Therefore, for a long time, the ancients regarded agriculture as the basic state policy.

3. THE IMPACT OF TRADITIONAL ECONOMIC MANAGEMENT THOUGHTS ON CONTEMPORARY ECONOMIC MANAGEMENT

3.1 Impact on political and economic management
"Water can carry boats, but it can also capsize them." the governance of a country needs not only the strength of the people, but also the financial and

material support. As early as in the Western Zhou Dynasty, the concept of "living within the means" has been used in the national financial management, which significantly improved the government's financial revenue. Under the traditional economic management thought, the government's fiscal expenditure should be kept rational, and the fiscal revenue should be "open source" to control the two within a reasonable range. At the annual meeting of China Development Forum in 2019, the Minister of Finance proposed that China's open-source economy has a good prospect, its revenue is growing normally, and the central and local governments have appropriate measures to support it. At the same time, through reducing unnecessary expenditure (the central government will reduce the general expenditure budget by more than 5%), we can achieve the goal of reducing expenditure, to optimize the expenditure structure and promote the smooth progress of China's political and economic management.

3.2 Impact on monetary and financial management

The effective combination of money and finance can improve the efficiency of finance, can better meet people's demand for payment, trading and other economic activities, and has a positive effect on financial, development. In the traditional monetary and financial management activities, price is the focus of both sides of the transaction, the price of goods will also directly affect the consumer's desire to buy, but also reflect the market supply and demand. Since the unification of currency in the Qin Dynasty, monetary and financial management has begun to sprout, and has a high degree of richness and hierarchy. In the modern social development, economic activities are mainly divided into interest and lending, which affect each other, and modern monetary and financial management activities have largely solved the problem of borrowing difficulties for small and medium-sized enterprises, and also improved the efficiency of financial management, which is conducive to enhancing the stability of China's national economic development.

3.3 Impact on social supply and demand activities

The relationship between supply and demand is the production factor of economic activity, and the clear social division of labor or the influence of social and economic development to a certain extent. In order to promote steady socio-economic development, it is necessary for rulers and managers to have a global awareness, a balance between supply and demand, and various industries [2]. Once a link has a problem, the circulation of goods or commodity production will be affected, thus breaking the balance of socio-economic development. Therefore, before commodity production and circulation, we must look at the overall situation of the market, combined with the traditional and modern economic management theory to adjust the management of management and measures. The thought of laissez-faire management in the traditional economic management thought can have a profound influence in the contemporary economic management activities.

4. CONCLUSION

Although the theory and method of traditional economic management cannot meet the needs of modern economic development, some of them can also be used for reference by modern economic management activities, which also plays a positive role in contemporary economic development. Therefore, we need to extract the essence and remove the dross to provide important support for improving people's living standard and economic development level.

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Personalized Learning Resource Recommendation Methods from The Perspective of Deep Learning

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Abstract: In the era of Internet plus, the frequency of online learning has increased gradually, and the number and scale of resources available at the network level have also changed significantly. As learners, they can select their own needs from many data information, to obtain appropriate resources to carry out personalized learning and achieve the development goal of intelligent learning. With the continuous development of artificial intelligence in the future, personalized learning resource service can recommend appropriate resources for learners through in-depth learning measures, and improve learners' experience and learning efficiency.

Keywords: Deep Learning; Personalized Learning Resources; Recommended Methods

1. INTRODUCTION

Under the background of the rapid development of big data, cloud computing and mobile Internet, the online learning method has become the mainstream learning mode of the whole society, which brings people a great deal of learning resources. But this learning style also has obvious drawbacks, such as cognitive overload and learning resource clutter. For learners, how to obtain the learning resources they want by appropriate means has become the main research topic in the field of learning. From a deep learning perspective, a collaborative collaboration between diverse learning resources can be used to build relevant models, and machine learning can also be a major technical means.

2. RECOMMENDED WAYS TO PERSONALIZE LEARNING RESOURCES

Learning resources themselves are used for information teaching activities, digital resources in modern network environment, and provide many audio materials, video materials or electronic documents. In the era of big data, learners have become diversified and intelligent in their way of accessing resources, and different learners can choose reasonable learning resources according to their own needs and preferences, which not only meets the goal of individual learning, but also promotes the wide application of technology.

2.1 Recommendation of learning resources for recommended algorithms

Commonly used recommendation methods include resource content-based recommendations and hybrid

recommendations, the former is mainly to identify resource content and establish feature models, the high-matching learning resources directly recommended to learners, which can reduce the complexity of model construction. The latter mainly takes the resource content and learner characteristics to consider the content and the learner's characteristics, according to the learner's habits and learning methods, but the rationality and scientific requirements of resource recommendation are relatively high, and it is also a problem that needs to be considered in the process of personalized learning resource recommendation.

2.2 Resource recommendations under machine learning

Machine learning has played an important role in all fields of society, and has become the main direction of research in the field of education. Many experts and scholars attach great importance to the recommendation of learning resources in the context of machine learning, such as the application of machine learning and resource mining. Through the analysis of historical data, the course content and effective educational resources are recommended for learners, and the best recommendation results are obtained by means of artificial neural network and other technical means. From these studies, it is not difficult to see that deep learning algorithm in machine learning field has been fully applied, and has good mining effect for some hidden data, but machine learning algorithm is lack of pertinence in recommendation. For example, the lack of training elements for neural network planning and research, the comprehensive analysis of regression problems will rarely miss some key information.

3. DEEP LEARNING PERSONALIZED LEARNING RESOURCE METHODOLOGY FRAMEWORK

3.1 Description of the problem

To meet the recommendation requirements of personalized learning resources, it is necessary to carry out effective discussion and evaluation of learners' characteristics. In this regard, the e-learning platform can provide important data support, on the one hand, can obtain the raw data, on the other hand, can mine the data processing, and finally recommend valuable learning resources to learners. However, in this

process, it is necessary to focus on solving the contradiction between historical information, evidence and learning resource recommendation, especially how to accurately locate some of the content slotted by learners from the new large-scale information.

3.2 Frame design

The personalized resource recommendation method under the deep learning perspective can be analyzed from two aspects. The first is the model training process, in which personalized learning resources can be obtained to describe and process the original historical data. After this, we can build a neural network learning model on this basis, and for some personalized and complicated recommendation problems, the test data is entered into the recommendation model to finally locate the content that learners need. The resource recommendation process mainly involves the problem of test data and the recommended model that has been trained, but it is still basically positioned in the learner's personalized needs [1].

3.3 Model design

There are some differences in the characteristics of learning resources on different learning platforms. Learners can also choose diversified content according to their own needs, and plan media types and interaction modes according to different learning motivation. In the current learning data, it contains the behavior records and information of learners, which can be used as a key reference in data acquisition. In some open databases, other features related to learners may be recorded to make the recommendation model more accurate. In this way, in the practical work of machine learning, some data information can directly select the feature method to define the appropriate function results, and judge the objective results of attributes or features by the performance of training data.

The acquired characteristic data can represent the learner's actual needs and other characteristics in terms of resources, but some characteristic content does not fully show the learner's characteristics. For example, the learner's age, profession and information obtained are not fully equivalent. The purpose of the final evaluation function is to determine the nature of the candidate features, to analyze the impact of the judging process on the results, to filter some redundant feature content, and to reduce the workload of using data to expand deep learning training. In this respect, traditional learners can obtain the results by means of a collaborative filtering recommendation algorithm, but this method fails to consider the degree of demand of different learners for resource learning. Thus, the learning frequency of resources can be used as a measure of the degree of preference. In addition, the traditional machine learning algorithm and simple neural network model cannot meet the needs of remembering work. At this time, we can consider using the depth neural network model to apply it to the

process of learning resource recommendation. Modeling the historical learning behavior of learners, mining the hidden features of data in the original behavior, both the output layer and the input layer can expand standardized control when building model training [2].

3.4 Experimental process

In order to truly determine the deep learning process supported by neural network, it is possible to adopt relevant experimental schemes to understand the personalized learning resource recommendation method. Experimental data includes not only existing learning resource information, but also the learner's history of learning behavior. For example, a learning record can contain the type and medium of learning resources, and some associated characteristics can be represented by the appropriate values, as shown in Table 1 below.

Table 1. Partial Association Features

Characteristics	Numerical	Meaning
Subject type	1,2,3 etc	Represents different professional disciplines such as computers, art design, sports, etc.
Difficulty level	1,2,3etc	Represents difficulty division, e.g. simple, moderate, difficult, etc.
Study time	1,2,3etc	Represents a different time period before the start of the study
...

You can see how often learners use learning resources, which can reflect their interest in the learning process, or they can effectively determine the value of resources. Regression analysis can also predict learners' needs for learning resources, and ultimately determine the link between learning frequency and actual resource acquisition [3]. With the application of deep learning method, its resource recommendation method not only takes into account the actual situation of learners, but also proves the method according to different recommended performance indicators, which shows that the neural network of deep learning has good adaptability, has excellent recommendation performance, and can meet the objective needs of learners from the root cause. In order to better explore the value of this research recommendation method in the actual use process, experimental data can be used as the basic content of data mining in the follow-up work. Use MySQL and other related technologies to build a mobile learning platform and filter the feature information related to learning resources. With the support of deep neural network algorithm, the qualified learning resources are screened out and provided to the target population.

4. CONCLUSION

In the future intelligent learning service process, it is an objective demand to provide personalized Resource Recommendation for learners. The key to realize

personalized learning resources lies in the data mining and exploration within the platform, to correctly recognize the demand characteristics between learners and resources. With the continuous development of artificial intelligence in the future, machine learning will become more intelligent. This paper also studies the personalized learning resource recommendation method from the perspective of deep learning, aiming to solve the learning problems in the future and improve the personal experience of learners. In the future, the deep learning model will be widely used in the field of resource recommendation to achieve a wide range of communication and sharing.

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Analysis of the Reform of Accounting English Teaching from the Perspective of Constructivism

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Abstract: At present, the process of economic globalization is speeding up, which makes the original accounting English teaching mode be impacted. In the new era, teaching reform should be carried out from the perspective of constructivist learning theory. This paper briefly expounds the theoretical basis of constructivism, and puts forward the path of accounting English teaching reform from the perspective of constructivism, hoping to provide help for the improvement of accounting English teaching level in China.

Keywords: Constructivism; Accounting Major; English Curriculum Reform

1. INTRODUCTION

In recent years, with the development of society, there is a growing demand for compound talents who can solve accounting problems in English. In order to provide the society with the corresponding high-quality talents, it is necessary for colleges and universities to reform the teaching of accounting English from the perspective of constructivism. By changing the traditional single teacher teaching mode, students will be placed in a specific cultural background to fully acquire accounting English related knowledge.

2. CONSTRUCTIONISM THEORY

As a theory related to knowledge and learning, constructivism pays more attention to learners' subjective ability in the learning process than other theories. Constructivism believes that learners will generate meaning based on their original knowledge and experience, and construct their understanding to achieve the purpose of learning, which usually needs to be completed through the corresponding social and cultural interaction. The application of Constructivism in accounting English teaching is different from the previous learning theories and teaching ideas, which can optimize the teaching design. From the perspective of constructivism, accounting English learning should not be limited to a single teaching mode taught by teachers, but should put students in a good social and cultural background, flexibly apply various learning resources with the help of surrounding students and teachers, and acquire knowledge on the basis of meaning construction [1].

3. THE REFORM OF ACCOUNTING ENGLISH

TEACHING FROM THE PERSPECTIVE OF CONSTRUCTIVISM

3.1 The Reform of Teaching Objectives and Teaching Materials

From the current situation of China's social development, the traditional form of accounting English teaching has been difficult to meet the needs of the development of the times, so we should reform the current accounting English teaching, in practice to sum up experience, training with the requirements of the times in line with the composite talents. In the constructivist view of the field of view, if we want to realize the efficient reform of accounting English teaching, we should consider the actual situation of the current economic environment, reform the teaching objectives and the content of teaching materials, and lay a solid foundation for the development of educational reform. In addition to teaching students the theoretical knowledge of the major, accounting English teaching should also pay attention to the cultivation of students' practical application ability, pay attention to the quality education of students, improve students' comprehensive ability, and improve the effectiveness of accounting English teaching. For the actual development of education, teaching objectives have a strong guiding role, so teachers should strengthen the reform of teaching objectives and improve the efficiency of the reform of accounting English teaching.

In addition, accounting English teaching should also pay attention to the selection of teaching materials. In the context of the development of international market and market demand, we should choose the most suitable teaching materials for the current accounting English teaching requirements. In the selection of teaching materials, the content should cover all aspects, have better integrity, combine the education reform and teaching materials, and improve the efficiency of accounting English teaching reform.

3.2 Reform of teaching model

From the perspective of construction, the reform of accounting English teaching should strengthen the renewal of teaching mode. In the process of concrete reform, we should start from the following aspects. The first is the change of accounting English teaching subject. In the past teaching process, teachers are usually the main body of accounting English teaching.

Under the influence of quality education and constructivism learning theory, teachers should gradually return the dominant power of classroom to the hands of students. Cultivate students' interest in learning, cultivate students' self-study ability, promote students to effectively carry out independent learning, and effectively improve the efficiency of accounting English learning.

Secondly, we should pay attention to the integration of accounting major and English knowledge, in the current accounting English curriculum carried out by colleges and universities in China, English learning occupies an important position, students should strengthen the use of professional terms in English learning, and effectively improve their business communication ability. Before the actual accounting English teaching, teachers should guide the study to preview the corresponding keywords, understand its meaning and expression usage, and then learn more about the relevant proper nouns in the classroom, to strengthen the students' understanding of the relevant proper nouns.

Finally, to expand professional language, teachers should appropriately strengthen the extracurricular training for students, on the basis of constructivism learning theory to construct the corresponding professional language use scenario, so as to help students carry out practice experience, so that students can better understand the various uses of professional language [2].

3.3 Reform of Teaching Evaluation

Under the background of the new era, coupled with the support of constructivism learning theory, the teaching of accounting English should actively carry out the reform of teaching evaluation, and obtain accurate feedback on teaching information on this basis. In the past, the evaluation of accounting English Teaching in our country mostly took the form of grade evaluation. Although it can play a certain role in teaching evaluation, it did not enhance the students' communicative ability and practical ability, which led to the weak practical application ability of students, and it is difficult to support the long-term development

of students. Therefore, the teaching evaluation of accounting English should strengthen the reform of teaching evaluation, effectively integrate students' professional knowledge, communication ability and practical ability, build a scientific and reasonable accounting English evaluation system, and promote the improvement of teaching evaluation methods. In view of the methods and means of teaching evaluation, accounting students can also actively put forward their own views, participate in the discussion, jointly realize the scientific and reasonable reform of teaching evaluation, and promote the improvement of accounting English teaching level.

4. CONCLUSION

In a word, the reform of accounting English teaching based on Constructivism can improve the English level of accounting students in Colleges and universities in China, and make it meet the requirements of the development of the times for talents, which is of great significance to the development of our society. Therefore, teachers should pay attention to the integration of constructivism learning theory and accounting English curriculum, and promote the reform of teaching objectives, teaching models and teaching evaluation.

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The Value of Traditional Culture in the Ideological and Political Education of Colleges and Universities

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Abstract: Ideological and political education is the basic work of the construction of socialist spiritual civilization, which can improve the personality of talents and cultivate their ability. But in the information age, contemporary college students are exposed to different kinds of information, which to a large extent affects students' cognition, and even leads to some students' behavior deviation. China's excellent traditional culture is broad and profound, and today it still exudes unique charm. It will be integrated into the ideological and political education of colleges and universities, play its value in the ideological and political education, and make due contributions to the ideological and political education of colleges and Universities under the new situation through the integration of the two. This paper first analyzes the challenges faced by ideological and political education in Colleges and universities, and discusses the value of traditional culture in Ideological and political education in Colleges and universities and the realization path.

Keywords: Traditional Culture; Ideological and Political Education; College Students; Path to Realization

1. INTRODUCTION

Since the reform and opening, China has paid more and more attention to the excellent traditional culture. More and more people realize that we should pay attention to the construction of material civilization as well as spiritual civilization. Therefore, in recent years, the state vigorously publicized the excellent traditional culture of China, and tried to organically combine the excellent traditional culture with the modernization construction. China is an ancient civilized country with a history of 5000 years. In the process of development, traditional excellent culture such as patriotism has gradually formed, which are rich in educational resources. As a youth in the new era, college students are the future and hope of our country, and we should strengthen their confidence in Chinese culture. It is of far-reaching significance to integrate Chinese excellent traditional culture into the ideological and political education in Colleges and universities and to play the value of excellent traditional culture.

2. CHALLENGES IN IDEOLOGICAL AND

POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

Since China's accession to the world trade organization, some western countries have made use of their economic advantages to put forward the slogan of "cultural globalization", and used economic and cultural exchanges to fully penetrate western culture into developing countries. In this process, the bad ethos and negative ideological values of western countries began to infiltrate into domestic colleges and universities, leading to changes in the ideological values and behaviors of some college students. Some students are restless, eager for quick success and instant profit, cheating in examinations and refusing to repay loans are common.

At the same time, the rapid development of modern information technology has promoted the development of new media and self-media, the emergence of these news media has greatly improved the speed of information dissemination, the information obtained by the network name is more diverse. College students are active in thinking, it is easier to accept new things, but also the main use of new media. Many colleges and universities have seized this feature, using new media to carry out ideological and political education, which is more acceptable to students, and has also improved the effect of ideological and political education. However, the network era information is complicated, if the new media, self-media and other network platform information screening and filtering, some college students are easily exposed to negative information, thus college students ideological and teaching ideas and personality development has a negative impact.

3. THE VALUE OF TRADITIONAL CULTURE IN THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGES AND UNIVERSITIES

3.1 Helps strengthen the educational function of college thinking and political education

Cultivating college students to form a sound personality is one of the educational functions of college thinking and education, that is, to train college students to learn to correctly deal with the relationship between people and people, people and society and nature. Cultivating college students to form a sound personality requires the coordinated development of

intelligence, will and emotion. Confucianism in china's excellent traditional culture pursues the ideal personality, attaches importance to the cultivation of personal cultivation, integrates it into the ideological and political education of colleges and universities, and helps to cultivate the students to form a sound personality.

Excellent traditional culture provides the direction for college students to establish correct ideological values. At present, our country is in the period of social and economic transformation and development. Social contradictions are prominent. Influenced by multi culture, some college students have the behavior of money worship, individualism and hedonism, and their ideological values are further impacted by western culture [1]. The excellent traditional Chinese culture is broad and profound, and it is always new. The Confucian culture advocates a positive outlook on life. The traditional fables such as "Yugongyishan" and "Jingwei reclaiming the sea" embody the indomitable struggle and self-improvement spirit of the Chinese people. To put it in the ideological and political education of colleges and universities is helpful for students to establish correct values.

Chinese excellent traditional culture can improve the comprehensive quality of college students, and plays a positive role in their all-round development. At present, talent training not only attaches importance to intellectual education, but also to moral education. It applies the philosophy of excellent traditional culture to subject teaching and ideological and political education. It can not only optimize the knowledge structure of college students, but also enable them to accept the good moral culture in traditional excellent culture and enrich the humanistic moral spirit, which is conducive to the cultivation of high-quality talents with all-round development.

3.2 Help ingly with the heritage of China's excellent traditional culture

The integration of excellent traditional culture into the ideological and political education of colleges and universities can promote college students to understand the essence and dross of traditional culture more objectively and comprehensively, and can improve the recognition of the excellent traditional culture of contemporary college students. Find a reasonable balance between ideological and political education and excellent traditional culture, so that China's excellent traditional culture can be better inherited and carried forward.

4. THE PATH OF THE REALIZATION OF THE VALUE OF TRADITIONAL CULTURE IN THE EDUCATION OF COLLEGES AND UNIVERSITIES

4.1 Integrating excellent traditional culture into the classroom

Colleges and universities should develop school-based teaching materials according to traditional local culture and Chinese traditional excellent culture, or

add traditional local culture and Chinese excellent traditional culture teaching to existing ideological and political teaching materials and classes [2, 3]. For example, in learning ideological and moral cultivation and legal basis, teachers can add the ideas and cases of "rule of man" and "rule of law" in Chinese excellent traditional culture to classroom teaching, and discuss with students the impact of traditional culture on the rule of law in China. Secondly, ideological and political teachers should also grasp the law of students' ideological cognition in teaching, and carry out patriotism education, ideal and belief education, mental health education, etc. Combine the boring theoretical knowledge in the textbook with the things around the students to help them build up their cultural self-confidence and enhance their sense of belonging.

4.2 Extensive social practice

Colleges and universities in the integration of excellent traditional culture into the political education, play the value of excellent traditional culture, we need to fit the students' life reality, to think of students, teaching according to their talents, timely response to the content of students concern, encourage students to put theoretical knowledge into life practice. To guide students to pay attention to the things around them, to carry out a wide range of social practices, voluntary services, such as organizing students to participate in memorials, patriotic education bases, homes for the elderly, etc., to cultivate students' patriotism, respect for the old and love the young spirit, to guide students to devote themselves to themselves, serve the community, enhance students' sense of social responsibility.

4.3 Traditional culture is integrated into the construction of campus culture

Campus culture is also one of the important carriers of college students' ideological and political education, and good campus culture plays a positive role in the formation of students' ideological values. Colleges and universities should make use of students' spare time and actively organize and carry out campus cultural activities.

First, we should strengthen the construction of student associations. At present, many college students have set up student associations such as photography club, folk music club, poetry club and Hanfu Club according to their interests and hobbies, and held many community activities. Colleges and universities should give full play to the role of student associations, not only to provide the necessary venues and equipment for the activities of student associations, but also to provide suggestions for the activities of student associations, so that more college students can experience the charm of excellent traditional culture and cultivate their sentiment through the activities of student associations.

Secondly, colleges and universities can also make full use of traditional festivals to hold cultural activities to promote excellent traditional culture. Traditional

festivals are an important carrier of traditional national culture, which records the course of the development of national culture. Chinese traditional culture festival spouts are rich in connotation, and there are many festivals, that is, not only includes the celebration at the material level, but also contains many spiritual aspects of the content. Therefore, colleges and universities may wish to use traditional festivals to promote traditional culture, such as holding the Dragon Boat Festival baozi competition, drama creation competition and other cultural activities, in the activities to actively promote the excellent traditional culture, cultivate students' traditional cultural feelings, which is conducive to the cultivation of students' hands-on ability and cooperation ability.

5. CONCLUSION

In the ideological and political education of excellent traditional culture colleges and universities, it is helpful to improve the effect of Ideological and political education, to shape the world outlook, outlook on life and values of college students, and to help students to have a more objective view of Chinese traditional culture and foreign culture. In order to give full play to the value of traditional culture in Ideological and political education in Colleges and universities, colleges and ideological and political educators should actively integrate traditional excellent culture into the construction of classroom

and campus culture. We should carry out extensive social practice and promote the integration of traditional culture and ideological and political education through social activities.

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Research on The Cultivation of Computer Professionals Innovative Entrepreneurial Ability in The Context of New Engineering

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Abstract: Under the background of new engineering, this paper analyzes how to train computer professionals to have the ability of innovation and entrepreneurship. It includes building a maker space platform in line with the development of talents, strengthening the comprehensive teaching quality of contemporary computer teachers, and organizing computer competitions with innovative and entrepreneurial significance, hoping to provide theoretical support for relevant professionals.

Keywords: New Engineering; Computer; Innovation and Entrepreneurship

1. INTRODUCTION

Under the background of the new engineering department, the demand for computer talents in the contemporary society is increasing, but some computer talents in the social development of the status quo is not ideal. The main factor of this phenomenon is that the contemporary society of professionals more and more attention to the ability to innovate and start-up, and some talents do not have the ability. Therefore, the appropriate training of talents with this ability, is part of the computer professional teachers need to pay attention to the important issue.

2. BUILDING A MAKER'S SPACE

Under the influence of the background of the new engineering department, the proper construction of the creator space is an effective measure to cultivate the innovative and entrepreneurial ability of contemporary computer professionals. Maker space is an important platform for training all kinds of talents in the new era, which is characterized by strong openness, low investment cost in the early stage, good cooperation and mutual assistance, and convenient service. Based on the computer professionalism, maker space can be committed to providing relevant professionals with an intelligent platform with cloud computing capabilities, artificial intelligence devices, big data sharing, virtual reality exchange and other functions.

The computer professionals studying in maker space can enjoy the advanced equipment and a more free and warm living environment in maker space to stimulate the creativity of professionals. During the period of applying advanced technology to carry out learning, let talents constantly strengthen learning, exchange opinions, discuss content, improve thinking with the

talents who are making progress together, and train computer professionals to gradually have innovative consciousness. At the same time, it enriches the comprehensive opinions in the field of talents, and points out the important direction for the development of talents' Entrepreneurship in the future [1, 2].

3. STRENGTHEN THE QUALITY OF TEACHERS

Strengthening the comprehensive quality of computer professional teachers is an effective measure to train more talented people with innovative and entrepreneurial ability under the background of new engineering departments. Under the influence of the rapid development of the times, it is difficult for some teachers to give more guidance and help to students with many years of teaching experience. According to the requirements of the development of the times, to strengthen the professional teaching ability of computer teachers and improve the comprehensive quality of teachers, we can carry out practical work in the following aspects.

First, in the formation of computer teachers, the computer major in the screening of teachers teaching the basic knowledge of professionals, should be appropriate in the development of talent to screen more suitable professional teachers. We should start with teachers sense of teaching responsibility, innovation and entrepreneurship education consciousness, personal career development plan and other aspects to build a high qualified, high-level and efficient teacher team.

Secondly, in the development of training, computer professional teachers should regularly participate in the training that can improve their teaching ability and educational thinking. Strengthen the professional collective preparation teaching planning, improve their own practical teaching ideas during training and preparation, and gradually build a more perfect teaching system to provide protection for the innovation and entrepreneurship of computer professionals.

Finally, in the construction of incentive mechanism, the contemporary computer teaching content for teachers' actual teaching, personal learning, preparation, after-school tutoring and other aspects bring greater pressure. Teachers should not only fully prepare for the important content of teaching for

professionals, but also always enrich their own professional knowledge reserves, so that the appropriate computer teachers to develop a more scientific and reasonable incentive mechanism, is to encourage teachers to carry out teaching work of important measures.

4. ORGANIZE A COMPUTER CONTEST

Under the influence of the new engineering background, the computer professionals need to have higher thinking consciousness and learning ability. During the period of training talents to have the ability of innovation and entrepreneurship, organizing various types of computer competitions is an effective means of training talents to have the ability of innovation and entrepreneurship. At present, the more permanent computer innovation and entrepreneurship competitions include: Internet plus, innovation and entrepreneurship competition, provincial and municipal computer innovation and entrepreneurship competition, iCAN international innovation and entrepreneurship competition, national computer innovation and entrepreneurship training center, advanced talent competition, etc.

The main purpose of the computer competition is to tap more contemporary computer professionals, promote exchanges among talents, guide computer talents in the competition to find their own problems, strengthen the comprehensive ability of talent skilled computer, and train more professionals with

development potential for the fast-growing countries.

5. CONCLUSION

All in all, under the influence of the contemporary new engineering background, it is of great significance to cultivate computer professionals with the ability of innovation and entrepreneurship to promote social progress. Innovation and entrepreneurship education can always promote the computer professionals to improve their own shortcomings, assist the rapid growth of talents, and transform them into comprehensive talents to adapt to the development of the times.

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Exploration and Practice of Animation and Digital Media Experimental Teaching Center from the perspective of National Standard

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Abstract: National standards for teaching quality of animation and digital media undergraduate" is a programmatic and guiding document formed in the implementation of "undergraduate teaching quality and teaching reform project of colleges and universities" during the 12th Five Year Plan period. It will provide a strong guarantee for the teaching quality of new majors, such as animation, digital media art, digital media technology, network and new media, which are closely related to the field, to better serve the social development and cultural construction. Animation and digital media experimental teaching center is a practical position to improve students' ability of art creation, technology research and development, industry adaptability and innovation and entrepreneurship. It plays an important role in improving the teaching quality of animation and digital media majors and strengthening the practical ability of talent training. Taking the exploration and practice of provincial vocational skill training base "animation art laboratory" as an example, the construction of training base is standardized by "national standard", and the contents of joint practice of production and learning, reform and innovation of practical teaching system are analyzed and demonstrated. This paper solves the shortcomings in the construction and development of the training base, and provides some reference for the construction of the experimental teaching center of "new arts".

Keywords: National Standards; Animation; Experimental Teaching; Exploration and Practice; Digital Media

1. INTRODUCTION

In 2010-2012, under the guidance of programmatic documents issued by national conferences, the Guiding Committee for animation and digital media teaching of institutions of higher learning of the Ministry of education was established in September 2013. Among the 109 teaching steering committees of the Ministry of education, the Teaching Steering Committee is the most special. The Committee spans engineering and art disciplines, as well as drama and film, design and computer disciplines. The major of "animation and digital media" serves the social development and cultural construction. It not only has the deep integration of science and art, but also has the

characteristics of interdisciplinary. Its main research object is animation creation, cartoon creation, digital film and television content creation, communication, marketing laws and technology research and development and practice in related fields.

On January 30, 2018, the Ministry of Education issued the national standard for the teaching quality of undergraduate majors in Colleges and universities, which is the first national standard for the teaching quality of colleges and universities at home and abroad. The national standard for teaching quality of animation and digital media undergraduate majors (hereinafter referred to as the "national standard") includes. The national standard provides a basis for animation and digital media majors to improve teaching quality and deepen connotation construction. National standard highlights three principles of student center, output orientation and continuous improvement [1]. The principle of benchmarking improvement for animation and digital media majors needs to pay more attention to practical teaching, reasonably improve the proportion of practical teaching in the talent training program, optimize the setting of practical courses, update the experimental practice teaching places and equipment, and improve the adaptability of talent training and social needs. It is not only necessary to explore the practical teaching mode of animation and digital media suitable for the national conditions in the digital era, but also to explore a talent training path suitable for the characteristics of interdisciplinary.

2. THE BASIC SITUATION OF THE EXPERIMENTAL TEACHING CENTER

Animation art experiment center is the experimental teaching organization of Huihua College of Hebei Normal University, which is developed from the animation laboratory established in 2007. On the original basis, combined with the needs of social development to innovate the experimental system framework, and gradually complete the multi-dimensional experimental teaching center system consisting of digital animation laboratory, two-dimensional animation laboratory, film and television special effects laboratory, and animation creation laboratory. And adhere to the teaching tenet of "demand-oriented, strengthen practical education, take the initiative to meet the needs of social development,

and take the road of combining learning, research, production and development". In 2016, the animation experiment center was recognized as the unique vocational skill training base of electronic industry by Hebei Provincial Department of education and Hebei Provincial Department of industry and information technology.

At present, the center offers 18 experimental courses for animation related majors. It covers basic skills courses (photography foundation, digital image processing, etc.), animation courses (animation action design, animation modeling, digital painting, digital animation, etc.), digital media art courses (Digital Synthesis and film and television special effects, digital sound processing, interactive interface design, etc.), graduation design, College students' innovative practice projects, etc. The major has successively completed more than 20 animation teaching and practice research projects, published many academic papers in Chinese core journals, built one online excellent course in Hebei Province, and published more than 10 practical teaching college textbooks.

3. BUILD AN EXPERIMENTAL TEACHING SYSTEM FOR AN APPLIED COMPOSITE PLATFORM

The 12th Five-Year Plan for the Development of National Education points out that we should increase the focus areas of social development and the urgent need for personnel training, and accelerate the training of creative talents such as digital publishing and game animation.^[1]The practical teaching of animation and digital media should be based on cultivating students' artistic creation ability, industry adaptability, and technical research and development ability as the main goal. Practical teaching is divided into curriculum practice (experiment), cognitive practice (experiment), professional practice, research and development of creative topics and other forms of co-existence and application of complex experimental system.

3.1 Practice (Experimental) Course Modular

Practice (experiment) course sit on combining the subject theory knowledge learning, carrying out casual practice, after-school practice, mid-term end-of-term homework and other forms of professional practice (experiment). Each academic year corresponds to the required courses and elective courses of the laboratory, and enhances the practicality and applicability of the courses.

It can be seen from the illustrations that many courses will carry out a number of practical training room, laboratory cross-practice (experiment), in which "animation creation" course because it is a variety of practical teaching results, will involve animation creation from the early to the later stage of a number of laboratories to practice. The experimental resource sharing model is one of the modes of operation of comprehensive university laboratories, and it is also an effective way to deepen the "quality engineering" of higher education. Animation Experimental Center

borrow experimental teaching resources in drama and film and television, in which the recording laboratory borrows the media specialty and the performance laboratory borrows the dance major, which can fully excavate and optimize the experimental teaching resources.

3.2 "Task-driven" teaching methods for practice

Task driven teaching is the key to cultivate highly integrated innovative talents of "technology and art", and to stimulate students' interest and motivation in learning. The research and practice of "task driven teaching method" is adopted in "animation art short film creation". Not only establish the concept of cultivating high-level creative and practical animation talents, but also enable students to not only occupy the high-end theoretical field, but also master and use advanced software, equipment and other advanced technologies at home and abroad. In order to achieve the goal of training highly integrated animation talents of "technology and art", the practical training of simulation animation project is introduced. Overall, the original teaching plan has been improved, the curriculum structure has been adjusted, and the class hours of innovative practice have been increased, so that the talent training program is more conducive to improving the teaching quality and education quality of animation major. It is more conducive to explore a new training mode and meet the requirements of the national standard.

3.3 School enterprises to build out-of-school training base

In order to strengthen the practical ability of students and enhance the social application of the major, the method of "go out, please come in" is adopted. To jointly build a training base with well-known enterprises, invite the front-line employees of the enterprise to enter the practice (Experiment) front-line, make the teaching concept and content closer to the production practice, and improve the practical teaching ability. It has successively established off campus training bases with Shijiazhuang deep Animation Technology Co., Ltd., Beijing Runze infinite Technology Co., Ltd., Hebei lingniu Culture Communication Co., Ltd., Hebei Soto Network Technology Co., Ltd., etc. He has successively participated in the completion of business animation cases such as Xingtai good man series animation and new Haier brothers, improving students' exploration ability, innovation ability, practice ability and sustainable development ability.

3.4 Practice (experiment) teaching results rich

Since the construction of the experimental teaching system of the application-oriented composite platform, the ability of students to have a thorough understanding of teaching knowledge has been greatly improved. It not only improves the active learning ability and learning effect, but also improves the students' innovative consciousness and creative ability, team cooperation ability and other comprehensive

skills. The effect of practice has changed qualitatively, widened the way of application, and achieved excellent results in national and provincial professional competitions.

According to the requirements of the national standard, the animation art experiment center pays attention to the practical teaching system based on curriculum practice, cognitive practice teaching, extracurricular experiment and professional practice. In order to ensure the cultivation of students' core ability and professional quality, we should cultivate students' practical ability from all aspects, from the shallow to the deep, step by step, and from the circulation and consolidation.

4. ANIMATION ART EXPERIMENTAL CENTER CONSTRUCTION PROGRAM

4.1 Construction of existing equipment in the experimental center

Animation art experiment center is a practical position to improve students' ability of art creation, technology research and development, industry adaptability and innovation and entrepreneurship. In the era of Internet digital animation, the number and configuration of experimental equipment should meet the requirements of the national standard. The 2D animation experiment equipment is equipped with Dongsen A2 format led transparent writing platform. The experiment teaching can be divided into digital painting software (Photoshop, illustrator, paint tool Sai, etc.) and 2D software (animate CC, Moho, TV paint, etc.). The platform adopts HP z420 workstation and is equipped with four generations of Sketchpad, three-dimensional software (3ds max, Autodesk Maya, Cinema 4D, etc.), post production software (premiere, after effects, nuke, etc.). The platform adopts HP z440 graphics workstation (CPU E5, memory 16g), and 22-inch dual display is installed to facilitate experimental operation. The auxiliary equipment is equipped with scanner, multifunctional machine, 3D printer, 3D scanner, VR glasses, etc.

4.2 Construction of the teaching staff of the experimental center

It is pointed out in the national standard that the laboratory should be managed by special personnel, and the management personnel should have full-time teachers and formulate complete rules and regulations. Under the leadership of the school experiment

management center and the educational administration office, the teacher team of the animation art experiment center has been established. In order to build a high-level experimental teaching team, the center adopts the measures of introducing high-level, high-level and highly educated talents in the construction of full-time experimental teachers, and cultivating compound talents independently. In addition, the company has carried out exceptional employment with the first-line excellent employees of the enterprise, strengthened the training of practical teaching team, and established a "double division team". Relevant management regulations have been formulated, such as management regulations for laboratory safety guards, code for laboratory staff, code for students' experiments, emergency plan for laboratory safety accidents, etc. Through the above effective methods, promote the theoretical and practical ability, but also for other similar colleges and universities to provide a reference for the construction of animation laboratory.

5. CONCLUSIONS

Animation art experimental center should pay attention to the construction of laboratory culture when it carries out the construction of material conditions in accordance with the requirements of the national standard. The experimental center integrates professional humanistic quality, artistic accomplishment, aesthetic ability, team assistance ability and safety awareness. Guide students to integrate the socialist core values in the process of experimental creation, give full play to the aesthetic education function of experimental animation, moisten and silently carry out the education of mainstream ideas, so that experimental animation becomes a new carrier for cultivating and disseminating the socialist core values. The improvement of "hard environment" and "soft environment" in the experimental center can improve students' comprehensive quality, professional practice ability and innovation and entrepreneurship ability.

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Reflections on the Self-Confidence Cultivation of Young Children in the New Age of Early Childhood Education

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Abstract: This paper introduces the positive mood of young children, facing up to the needs of young children, encouraging young children to face difficulties, providing opportunities for young children to show themselves, joint guidance of teachers and parents, and adjusting the expectations of young children, so as to cultivate the good mental state of young children in the new era, hoping to bring enlightenment to readers.

Keywords: Early Childhood Education; Self-Confidence Training; Teaching Environment

1. INTRODUCTION

Self-confidence is an important part of developing the potential of young children and enhancing their enthusiasm, and young children with self-confidence are more willing to participate in various activities, and more willing to speak during class, thus continuously improving their communication skills. In the process of early childhood education, teachers should pay attention to cultivate the self-confidence of young children and lay a good foundation for their future learning life.

2. GIVE YOUNG CHILDREN POSITIVE EMOTIONS

Self-confidence cultivation in early childhood is closely related to the development of self-cognitive ability in young children, and the eight stages of social theory put forward by psychologist Erickson show that school-age children between the ages of 3 and 6 are in the midst of an "active conflict of guilt". The experimental results show that during the period of 3-6 years of age, giving a lot of encouragement and praise to the young child will help them to form an active and creative character, but if given a lot of criticism and satire, it will make the young child form a low self-esteem type and passive personality, seriously hindering their future development. Giving children a positive mood can strengthen the behavior of young children. For example, the psychologist Rosenthal had experimented with randomly selecting students in a class and telling teachers that they were geniuses and that they had improved their grades after eight months of return visits. This example fully shows that the teacher's positive mood plays an important role in children's growth, therefore, teachers should give children a positive mood in real time, for example,

when seeing young children independently complete the process of sorting toys, placing books and so on, teachers can use "children you toy clean", "your books are really neat" and other language praise children, so as to enhance their sense of self-efficacy, so that their self-confidence is enhanced.

3. ADDRESSING THE NEEDS OF YOUNG CHILDREN

The Soviet educator Makalenko suggested that children were independent individuals, so adults should treat them with the same respect for their rights and obligations as comrades. The early childhood stage is an important stage for young children to move from individualization to socialization. In this regard, teachers should adopt the concept of people-oriented to avoid the idea that "children are still young and many things need adult help". At the same time, the actual needs of young children are ignored. Specifically, teachers should face up to the ideas of young children. By setting an example and respecting children's thirst for knowledge, we try to help them build good self-confidence.

4. ENCOURAGE YOUNG CHILDREN TO TAKE THE INITIATIVE TO FACE SETBACKS

Frustration is an important nutrient to cultivate self-confidence. According to the survey, many psychological problems of adults may be affected by childhood experience. Freud's psychoanalytic theory points out that if children want to establish a mature psychological defense mechanism, they need to face the test of psychological conflicts and setbacks. Children are younger, less experienced, and more likely to encounter difficulties than adults. At this stage, to cultivate children's self-confidence. In the face of setbacks, teachers should understand their psychological characteristics and ways of thinking, and guide their characteristics effectively. Through the way of comfort and encouragement, children can actively face difficulties, regain self-confidence, to make them take the initiative to get out of trouble, so that children can grow up healthily in self-confidence.

5. PROVIDE YOUNG CHILDREN WITH THE OPPORTUNITY TO PRESENT THEMSELVES

Improving children's sense of success is an important way to cultivate their self-confidence. Kindergarten is the first step for children to contact social education. For most children who leave their parents for the first

time and lack the ability of self-care, it is difficult to communicate with the outside world. Some students are seriously lack of confidence in the face of the outside world, so teachers can improve their self-confidence by increasing the chances of children's successful experience. Specifically, teachers can make children feel the joy of success by providing them with more opportunities to show themselves and encouraging their active participation. For example, an experimental kindergarten in Beijing will open the performance area to all children in the kindergarten at a specific time of each week. Every week, nearly half of the children sign up to participate in the performance, and even some sick children still require to join. This activity fully mobilized the enthusiasm of children in the park. After the performance, the applause given by peers and teachers to performers makes some of the more introverted children livelier and greatly enhances their self-confidence [1].

6. JOINT GUIDANCE BETWEEN TEACHERS AND PARENTS

On the way to cultivate children's self-confidence, in addition to the efforts of teachers, parents' support and help are also needed. Specifically, when teachers guide children, parents need to observe children's specific actions in daily life and communicate with teachers regularly. Both sides adjust and optimize the guidance mode to jointly guarantee the smooth development of children's self-confidence training. Help them to improve their defects, establish self-confidence, so that children become an outstanding student who can face setbacks and overcome difficulties. For example, a kindergarten in Jiangsu province holds regular parent-child activities every month. Parents participate in the learning process of children. Teachers explain the way of children's performance to parents to deepen their understanding of children's learning and life. It is convenient for parents and teachers to carry out the teaching and training of children smoothly.

7. ADJUSTING EXPECTATIONS FOR YOUNG CHILDREN

In general, there is a positive correlation between children's action effectiveness and their self-confidence. When the success rate of children's actions is relatively high, their self-confidence is also relatively high, and their expectations will continue to improve. When its success rate is relatively low, its self-confidence value will continue to decrease, and its expectation value will also continue to decrease. In order to prevent children's self-confidence from being affected when their expectations are too high, and self-abasement when their expectations are too low, teachers should constantly help children adjust their expectations according to their physical and mental development, to ensure the healthy growth of children's self-confidence [2].

8. CONCLUSION

The 18th National Congress of the Communist Party of China put forward the requirements of "education for children, learning for teaching", which enhanced people's attention to early childhood education. As early childhood is an important stage in shaping character, the cultivation of self-confidence is a long process. This requires adults to take seriously, patiently guide and promote children's healthy growth in various ways.

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Research on Pu'er Tea Marketing Strategy Based on The Age of Big Data

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Abstract: In the era of big data, the traditional network marketing mode of Pu'er tea is no longer applicable, and there are defects in many aspects. For example, network marketing will produce many data, leading to marketing personnel feel inadequate in the face of huge data. Marketing personnel must analyze the data to ensure the quality and performance of marketing, but the data relationship in network marketing is very complex, so it is difficult for human to analyze it perfectly. Therefore, Pu'er tea marketing should move closer to the era of big data and adopt big data technology to change the current situation. This paper analyzes the current situation of Pu'er tea marketing and puts forward new marketing strategies based on big data technology.

Keywords: Big Data; Pu'er Tea; Marketing Strategy

1. INTRODUCTION

The formation of big data era is due to the popularization of big data technology, that is, big data technology is a general technology. Big data has outstanding performance in various fields, so it quickly integrates into people's life and work. And because this technology has intelligent logic, which can replace human to complete some complex work, people rely on this technology, and the era of big data is born. In the era of big data, Pu'er tea enterprises will generate a lot of data information in their operation, which can reflect the development status of Pu'er tea enterprises, the interest orientation of user groups, and the market development trend, so it needs to be paid attention to. However, as a traditional industry, Pu'er tea enterprises have a large amount of data and information, which has exceeded the scope of human capacity. Currently, we need the help of big data technology. How to carry out marketing through big data is a problem that needs to be considered in the current development of Pu'er tea enterprises, which is of practical significance.

2. THE CURRENT SITUATION OF PU'ER TEA MARKETING

2.1 Overview of the status quo

Pu'er tea enterprise is large, on behalf of its marketing process will produce many businesses, and these business in the network meeting data form, resulting in a huge amount of data. And the large amount of data information is mostly valuable, cannot be arbitrarily

abandoned, when many Pu'er tea enterprises found that labor is difficult to effectively, stable, high-speed processing of all data information, thus evolving a variety of problems.

2.2 Status issues

Influenced by the huge amount of data, there are three main problems in the marketing of modern Pu'er tea enterprises. They are user information management, marketing data analysis and market data analysis. The following three issues will be described in detail.

(1) User information management issues

For Pu'er tea enterprises, user information management is a very important work, that is, this work can help enterprises understand the user's orientation, or provide support for enterprise after-sales service. Therefore, in the work, the staff need to classify, analyze and match the user information. However, the huge amount of data makes it impossible to process all the information manually in working hours, which means the poor quality of user information management, makes the enterprise marketing direction and after-sales service plan not accurate, and is not conducive to the development of the enterprise [1].

(2) Marketing data analysis issues

Pu'er tea enterprises in marketing must ensure the balance of supply and demand in the market, otherwise it will inevitably lead to overcapacity of enterprises supply, so that their own economy is damaged, and to maintain this relationship must be based on the current marketing data to do trend analysis. Understand the development of market consumption demand, and then control production capacity according to the analysis results. Under this condition, the huge amount of data hinders the analysis of marketing data by hand, the results of the analysis cannot reflect the needs of all consumers, so that Pu'er tea enterprise development into a dilemma before and after [2].

(3) Market data analysis problems

A wide variety of market data, of which the more representative is the market price, the data in Pu'er tea enterprise marketing, can help enterprises to control product prices, to ensure that prices meet the market user's consumption view. But also because of the huge amount of data, the vast majority of Pu'er tea enterprises cannot understand the market data through labor, so that the marketing campaign to lose the

accurate direction.

3. NEW STRATEGY OF PU'ER TEA ENTERPRISE MARKETING BASED ON BIG DATA TECHNOLOGY

3.1 Optimization of user information management

Pu'er tea enterprises can use big data technology to build technology system, use the system's various functions to optimize user information management. That is, the use of the technology system's in-depth analysis function, the user information can be analyzed, with the help of the technology's intelligent logic and high efficiency performance, it can break through the huge amount of data barrier, help enterprises understand the user's choice of Pu'er tea products when the orientation, and then according to the orientation to carry out related marketing activities, such as an enterprise through technology, most users like to buy brick tea products, so for this product held preferential marketing activities, successfully enable enterprises to benefit.

3.2 Transformation of marketing data analysis

Pu'er tea enterprises can transform marketing data analysis through the intelligent logic of big data technology, which can help enterprises to design marketing solutions for the current marketing situation. That is, under intelligent logic, the big data technology system can identify all the data information in the huge data, from which to filter out the marketing data, simplify the data analysis process, and then the marketing data analysis, judge the current situation of enterprise marketing. Finally, according to the current situation analysis results, put forward the corresponding marketing program (the plan is pre-set by manual).

3.3 Adjustments to market data analysis

In order to ensure that the price of enterprise products meets the current consumption view of consumers, Pu'er tea enterprises can use the data composition

function of big data technology to adjust the market data analysis work. That is, the data composition function is to analyze according to the time of information input, to generate a data curve. According to the curve, Pu'er tea enterprises can know the current consumption view of consumers in each period, and then adjust the price. For example, a Pu'er tea enterprise, with the help of big data technology, has learned that the current market price is generally declining, while the sales volume has been increasing, indicating that the market is beginning to "go volume". Therefore, the enterprise has also lowered the product price to follow the market flow for marketing.

4. CONCLUSION

To sum up, the marketing of modern Pu'er tea enterprises is facing the impact of this huge data, and the traditional artificial mode is no longer applicable. It is necessary to integrate big data technology into the marketing of Pu'er tea enterprises, use this technology to carry out marketing and build a new marketing strategy. Based on big data technology, this paper puts forward new marketing strategies and analyzes the application methods and functions of each strategy for reference.

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Discussion on The Mode of Commercial Banks to Expand Credit for Small Micro-Enterprises

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Abstract: This paper briefly introduces the traditional credit model, focusing on the analysis of commercial banks' innovation in the credit model of small and micro enterprises. From the three aspects of online business platform, credit products and approval links, this paper analyzes that the adjustment of credit mode of small and micro enterprises by commercial banks provides financial guarantee for their development, which is helpful to promote the development of national economy.

Keywords: Commercial Banks; Small Micro-Enterprises; Credit Model

1. INTRODUCTION

In the process of China's economic and social development, commercial banks provide different degrees of support for the development of various industries. At present, the rapid rise of small micro-enterprises, but due to their own size constraints, it is not able to effectively finance, and when lending to banks, mortgage assets are insufficient, difficult to obtain full loans, seriously hindering its development process.

2. TRADITIONAL CREDIT MODEL

The traditional credit model of commercial banks for small and micro enterprises is more common in combining the actual flow of funds and actual funds, comprehensive credit and bank acceptance drafts. In the actual business processing, the bank will combine the customer's relevant data, such as credit value, basic status quo. Its main processing process has application, acceptance and inspection, credit risk calculation, audit, drafting contract, signing, fund issuance and other links.

3. INNOVATION OF COMMERCIAL BANKS IN THE CREDIT MODEL OF SMALL MICRO-ENTERPRISES

3.1 Establishing a financing business platform

In the information age, e-commerce to achieve a good development trend. Based on this, commercial banks can also set up a special network platform for small micro-enterprises to provide relevant data information and business. At present, some commercial banks have set up business platforms, with the help of information technology to integrate the actual operating data of small and micro enterprises. In addition, small and micro enterprises are different from other types of

enterprises, with small business scale and scope. Commercial banks should adopt the small revolving loan mode for them, and relevant personnel can use the online platform to submit specific applications, and realize the use of funds with the help of online banking. This type of credit is small and requires full security to secure all property. For the credit business of the medium line, the bank can obtain the guaranteed property of the applicant and the corresponding repayment channel description through the online business processing platform, and the relevant information can be verified correctly, the loan can be granted. In general, this credit grade repayment period is less than three years, and the amount of application cannot be higher than 20 million yuan. For customers with better network credit, the actual line of credit will be increased appropriately [1].

3.2 Adjusting credit products

The total assets of small micro-enterprises are small and the actual guarantee capacity is limited, which makes it impossible to apply for full loans due to objective factors. In this regard, commercial banks can cooperate with well-funded manufacturers. When small and micro enterprises apply for credit, they can sign tripartite agreements with commercial banks and manufacturers, with manufacturers as guarantors. It can not only increase the credit line of this business, but also provide financial guarantee for the development of small and micro enterprises. The actual operation of the loan is that the bank transfers the loan from the bank account of the micro-enterprise to the manufacturer's account, or transfers it directly from the bank in other forms to avoid the misappropriation of funds. This kind of small and micro enterprise credit model helps to avoid the situation that enterprises cannot apply for loans due to their own financing difficulties. At the same time, it can effectively control the loan risk of the bank, to avoid the situation that small and micro enterprises have no control loan in order to expand their business scale and scope [2].

3.3 Adjusting the credit approval process

During the period of reviewing loan application, banks should collect the relevant data of customers, such as the basic situation of individuals, actual income, enterprise assets, credit rating, etc. In the actual operation process, the specific operation is numerous,

for which commercial banks can use scientific information technology, the various parts of the work to link, create information library, with the help of professional computer programs for automatic scoring, to help improve the accuracy of the credit business approval process and work efficiency. The staff enters the data provided by the customer into the information base of the business, integrates the data through other means, obtains the customer's credit value through computer analysis, and provides the appropriate approval opinion for the staff. Staff can conduct a comprehensive analysis based on the analytical data provided by the computer and other factors to identify the remaining risk factors and ultimately obtain the results of business approvals. In the past credit model approval process, it is necessary to rely entirely on staff analysis and judgment, based on the data provided by customers to conduct field surveys, need to invest a lot of time and effort. Not only will small micro-enterprises miss business opportunities, due to personal analysis and judgment, easy to have a strong sense of subjectivity, but also lead to less precision of audit results.

3. CONCLUDING

After a long time of practical work, commercial banks

rationalize the credit model for small and micro enterprises, and improve their ability to handle their credit business. Optimizing the business process and adjusting the form of guarantee can not only bring a broader development prospect for the development of small and micro enterprises, but also help the bank's own credit risk control and promote the sustainable development of both.

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Research on The Path of E-Commerce Promoting the Coordinated Development of Three Regional Economy in Shaanxi

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Abstract: This paper analyzes the development trend of the three regional economies in Shaanxi, and discusses the main obstacles to the coordinated development of regional economy. On this basis, the paper discusses the role and path of e-commerce in promoting the coordinated development of three regions in Shaanxi.

Keywords: Regional Economy; Shaanxi; E-commerce

1. INTRODUCTION

The overall development of the three major regions in Shaanxi Province is as follows: the stable in Guanzhong region, the growth rate of economic growth in northern Shaanxi and southern Shaanxi is obvious. Regional economic development shows the trend of equilibrium, but under the gap of the original economic base, it is difficult to realize the regional economic balance by relying only on natural development. As the best means of cross-regional cooperation, the e-commerce industry will obviously enhance the process of coordinated development of the three regional economies in Shaanxi.

2. CHARACTERISTICS OF ECONOMIC DEVELOPMENT IN THE THREE REGIONS OF SHAANXI

Although the economic growth rate of Guanzhong region shows a certain decline, it still plays a positive role in the economic development of Shaanxi Province. And the industrial structure in Guanzhong is affected by Xi'an and its surroundings, there is a clear trend of transformation to the tertiary industry as the core, and the proportion of industrial output value is declining. The overall development situation in Shaanxi region is similar to that of Guanzhong, but there are great differences in industrial structure, and in recent years the industrial growth rate of Shaanxi region is nearly 40% higher than that of the regional economy, and the overall development of the region is still in the intermediate stage of industrialization [1].

In recent years, the economic development growth rate of Shaanxi region is obvious, has basically stepped out of the embarrassing situation of dragging down the overall economic development of Shaanxi, the return on investment in assets has obviously increased, but it is still in a relatively rudimentary state, and needs to be further improved.

3. THE PROBLEM OF THE DEVELOPMENT OF THE THREE REGIONS OF SHAANXI

3.1 Uneven development of regional industries

Influenced by Xi'an, a large city, the income of the tertiary industry in Guanzhong has obviously exceeded the income of the first and second industries, the overall development has been advanced after the industrialization stage, and the space for the development of the service industry is vast. However, the core industries in the regions of Shaanxi and northern Shaanxi are still as industries, in the post-industrial transformation stage, and even if the region is further refined, there are many local areas in the typical industrialization stage, the development of regional industrial structure is extremely uneven [2].

3.2 The proportion of input and output in the middle of the country is too low

Guanzhong region as the leading industrial region in Shaanxi Province, its economic factor input accounted for more than 70% of the province, but the output value is only about 60% of the province. Although some of this money is used in infrastructure construction with slower output, on a good industrial basis, the ratio of output is clearly unqualified and needs to be further upgraded.

4. E-COMMERCE TO PROMOTE THE DEVELOPMENT PATH OF THE THREE REGIONAL ECONOMIES IN SHAANXI

4.1 E-commerce stimulates regional consumption

At present, the mechanism of e-commerce's action to the regional economy is still under study, but it is recognized that it has a great effect on regional consumption. The development of e-commerce for consumers, consumer behavior consumption of time and energy will be significantly reduced, consumer desire will continue to improve, and thus to stimulate the role of regional markets. But this kind of stimulation in Guanzhong region and Shaanxi, Shaanxi and southern regions of the application of a certain difference.

For the Guanzhong region, its economic factor input-output ratio as the leader of Shaanxi Province is inappropriate. The main reason for this phenomenon is that the output of Guanzhong region is over-dependent on cross-provincial trade, and the driving effect of domestic demand is not reflected. Therefore, the development direction of e-commerce in Guanzhong

region should be mainly to stimulate domestic demand, in promoting the transformation of regional industrial e-commerce on the basis of the introduction of a series of policies to facilitate the consumption of residents of the region, maximize the role of consumer incentives in the e-commerce industry, strengthen domestic demand on the regional economic output value, improve the economic output structure of the Guanzhong region, to avoid a large amount of waste in the internal market.

For the areas of Shaanxi and northern Shaanxi, the main role of e-commerce development is to accelerate the progress of regional industrial structure. Therefore, in the development process, we should accelerate the development of the domestic e-commerce industry and the transformation of traditional industry e-commerce as the core. In the case of many e-commerce in the region, the government's investment returns on regional construction will be greatly increased. Therefore, the main significance of e-commerce for the areas of Shaanxi and northern Shaanxi is that the regional government has a basic guarantee of its output value in the process of economic factor input. The regional construction planning is freer, and the industrial development process in Northern Shaanxi is obviously accelerated.

4.2 E-commerce adjusts the industrial structure of the region

In addition to the limitation of of the natural environment, the development of the three regions of Shaanxi Province is not only limited by the high homogenization of regional industries, and the competition between regions is serious, making it difficult to achieve coordinated development. The greatest significance of the e-commerce layout is that it brings the various regional industries in Shaanxi Province closer together, which provides the possibility for its deep cooperation. Therefore, in the

development process of e-commerce, the government should play a good guiding role, the original homogenization industry chain planning, so that regional industries to professional development, promote the formation of a complete and less competitive industrial chain between the province's industries. The characteristics of e-commerce determine that in the development process, will produce competition throughout the country, so in the early stage of planning should pay attention to the sharing of advantageous resources, such as Guanzhong region in cross-provincial trade has a relatively good foundation, so it should be used as a springboard for the development of e-commerce in Shaanxi Province, promote the province-wide industrial integration, and truly achieve common development and coordinated development between the three regions.

5. CONCLUSION

The three regions of Shaanxi Province show a serious industrial imbalance. Using e-commerce as a high-quality means to promote the circulation of economic elements in a certain region, which can strengthen economic cooperation among the three regions of Shanxi, promote the economic integration of the province and achieve the industrial economy balance of the three regions.

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Exploration and Practice of the Reform of the Course of Internet of Things Engineering in CDIO Mode

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Abstract: IoT engineering teaching focuses on students' comprehensive practical abilities, with the goal of developing people with engineering thinking, innovative awareness and application capabilities. Based on the engineering education model (CDIO), this paper analyzes the reform and innovation of the course of The Internet of Things engineering, and gives the specific path of curriculum reform for reference by relevant personnel.

Keywords: Engineering education model; IoT engineering; Project Practice

1. INTRODUCTION

The Internet of Things in social production, life, the degree of integration, and rise to the level of national strategic development. Various industries and fields regard the Internet as the main direction of innovation and development, which leads to a large demand for Internet of Things engineering and technical personnel. As an important way to train the engineering talents of the Internet of Things, college education should also be adjusted accordingly to meet the demand of the Internet of Things talents in the development of modern society.

2. IOT ENGINEERING COURSE SETTING OPTIMIZATION

2.1 Building the curriculum

The IoT Engineering major based on CDIO concept adopts an integrated curriculum system, develops experimental projects around the three professional knowledge modules of perception control, network transmission and intelligent service, and focuses on cultivating students' team work ability, independent innovation ability and technical practice ability [1]. According to the student's increasing academic year, gradually improve the difficulty of the curriculum content, and in stages to develop the students' ability in a certain aspect. For example, in the first to second year, the focus is on passing on the basic series of professional knowledge to students, teaching content is mainly professional compulsory courses, 3 to 4 years to complete the construction of the Internet of Things engineering expertise system, and gradually install project practice, professional competitions, business training and other content. In elective courses, the specific courses mainly revolve around the control perception and other three knowledge modules,

students can choose according to their own hobbies and job preferences, with elective courses as a supplement to conventional teaching, improve the students' Internet of Things engineering knowledge system [2].

2.2 Course content selection

In terms of the arrangement of professional courses, we can refer to the following scheme: in the first year of college, in addition to the core courses of this major, students also participate in public basic courses such as college English, ideological and academic courses, as well as higher mathematics, program design and other courses related to the Internet of things engineering major, with the course content mainly based on theory. In the second and third academic years of college, I entered the core courses of Internet of things engineering. Focusing on the three modules of perception control, network transmission and intelligent service of this major, the core knowledge of Internet of things project is transferred to students, and the combination of theoretical teaching and project experiment is adopted to help students complete the acquisition, absorption and transformation of knowledge. The senior year is mainly used for professional competition and off campus practice, and submit graduation project in the last semester.

2.3 Project Practice Sessions

Project practice is the key link of the integrated curriculum system. Combined with the structural characteristics of IoT engineering expertise and CDIO teaching model, all experimental projects are divided into three levels. Among them, the first level project is related to the core course of the profession, the second level is related to the practice of the professional-related course, and the third level focuses on the students' ability to apply knowledge in comprehensive use, and the project includes mobile communication, the design of the established object program, etc. The number of projects at all levels is set up in conjunction with the requirements of the IoT Engineering Syllabus and coordinated with other teaching content.

3. EXPERIMENTAL TEACHING INNOVATION OF INTERNET OF THINGS ENGINEERING

3.1 Improving your teaching plan

Experimental teaching projects should be coordinated with the knowledge of the theoretical courses of the Internet of Things engineering, and teachers can

interpolate and theoretical learning in accordance with the curriculum and content framework of this semester, and make detailed plans for the time, mode and process of carrying out each experiment. Each experimental teaching can enable students to have a deeper understanding of the knowledge of the Internet of Things in specific modules, and to train their team work, independent innovation and other abilities. Pay attention to the integrity of experimental teaching, that is, students are required to follow the social enterprise's project implementation process, to carry out project planning, process records, report submission another work. In the course of experimental teaching, teachers observe the students' individual performance, evaluate and score, combine the experimental results into the total score of the experimental teaching part, and incorporate it into the comprehensive evaluation system of students, so as to restrain the attitude and behavior of students participating in the experimental project.

3.2 Participation in professional competitions

The theme of the professional competition is highly related to the development of the Internet of Things industry. During the competition, students can contact more, updated knowledge and technology, and in the competition atmosphere, stimulate their sense of inquiry, innovation, and gradually form engineering thinking to fully prepare for the post after employment. Teachers should encourage students to actively participate in all kinds of professional competition activities, especially in the junior and senior years, and can guide the students' individuals and groups who participate in the open competition for the first time to ensure that the students successfully complete the competition. For freshmen and sophomores, in order to let them understand the professional competition as early as possible and stimulate the enthusiasm of participation. In the regular teaching, we can insert the competition theme and winning works into the regular teaching content, so that students can fully realize the benefits of participating in professional competitions.

3.3 Strengthening school-enterprise cooperation

School-enterprise cooperation can effectively make up

for the lack of practical teaching resources in colleges and universities, so that students can go to The Internet of Things engineering-related enterprises and job internships, understand the real job working environment, and accumulate more professional experience. At the same time, through cooperative enterprise internship, so that students more clearly understand their own advantages and disadvantages, combined with personal preferences to make accurate career planning, from the career planning, targeted self-construction, in order to improve the competitiveness of students in employment. For example, in the fourth semester, the enterprise real engineering case signed into the teaching process, and by the enterprise front-line personnel responsible for the implementation of teaching activities, leading students to visit the enterprise to learn, so that they understand the internet of Things engineering technology frontier;

4. CONCLUSION

The reform of the course of The Internet of Things engineering based on the CDIO model can be carried out in two parts: curriculum optimization setup and practical teaching innovation. In the process of student training, Rong integrates into engineering thinking, focuses on the improvement of its practical ability and comprehensive quality, and makes full use of the educational resources provided by professional competitions and cooperative enterprises to export more marketable IoT engineering and technical personnel to the society.

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The Practical Application of Basic Mathematics in Economics

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Abstract: With the development of multi-disciplinary integration, the relationship between basic mathematics and economics becomes increasingly close. Using mathematical thinking, methods and tools to solve practical problems in the process of economic development has become the mainstream trend of economic research. This paper analyzes the practical application of function, derivative, integral, equation, maximum and other mathematics in economics, and finds that there are limitations in the application of basic mathematics in economics. It needs to be improved through continuous research to realize the maximum application value of mathematics.

Keywords: Basic Mathematics; Economics; Mathematical Applications

1. INTRODUCTION

Mathematics, as a subject of quantitative relationship, information development, spatial form and structural change, has been widely used in many fields, and has become an important tool to solve quantitative problems, structural problems and information problems, and economics is no exception. Usually, mathematical language can accurately describe and express the information of economic research, mathematical thinking can demonstrate the view point of economic research, mathematical calculation can draw economic results and make the results more convincing. Therefore, it is necessary to strengthen the research of basic mathematics and economics, and promote the maximum play of the application of basic mathematics.

2. APPLICATION OF BASIC MATHEMATICS IN ECONOMICS

2.1 Function applications in economics

"Function" occupies an important position in the field of mathematics, which is one of the most basic concepts in basic mathematics. It focuses on the expression of the relationship between quantity and quantity. In the process of economic research, the problems involved in cost analysis, price setting and income accounting contain rich quantitative relations, which need to be solved by basic mathematics. Taking the cost problem in economics as an example, the production cost of an enterprise is usually composed of fixed cost and variable cost, which is expressed by linear relation as "production cost = fixed cost + variable cost". As far as manufacturing industry is concerned, fixed cost includes production plant input

cost, production equipment input cost, enterprise employee salary, etc., which are mostly fixed value. Variable cost mainly includes raw material cost, product packaging cost, product transportation cost, etc., which are mostly variable values. If the total cost is y , the fixed cost is B , the total production is x , and the variable cost per unit product is a , then the cost function " $y = ax + B$ " is used. When the variable cost of unit product, the total production volume of product and the fixed cost are known, the total cost of enterprise to produce X product can be obtained, which provides the basis for enterprise financing. When the total input cost is known, the production capacity can be determined according to the production conditions of the enterprise to provide basis for product production decision [1].

2.2 Derivative Application in Economics

The essence of "derivative" is to find the limit, to master the relationship between independent variable and dependent variable according to the change of quantity. "Rate of change" is a widely used concept in the process of economic research. Usually, when dealing with economic problems, it involves "average rate of change" and "instantaneous rate of change". The "average rate of change" mainly refers to the "incremental ratio of dependent variable to independent variable", which can reflect the average growth degree of something in each stage in a period. In economics, "average growth rate" and "average growth rate" are often used. The common "price growth of 7.9% year-on-year" and "import and export growth of 10.3%" in the industry development trend forecast data belong to the application performance of average change rate in economics. The "instantaneous rate of change" mainly refers to "the limit of the ratio of dependent variable increment to independent variable increment when the independent variable increment tends to zero", which is mostly expressed as "marginal function" in economics, including "marginal cost", "marginal profit", etc.

Marginal problem analysis has an important impact on the production and development of enterprises. For example, an enterprise needs to apply more raw materials to the production process. In the process of raw material selection, comparative analysis is required to maximize the benefits. "If the unit price of a Product A is 20 yuan, the unit price of B product is 80 yuan, both products are up by 1 yuan, although the absolute change volume is the same, but there is a

difference in the range of increase, this increase needs to be controlled by analyzing the relative change volume to grasp the price increase of different products." This is based on the enterprise's production and operation decision-making, so that it can make reasonable planning in the process of material procurement and use.

2.3 Power Function Application in Economics

"Power function" is a function that takes the base number as an independent variable, the power as a dependent variable, and the index as a constant. It is expressed as $y = KX^a$ by the formula. Power function is widely used in the analysis of economic scale problems. For example, when determining whether a new enterprise is successfully constructed, the enterprise construction cost can be determined as "Y", and the enterprise production capacity can be determined as "X". When $0 < a < 1$ ", the cost of the enterprise increases rapidly, but when the production capacity of the enterprise reaches a specific value, the cost of the enterprise begins to increase slowly, indicating that the enterprise begins to make profits. When $a > 1$ ", when the production capacity of the enterprise reaches a certain value, the cost of the enterprise will grow from slow growth to rapid growth, indicating that the enterprise is in a loss state in the actual development process. Therefore, after mastering the construction cost and production capacity of an enterprise, we can use "power function" to obtain "a value" to evaluate whether the enterprise is successfully constructed according to the range of "a value".

2.5 Most Valuable Applications in Economics

In economics, "the most profit", "the most benefit", "the best benefit", "the lowest cost", "the least tax" and other issues need to use the most value and related knowledge analysis and processing. Therefore, the concept of "maximum value" and the operation method in mathematics are relatively widely used in the economic field.

3. THE ENLIGHTENMENT OF THE APPLICATION OF BASIC MATHEMATICS IN ECONOMICS

With the deepening of mathematical theory and practice research, its influence on social and economic development is increasing. Mall shopping, contract preparation, bank loans, stock investment and other common economic problems in life cannot be separated from the mathematical operation. The function and value of mathematical application is remarkable, but the complexity and abstraction of economics also determine the limitations of mathematical application. Need to consider from many aspects, rather than relying solely on mathematical application results to draw conclusions and judgments. At the same time, good at combining mathematics with other disciplines, improving the flexibility of mathematical application, avoiding over-reliance on economic problem judgment, restricting the development of economics [2].

4. CONCLUSION

In a word, with the requirement of high precision, high speed, high efficiency and high quality in the field of economic production and construction, economics pays more attention to the application of mathematical thinking, model and operation. Therefore, based on clarifying the importance of the application of cognitive basic mathematics in economics, we should strengthen the relevant research so that mathematics can better serve the development of economics.

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Kinematics Analysis of Key Technical Links of Junior Male Race Walkers

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Abstract: This paper uses two cameras to shoot the positive side technology of the six athletes (all under 17 years old) in the first half of the 5000-meter field of the junior men's race and half-marathon in Liaoning Province, respectively, for each athlete to compete in the race to 1360 meters, 2560 meters, 3760 meters. On-site sampling, the use of Aijie sports video feedback analysis system, the video of the game on-site analysis, the use of Zaziolski mannequin, image sampling, access to each athlete a step of each stage and each technical link of quantitative data, and then the data for finishing, smoothing and analysis of the study. According to the "walking walk definition" of the key technical links to diagnose, at the same time, with the domestic and foreign outstanding race walking athletes to compare and analyze, find out the gap and shortcomings, determine the future Liaoning Province juvenile men's walking athletes to train the direction, for the establishment of the correct technical dynamics for the race walk ingressolutization, for Liaoning Province and China's race walk reserve strength training work to provide a useful reference.

Keywords: Junior Men's Walk; Key Technology; Kinematics

1. INTRODUCTION

The training of reserve talents is a strategic problem in the development of competitive sports, the core of which is the connection between age and technical level [1]. Today's world is a higher and higher level of race walking, the development trend is getting faster and faster, and the direction of speed direction, the basic training of young race walkers is to master the basic technology, especially in the race, and finally win with high-speed sprints, so speed has become the basis for the contemporary race to obtain excellent results. The speed improvement is improved based on mastering the basic technology. The mastery of basic technology depends on basic training, that is: the basic training of race walk ingress is the fundamental to master the basic technology and improve the speed. Adolescence is the key period of technology formation dynamic stereotypes, in this period, the wrong dynamic stereotypes once formed, it is not easy to correct. Therefore, this paper uses biomechanics methods to analyze the technique of the excellent young race walkers in Liaoning Province, find out the technical shortcomings of the young men's walking athletes in Liaoning Province and identify the

problems that should be paid attention to in the future in technical training, and provides useful reference for the training of coaches and athletes, so as to further promote the scientific training of young people in Liaoning Province and China.

2. RESEARCH OBJECTS AND METHODS

2.1 Research Objects

In this paper, the key technology of the 6 athletes in the competition of the junior men's 5000 meters in Liaoning Province is the research object. The basic situation of the athletes is shown in Table 1.

Table 1. Basic information statistics for athletes

Athletes	Age	Height	Weight	Position
A	17	1.79	60	22:50
B	16	1.70	50	22:55
C	17	1.75	65	23:31
D	17	1.78	62	24:40
E	17	1.75	64	24:45
F	17	1.70	56	24:48
M	16.83	1.75	59.5	23:62
MD	0.37	0.04	5.16	0.87

Note: A-F is an athlete; M is the average; MD is standard deviation

2.2 Research methods

2.2.1 Documentation Act

Consult more than 80 documents about race walking technology, 3D video and digital processing at home and abroad, understand the current research status of race-walking technology, existing problems and development trends, analyze and organize research results, determine the main research details, screen and determine research indicators.

2.2.2 Survey Access Act

In the process of the thesis selection and data collection, he visited the walking coaches, sports biomechanics experts and professors to understand their views on the issues related to the youth walking, training methods, means and so on, and listened widely to their opinions and suggestions.

2.2.3 Technical motion camera

Two SONY-E-90 cameras are used to shoot athletes for positive and side technical actions on the spot. The center of the lens is 1.2 meters from the ground, the camera is 13.60 meters from the moving ground at 0.3m inside the runway, the shooting frequency is 25HZ and the field of view is 5 m. Switch on before the official shooting, the entire shooting process does not stop.

2.2.4 Technical action video analysis

The e-Jet parsing system, EIMG71, is parsed, measured with three-dimensional standard DLT, digitized the video, and image sampling is carried out using the parameters of Zaziolski mannequin. The direction of the three-axis in the three-dimensional analysis is positioned as the direction of the athlete's forward direction is x-axis, forward is positive, backward is negative, the left and right direction of the

x-axis is y-axis, the right side of the athlete is positive, the left side is negative, the axis perpendicular to the horizontal plane is z-axis, the upward is positive, the downward is negative, and the obtained data is smoothed with low-pass digital filtering (f.8.0).

3. RESEARCH FINDINGS AND ANALYSIS

3.1 Speed, Step Length, Step Analysis

Table 2. List of athlete speed, step length, cadence reference

Athletes	A	B	C	D	E	F	M	MD
Average speed of center of gravity (m/s)	3.38	3.34	3.26	3.23	3.28	3.20	3.28	0.06
Step Long (cm)	110	108	106	107	108	98	106	3.85
Step (step/second)	3.08	3.09	3.08	3.01	2.85	3.26	3.06	0.12
(step/min)	184	185	184	180	171	195	183	7

The result of the race depends on the speed of the race, and the main factors that determine the speed of the race are step length and cadence [2]. The speed and slowness of the cadence depends on the flexibility of the nerve, the strength of the muscles and the coordination of the use of various parts of the body; Step length and cadence is a pair of contradictions, their unity lies in the step length and cadence determine the performance of the race, the contradiction lies in the pursuit of step length, the cadence will inevitably decrease; Step length and technical action structure complement each other,

closely related, step stability to meet the requirements of the definition of race walk to choose a reasonable step suitable for the athletes themselves. Only if the pace is reasonable and stable, the cadence will not change the technical action structure. Therefore, under the condition of reasonable and stable step, speeding up cadence is the future development direction of modern race-walking technology. From Table 2 and Table 3, the average speed of the six athletes is (3.28 x 0.06) m/s, compared with the domestic race walker's race speed of 3.49 m/s, the difference of about 0.21 m per second.

Table 3. List of speed, step length and cadence control of outstanding race walkers at home and abroad

	World's Best Player	China's best players	20 health guards in our country
Speed (V)	4.15 m/s	3.73 m/s	3.49 m/s
Step (L)	1.17 x 0.05 m	1.15 x 0.04 m	1.11 x 0.06m
Leg length (Z)	0.91m	0.90m	0.89m
Relative step (L/Z)	1.25 x 0.07m	1.26 x 0.03m	1.26 x 0.08m
Step	3.55 sps	3.25sps	3.15-0.08sps
	213 s 5spm	195spm	189 s 4spm

Note: Technical discussion of china's race walkers

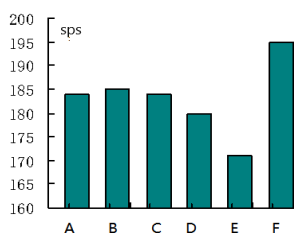


Figure 1. Comparison of athlete steps

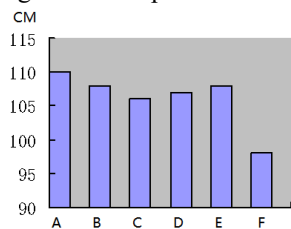


Figure 2. Athlete cadence comparison

We know that speed is step-by-step x cadence. The average step length of the athlete is (106 x 3.85) cm, then compared with the steps of the outstanding race walkers at home and abroad, it can be seen that the

steps of the young walkers (Figure 1) are significantly shorter than the steps of the outstanding athletes at home and abroad (1.06 x 3.85 m 1.11 x 0.05 m 1.17 x 0.05 m) [3-6]. The technique of china's race walkers is generally considered to be "small stride, high frequency", because the height of domestic athletes is generally lower than that of European and American race walkers, so from the relative step length (0.89m s/lt;0.91m), the domestic athletes have been close to or have reached the stride of foreign athletes (1.25 x 0.07m?lt;1.26-0.08m) [4] . However, Ecuador's 35-year-old veteran Perez, who has won seven times in the men's 20km race at the Olympic, World Championships and World Cups, is only 1.74 meters tall, while the average height of our country's men's walkers is (174.2 x 3.70 cm), which shows that the height of the athletes has a lot to do with the stride, but not the key factor in determining the performance of the race. From the cadence comparison, we can see that the gap between the cadence of the young men's walkers (Figure 2) and the domestic and foreign athletes' cadence is more obvious (3.06 x 0.12 steps

per second, 3.15 x 0.08 steps/s 3.55 x 0.09 steps/s). Therefore, improving the cadence of race walkers in the juvenile stage is the key to improve the performance of race walkers.

Figure 1 and Figure 2, from the point of view of training and material selection, the growth and development of young people has not yet matured, there is still a lot of room for development and plasticity, in the selection should pay attention to the basic form of athletes, leg-length athletes to increase the stride is extremely advantageous, but the stride is not the bigger the better, a good player is not the pursuit of "big stride", but the appropriate stride. If our coaches emphasize increasing step in training one-sidedly and excessively, it will inevitably lead to a relative increase in pace, and the structure of technical action will change with it, which will affect the athletes' performance. The development of the speed quality of young athletes is earlier than the development of strength quality, the Soviet Union, Germany, Romania and other countries attach great importance to the scientific selection of athletes, think that 14-17-year-olds are "speed sensitive period" mainly because the development of the nervous system of young athletes is earlier than other systems, so young athletes have a higher pace. The juvenile period is an important period of speed quality development, coaches should carry out scientific and effective sports training during the rapid development of speed quality, and arrange more special exercises of the quality of development.

3.2 Step Take Time Analysis

The one-step take-off time is the time it takes to Table 4. List of Athletes' Step-out Time

Athletes	A	B	C	D	E	F	M	MD	Korzenioski
Take-out time (ms)	50	50	50	80	20	60	61.7	13.4	40

From the average time of the step-by-step take-off time in Table 4, 61.7 to 13.4ms, has clearly exceeded the fuzzy time limit of the referee's naked eye, the referee can clearly see the take-off action. D athletes take the time is relatively short, so that the support time relative to other athletes will be longer, thus increasing the speed of the support stage loss, so that the cadence will be relatively slow, affecting the performance of the game. On the contrary, the longer the emptying time, the shorter the relative support time, accelerate the speed of the body's center of gravity forward, reduce the speed of the support stage loss, the level of the empty displacement will be greater, the relative step will increase. The 27th Olympic Games men's 20km and 50km gold medalist Skrzenioski of Poland is one of the world's best men's walkers, with a time of 40ms in an unobservable time limit. It was confirmed that his race-walking technique met the IAAF definition of walking, and there was no "empty" technical foul visible to the naked eye. China's outstanding race walkers in the world competition has repeatedly appeared "empty" technical fouls, the main

support the moment the support leg starts to swing the leg to the ground [3, 5]. The race walk is a periodic movement; a cycle called a compound step. The action structure of one leg refers to the continuous movement from the foot to the foot followed by the foot, and the other leg refers to the continuous movement from the toe to the foot to the ground. A step is made up of two single steps, a single step that refers to the distance from the toe of one foot to the toe of the other. Unboned-visible emptying refers to the transition from the support of one leg to the support of the other, i.e. the double-supporting action process. Through high-speed photography or with the help of other instruments to observe found that the speed is slow, there is a double support action process, high-speed race walks when the double support action will disappear, the emergence of an instant empty. The results show that the visual resolution of the human eye is 43ms, that is to say, when the race is 43ms below the eye observation of the empty person is not distinguished, in the official competition through high-speed photography and combined with the referee's penalty results analysis, 43ms-70ms of the empty human eye is difficult to distinguish clearly, this time period is in a fuzzy area, 70ms or more of the empty human eye can clearly distinguish. From this, athletes in the process of walking will inevitably appear "empty" [2]. According to the principle of biomechanics, modern researchers believe that the speed of more than 2m/s can lead to a race walk similar to a race, that is, in the tiny take-off stage, it can be said that the race walk is with the "walk" with the take-off stage [4].

reason is that the one-step take-off time of up to 70ms or so [6-11].

3.3 Analysis of vertical shift of body center of gravity and vertical displacement of the head

Although the human body is dynamic and varied, but like any object, there is an invisible and really existence of the center of gravity, race walkers only control their own center of gravity, in order to achieve excellent results in the competition. The vertical displacement of the body center of gravity is the difference between the maximum and minimum values that occur in the direction of the vertical axis of the body's center of gravity during a shooting step. The size of the ups and downs of the body's center of gravity is an important indicator that reflects whether the overall technical action of the race walker is reasonable, and the judge usually takes the size of the center of gravity up and down as one of the important bases for punishing the athlete for taking a foul. Therefore, the vertical displacement of the body center of gravity is closely related to the technical foul of "emptying", which is a crucial technology in the race-

walking movement, and is also of great significance to the evaluation of the economic and effective nature of the race-walking technology. The larger the vertical displacement of the body's center of gravity, that is, the greater the up and down, the longer the time to take off, the easier it is for the referee to observe the

appearance of the take-off action. The technical report of the 17th World Cup walking competition confirms that the maximum vertical displacement of the body center of gravity of the world's best walkers is 3-5cm [8].

Table 5. Athlete body center of gravity and vertical displacement of the head

Athletes	A	B	C	D	E	F	M	MD	Foreign
Center of gravity vertical displacement (cm)	6.1	6.0	8.7	7.2	6.8	7.9	7.1	0.95	4
Head vertical displacement (cm)	7.3	7.8	10.1	8.6	8.2	8.9	8.5	0.88	5

As can be seen from Table 5, the average value of the vertical displacement of the body center of gravity of the six athletes is (7.1 x 0.95 cm), compared with the horizontal displacement of the center of gravity of Karnowski, a foreign elite walker, the vertical displacement of the body center of gravity is too large (Figures 3, 4). From a biomechanics point of view, when the body center of gravity in the vertical direction of small fluctuations, that is, can save physical consumption, but also can reduce the loss rate of horizontal speed, but also can effectively avoid the referee to award technical fouls. The large body center of gravity will certainly increase the athlete's body in the vertical direction of the work, the human body produces excessive physical consumption, increase the degree of physical fatigue, but also directly affect the maximum horizontal speed of athletes, and ultimately affect the performance of the competition. Race walking is an endurance project, the center of gravity in the game is too large, too much energy consumption will inevitably affect the gait of the athletes, which increases the athletes by the referee to award technical fouls coefficient.

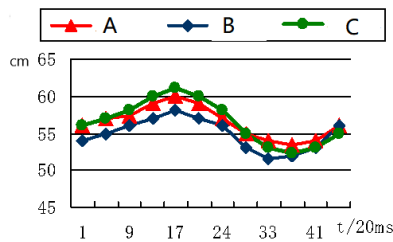


Figure 3. Athletes A, B, C Center of Gravity Track

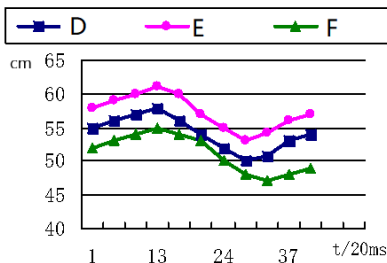


Figure 4. Athletes D, E, F Center of Gravity Track
In the race, the referee usually takes the size of the athlete's head up and down as the main reference for the penalty to take off the foul. The vertical shift of the head is the difference between the maximum and

minimum values that occur in the vertical direction of the head of the athlete in a shooting step. If the athlete's head is up and down too much, the athlete is likely to be fined for a technical foul. As can be seen from Table 5, the vertical displacement of the head is 7.3 cm, 7.8 cm, 10.1 cm, 8.6 cm, 8.2 cm, 8.9 cm, with an average value of (8.5 x 0.88) cm, while the vertical displacement of the head of the foreign elite walker Korzeniowski is 5 cm, indicating that the distance between the head of the junior walker and the foreign elite race walker is too large (Figure 5-10).

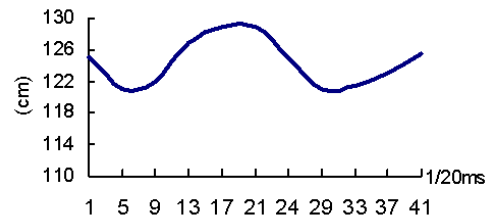


Figure 5. Athlete A's head undulating curve

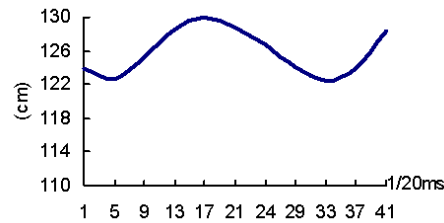


Figure 6. Athlete B Overhead Undulating Curve

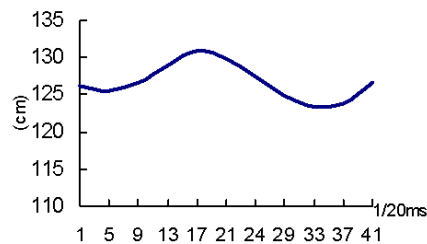


Figure 7. Athlete C overhead undulating curve

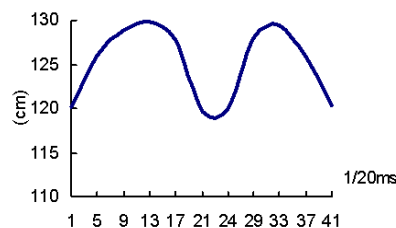


Figure 8. Athlete D Overhead Undulating Curve

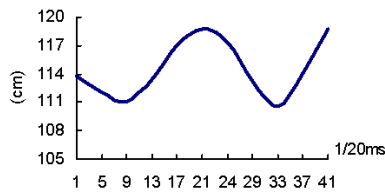


Figure 9. Athlete E Head Undulating Curve

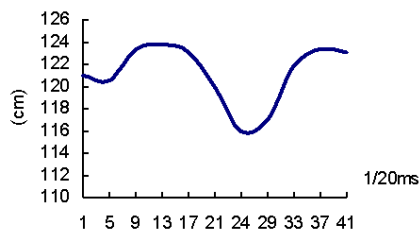


Figure 10. Athlete F Head Undulating Curve

From the point of view of training, the maximum potential energy is also reached when the maximum movement can be produced during the race walk of the athletes. When the flexor of the ankle, toe, and hip joint is generated and the heel is actively lifted, it leads to an increase in the center of gravity and a maximum potential energy. In the race-walking technology, the

Table 6. List of maximum pitch, top and right corners of athletes' torsos

Athletes	A	B	C	D	E	F	M	MD
Torso back-up angle	6	7	9	5	11	0	6	3.4
Top angle in front of the torso	5	3	7	9	7	12	7	2.6
Left corner of the torso	8	8	10	11	10	9	9	1.1
Right-hand corner of the torso	7	9	9	8	10	11	9-	1.3

Table 7. List of the torso and angle of the outstanding race walkers at home and abroad

	China's outstanding race walkers	Korzenioski
Torso back-up angle	-2.18	0
Top angle in front of the torso	3.56	3

Table 6, Table 7 can be seen, in addition to the athlete F back angle 0 degrees in line with the world's best distance athletes' torso, the average angle of the torso of other athletes in supporting the leg of the ground instantaneous back-up angle is (6 .3.4 degrees); As can be seen from Table 6, the larger upper angle of the torso is the athlete Sd and F, respectively, 9 and 12 degrees, and the largest back angle of the torso is the athlete C and E, respectively, 9 and 11 degrees.

From a biomechanics point of view, the head is lowered in front of the torso, the back of the torso makes the head lift, causing the head up and down fluctuations, easy to be judged by the referee "empty" technical foul. Too large a torso is also prone to the movement of the athlete's hips, inhibiting the hip slower around the vertical axis, resulting in a decrease in stride length and a sign of a running foul to the referee. Figure 11-16 is a comparison of the back and front corners of the athlete's torso.

dominant position is the horizontal thrust generated by the back of the support leg. At the end of the back, it is the toes, not the front feet, that are off the ground. This action in the technical training of the race walk should be emphasized, it can prevent the emergence of the empty state, reduce the body's center of gravity up and down the distance, but also increase the forward thrust, so that the body has a good effect of forward acceleration, but also effectively avoid the technical fouls of the emptying.

3.4 Study and analysis of left and right angle of the torso back, front and torso

The torso plays an important role in the technique of walking. A correct posture of the torso during a race walk can also affect the movement of the hip joint. The correct torso posture can avoid the tension of movement caused by excessive forward or rear tilt of the upper body, and contribute to the forward delivery of the hip joint and the increase of the rear swing amplitude of the hind legs. The torso elevation is the rear angle of the torso and the vertical axis in a shooting rehab, and the torso elevation is the front angle between the torso and the vertical axis in a shooting rehab. According to the results of the technical research report of the 17th World Cup walking competition: the torso angle of the world's best walkers is 1 to 3 degrees, and the torso angle is 2 to 5 degrees [10].

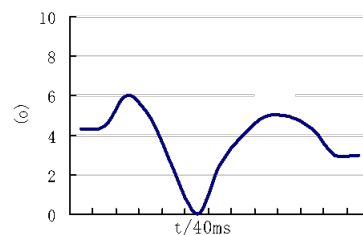


Figure 11. Athlete A back-up angle curve trend

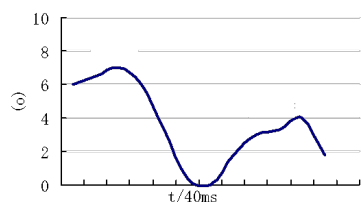


Figure 12. Athlete B back-up angle curve trend

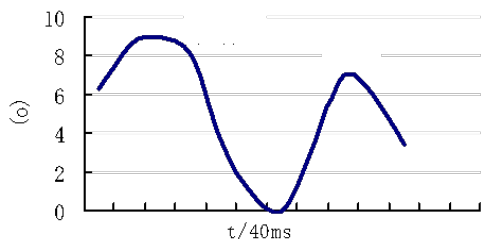


Figure 13. Athlete C back-up angle curve trend

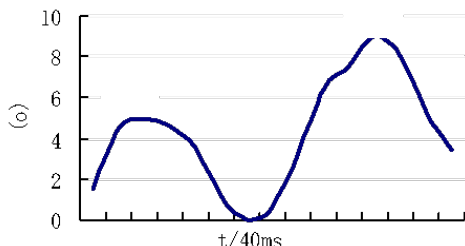


Figure 14. Athlete D back-up angle curve trend

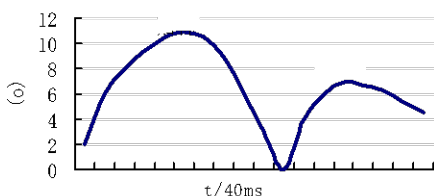


Figure 15. Athlete E back-up angle curve trend

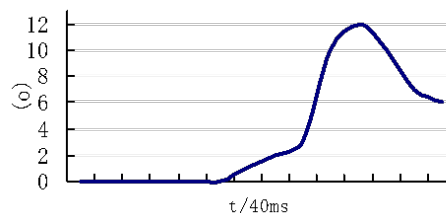


Figure 16. Athlete F back-up angle curve
3.5 One-step left and right support leg knee angle analysis

The front leg from the touch of the ground moment to the vertical part of the knee joint should be straightened in the technical action, the human eye must be able to observe the technical action image of the knee straight, which is the most important technical action characteristics distinguished from running. The technical action mode of the knee straightening on the front leg of the race walk is the necessary training content for the juvenile walker to adapt to the "definition of race walk". According to the visual difference of the human eye, athletes must do the front leg touch the ground of more than 43ms of the knee straight, the human eye can see the front leg touch the ground of the knee straight action image; Therefore, the front leg touch the ground instantly to the vertical part of the knee angle to reach 180 degrees and above is the referee to measure the support of the leg straightening of the quantitative standard.

Table 8. List of Athlete's Knee Angle

Athletes		A	B	C	D	E	F	M	MD
Knee angle at ground time	Left	180	178	175	174	176	179	177	2.1
	Right	180	179	178	176	179	173	178	2.4
Knee angle (?) when supporting vertically	Left	181	180	179	179	176	180	179	1.6
	Right	180	180	179	180	180	176	179	1.5

From the knee angle data in Table 8, it can be seen that the average angle of the left knee joint of 6 athletes in the vertical area is (179 x 1.6), and the average angle of the right knee joint in the vertical area is (179 x 1.5), indicating that the athlete's knee joint in the vertical area of the general small bending. The cause may be that the young walker may have running support leg in the vertical part of the knee buffer action training interference, may also be the support leg from the touch of the moment to the vertical part of the knee joint support ability is poor, may also be in the case of long-distance walking fatigue to lose control of technical action and other reasons.

From the point of view of biomechanics, the human body is not rigid structure, the analysis process is to click on the body's 23 joint points, the resulting data has more accurate, strict characteristics. We know that the human body is made up of bones and muscles, each person's bone structure, shape is completely different, the type of muscle and the age of training is different, the degree of muscle growth is also different, so it is difficult to observe the walk-race technology coherent, coordinated, easy athletes without observation.

Relevant data show that when the front leg touch the ground of the knee moment there is a small bend that the referee cannot recognize, not only in line with the requirements of the rules of the walk-off definition and reduce the tension of the calf triceps, the center of gravity is very favorable for the rapid forward movement [10].

From the point of view of training, the training of young walkers should be clear technical characteristics of walking support legs straight, the establishment of race walk support legs from the touch of the moment to the vertical part must be straightened power stereotypes, improve the ability to control the correct race walk ingress in the case of fatigue. In order to be able to move the center of gravity forward quickly, it is not advisable to allow a small bend in the knee joint in training, because once the young walkers form a dynamic stereotype, it will be difficult to correct in subsequent training. If the game because of knee technical fouls by the referee's penalty or even disqualification of the game will not be worth the loss. Therefore, in the race walk training, to strictly require the athlete's front leg from the touch of the moment to

the vertical part of the knee joint must be straightened, and the referee can clearly observe with the naked eye the technical action image of the knee joint straightening.

3.6 Study and analysis of the ground angle of the left and right support leg and foot

In a stepping cycle, the speed of transient displacement is the largest when the foot is off the ground, and the instantaneous displacement speed is minimal when the current support transitions to the vertical stage, and the speed loss rate at this moment can be regarded as an important technical indicator [12, 13]. The main factor affecting the rate of speed loss is the size of the full-touch angle. Foot touch the angle is small, that is, the foot up the range is small, will make the foot touch point from the body's center of gravity projection point too close, thus affecting the step length. Foot touch is too small, although can reduce the braking when the

foot touch ground, but can make the support time shortened, the front leg has not yet ground, the hind legs have been off the ground, prematurely into the swing stage, so that the support time is relatively short than the swing time, resulting in the original support and swing time of the equilibrium is destroyed, resulting in the short disappearance of the double support, there will be a short time to empty. Foot touch the corner of the ground, that is, the foot up the magnitude of the large, the loss rate of horizontal speed may be more, but it is conducive to increasing the stride and maintain the stability of the technical action of the race walk. Of course, the foot touches the corner of the ground is too large, when the brake increases, so that the horizontal speed drop too, energy consumption is too large, it appears to be worth less. The data show that the foot-touch angle of China's elite athletes is 38 degrees.[14]

Table 9. List of top 6 athletes for outstanding juvenile men's foot-touching corners

Athletes		A	B	C	D	E	F	M	MD
Foot-touch edi-on-earth angle	Left	25	31	25	12	20	10	20.5	7.5
	Right	26	30	26	14	20	20	22.6	5.2

Table 9 can clearly see that the average angle of the athlete's left and right foot touch is (20.5 x 7.5) and (22.6 to 5.2), which is a large gap compared with the foot-touching angle of China's outstanding walkers (Note: 7 for the elite athletes foot-touch angle), especially the athlete Pan Dong left foot-touch angle is 10 degrees. Foot touch the corner is small, cannot give the referee a long and reasonable observation of leg movements time, easy to be sentenced to empty or leg technical foul. Appropriately increase the foot touch the corner, heel leading to the ground, the foot fall action will move with the body forward, to the body's center of gravity projection line vertical moment, from the heel gradually rolling to the full foot, this action to do soft and natural, the body's center of gravity smooth forward, reduce the speed loss is extremely advantageous[15].

From a training point of view, junior walkers in training should pay attention to improve the technical ability to stretch the ankle, while maintaining moderate tension in the ankles and legs. As you move forward, swing ingress legs with heels leading to the ground, the toes naturally hook up, and the position is about 30cm in front of the projection point of the body's center of gravity, close to the middle line of the body. With the heel touch to the ground, the support leg is in a natural straightening position, moving forward with the body's center of gravity, the foot rolling quickly, heel from the touch to the roll, the action is gentler. In the walk ingress training, the coach should emphasize that the athlete's foot touch point should be as far as possible in a straight line, because the straight landing, can reduce the body center of gravity up and down and limit a large left and right offset.

From the comparative analysis of the excellent walker

(the athlete sitorist above) and the general athlete (the following) found that the ankle activity range of the excellent walker and the ankle shaft angle (the inner ankle length -the outer ankle length) / ankle width) is greater than the average athlete (excellent group is 73.3 degrees angle, the general group is 70.58 degrees angle). The ankle shaft angle is formed because the inner and outer ankles are not on a plane, and when the human body is in a normal standing position, its size is consistent with the angle of the femur neck and the human forehead axis. The human body is in the best initial motion state of the lower limbs due to the rotation of the pelvis while walking. Thus, the larger the ankle shaft angle, the more convenient to send hip action, is conducive to increasing the magnitude of the lower limb movement. Therefore, in the selection of young walkers should choose the ankle shaft corner of the big [16].

4. CONCLUSIONS

Because the training period of the young walker shorter, has not established the correct concept of race walking technology, the race walking technology has not yet formed the correct dynamic stereotypes, in the training should be maintained reasonable and sTable step conditions to improve cadence, is the key to improve the performance of the race walk. The average time of a single-step take-off time of 61.7 to 13.4ms, has clearly exceeded the blurred time limit of the referee's naked eye, in the game will be punished by the referee. The body's center of gravity is shifted to (7.1 to 0.95) cm, the body's center of gravity is too vertically shifted, the head undulating displacement is (8.5 x 0.88) cm, and the head is up and down significantly. The average sloping and pitch angle of the torso are (6 to 2.15) and (7.85) respectively, and the average left and right angle of the torso is (9 x 1.1)

and (9 s.9) respectively, which greatly exceeds the reasonable range of the angle of the torso. The average angle of the left knee joint in the vertical area is (179 x 1.6) and the average angle of the right knee joint in the vertical area is (179 x 1.5 degrees), indicating that the athlete's knee joint is generally slightly curved in the vertical area. The average of the left and right foot-touch angle is (20.5 to 7.5) and (22.6 to 5.2), respectively, and the gap between the foot-touch angle of the outstanding race-walking athletes at home and abroad is large.

Young men's walkers in the training of special ability at the same time should pay attention to the requirements of the definition of walking, strengthen the standardization of walking technology, should have a reasonable and stable step conditions, speed up the cadence. Master the correct supporting action structure, front and right leg with heel, appropriately increase the foot-touch angle, the use of "rolling" heel leading ground technology. In the training to clear the technical characteristics of the race walk support leg straightening, the establishment of the race walk support leg from the touch of the moment to the vertical straight power stereotypes, improve the ability to control the correct technology without deformation. At the same time, in the training of walking, we should strengthen the strength training of the vertical muscle, pelvic floor muscle and staggered pelvis, and at the same time, we should also strengthen the special strength training of the core muscle group such as the muscle and hip muscle around the hip joint, the hip muscle, the post-feline muscle group, and the training of the flexibility and flexibility of the hip joint.

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